



Byline PRSA San Antonio's Newsletter March 2024

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Hello PRSA San Antonio,

I hope you had a fabulous Spring Break and are re-energized to move into Del Oro Awards season! The judging phase has wrapped up, and winners will be announced very soon! Meanwhile, grab your calendar and save the date for the 22nd Annual **Del Oro Awards** Thursday, May 9, at Embassy Suites, Brooks. Let's give a great big shoutout to our rockstar Del Oro Committee who burned the midnight oil for this show!



Our next program is coming up Tuesday, March 26, from 12 p.m. to 1:30 p.m. at CPS Energy headquarters focusing on Internal Communications. Occasionally, we need an honest checkup of our employee engagement, and this dynamite expert panel will run through best practices for maintaining and growing your employee communications! [Register now](#) as seating is limited!

Among the many conferences like **ICON** annually, you are invited to the **Southwest District** conference August 21-23 in Bentonville, Arkansas. Our chapter belongs to the Southwest District of PRSA, and they are currently looking for presenters/attendees. *There are discounts for PRSA members and students if you register by June 24!*

Our membership team utilizes data from PRSA National to keep our member list current. If you have any change in your contact information, please update your profile on the PRSA website in the **MyPRSA** section. If you are not receiving information from our chapter, this will help. Finally, I am 110% available to speak to you about anything PRSA and communications- just holler!

Until next time...

Jason Meza, APR
2024 PRSA-SA Chapter President
? jmeza@sanantonio.bbb.org
? [Connect with me on LinkedIn](#)

Save the Date: Del Oro Awards



? Wow! We had a record number of entries and can't wait to celebrate San Antonio's PR industry superstars! ?

If you haven't already, please mark your calendar for Thursday, May 9. We're so excited to host the 22nd Annual 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 email info@prsanantonio.com.

CHAPTER NEWS

Internal Communications Health Screen: Lunch Panel

Have you checked on the health of your Internal Communications strategies lately?

Join us for an Internal Communications Panel from Noon to 1:30 p.m. on Tuesday, March 26.

The panel will address:

- 1) Three top employee engagement strategies that worked for their group
- 2) What platforms are most effective for internal communications
- 3) How to screen for healthy progress

Register here!

Look for future events on **our website** - and remember to sign up early!



“The doctor will see you now.”
Internal Communications Health Check

March 26, 2024

Noon - 1:30 p.m.

CPS Headquarters
500 McCullough
San Antonio, TX 78215



Moderator
**Darlene
Dorsey Pickens**
CPS Energy



**Rachel
Benavidez**
VIA



**Alanna
Reed**
City of San Antonio



**Daniel
Vargas**
SAWS

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College Career Fair Coming Soon!

The Texas Intercollegiate Press Association is hosting a career fair - bringing hundreds of college media students to San Marcos in April. This is an excellent opportunity to recruit some of the best and brightest aspiring PR pros in Texas.

The fair is from 9 a.m. to 4 p.m. on Friday, April 12.

Your company can attend and help sponsor the event. To learn more, [click here](#).

2024 CAREER FAIR & TRADE SHOW

Click to reserve your spot!

FRIDAY, APRIL 12
SAN MARCOS



SHOUTOUTS

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

PRSA
Southwest District
2024 CONFERENCE
AUG. 21-23

**BLAZING
THE TRAIL**
in Public Relations and Communications

SAVE THE DATE!

Hosted by PRSA Northwest Arkansas *Bentonville, AR*

Universal Accreditation Board Survey

The Universal Accreditation Board is conducting an online survey to determine the core knowledge, skills and abilities that are necessary to succeed in public relations today.

The "Practice Analysis" is conducted every five years, and the results will be used to update the Accreditation in Public Relations (APR) exam and Certificate in Principles of Public Relations exam. No personal identifying information will be collected. However, you will have the option to enter a drawing for one of four \$25 gift cards. It only takes about 15 minutes to complete. Please click on one of these links to access the survey:

[Survey for Practitioners](#)

[Survey for Educators](#)

If you have any questions, feel free to contact the research chair: **Marlene Neill, Ph.D., APR, Fellow PRSA, Baylor University** or **Kathy Mulvihill, Sr. Manager, Accreditation**.

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](mailto:Erin.Rodriguez).

Send a Byline Idea

PRSA San Antonio

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