PRSA
San Antonio Chapter

Byline
PRSA San Antonio's Newsletter
August 2024

Join PRSA Today

Hello PRSA San Antonio,

I hope you are cooling off somewhere in this extreme heat! As you read this, a small group of our team is heading to Bentonville, Arkansas for the PRSA Southwest District Conference with open minds and eagerness to meet our colleagues. This is one of many opportunities where PRSA members engage, ideate and share best practices to help advance our careers.

The call is out for future Board of Directors!! Will you take the challenge? Place your name in the hunt or nominate someone who is willing to serve our wonderful chapter in a VP or AVP role for 2025. I'm happy to have a conversation if you are thinking about it.

During the course of the year, I have had the pleasure to rub elbows with PRSA members and future members from a wide range of industries. Communicators from our school systems, government entities, law enforcement agencies, non-profit organizations and private businesses large and small convene with us to advance the public relations sphere.

Let's not forget networking! We are back to lunch programs Thursday, August 29, at Alamo Café with a focus on Crisis Communications, a timely, applicable topic year-round. Register HERE.

We also have several programs, mixers and webinars in the works for the second half of 2024: many focused on AI and Ethics! And if you are an aspiring APR but don't know where to start, we will huddle on Friday, October 18th for breakfast to share knowledge- details soon. APR is an incredible journey of leveling up your PR skills: well worth it!

Jason Meza, APR
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UPCOMING EVENTS

Crisis Communications Lunch: August 30

Join us for our upcoming Crisis Communications Lunch Panel: THURSDAY, AUGUST 29!

During this luncheon, Sandra Pickell (**Bexar County Sheriff's Office**), Melinda Garza (Harlandale ISD) and James Mendoza (City of San Antonio Emergency Management) will detail their real-life PR horror stories, how they were able to repair the situation, and the lessons they learned from these experiences. **Click here to register**.

CHAPTER NEWS

What's the PRSA Travel & Tourism Conference All About?

In early June, I was fortunate this year's PRSA Travel & Tourism Conference in Greenville, South Carolina. As a second-year attendee representing San Antonio International Airport, I enjoyed running into some old friends I made at the previous conference in Madison, Wisconsin.

Getting to hear about all things travel for several days is almost like a vacation. OK, not really – but it's exhilarating to get caught up on the latest travel trends and to connect with others in the travel and tourism industry from across the U.S.

This year, there was a big focus on freelance travel writers. For the most part, they shared a similar message. They're looking for the stories that aren't always coming to them in the form of a news release. One shared how she found out about a hotel that was upping its serving fruit-flavored water in the lobby game. Another shared how they were interested in alternative destinations compared to longstanding well-known ones. But my favorite part of all, was the trivia portion of the conference.

There, I learned about rail biking. (If you've never heard of it - look it up. It's so cool!) I'm a big believer in you can learn something new every day. The highlight of my experience so far has been that trivia time – competing as a group of five people with new and old friends, just doing our best together. The questions made us laugh and anxious too. We came close to winning, but we walked away smarter and bonded in the process.

The mixer on the first night of the conference was fun too – taking in the sights and sounds of Unity Park while mingling with travel writers and other attendees. As someone who left TV news a few years ago, I find it comforting to meet so many former journalists on the PR side. We are finding our way and appreciate the welcoming environment at events like these, where PR pros gather to share the latest and greatest strategies.

I met people from as far away as Aruba and Washington to fellow Texans. The conference is cozy and compact. If you're looking for something intimate, informative and full of travel talk, this one is for you. Please let me know if you plan on going to the next one, set for Tampa, in June 2024. I hope to see you there!

P.S. I took a tour of the BMW factory outside of Greenville. I felt compelled to put together a little reel about my experience. **You can check it out here**.

Erin Rodriguez
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CONTACT US

Have news to share? Promotion or job change? Let us know! Email your exciting news to **info@prsantonio.com**.

Not a member yet? **Join here.**

PRSA NATIONAL NEWS, EVENTS & BENEFITS

Think outside the box! Check out this new PRSA certificate program in Creativity & Innovation! Learn how to boost your creative thinking to drive innovation and problem solving. **Click here to get more info. and register.**

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ABOUT PRSA SAN ANTONIO

The mission of the San Antonio Chapter of PRSA is to advance communication professionals by providing career development opportunities and fostering a collaborative community where individuals can strategically and ethically practice effective public relations.

This year, the PRSA San Antonio Board of Directors' goal is to bring maximum value to PRSA Members.

To learn more about PRSA-SA and how you can get involved, contact PRSA-SA 2024 President Jason Meza, APR, at **jmeza@sanantonio.bbb.org**

Have an idea for an article you'd like to submit to Byline? Please email Vice President of Communications, **Erin Rodriguez**.

Send a Byline Idea

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