

Southeastern
Wisconsin
Chapter
PRSA

Hi Everyone,

We are looking forward to announcing and celebrating our PRSA SE WI Paragon Award winners later this month!! There are even more recipients than last year – a testament to the world-class work done in Southeast Wisconsin that resonates far and wide, reaching every corner of the globe. I'm so happy that we offer an avenue to applaud to the movers, the shakers, and the storytellers who put our chapter on the map with their innovative campaigns and tactics. Great job everyone!



May Is AAPI Month

Help foster awareness of **Asian American and Pacific Islander (AAPI) Heritage Month**. Here is a [link](#) to PRSA's specially curated resources.

May 23, so [please register now](https://www.prsawis.org/event/2024-paragon-awards-banquet/) to join us at <https://www.prsawis.org/event/2024-paragon-awards-banquet/> Remember, the deadline for registration is May 10!

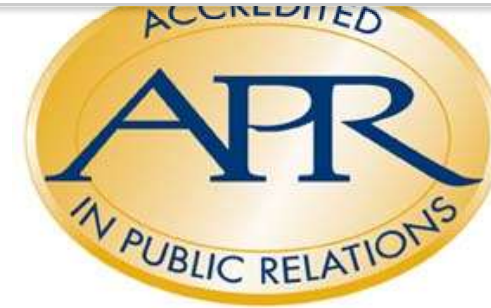
Spaces are already filling up, so we are moving to a bigger room onsite to accommodate everyone. Foxtown Station in Mequon will offer a wonderful evening of celebration among PR pros with networking, socializing, a diverse cross section of successful work and much more!

Plus, we'll be honoring this year's Dorothy Thomas Black Award winner longtime PR veteran Karren Jeske, APR plus the 2024 Communicators of the Year – Meagan Johns, Executive Director and Mariah Riggelsprigger, board member of the Milwaukee Diaper Mission.

Let's pack the house for this great event!
Have a nice weekend everyone!

Angela Hersil, MBA, APR
President, PRSA Southeastern Wisconsin Chapter

UPCOMING EVENTS:



APR is a Differentiator

What do 23 PR practitioners in Southeastern Wisconsin have in common that other practitioners don't? They're among the roughly 5,000 PR professionals worldwide who have earned the designation "APR." The letters stand for Accredited in Public Relations, but they also signal professional acumen, significant skills, knowledge and a commitment to ethics.

If you are interested in earning accreditation or learning more about the process, contact chapter officers Ann Knabe, Ph.D., APR+M at Ann.Knabe@bvk.com or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvk.com.

Let Us Help You Promote Your Internships

If your organization is looking for an intern, let us know and we will add it to our website. Please send the info to prsasewi@gmail.com. Internships can be added throughout the year. We simply ask



Join your friends and colleagues at the 2024 Paragon Awards!

The 2024 Paragon Awards will be held on

Thursday, May 23, at the [Foxtown Station in Mequon](#), starting at 4:30 p.m. with the award program to begin at 5:00 p.m. A buffet-style dinner will be served at 6:00 p.m. with a cash bar serving until 7:30 p.m.

Advanced registration is required. The cost to attend is \$45 for PRSA members, \$50 for non-members, \$25 for PRSSA members (students) and **\$500 for corporate table sponsors** (includes a corporate table of 8, company logo displayed in the award presentation, verbal recognition during the program and company logo on the PRSA website). Registration deadline is **Friday, May 10**.

For more information or to register [click here](#).

site.



PRSA is looking for ideas for our programming. What would you like to see us do a seminar on? Please email your ideas

to Angela at Angela.Hersil@Zurn.com



Second Keynote Speaker Announced for ICON 2024

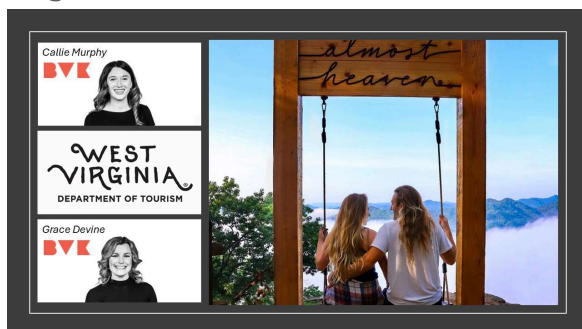
Crystal Washington, a technology trends expert and one of *Forbes'* 50 Leading Female Futurists, has joined the [ICON 2024](#) keynote speaker lineup. This Conference also features **Gio Benitez**, an award-winning journalist and co-anchor of "Good Morning America" Saturday and Sunday. Register now!



We invite you to join PRSA Southeastern Wisconsin for this post-work YAPPY HOUR —no dogs required to have fun! You are welcome to bring your dog(s) or enjoy meeting and mingling with the four-legged friends of others.

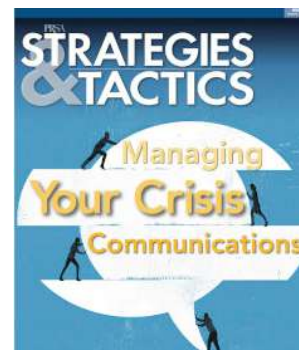
For more information or to register [click here](#).

September 12: Leveraging Earned Media to Enhance a Destination's Reputation: How BVK Built a Well-Oiled Influencer and Press Trip Strategy for West Virginia Tourism



To increase awareness of what the state had to offer visitors and ultimately drive visitation to The Mountain State, BVK

STRATEGIES & TACTICS



The May 2024 issue of *Strategies & Tactics*, PRSA's award-winning publication, focuses on crisis

communications.

Highlights from this issue include:

- [Steps for navigating the first hour of a crisis](#)
- [Addressing ageism in the workplace](#)
- [A Q&A with the Salvation Army's Jennifer Byrd](#)

View our online edition [here](#).

Find our flipbook [here](#).

and an always-on influencer marketing campaign. During this session they will dive into real-life contract examples, discuss how to leverage the most from creators, work with freelancers, and how to both evaluate and show the true value of these dynamic partnerships.

For more information or to register [click here](#).

October 8: Unconscious Bias – Knowing What You Don’t Know with Judge Derek Mosley

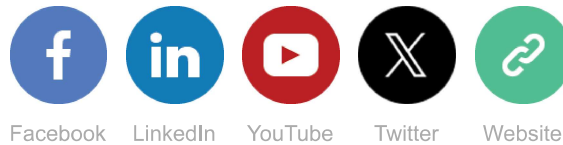


Unconscious Bias is a learned stereotype that is automatic, unintentional, deeply ingrained, universal, and able to influence

behavior. Unconscious bias seeps into decisions that affect recruitment, retention, hiring, access to healthcare, banking, housing, education, the justice system, providing services, interpersonal interactions, and outcomes in ways that can disadvantage both individuals and

recognize that we have it and employ techniques to mitigate it.

For more information or to register [click here](#).



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