



PRSA Southeastern Wisconsin Chapter Announces 2025 Paragon Award Winners

MILWAUKEE, May 26, 2025 – The Public Relations Society of America (PRSA) Southeastern Wisconsin Chapter recognized southeastern Wisconsin’s best public relations (PR) programs and tactics at its annual Paragon Awards held on May 22.

The event annually brings together more than 100 industry professionals from local corporations, agencies, and nonprofits to celebrate the best standards in research, strategic planning, and results-driven execution that make an impact.

A total of 15 Awards of Distinction and 15 Awards of Excellence with a Best of Show Award were presented during the evening. The Best of Show award was presented to BVK and CITGO for its CITGO: Good to Go social media campaign for securing the highest overall score.

“From TikToks to travel, fentanyl awareness to facial hair, this year’s Paragon Awards were a masterclass in how wide and wild the world of public relations can be,” said Hillary Mintz, who served as emcee for the event. “We honored campaigns that ranged from crisis response and community revitalization to beard trimmers, boots, and budget transparency. If there’s a way to communicate it, someone in the room made it meaningful.”

“Recognizing the work of some of the brightest minds in PR is always an honor, and a great reminder of what thoughtful, effective communication really looks like,” said Dave Racine, Board Member and Paragon Awards Chair. “This year’s Paragon Awards showed off the kind of creativity, grit, and strategic brilliance that proves Southeastern Wisconsin is setting the pace in an industry that’s always evolving.”

Highly experienced communications professionals from the [PRSA Las Vegas Valley Chapter](#) judged the entries. The judges considered the research, planning, execution, and results of each award submission, scoring entries on a 50-point scale. The Paragon Awards program includes two levels of recognition: Distinction (scoring between 40 and 45 points) and Excellence (scoring over 45 points).

Public relations programs/tactics recognizing Awards of Excellence include:

Winner	Campaign	Category
Hoffman York	Augmented History Media Relations Campaign	Media Relations – Business/Industry
Sentry Insurance	Sentry 2024 B2B Media Relations Program	Media Relations – Business/Industry
Hoffman York	Saia LTL Freight PR Program	Media Relations – Business/Industry
Moffitt Cancer Center	Moffitt Cancer Center - Social Media Campaign	Social Media Campaign
PUNCH	Sentry Equipment's Manufacturing Day	Community Relations
ThriveOn Collaboration	ThriveOn King	Community Relations
BVK	“Like A Local” Influencer Guide to St. Pete-Clearwater	Influencer Marketing to Expand Awareness
PUNCH	KEEN Utility Kenton Work Shoe Launch	Influencer Marketing to Expand Awareness
Hoffman York	Wahl's Dirty Dogs Contest	Issues Management
Waukesha County DHHS	Saving Lives, Breaking Stigmas: Waukesha County's Fight Against Fentanyl	Public Service
Greater Milwaukee Urban League	Metcalfe Park Homeownership Initiative	Multicultural Public Relations
Sentry Insurance	Facebook Live Maui Donation	Events and Observances - More than Seven Days
Hoffman York	Wahl Manscaper Pop Up Events	Events and Observances - Fewer than Seven Days
PUNCH	Power News Rundown	Online Communities (E-News)
Waukesha County DHHS	Saving Lives, Breaking Stigmas: Waukesha County's Fight Against Fentanyl	Videos

Public relations programs/tactics recognizing Awards of Distinction include:

Winner	Campaign	Category
Cramer-Krasselt	Oklahoma Joe's SMT with Pitmaster	Media Relations – Business/Industry
BVK	Wyoming Office of Tourism – Hospitality Campaign	Social Media Campaign
Hoffman York	Why I Love Wisconsin	Social Media Campaign
Marquette University	@MarquetteUPresident Social Accounts	Social Media Campaign
BVK	From Visitors With Love 727 Day Celebration	Community Relations
Cramer-Krasselt	ECHO Wins Award for Corporate Sustainability	Community Relations
Marcus Performing Arts Center	Culture Collective	Community Relations
Hoffman York	Wahl Influencer Program	Influencer Marketing to Expand Awareness
Hoffman York	AreYouKiddingTV and Wahl Clippers TikTok Campaign	Influencer Marketing to Expand Awareness
BVK	Visit St. Pete-Clearwater Still Shining Hurricane Recovery Campaign	Crisis Communications - Government/Non-profit
Marquette University	Marquette Today	Internal Communications
Hoffman York	Wahl Manscaper Direct Mailer	Direct Mail
Zurn Elkay Water Solutions	Employee 2023 Sustainability Report	Annual Report
Zurn Elkay Water Solutions	ZurnElkay.com	Online Communities (Website)
Marquette University	From Print to Digital: An Omni-Channel Approach to College Magazines	Content Marketing - Government/Non-Profit
Village of Shorewood	Impactful Collaboration: Reimagining Budget Decisions Together	Other Creative Tactics

“This year’s pool of entries stood out for all the right reasons,” said Jacquelyn Gozdowiak, president of PRSA Southeastern Wisconsin Chapter. “The level of thought, strategy, and

creativity behind each submission speaks to the high standard our PR community continues to set. We're proud to recognize the innovative ideas and hard work that define communications, and these awards are a testament to that ongoing excellence in our community."

Communicator of the Year

Visit Milwaukee CEO **Peggy Williams-Smith** received the 2025 Communicator of the Year Award. She became the organization's first female president and CEO in 2019. Under her leadership, Visit Milwaukee has launched exciting, dynamic marketing campaigns aimed at increasing the community's economic impact and elevating the city's national reputation. Each year, the PRSA Southeastern Wisconsin Chapter presents the [Communicator of the Year Award](#) to a businessperson, educator, politician, or other community leader who effectively uses public relations and communication skills in the performance of their responsibilities.

Dorothy Thomas Black Lifetime Achievement Award

Laura Glawe, APR, was the recipient of the Dorothy Thomas Black Lifetime Achievement Award. The [Dorothy Thomas Black Award](#) recognizes sustained, superior performance in public relations, typically rewarding the lifetime achievement of a public relations professional who is a member of the PRSA Southeastern Wisconsin Chapter. The award was established by PRSA in 1983 in memory of Dorothy Thomas Black, who died a year earlier. Black was the former director of public relations at St. Luke's Medical Center and a PRSA chapter president.

About the PRSA Southeastern Wisconsin Chapter

Founded in 1951, the PRSA Southeastern Wisconsin Chapter is made up of public relations and communications professionals from across our region, from recent college graduates to mid-level and senior management professionals to C-suite leaders in agency, corporate, government, tourism and nonprofit settings.

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