

Del Oro Individual Awards

Recognize a colleague for their commitment to the profession

Del Oro individual awards recognize individuals who have made outstanding contributions to the PR profession. Nominate yourself or a deserving professional whose work and leadership deserve to be showcased. There is no fee to submit a nomination.

Nomination Packet

Thank you for your interest in submitting a nomination for a Del Oro Individual Award, recognizing those who have made outstanding contributions to the PR profession. In this packet, you will find descriptions of each award category and tips for nominators. Submissions will be judged by a panel of qualified peers from this PRSA chapter, and winners will be announced prior to the awards banquet.

Del Oro Categories

- Tex Taylor Lifetime Achievement Award
- Public Relations Professional of the Year Award
- Public Relations Champion Award
- Community Service Award
- Horizon Award
- Del Oro Social Responsibility Champion Award

Important Dates

NOMINATIONS OPEN	NOMINATIONS CLOSE	RECIPIENTS NOTIFIED	AWARDS BANQUET
January 2, 2026	March 6, 2026	Week of March 30, 2026	May 7, 2026

Category Descriptions

Tex Taylor Lifetime Achievement

This award recognizes achievement and outstanding leadership in public relations. It is presented to a chapter member who has helped develop public relations as a credible profession and accomplished landmark professional achievements, both professionally and personally.

We have named this award for someone who has done just that: Leon "Tex" Taylor. Former vice president at Trinity University, Tex Taylor was widely 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. Tex is a founding member of this PRSA chapter and was one of the first Texans to be accredited by PRSA. Even after his retirement in 1986 until his death in 1999, Tex's enthusiastic face was often present at chapter events.

Eligibility

- Must be a member in good standing of PRSA and of the San Antonio chapter.
- Worked or taught in public relations for 20 or more years.
- Demonstrates extraordinary career achievement in a variety of ways.

The nominee for this award...

- Has embraced the principles and ethics of PRSA.
- Has an exemplary record of practice and projects.
- Demonstrated experience of assisting and mentoring others in their career journey.
- Is committed to the highest level of excellence.
- Has shown leadership in advancing the public relations profession and professionals.

Tips for nominators

- Review the potential nominee's LinkedIn and other social profiles to assess eligibility.
- Enlist the help of colleagues, former employers and/or other peers to get a full picture of this nominee's career.
- Get your potential nomination letter reviewed by others.
- Don't forget their service to organizations like PRSA, community organizations, etc.
- Compare your candidates' career experience to PRSA's [six core values](#): advocacy, honesty, expertise, independence, loyalty, and fairness. Does their experience uphold and celebrate those principles?

Previous recipients

- Charles Kenworthy, APR, Fellow PRSA; Kay Floyd, APR; Robert McCullough, APR, Fellow PRSA; Bob Howard; John Worthington; Kelly Morris, APR; Monica Faulkenbery, APR; Paige Ramsey-Palmer, APR; Christine Keyser-Fanick, APR; Christie Goodman, APR, Fellow PRSA; Robert Sheldon, APR, Fellow PRSA; Anne Keever Cannon, APR; Leo Zuñiga; Barbara Cheaney; Ali Kanso-El-Ghori, Ph.D.; Leslie Komet Ausburn, CTA; Melissa May, APR; Beth Graham; Fran Stephenson, APR, Fellow PRSA; Katie Harvey; Anamaria Suescun-Fast; Patricia Constantin.

Public Relations Professional of the Year

Presented to a professional who represents the best in public relations in a given year. This award honors an outstanding chapter member who, in a given year, achieves tremendous success in public relations: the communications process that establishes mutually beneficial relationships between an organization and its publics.

Eligibility

- Must be a member in good standing of PRSA and of the San Antonio chapter.

- Has demonstrated an enhanced level of commitment to the profession.

The nominee for this award...

- Committed to the principles and ethics of PRSA.
- Has led an exceptional campaign, project, crisis program or cause in the past 18 months.

Tips for nominators

- Review the potential nominee's LinkedIn and other social profiles to assess eligibility.
- What significant challenge or opportunity in the past 12-18 months makes them the best candidate for this honor?
- Enlist the help of colleagues, current employer and/or other peers to highlight that challenge/opportunity in the supporting materials.
- Review PRSA's [six core values](#): advocacy, honesty, expertise, independence, loyalty, and fairness. How does this candidate's recent challenge or opportunity highlight those qualities?

Previous recipients

- Kathy Hill; Pascual Gonzalez; Lorraine Pulido-Ramirez, Ph.D.; Nancy I. Arispe; Kami Watson Huyse, APR; Fran Stephenson, APR, Fellow PRSA; David Gabler; Patricia Constantin; Mary Ullmann Japhet; Renata Serafin, APR; Mary DeLay; Melissa Vela-Williamson, APR, Fellow PRSA; Janet Holliday; Stephanie Finleon Cortez; Heather Adkins; Laura Mayes; Dave Snowden, APR; Dawn Robinette, APR; Rebecca Villareal, APR, Fellow PRSA; Monica Taylor; Rachel Benavidez; Kim Beechner; Kristi Wyatt.

Public Relations Champion

Presented to an individual who values and embraces the importance of public relations in the workplace.

Eligibility

- CEO of a company, legislator, business owner, or other professional or leader in the community.
- Does not have to be a PRSA member.

The nominee for this award...

- Understands and demonstrates support for the public relations profession.
- Has embraced basic business ethics and practices.

Tips for nominators

- Reflect on what this leader has done to uphold the functions of public relations in their organization or group.

- How do their values align with PRSA's six core values: advocacy, honesty, expertise, independence, loyalty, and fairness?
- Give specific examples of how the public relations function was supported by this individual.

Previous recipients

- Robert Blount, Jr.; Annette Rodríguez; David Correa and Luz Maria Bella Cruz; Jonathon Tijerina; Mayor Ron Nirenberg and County Judge Nelson Wolff; Vinsen Faris, Meals on Wheels; Mike Flores, Ph.D.; Kim Jefferies & Celeste Eggert; Brian Woods, Ed.D.; Scott Huddleston.

Community Service Award

Presented to a public relations professional who, as a volunteer, has given exceptional time and talent to community service activities.

Eligibility

- Does not have to be a PRSA member.
- Must be a public relations professional or educator.
- Must work primarily PRSA San Antonio region.

The nominee for this award...

- Has provided outstanding public and community service that was not part of the nominee's job and did not provide them direct financial gain.

Tips for nominators

- Review the potential nominee's LinkedIn and other social profiles to assess their volunteer or community service track record outside their employment duties.
- Contact the organization for which they volunteer to develop a complete picture.
- Use the support letters to verify and underscore this community service, especially if the nominee has been volunteering for multiple organizations in the past year.

Previous recipients

- John Worthington; Palmira Arellano; Roland Ruíz; Christie L. Goodman, APR, Fellow PRSA; Adriana R. García; Stephen Chávez; Lainey Berkus; Javier Flores; Patricia Jiminez; Melissa Sorola; Louise Locker; Sonia Quirino Canales; Dr. Keeley H. Petty; Anais Biera Miracle; Eric Cooper and the San Antonio Food Bank; Debi Pfitzenmaier; Melissa Monroe-Young, APR; Lorraine Pulido, Ph.D.

Horizon Award

Presented to a "rising star" chapter member who has demonstrated professionalism and significant accomplishment.

Eligibility

- Current PRSA Member in good standing, including as a member of the San Antonio chapter.
- Has worked five years or less in the profession of public relations.

The nominee for this award...

- Demonstrated their professional skill to their employer or to a client.
- Willing to grow and learn new skills.
- Has embraced the ethics and principles of PRSA.

Tips for nominators

- Highlight why this individual is a stand-out professional.
- Review the potential nominee's LinkedIn and other social profiles to learn more.
- If possible, look at their recent academic record and get a support letter from an advisor or professor.
- Support letters from peers can help paint a complete picture of the individual and their commitment to the profession.

Previous recipients

- Francisco Castillo; April Alcoser; Melissa Vela-Williamson, APR, Fellow PRSA; Carol Schliesinger; Cassandra V. Miranda; Randy Escamilla; Abbey Forney; Kathrynne Hornstrom; Karina Alderete; Krystal L. Jones; Maren Minchew; Jeannette García; Kimberly Sherfey Maldonado; Felliha Bea Sánchez; Kimberly Flores; Helen Montoya Henreichs; Julia Aguillon; Mariana Veraza-Vierya; Mariah Contreras.

Social Responsibility Champion Award

Honors extraordinary efforts by an agency, organization or communications professional who advances social responsibility in any or all of the following ways:

- **Diversity** – Enhancing diverse recruiting, promotion and retention of students or professionals of color. May include representation of all types of people (different cultures, gender identities, abilities, ages, backgrounds).
- **Equity** – Removing barriers of entry and engagement in the workforce, leadership

programs, board involvements, trade associations, community groups, etc.

- **Inclusion** – Sourcing and including voices of color and a variety of backgrounds into boards, leadership, communication strategies, communication and broadcast materials, roles, etc.
- **Responsibility and Ethics** – Offering a proven culture of an open-door, ethical environment in which stakeholders can share concerns and actions are taken to prevent issues or crises.
- **Societal Impact** – Leading socially responsible and supportive efforts that benefit the environment, public health, social justice, policies or equality.

Eligibility

- Does not have to be a PRSA member.
- Must work primarily PRSA San Antonio region.

The nominee for this award...

- The candidate's efforts must demonstrate how public relations or communications efforts were employed within the past 18 months to make a measurable or positive change.

Tips for nominators

- Review the potential nominee's LinkedIn and other social profiles to assess which of the five qualification areas they excel in.
- Get additional support letters from individuals or organization representatives who are familiar with this work and can verify the nominee's commitment to it.
- What is the challenge or opportunity they helped to achieve or overcome in the past year that makes them the right nominee?

Previous recipients

- The University of Texas Health Science Center at San Antonio; Morgan's Inclusive Initiative; AlamoPROMISE, Alamo Colleges; Gordon Hartman.

Nomination Steps

Nominators do not have to be members of PRSA. Candidates must be nominated by someone in the community who has knowledge of and involvement with the extraordinary individual's accomplishment or contribution. Self-nominations are welcome.

To submit a nomination for a Del Oro Individual Award in one of the categories above:

- Complete the [nomination form](#).
- Upload your letter of nomination.
- Optional: Upload supporting letters and material (up to a total of four pages per nomination)

There is no fee for nominations.

Nominations for these awards are to be kept in the strictest confidence between the submitters and the Del Oro Judging Committee Chair. Only winners will be made public.

Questions? See our [chapter website](#) or contact Christie Goodman, APR, Fellow PRSA (christie.goodman@idra.org).