



The final day of registration is here for the 2024 Paragon Awards! You'll want to be part of all the fun and celebration on May 23rd in Mequon, so please consider joining us by registering before **midnight** tonight! <https://www.prsawis.org/event/2024-paragon-awards-banquet/>

This promises to be a **great** night as we honor our colleagues and peers for their amazing work in media relations, social media, integrated communications and much more impacting communities ranging from local to global.

The 2024 Paragon Awards will be held on **Thursday, May 23**, at [Foxtown Station in Mequon](#), starting at 4:30 p.m. with the award program beginning at 5:00 p.m. A buffet-style dinner will be served at 6:00 p.m. with a cash bar open through 7:30 p.m.



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.

Communicators of the Year Milwaukee Diaper Mission's founder and executive director Meagan Johnson and board member Mariah Riddlesprigger, plus, our **2024 Dorothy Thomas Black Award** winner Karren Jeske, APR. More details on these winners and the event are below.

We hope everyone can make it! Have a great weekend everyone!

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

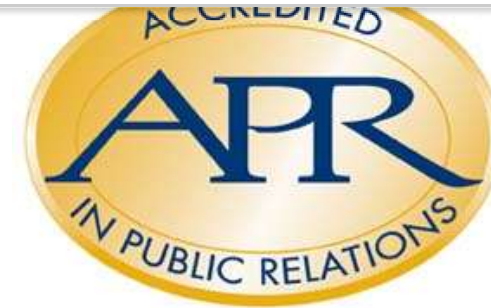
UPCOMING EVENTS:

May 23: Paragon Awards Banquet



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



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

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](#).

July 25: Summer Social: Yappy Hour



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](#).

site.



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

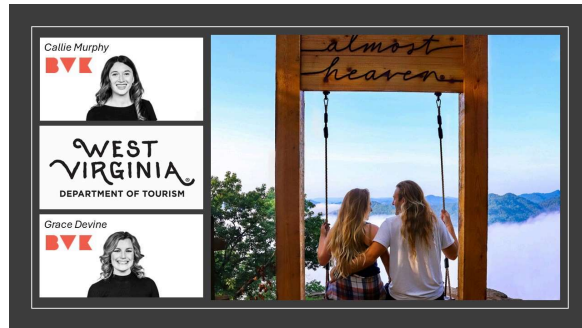
to Angela at Angela.Hersil@Zurn.com



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!

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

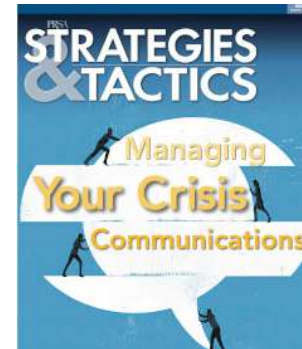


To increase awareness of what the state had to offer visitors and ultimately drive visitation to The Mountain State, BVK launched a hyper-focused, multi-faceted four-season individual press trip program and an always-on influencer marketing campaign. During this session they will dive into real-life 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

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](#).



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 groups of people. We all have some form of unconscious bias, and the key is to recognize that we have it and employ techniques to mitigate it.

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



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