



Hi Everyone,

Wow, what a wonderful evening of celebrating all the great work from PR and communication professionals in our chapter at this year's 2024 Paragon Awards! Congrats to those who received awards and everyone who attended to offer their support. Professional events like these really show how great our chapter is overall and the impact our work has on the community both here and beyond.

Congratulations again to the 2024 Communicators of the Year Award winners - Milwaukee Diaper Mission's founder and executive director Meagan Johnson and board member Mariah Riddlesprigger! If you didn't get a chance to see the videos in the presentation you can watch here: Meagan Johnson:

<https://vimeo.com/bvkadagency/meaganjohnson?ts=0&share=copy>

and Mariah Riddlesprigger:

<https://vimeo.com/bvkadagency/mariahridlesprigger?ts=0&share=copy>

Welcome New Members!

PRSA membership is an investment in your career. We're glad you're a part of the largest public relations organization in the world – and a member of the Southeastern Wisconsin Chapter.

- **Jason Gantner**, Nelson Schmidt
- **Dan Nelson**, Nelson Schmidt
- **Shelly Schumacher**, Nelson Schmidt

[Click here](#) for a full membership list.



May Is AAPI Month

Help foster awareness of **Asian American and Pacific Islander (AAPI) Heritage**

Thomas Black Award winner, longtime PR veteran Karren Jeske, APR. Sharing in the excitement were her husband, mentors, past co-workers and soon to be 93-year-old mom!!

Special thanks also to all those involved in organizing the Paragon Awards this year including Dave Racine, immediate past president; Jackie Gozdowiak, treasurer and president elect; and Joette Richards, administrator.

Also, below are some photos from the event and please share your own via social media and tag us on LinkedIn to allow everyone to see the great things we are helping our clients to achieve. We will be communicating out more on this next week, but in the meantime, you can see a complete list of our 2024 Paragon Award winners please visit <https://www.prsawis.org/2024-paragon-award-winners/>

And a BIG thank you to everyone for your kindness in donating thousands of diapers, wipes and other items to the Milwaukee Diaper Mission last night!! We filled an entire van with everything!!! Meagan and others were very happy!

Have a nice extended holiday weekend everyone and please take time to honor and remember our veterans, service members and all who laid down



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,

Have a great weekend everyone!

Angela Hersil, MBA, APR

President, PRSA Southeastern Wisconsin Chapter



Paragon Awards
2024

UPCOMING EVENTS:

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

prsasewi@gmail.com. internships can be added throughout the year. We simply ask you also let us know when a position has been filled so we can remove it from the 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

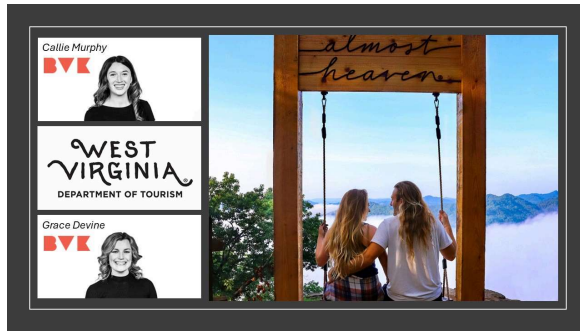


Second Keynote Speaker Announced for ICON 2024

Crystal Washington, a technology trends expert and one of *Forbes'* 50 Leading Female Futurists, has joined the [ICON 2024](#) keynote speaker lineup. This

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



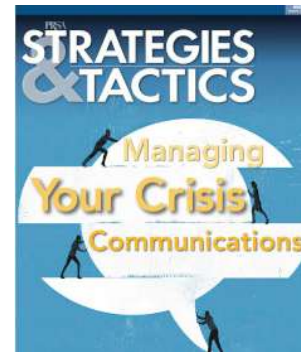
To increase awareness of what the state had to offer visitors and ultimately drive visitation to The Mountain State, BVK launched a hyper-focused, multi-faceted four-season individual press trip program and an always-on influencer marketing campaign. During this session they will dive into real-life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

Good Morning America Saturday and Sunday. Register now!

[Register for ICON 2024 today!](#)

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](#).



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 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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