



Hi Everyone!

Sunshine, warmer temps and plenty of festivals on the lakefront and in communities around our area signal summer is just around the corner! Hope everyone is making the most of it!

Breaking News!! Veena Johnson, a graduate student at the University of Wisconsin - Whitewater has joined our chapter as a new member! Please reach out on LinkedIn <https://www.linkedin.com/in/veenajohnson/> and join me in welcoming Veena!

Also, don't forget to check out our upcoming events below. Plus, we are working on a potential pop-up event later this month. Stay tuned!

Have a great weekend everyone and Happy Father's Day to all the dads out there!

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

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#### UPCOMING EVENTS:

**July 25: Summer Social: Yappy Hour**

#### 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.

- **Veena Johnson**, University of Wisconsin - Whitewater

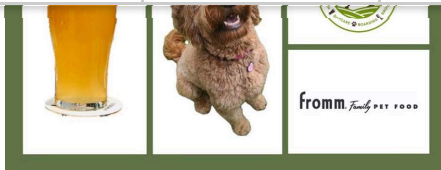
[Click here](#) for a full membership list.



#### LGBTQ+ Pride Month

Each June, PRSA joins in celebrating **LGBTQ+ Pride Month**. Here is a [link](#) to PRSA's specially curated resources.

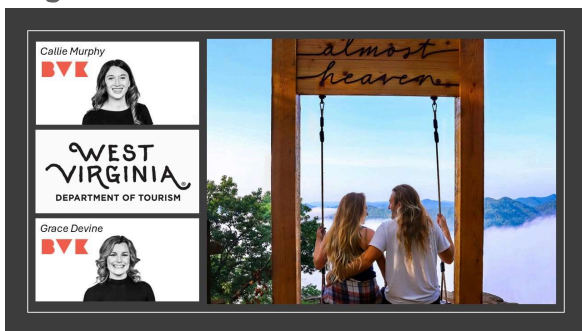




We invite you to join PRSA Southeastern Wisconsin for this post-work YAPPY HOUR —no dogs required to have fun! You are welcome to bring your dog(s) or enjoy meeting and mingling with the four-legged friends of others.

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 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.

We are pleased to share the launch of PRSA Chapter member badges. Members can access the Chapter Badges and Logos by logging into [MyPRSA](#) and navigating to the "Members Only" section.

Any issues or questions please contact Joette at [prsasewi@gmail.com](mailto:prsasewi@gmail.com).



#### 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](mailto:Ann.Knabe@bvk.com) or Michael Pflughoeft, APR, Fellow at [michael.pflughoeft@bvk.com](mailto: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](mailto: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?



## 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 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](#).

**ICON 2024**  
ANAHEIM, CALIF.  
OCT. 15-17

KEYNOTE SPEAKER  
**Crystal Washington**  
Technology Trends Expert and a Forbes 50 Leading Female Futurist

OCT. 15-17 • ANAHEIM, CALIF.

**ICON 2024**

KEYNOTE SPEAKER  
**Gio Benitez**  
Co-Ancor, "Good Morning America" Saturday and Sunday

### It's Time to Make Your ICON Plans!

**Crystal Washington**, a technology trends expert and one of *Forbes'* 50 Leading Female Futurists, is a timely addition to the keynote speaker lineup for [ICON 2024](#), taking place Oct. 15-17 in Anaheim, Calif. This Conference also features **Gio Benitez**, an award-winning journalist and co-anchor of "Good Morning America" Saturday and Sunday. The **discounted Saver Rate expires Sept. 6** so it's not too early to encourage members to [register](#) and start [planning their trip to California!](#)

[Register for ICON 2024 today!](#)

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