



**FOR IMMEDIATE RELEASE**

**Southeastern Wisconsin Chapter of PRSA to Host Milwaukee Debut of Peter Shankman of HARO on September 30, 2010**

*Learn about the New Rules of Communication In An Era of Social Media from an International Expert [www.prsawis.org](http://www.prsawis.org)*

**August 20, 2010 – Milwaukee, WI** - On September 30, 2010, the Southeastern Wisconsin Chapter of PRSA will bring Peter Shankman, founder of Help A Reporter Out (HARO), entrepreneur, author, speaker and worldwide connector to Milwaukee for the first time. Shankman is recognized globally for radically new ways of thinking about Social Media, PR, marketing, advertising, creativity, and customer service. Shankman will present "First, SHUT UP. The New Rules of Communication in an Era of Social Media" at the PRSA luncheon September 30, 11:30a.m.-2:00p.m. at the Hilton Milwaukee City Center. The event is open to the public. For more information, or to register for the luncheon, visit [www.prsawis.org](http://www.prsawis.org).

Shankman will discuss social networking, viral marketing, and all the "fun ways" to use them - Facebook, Twitter, LinkedIn, and perhaps most importantly, why sometimes, not using any of them is your best bet.

From the beauty of Will It Blend, to the utter simplicity of the amazingly successful HARO, Shankman will touch on all facets of social media, marketing, and "non-traditional ways of thinking."

Shankman is perhaps best known for founding [Help A Reporter Out](http://helpareporter.com), (HARO) which in under a year has become the de-facto standard for thousands of journalists looking for sources on deadline, offering them more than 125,000 sources around the world looking to be quoted in the media. HARO is currently the largest free source repository in the world, sending out over 1,200 queries from worldwide media each week. HARO's tagline, "Everyone is an Expert at Something," proves over and over again to be true, as thousands of new members join at [helpareporter.com](http://helpareporter.com) each week.

In addition to HARO, he is the founder and CEO of [The Geek Factory, Inc.](http://TheGeekFactory.com), a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide. His [blog](http://blog.shankman.com), which he launched as a website in 1995 at <http://shankman.com>, both comments on and generates news and conversation. Shankman is the author of [Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them](#), and his second book, [Customer Service: New Rules for a Social-Enabled World](#) (Que Biz-Tech 2010) comes out this fall.

A marketing pundit for several national and international news channels, including Fox News, CNN, and MSNBC, he is frequently quoted in major media and trade publications, including *The*

*New York Times, The Wall Street Journal, The Los Angeles Times, The New York Daily News, The Associated Press, Reuters, CNN, FOX News, and USA Today.*

Live updates from the September meeting, and the latest news can be found on Twitter by following #PRSAWIS, or @prsawis.

*The Public Relations Society of America Southeastern Wisconsin chapter was founded more than 50 years ago by pioneering public relations professionals. The organization today consists of more than 300 plus member organizations serving to advance networking and educational opportunities for communications professionals in the community.*

###

For more information, contact Laura Monagle, APR at (414) 517-6076 or [lmonagle@staplesmarketing.com](mailto:lmonagle@staplesmarketing.com).