

Business Announcement

For Release

March 16, 2010

The **Northeast Wisconsin Chapter of Public Relations Society of America** (PRSA – Northeast Wisconsin Chapter) will hold its next meeting “**Constructing a PR Message: The PR of a major road construction project**” for all communication professionals on **Tuesday, April 27, 2010 11:15 a.m. – 1:00 p.m. at Aurora BayCare Orthopedic & Sports Medicine Center, 1160 Kepler Dr. Green Bay, WI.**

Kris Schuller has moved from broadcast journalism to managing the message of a major road construction project in Northeast Wisconsin. The massive project, which boasts its own Web site, includes expanding the highway to six lanes in Oshkosh and Green Bay. Schuller, US 41 Project communication manager, will talk about the challenges of getting the message of the project to a variety of audiences, including the general public, the traveling public and businesses affected by road closures and detours.

Registration: 11:15 a.m.; lunch 11:30 a.m.; speaker at noon.

The lunch meeting is open to all interested professionals; you must register by Friday, April 23 by contacting Nadia Farr at nfarr@ea.org or registering online at www.prsanewis.org. Cost includes lunch, \$20 for members, \$15 for students, \$30 for non-members. (Arrive at 11:15 to register, lunch at 11:30 am, presentation at 12 pm.) [Register today!](#)

For more information about this event or how to become a PRSA member, click to the web site at www.prsanewis.org.

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Northeast Wisconsin Chapter of PRSA is one of 116 PRSA chapters nationwide with nearly 20,000 members, making PRSA the world’s largest organization for public relations professionals. The PRSA-Northeast Wisconsin Chapter is dedicated to advancing, strengthening and unifying the profession of public relations. For more information about PRSA Northeast Wisconsin chapter, visit the web site www.prsanewis.org.

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