

# 2024 UPCOMING EVENTS

Details and signups at [prsala.org](https://prsala.org)

## JANUARY

## FEBRUARY

Black History Month  
Lunar New Year

**Thu., Feb. 15 • 6-8pm**  
The State of PR  
At Indie Desk DTLA

**Mon., Feb. 12**  
Scholarship Application  
Period Opens

**Mon., Feb. 22**  
**11:45am-2:00pm**  
ABW - Telemundo &  
NBC 4 Newsroom Visit

## MARCH

Women's History Month

**Sat., Mar. 2 • 8am-6pm**  
Cal State Northridge  
PRSSA Student Conference



## APRIL

APR Month



**Apr. 24, 6:30 pm**  
Venue TBA  
ABW After Dark

## MAY

Asian American & Pacific  
Islander Heritage Month

**May 9, Noon - 1 pm**  
IPA Virtual Program

**Date & Venue TBA**  
AAPI Networking Event

**Date TBA**  
Hollywood Bowl  
Jazz Festival



## JUNE

LGBTQ+ Pride Month

**Date TBA**  
Venue: HerbaLife Offices  
ABW - Lifestyle/Wellness/  
Fitness influencers

PRism Awards Entries  
Opens



Sunrise Honors Awards

## JULY

**Jul. 18, Noon**  
Lunch & Learn:  
PRism Awards Case Study

**Date TBA**  
Dodgers Night Out

## AUGUST

**Date & Venue TBA**  
Sunrise Honors



## SEPTEMBER

Hispanic Heritage Month

**Date TBA**  
Venue: HerbaLife Offices  
ABW - Public Affairs  
Shows/PSAs (TV stations)



PRism Awards: Thu., Oct. 24

## OCTOBER

**Tue.-Thu., Oct. 15-17**  
ICON 2024 in Anaheim, CA

**Thu., Oct. 24 • 6-9 PM**  
Venue: TBA  
PRism Awards

2025 Elections

## NOVEMBER

National Native American  
Heritage Month

**Sat., Nov. 9**  
Venue: TBA  
Quality Time with  
Nonprofits

2025 PRSA-LA Board  
Slate Announcement

## DECEMBER

**Date & Venue TBA**  
ABW - Food Journalists  
(Media, Influencers, LA Magazine)

**Date & Venue TBA**  
Holiday Party