

JANUARY 2026



Letter from the President

CRYSTAL CAMPOS-ROSALES

PRSA San Antonio Members,

Welcome to 2026! I blinked, and the month of December was gone, and a new year is upon us. I'm honored to serve as this year's chapter president and have an impressive group of professionals on the team. Thank you to the 2025 Board of Directors for all of your hard work and dedication last year. San Antonio has a lot to be proud of. Del Oro entries were strong, and an impressive amount of sponsorships were secured.



Speaking of Del Oro, the entry window is officially open through February 13. Do not miss the chance for your business or agency to be recognized for your hard work on a campaign or public relations tactic. Don't delay, submit today!

A little about me: Growing up, I always enjoyed reading and writing, but I didn't always know I wanted a career in communications. After taking several medical-focused courses in high school, as I desired to become a physician, an English teacher encouraged me to take a creative writing class. I thoroughly enjoyed the course, and my involvement in the student council afforded me the opportunity to speak to larger audiences. My role in the organization entailed delivering news and the invocation from the press box at every home football game. The ability to use my voice both in written and verbal form to tell stories was pivotal and changed the trajectory I initially sought.

A great deal of my time in public relations has been spent in both the education and government sectors. In the government sector, a large communications team can be rare. The blessing of having less bandwidth is the ability to remain versatile in your skills and stay current with the latest developments in the profession. Serving in a public relations position in the government sector allows me to marry my love of communications and government to promote services available to residents in the region.

The 2026 board and I have been hard at work planning for a great year. The first program of the year was held yesterday, and Gift of Guidance is on January 31. If you cannot attend the January events, we encourage you to join us at a future event. If you have any ideas, please reach out. Let's continue to move PRSA San Antonio forward.

Crystal

Mark Your Calendars

**MEMBER
MONDAYS**

JAN. 26
TRUST & TRANSPARENCY



Helio Fred Garcia
President
Logos Consulting Group



Torod Neptune
Assistant Professor, University
of North Carolina, Chapel Hill



Grace Leong, APR,
Fellow PRSA
CEO, HUNTER



MODERATED BY
Heide Harrell, APR
PRSA 2026 Chair

[Click to Learn More](#)

GIVING BACK TO THE COMMUNITY WITH PR EXPERTISE

gift of guidance

**SATURDAY
JANUARY 31
9AM-12PM**

Session Topics

- Social media strategy
- Media relations 101
- Storytelling that inspires
- Crisis Communications on a budget
- Build a strong brand on limited resources
- Bilingual strategy
- Measuring success
- Promoting events

**Powerful PR
help for the
next era of
non-profits**



REGISTER NOW

PRSanAntonio.com

\$20 per guest
Registration required

Meals on Wheels
2718 Danbury, S.A., TX 78217

SCAN ME!



Know a nonprofit that could benefit from public relations guidance? Spread the word about our annual Gift of Guidance program!

Gift of Guidance gives **PR** professionals the opportunity to give back by sharing a valuable gift only they can offer—their expertise. This half-day program is designed specifically to support nonprofit organizations with practical **PR** training and resources.

Date: Jan. 31, 2026

Time: 9 a.m. to noon

Location: Meals on Wheels, 2718 Danbury St.

Registration is \$20 and includes breakfast and a full morning of **PR-focused** resources tailored for nonprofit groups. Registration is required.

[LEARN MORE](#)



Tactics & Campaigns

Entries Now Open Through Feb 13th, 2026

La Plata (Silver) Campaign Awards: La Plata Awards recognize achievements in public relations campaigns. These awards recognize complete programs that incorporate sound research, planning, implementation and evaluation. Winning campaigns must display strategic public relations and meet the highest standards of performance in the profession.

La Plata Entry

El Bronce (Bronze) Tactics Awards: El Bronce Awards recognize outstanding public relations tactics – whether a media kit, annual report, newsletter, video program, public service announcement (PSA), speech, blog, smartphone application, website or use of social media – that are the hardworking parts of any public relations program. El Bronce awards celebrate the best of the best in tactics through categories reflecting their growing scope, creativity and the importance of strategic public relations.

El Bronce Entry

Events

PRSA LUNCHEON

The first PRSA event of the year was a sold-out luncheon at Paloma Blanca on Jan. 22, 2026. The event featured a panel on AI in communications and marketing, which sparked a thoughtful, grounded discussion.

A huge thanks [talkStrategy](#) for the timely and encouraging conversation!





Member Spotlight

NATALIA PRIETO

We're excited to spotlight one of our newest PRSA San Antonio members, **Natalia Prieto**. Natalia joined PRSA in **January 2026** and currently serves as **Vice President at Giant Noise**, where she brings strategic insight and creative leadership to every challenge she takes on.

We're thrilled to have her as part of our PRSA community and look forward to the perspective and energy she brings to our chapter. Get to know her a little better in our Q&A below!

- **Name:** Natalia Prieto
- **Title:** Vice President
- **Company/Org:** Giant Noise
- **PRSA San Antonio Member since:** Jan 2026

1. What advice would you give to someone entering the profession today?

Stay curious, be proactive, and say yes to learning opportunities — especially those that stretch you beyond your comfort zone. Strong relationships and a solid reputation for follow-through will take you further than any single win.

2. What skills do you think are essential for success in modern communications?

Strategic thinking, storytelling, and adaptability are key, along with the ability to translate data into meaningful insights. Emotional intelligence and collaboration matter just as much as technical skills.

3. What's the most rewarding aspect of working in PR?

Helping clients bring meaningful stories to life and seeing real impact from thoughtful strategy is incredibly fulfilling. Watching my team grow and succeed alongside those wins makes it even better.

4. What's the biggest challenge PR professionals face today, and how can they overcome it?

Breaking through an oversaturated media landscape while maintaining trust and credibility. PR professionals can overcome this by leading with authentic storytelling, strong media relationships, and data-driven strategies that prove real impact.



Community Impact

Do you know someone ready to lead the conversation? The **2026 Marilyn Potts Scholarship Fund** is officially open, and we are looking for the next generation of bold storytellers, digital strategists, and media innovators.

Please share this opportunity with a student who may qualify. The deadline to submit applications and documentation is **February 24, 2026**.

Application Requirements:

- Open to current high school seniors pursuing higher education or college students seeking a bachelor's degree
- Attend a four-year Bexar County or South Texas university
- Be a communications or related major (PR, journalism, digital media, etc.)
- Demonstrate financial need
- Hold a minimum 3.0 GPA (on a 4.0 scale)
- Enroll (or plan to enroll) in at least 9 credit hours per semester
- Reside in the U.S. and be a U.S. citizen or permanent resident
- Submit a completed application with all required documentation



[APPLY NOW](#)

Help support future communication students with a donation to the Marilyn Potts Scholarship Fund. Your contribution helps create opportunities for the next generation of PR professionals.

[Apply Now](#)

Bulletin Board

CAREER OPPORTUNITIES



Catch Vibes Voice
Communications Specialist

Texas Water Company
Communications Supervisor

University Hospital
Marketing Manager



Limitless East Marketing
Public Relations Associate

Global Noise
Public Relations Coordinator

VIA Metropolitan Transit
Creative Designer

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