



Byline PRSA San Antonio's Newsletter February 2024

Join PRSA Today

Hello PRSA San Antonio,

Let's get to Spring weather!! We had a GREAT turnout for our Share the Love for PR mixer last Thursday at Stone Werks! We were pleasantly surprised with lots of new Member faces and PRSSA students. Our Programs group is cooking up some AWESOME events including a members-only Spurs practice facility tour and a dynamite panel luncheon for Internal Communications.



Let's chat Del Oro, my friends. We were graciously extended another week to get those submissions in (new deadline is THIS FRIDAY, February 23). These are YOUR awards showcasing YOUR work and we are equally excited to put a big spotlight on them. Please visit the [Del Oro page](#). Do me favor: go grab your calendar right now and mark the 22nd Annual Del Oro Awards for Thursday, May 9th. Great!

Let's not forget Individual Awards: *MY FAVORITE PART!* I love to see who we honor as this year's Tex Taylor Lifetime Achievement Award, PR Champion, PR Pro, Social Responsibility, Community Service and Horizon winners. But we need nominations from YOU by this Friday, February 23. Details [here](#).

Our Board of Directors just approved two wonderful stipends for future APRs and inbound students who will join our Chapter! The first is a one-time, \$100 stipend for those who earn their APR credentials this year. The other is called our *Bridge Builders* fund: Recent graduates can have their first year of PRSA National/Chapter Membership paid as they enter the workforce! What a great way to lift up the next generation of Pros and Leaders!!

Can we send a big salute to our surrounding areas such as Corpus Christi, Laredo, and the Rio Grande Valley! Our Chapter is proud to serve leaders there and we are planning outreach for these communities: stay tuned!

If you have any ideas or suggestions, please holler. If you are a Future member, please reach out to our VP of Membership [Rachel Benavidez](#) and learn more about the valuable benefits. I promise there is a program, webinar series or certification that fits your goal. Now let's get back to planning for our Spring Break plans!

Jason Meza, APR

UPCOMING EVENTS

Final Submission Deadline for Del Oro: THIS FRIDAY!

A graphic with a black background and falling gold confetti. At the top center is the PRSA San Antonio Chapter logo, which includes a gold star and the text "PRSA San Antonio Chapter" and "Del Oro Awards". Below the logo, the words "Deadline Extended" are written in a large, elegant, gold cursive font. Underneath that, the text "EL BRONCE, LA PLATA & INDIVIDUAL AWARDS" is written in a bold, gold, sans-serif font. At the bottom of the graphic, the text "NOW DUE FEB. 23" is written in a bold, gold, sans-serif font.

PRSA *Del Oro Awards*
San Antonio Chapter

Deadline Extended

**EL BRONCE, LA PLATA &
INDIVIDUAL AWARDS**

NOW DUE FEB. 23

? Did you hear the news? You have a few more days to polish those Del Oro entries and maybe even enter a few more! Don't miss this chance to showcase your stellar campaigns, tactics and individuals. PRSA San Antonio is extending this year's Del Oro Award submission deadline to February 23! What are you waiting for? Time is on your side!

Know an outstanding PR Pro who deserves to be honored? Create a fantastic campaign or execute creative tactics in 2023 that helped your client or organization achieve their goals? We have a wide array of categories for individual awards, tactics (El Bronce) and campaigns (La Plata). You already did the work and you probably already did a post-campaign report to share with your team, your organization or your client. Stand up and take credit for it! **YOU DESERVE RECOGNITION!**

For entry guidelines, submission categories, judging criteria and more, visit our [Del Oro page](#).

EXTENDED ENTRY DEADLINE: Friday, February 23

Mark your calendar for May 9, 2024 for the Del Oro Awards Banquet at the Embassy Suites Brooks!

? Calling volunteers and sponsors: Help us roll out the red carpet and celebrate! To be a part of the Del Oro Awards Committee or to be a Sponsor, please contact info@prsanantonio.com.

CHAPTER NEWS

Did You Miss PRSA-SA's 'Share the Love for PR' Mixer?

We had a lovely time at Stone Werks at Lincoln Heights the day after Valentine's Day! A few legacy members (and their +1) mixed it up with plenty of new faces including students.

Let's give a huge heartfelt THANK YOU to all-star Programs and Events squad: Crystal, Laryssa, Bailey and Janice!

Look for future events on [our website](#) - and remember to sign up early!



What Does Chat GPT Think of PR Ethics?

I've been talking for months about the PR ethics of using A.I. Just for "fun," (I need to get out more) I asked Chat GPT to write an article about PR ethics. This is what resulted:

Chat GPT Query:

I am a professional public relations practitioner. Please explain to me in a listed format the ethics issues of public relations.

Ethical considerations in public relations are crucial for maintaining trust and credibility. Here's a breakdown of some key ethical issues:

1. Transparency and Honesty:

- Truthfulness in communication with the public, avoiding misinformation or deceitful tactics.
- Disclosing affiliations and conflicts of interest to maintain transparency.

2. Confidentiality and Privacy:
 - Respecting the confidentiality of client information and sensitive data.
 - Ensuring the privacy rights of individuals, especially when dealing with personal information or sensitive topics.
3. Accuracy and Fairness:
 - Providing accurate and balanced information without bias or distortion.
 - Avoiding selective reporting or manipulation of facts to suit a particular narrative.
4. Professional Integrity:
 - Upholding professional standards and avoiding actions that might damage the reputation of the profession or the organization.
 - Refraining from engaging in activities that compromise integrity, such as bribes, manipulation, or deceptive practices.
5. Respecting Diversity and Inclusivity:
 - Representing diverse perspectives and respecting cultural sensitivities.
 - Avoiding messages or campaigns that perpetuate stereotypes or discrimination.
6. Social Responsibility:
 - Considering the broader impact of PR activities on society and the environment.
 - Supporting and promoting ethical causes and initiatives that benefit the community.
7. Disclosure of Sponsored Content:
 - Clearly labeling and disclosing sponsored content, endorsements, or paid promotions to avoid misleading the audience.
8. Responsible Social Media Use:
 - Using social media responsibly, avoiding the spread of fake news, and ensuring that information shared is accurate and verified.
9. Crisis Management and Honesty:
 - Handling crises transparently and honestly without attempting to cover up mistakes or misdeeds.
10. Ethical Leadership and Decision Making:
 - Practicing ethical decision-making at all levels of the organization.
 - Leading by example and fostering an ethical culture within the PR team and the organization as a whole.

These ethical considerations form the foundation for maintaining credibility, trust and a positive reputation in the field of public relations.

Melissa May, MA, APR

[Share Your Thoughts](#)

SHOUTOUTS

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



Welcoming New & Returning Members

New Members

- William Bilo - **Alamo Colleges**
- Nicole Chavez - **City of San Antonio**
- Emily Garcia - **City of San Antonio**
- Fabio Ramalho - **City of San Antonio**
- Luke Simons - **City of San Antonio**
- Shelbi Young - **CE Group**
- Amy Lane - **CPS Energy**
- Adrian Rolando Garcia - **CPS Energy**
- Ann Dow - **CPS Energy**
- Jorge Perry Jones - **CPS Energy**
- Larissa A. Hernandez - **Merced Housing Texas**
- Teresa G. Henderson - **TrailRunner International**
- Claudia Torres - **UTRGV**
- Kathryn Brought
- Niccole Kunshek

Returning Members

- Dana Camille Sotoodeh - **CPS Energy**
- Melissa C. Sorola - **CPS Energy**
- Kimberly Beechner - **Embark Marketing**
- Valerie Grant - **Grant House Communications**
- Marcie Hernandez Ramsey - **KGBTexas Communications**
- Monica A. Faulkenbery, APR - **Northside Independent School District**
- Janice V. Carpio-Hernandez, APR - **San Antonio Board of REALTORS**
- Clarissa Castaneda
- Joseph T. Gannon
- Germaine A. Williams

Not a member yet? [Join here.](#)

PRSA NATIONAL NEWS, EVENTS & BENEFITS

AI-Generated PR Workshop

PRSA is offering a 3-day virtual workshop called "AI-Generated PR: Balancing Authenticity and Ethics" for members who want to improve their understanding of AI and use it ethically.

- When? March 25, 27 and April 1

Participants will gain a thorough understanding of AI technologies and their application in PR. The sessions will offer practical experience with various AI tools, emphasizing how AI can enhance content quality and PR strategies in an ethical and transparent manner.

Navigating the Transition From Journalism to PR & Comms

While PR and communications have been growing as a profession, many media organizations are downsizing or even shutting down. This has resulted in many talented and experienced journalists looking for new opportunities.

Learn the basics of PR strategy, writing for the client/organization (vs. from the journalist perspective), the tools used in media relations, best practices for effective media outreach, and hear from those who have successfully made the transition from journalist to PR pro. [Click here](#) for more info.

SPONSORS

Thank you to our sponsors for their continued support!



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? Email [Erin Rodriguez](#).

[Send a Byline Idea](#)

PRSA San Antonio

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