

*Del Oro Awards*  
20<sup>th</sup> Anniversary



San Antonio Chapter

*Recognizing the Stars of Public Relations  
in San Antonio and South Texas*



SAN ANTONIO  
**ZOO**

Sept. 22, 2022

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## **Reception**

## **Cash Bar**

## **Opening Remarks**

### **Dinner**

Caprese Salad  
Cauliflower Steak Al Pastor (vegetarian option)  
Sweet Basil Pesto Chicken  
Ricotta Cheesecake

### **Master of Ceremonies**

Bob McCullough, APR, Fellow PRSA  
*Communications Director,  
Morgan's Wonderland*

### **El Bronce Awards**

Honoring Outstanding PR Tactics

### **La Plata Awards**

Honoring Outstanding PR Campaigns

## **Presentation of Del Oro Individual Awards**

### **Horizon Award**

Julia Aguillon

### **Community Service Award**

Melissa Monroe-Young, APR

### **Public Relations Professional of the Year**

Monica Taylor  
*UT Health San Antonio*

### **Public Relations Champion**

Dr. Mike Flores  
*Alamo Colleges District*

### **Social Responsibility Champion Award**

The University of Texas Health Science Center at San Antonio

### **Tex Taylor Lifetime Achievement Award**

Katie Harvey  
*KGBTexas Communications*

# PRSA

San Antonio Chapter

20<sup>th</sup> Anniversary

## Del Oro Awards

### What is PRSA?

Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest organization of public relations professionals. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession.

PRSA is a community of more than 18,000 public relations and communications professionals across the United States, from recent college graduates to the leaders of the world's largest multinational firms. Our members represent nearly every practice area and professional and academic setting within the public relations field.

The San Antonio Chapter of PRSA has more than 170 members. To learn more about the chapter's events, job bank, accreditation program and more, visit [www.prsanantonio.com](http://www.prsanantonio.com).



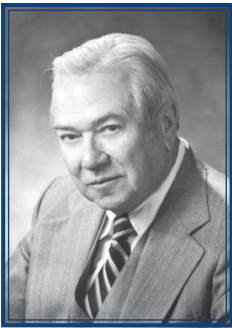
### The Marilyn Potts Endowment Fund

The Marilyn Potts Endowment Fund, established in 2007 by our chapter's Board of Directors, is housed at the San Antonio Area Foundation, a 501(c)(3) corporation, and is one of two scholarships the chapter has endowed to support San Antonio-area communications students. Thanks to the generosity of chapter members and friends of the chapter, the fund has successfully grown and now presents at least one scholarship each year. Donations to the Marilyn Potts Endowment Fund are accepted year round. Any

donation made directly to the fund is tax-deductible. **Scan the QR Code to donate tonight!**

In 2006, our PRSA chapter lost Marilyn Potts, APR, to an untimely accident. Potts served as the president of PRSA chapters in both Wichita, Kansas and San Antonio. She was committed to working with young professionals, serving as the liaison to the PRSSA chapter at UTSA, and mentoring seasoned professionals in their pursuit of the Accreditation in Public Relations (APR) credential.





## **Leon "Tex" Taylor**

Former vice president at Trinity University, Leon "Tex" Taylor, APR, was considered the dean of San Antonio public relations. During four decades at Trinity, he staged more than 40 building dedications, produced Trinity's student recruiting materials and managed the university's successful \$60 million Centennial Development Program.

Taylor was a founding member of this PRSA chapter. He was also one of the first Texans to be accredited by PRSA. A veteran of World War II, Tex served in Army intelligence and Air Force public relations. He retired with the rank of colonel in the Air Force Reserve. Before and after the war, he worked in radio broadcasting in Beaumont and Des Moines as a sportscaster, news director, and manager of promotion and programming. He was also a columnist for the Beaumont-Journal.

Taylor joined the staff at Trinity University in 1947 as director of public relations. He became vice president for University Relations and assistant to the president under Duncan Wimpres in 1970 and was appointed vice president for Special Services in 1983.



## **Bob McCullough, APR, Fellow PRSA**

Master of Ceremonies  
*Communications Director, Morgan's Wonderland*

Bob McCullough's public relations career in San Antonio began 50 years ago as the assistant public information officer at Randolph Air Force Base. He went on to head public relations for SeaWorld San Antonio and CPS Energy, and he currently communicates unique Morgan's Wonderland and related ventures designed with those with special needs in mind.

He is an accredited member of PRSA, and last year, he was elected to the PRSA College of Fellows, a national honor based on achievement and leadership in the public relations profession. He is a past president of PRSA San Antonio and a past president of the Texas Public Relations Association. His honors include three awards in the PRSA Silver Anvil competition for professional excellence and the 2005 Tex Taylor Lifetime Achievement Award presented during PRSA San Antonio's Del Oro Awards.

In addition to his public relations career, he completed 30 years of service as a public affairs officer in the U. S. Air Force and Air Force Reserve, retiring at the rank of colonel.

In his leisure time, he enjoys writing articles for regional and national magazines as well as writing press materials for many nonprofits to help them generate favorable news media coverage. He and his wife, Shelley, live on a ranch near historic Camp Verde with their two daughters both born in China. They're affectionately known as Thunder and Lightning.

# *El Bronce (Tactics) Awards*

## **AWARDS OF MERIT**

### **IDRA Texas Education Policy Update**

IDRA

*Digital Newsletters/Publications Category*

### **Alamo Colleges District Snapshot Newsletter**

Alamo Colleges District

*Digital Newsletters/Publications Category*

### **Alamo Colleges District Mobile Billboards & Light Displays**

Alamo Colleges District

*Creative Tactics Category*

### **Clutch City Cluckers Social Media**

Embark Marketing

*Social Media Engagement Category*

### **Veteran Wellness Center Grand Opening**

KGBTexas Communications

*Media Relations Category*

### **The Light of Hope: A 2021 President's Holiday Greeting**

UT Health San Antonio Creative & Brand Services

*Videos Category*



## **AWARDS OF EXCELLENCE**

**Be Ready Digital Toolkit**  
San Antonio Water System  
*Creative Tactics Category*

**@IDRAeduFellows**  
IDRA  
*Social Media Engagement Category*

**Briscoe Western Art Museum National Day of the Cowboy**  
Tale to Tell Communications  
*Media Relations Category*

**The SABOR Weekly**  
San Antonio Board of REALTORS®  
*Digital Newsletters/Publications Category*

**Know Your City – Uvalde**  
San Antonio Board of REALTORS®  
*Videos Category*

**IBC Bank Subject Matter Positioning**  
KGBTexas Communications  
*Executive Communications Category*

# *La Plata (Campaigns) Awards*

## **AWARDS OF MERIT**

**San Antonio Botanical Garden: Lightscape**  
Noisy Trumpet Digital & Public Relations  
*Integrated Communications Category*

**Give Yourself More Credit**  
Alamo Colleges District  
*Integrated Communications Category*

**#AlamoTOGETHER Summit Series**  
Alamo Colleges District  
*Internal Communications Category*

**Commitment to Safety and Success**  
The University of Texas Rio Grande Valley  
*Integrated Communications Category*

**Kaffeinated Crepes and Coffee Grand Opening**  
Embark Marketing  
*Events and Observances Category*

**Teaching an Old Dog New Tricks**  
Embark Marketing  
*Social Media Campaigns Category*

**Creating Bold Futures**  
The University of Texas San Antonio  
*Reputation/Brand Management Campaigns Category*

**Texas Tall Tales**  
Alamo Area Council of Governments  
*Community Relations/Public Affairs Category*

**Harmony School of Excellence Makerspace Grand Reveal**  
Harmony Public Schools  
*Events and Observances Category*



## **AWARDS OF EXCELLENCE**

### **Briscoe Western Art Museum Still in the Saddle**

Tale to Tell Communications  
*Media Relations Campaigns Category*

### **Briscoe Western Art Museum Vaqueros de la Cruz del Diablo**

Tale to Tell Communications  
*Media Relations Campaigns Category*

### **Wurstfest Returns 2021 Campaign**

Step In Communication & Loud and Clear Communications  
for the New Braunfels Convention & Visitors Bureau  
*Influencer Marketing Category*

### **Save Our Police**

Public Alliance  
*Community Relations/Public Affairs Category*

### **2021 HA Comedy Festival Campaign**

MVW Communications  
*Integrated Communications Category*

### **2021 Big Give Campaign**

MVW Communications  
*Media Relations Campaigns Category*

### **Imagine Your Future**

San Antonio Fire Department  
*Marketing Communications Campaigns Category*

### **Safety for A Minor**

San Antonio Fire Department & Megaphonic Creative  
*Public Service Category*

# INDIVIDUAL AWARD WINNERS

## 2022 HORIZON AWARD



### Julia Aguillon

#### *Independent Communications Professional*

As a young professional who has only worked full-time for two years, Julia Aguillon has shown great courage and potential. Instead of taking a full-time job, Julia built a career path for herself as a full-time independent communication consultant.

Through videography, she was introduced to the world of communications early on.

In her teen years, she won a national video

production competition for the American Red Cross. Later, she would represent her high school chapter of Business Professionals of America at a national website design competition.

Julia went on to earn a B.A. in communications with a minor in political science in 2018 and an M.A. in communications in 2020 from The University of Texas at San Antonio. Internships with HeartFire Media, Texas Public Radio, San Antonio Current, Spurs Sports and Entertainment, Freeman Coliseum, and MVW Communications provided her with valuable PR and communications experience. She pursued entrepreneurship after graduation, working as a contractor with MVW Communications and Lustrous PR.

In today's world, she's a proud communication project manager. Through #AgencyLife, she has worked with clients across retail, food, nonprofit, small business, and corporate settings. Julia also serves as a board member and Byline editor on the communications committee at PRSA San Antonio, compiling the PRSA San Antonino monthly Byline newsletter.

When she's not keeping busy as an entrepreneur or board member, you can find her spending time with family and keeping up with the Jonas Brothers (her favorite band since childhood).

Julia is a rising PR star because not only is she is more interested in the PR field every day, but she has a strong grasp on how the integrated marketing communication model should function.

*Past winners are: Francisco Castillo, 2003; April Alcoser, 2004; Melissa Vela-Williamson, 2005; Carol Schiesinger, 2006; Cassandra Miranda, 2007; Randy Escamilla, 2008; Abbey Forney, 2009; Kathrynne Hornstrom, 2010; Karina Alderete, 2011; Krystal Jones, 2012; Maren Minchew, 2013; Jeannette Garcia, 2014; Kimberly Sherfey Maldonado, 2015; Felisha Bea Sanchez, 2016; Kimberly Flores, 2017; and Helen Montoya Henreichs, 2018.*

## 2022 COMMUNITY SERVICE AWARD



### Melissa Monroe-Young, APR

Melissa Monroe-Young, APR was a former business journalist for 15 years and has been in the PR field for almost the same amount of time. She co-founded the San Antonio Association of Black Journalists & Communication Professionals and is a member of several local organizations, including the San Antonio chapter of PRSA and The Links, Incorporated.

Even while working full-time and juggling family duties, she has been actively serving her community for over two decades. She consistently mentors young journalists and students and has taken on leadership roles in

the San Antonio chapter of PRSA. Each year as a Links member, she's required to volunteer 48 hours which includes raising money for scholarships, helping with voter registration, and helping to coordinate student learning programs.

For the last 10 years, Melissa has been helping to edit the Blackbook Yearbook and Directory – an annual hardback book featuring archival activities and industry profiles with business listings. The Blackbook is an award-winning publication that is archived in the Institute of Texan Cultures Library Collection, UTSA's Libraries Special Collections and the Dolph Briscoe Center for American History at UT Austin.

Going beyond her role, she has championed diversity, equity and inclusion for students, faculty and staff. Along with serving on the Northwest Vista College marketing & strategic communications team, she's also a liaison for the NVC Black Lives Matter Association. When she's not working or volunteering, you can also find her helping her daughter's Girl Scout troop and raising funds for her son's football booster club.

Her willingness to speak up, and step up, has had a positive impact on San Antonio's Black community and the city overall. The local PR community is lucky to have Melissa as one of its advocates. She draws on various mentors and women in her life who helped her succeed and now holds as her mission to help those coming up behind her.

Melissa firmly believes there is power in numbers which motivates her to do community work:

"The freedom of association means that people can come together in an organization to fight for solutions to the problems they confront in their communities. The great social justice changes in our country have happened when people came together, organized, and took direct action. It is this right that sustains and nurtures our democracy today." – Dolores Huerta

*Past winners are: John Worthington, 2003; Palmira Arellano, 2004; Roland Ruiz, 2005; Christie Goodman, APR, 2007; Adriana Garcia, 2008; Stephen Chavez, 2010; Lainey Berkus, 2011; Javier Flores, 2012; Patricia Jiminez, 2013; Melissa Sorola, 2014; Louise Locker, 2016; Sonia Quirino Canales, 2017; Dr. Keeley H. Petty, 2018; Anais Biera Miracle, 2019; Eric Cooper and the San Antonio Food Bank, 2020; and Debi Pfizenmaier, 2021.*

## 2022 PUBLIC RELATIONS PROFESSIONAL OF THE YEAR



**Monica Taylor**  
Senior Director of Public  
and Media Relations  
*UT Health San Antonio*

Monica Taylor is the senior director of public and media relations for UT Health San Antonio. She uses her knowledge, credibility, and passion for storytelling to create multi-faceted communication campaigns that inspire, solve problems, and create a lasting impact. With more than 20 years of experience seeing all sides of the communications world, including public relations, media, and brand strategy, Taylor previously served as the director of executive brand and outreach for CPS Energy, woke up the San Antonio community as morning show

anchor on FOX 29, and was director of corporate and media communications for Spurs Sports & Entertainment. Her mission in life is to uplift others, generate authentic connections, and engage communities with enthusiasm. She actively serves on the board of local nonprofits and lends her communications expertise to many organizations and businesses as an emcee and media spokesperson.

Throughout the pandemic, UT Health San Antonio worked closely and partnered with Bexar County, the City of San Antonio and San Antonio Metropolitan Health District (Metro Health) leaders in all of their COVID-19 efforts, so there was alignment in the messaging about COVID-19 testing, prevention and variants and surges; and vaccination guidance, distribution and availability for the community through the pandemic. The vaccination rates in San Antonio and the surrounding area were impacted by the media coverage received. Monica's public and media relations expertise was imperative in leading these efforts, which helped elevate and position UT Health San Antonio as a regional thought leader for the important work surrounding the COVID-19 pandemic.

To keep the public informed and support community education about COVID-19, she led the team who developed and launched multiple community campaigns, in both English and Spanish, that targeted the broader community focusing on many important topics including COVID-19 prevention, vaccine guidance and availability, vaccine hesitancy and vaccine provision to at-risk populations. Besides the news media, the campaigns were also disseminated across various communication channels and platforms including internal and external newsletters, websites and social media, ensuring the information was easy to understand for their general audiences.

*Past winners are: Kathy Hill, 2004; Pascual Gonzalez, 2005; Lorraine Pulido-Ramirez, 2006; Nancy Arispe, 2007; Kami Watson Huyse, APR, 2008; Fran Stephenson, 2009; Patricia Constantin, 2011; Mary Ullmann Japhet, 2012; Renata Serafin, APR, 2013; Mary DeLay, 2014; Melissa Vela-Williamson, 2015; Janet Holliday, 2016; Stephanie Finleon Cortez and Heather Adkins, 2017; Laura Mayes, 2018; Dave Snowden, APR, 2019; Dawn Robinette, APR, 2020; and Rebecca Villarreal, APR, 2021.*

## 2022 PUBLIC RELATIONS CHAMPION

### **Dr. Mike Flores** *Chancellor, Alamo Colleges District*



Dr. Mike Flores assumed the role of chancellor of the Alamo Colleges District on Oct. 1, 2018, after unanimous vote by the Alamo Colleges District Board of Trustees. With more than 20 years of service to the Alamo Colleges District, Dr. Flores possesses the distinction of being the ninth appointed chancellor and the first Hispanic chancellor in the district's history.

Flores' vision for the Alamo Colleges District – eliminating poverty through education – is based on his personal experience as a child of migrant farmworkers who pursued education to gain economic and social mobility. Through his leadership, the Alamo Colleges District has launched AlamoPROMISE, a tuition-free college program for graduating high school students

in Bexar County and one of the most significant initiatives implemented in the region. The program has secured over \$16 million in governmental and philanthropic support to fund education for nearly 10,000 AlamoPROMISE scholars.

He has elevated the role of communications and marketing within the organization and recognized the critical need for expertise in the field at all levels within the organization. He raised the leadership role to include more advanced decision-making and consultation at the cabinet level, facilitated the reorganization of communication departments across the district for consistency and synergy, and infused resources for both talent growth and increased investment in internal and external communications and marketing. As a result, the organization has garnered increased enrollment year upon year. While there was a slight dip during the pandemic year, the impact was much less than other community colleges across the state and nation.

His trust in the communication professionals on his team and his ability to see the larger picture has led to innovative new ways of connecting with the community we serve, from his live stream talk show *A Seat at the Table*, to live-streamed student forums and community-focused engagement tactics to reach individuals where they are.

Flores was born in Del Rio, Texas, and is a graduate of Holmes High School in San Antonio's Northside Independent School District. He holds a Ph.D. in Educational Administration from the University of Texas at Austin, a master's in Political Science from Illinois State University, and a bachelor's in political science from the University of Texas at San Antonio.

*Past winners are: Robert Blount, Jr., 2016; Annette Rodriguez, 2017; David Correa and Luz Maria Bella Cruz, 2018; Jonathan Tijerina, 2019; Mayor Ron Nirenberg and County Judge Nelson Wolff, 2020; and Vinsen Faris, 2021.*

# 2022 SOCIAL RESPONSIBILITY CHAMPION AWARD

## The University of Texas Health Science Center at San Antonio, also called UT Health San Antonio



The University of Texas Health Science Center at San Antonio, also called UT Health San Antonio, is one of the country's leading health science universities and is designated as a Hispanic-serving Institution by the U.S. Department of Education. With missions of education, research, patient care and community engagement, its schools of medicine, nursing, dentistry, health professions and graduate biomedical sciences have graduated more than 41,100 alumni who are leading change, advancing their fields and renewing hope for patients and their families throughout South Texas and the world.

UT Health San Antonio is a primary driver for the city's \$42.4 billion health care and biosciences sector and the largest research university in South Texas, with an annual research portfolio of \$350 million. Fueled by a diverse workforce of 7,200, an annual operating budget of more than \$1 billion, and a clinical practice that provides more than two million patient visits each year, the university plans to add more than 1,500 high-wage jobs over the next five years to serve San Antonio, Bexar County and South Texas.

UT Health San Antonio has served as a leader within the community's experience of the COVID-19 pandemic by vaccinating hundreds of thousands of individuals, caring for those with the virus and continually educating the citizenry on how to stay safe — all the while intensely working in countless research labs across its campuses to discover new vaccines and therapies to prevent and treat COVID and its variants.

UT Health San Antonio took very seriously its mission of communicating to our community during this very uncertain time when information was limited and confusing. Throughout 2021, a small team of UT Health San Antonio communicators carried out strategies to lead community education efforts, including internal and external-facing education, via media interviews by UT Health San Antonio experts. As a result, more than 900 media stories on COVID-19 were earned and featured on local, state, national and international platforms. Also, faculty led 156 virtual COVID-19 meetings (of 90 participants) to keep both the internal and external community informed of the status of the pandemic in the community.

The contributions of the faculty, staff, students and residents, taken together and augmented by our partner organizations, affords a vivid and multidimensional display of the art, science and literal act of social responsibility in the world. Implemented through a relentless commitment to the UT Health Science Center's values of diversity, equity and inclusion – and communicated daily and broadly to the people of San Antonio and South Texas — the societal impact of this concerted response simply cannot be underestimated.

# 2022 TEX TAYLOR LIFETIME ACHIEVEMENT



## Katie Harvey

### CEO, KGBTexas Communications

As Chief Executive Officer of KGBTexas, Katie Harvey has grown her full-service marketing and communications agency from its origins as a boutique public relations firm to a debt-free, multimillion-dollar company. KGBTexas is one of the largest, woman-owned communications agencies in Texas, employing more than 50 professionals. In 2005, Katie's entrepreneurial spirit led the agency to expand its presence outside of San Antonio by opening an office in the Houston market. KGBTexas' expansion is a direct result of Katie's determination to develop a versatile, cross-industry client roster and to offer the most advanced counsel in areas such as brand development, marketing and advertising, crisis communications, public relations and public affairs.

One of Katie's strongest beliefs is that her and her team's work should have positive consequence in the communities in which they and their clients work, live, play and serve. In more than 25 years in business, Katie has had the privilege to work on some of the most high-profile projects and campaigns that have shaped our city, county, state and culture. KGBTexas has played an integral role in public and private-sector initiatives for organizations, such as the San Antonio River Authority, the Harris County Flood Control District, the 2012 and 2017 City of San Antonio bond programs, the Harris County Toll Road Authority, VIA Metropolitan Transit and Pre-K 4 SA. KGBTexas also serves as agency of record for a number of organizations, including Insuperity, CPS Energy and GREATER:SATX.

Further, KGBTexas is the only South Texas-based member of Worldcom Group, an exclusive worldwide partnership of agencies in 95 cities across six continents that collaborate on projects by providing unique subject-matter expertise. This partnership has expanded Katie's marketing and communications talent onto the international stage, where she works with clients in Mexico, Nigeria and Brazil.

True to the spirit of the Tex Taylor Lifetime Achievement Award, Katie has exemplified outstanding leadership in the field of public relations over the last 28 years and has helped develop public relations as a credible profession, mentoring many of our community's most successful PR and communications professionals to date.

*Past recipients: Charles Kenworthy, APR, Fellow PRSA, 2003; Kay Floyd, APR, 2004; Bob McCullough, APR, 2005; Bob Howard, 2006; John Worthington, 2007; Kelly Morris, APR, 2008; Monica Faulkenbery, APR, 2009; Paige Ramsey-Palmer, APR, 2010; Christine Keyser-Fanick, APR, 2011; Christie Goodman, APR, 2012; Robert Sheldon, APR, Fellow PRSA, 2013; Anne Keever Cannon, APR, 2014; Leo Zuniga, 2015; Barbara Cheaney, 2016; Dr. Ali Kanso-El-Ghori, 2017; Leslie Komet Ausburn, 2018; Melissa May, APR, 2019; Beth Graham, 2020; and Fran Stephenson, APR, 2021.*

The San Antonio Chapter of the Public Relations Society of America would like to thank the following organizations for their generous support:

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Tale to Tell  
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## **Acknowledgment/Special Thanks to the Following:**

### **2022 Del Oro Planning Committee**

Fran Stephenson, APR, Del Oro Co-Chair

Monica Faulkenbery, APR, Del Oro Co-Chair

Terri Behling, APR

Janice Carpio-Hernandez, APR

Christie Goodman, APR

Valerie Grant

Maren Minchew

Dawn Robinette, APR

### **Del Oro Individual Awards Selection Panel**

(Comprised of accredited members and former Del Oro Award recipients)

Michelle Baker, APR

Christie Goodman, APR

Robert Sheldon, APR, Fellow PRSA

Jonathan Navarrete, Photographer

Music by the Clark High School Jazz Ensemble

Decorations provided by Monica Faulkenbery, APR

Special thanks to members of the Solo PR Pro Online Community including Karen Swim, APR, Gayle Falkenthal, APR; Fellow PRSA, Debra Caplick, Alicia Nieva Woodgate, Susan Stoga, and Ann Marie van den Hurk, APR, MSM who assisted in judging the La Plata and El Bronce entries.

## **Save the Date – Del Oro 2023 Awards Banquet is scheduled for May 2023**

Wasn't tonight inspiring? Start preparing your entries for this year ready as the 2023 competition opens Dec 1!

# 2022 PRSA San Antonio Board of Directors

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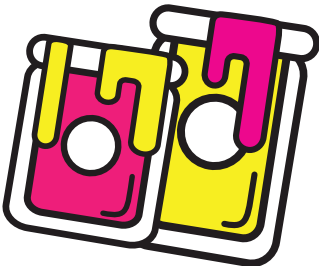
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