

Letter from the President

Rachel
BENAVIDEZ



There's something about summer in San Antonio. It isn't just a season, it's a feeling—somewhere between the buzz of Fiesta season and the magic of the holiday season. A time filled with potential for new conversations and collaborations. I get my best ideas on the beach. I'm energized when things heat up—figuratively and literally—and in San Antonio, that's the definition of summer.

In the first half of the year, we have seized on opportunities to have meaningful conversations with our peers and about our industry and celebrate extraordinary work from throughout our region at the Del Oro Awards PRom Night—a chance to show that our members know how to work hard *and* play hard—while raising dollars for our scholarship program. I hope you're as excited for all we'll accomplish together in the year's second half.

To keep my head in the game, even with my toes in the sand, I'm sticking to my summer to-do list. With your help, I think we can have a year to remember!

1. Growing our Membership

Our members are the heartbeat of this chapter. We are stronger when we share resources and opportunities, and challenge each other to grow. That's why this summer, I'm challenging each of you to spotlight PRSA San Antonio to someone you admire—a peer, a former colleague, a star communicator you follow. Invite them to an event, introduce them to a board member, or just send them our way. Why now? Because dynamic communities grow through connection, curiosity and conversations—and when we bring more voices to the table, we lift our creativity, mentorship, and impact.

2. Strengthening the Marilyn Potts Memorial Scholarship Fund

Our scholarship program honors the remarkable legacy of Marilyn Potts—an advocate, mentor, and champion for aspiring communicators. Supporting this fund isn't just about dollars; it's about investing in voices that will shape our profession and community. These are the storytellers whose ideas will spark change, the strategists whose campaigns will uplift underserved neighborhoods, and the leaders who will inspire us next decade.

This summer, I hope you'll consider going beyond attendance—contribute, share, and amplify. Even a small monthly gift makes a big ripple. Organize a casual fundraising brunch, host a storytelling event, or offer to sponsor a PRSSA event. Not only does your support help put talented students through PRSA San Antonio scholarships—it cultivates our collective legacy.

3. Raise Our Profile

Social media is more than just a platform. It's where we connect and come together. It's where we share our wins, amplify each other's stories and invite new voices to join the discussion. That's why we're focused on growing our followers and engagement across the chapter's social channels. Every like, comment, and share helps us expand our reach and highlights the exceptional work happening. I encourage you to follow us, tag us, and share our posts with your network. It's a simple yet powerful way to strengthen the bonds that make PRSA San Antonio thrive.

Here's how you can help make this the best. summer. ever. for PRSA San Antonio:

- **Invite** someone to join PRSA San Antonio.
- **Donate** to the Marilyn Potts Fund—and inspire others to do the same.
- **Amplify** our stories: highlight fellow members, share board opportunities, and spotlight milestones with your network.
- **Engage:** sign up for upcoming events, volunteer on the Scholarship Committee, or bring your ideas to the board.

Let's continue the momentum we've created into an extraordinary second half. Thank you for bringing your heart, your curiosity—and your belief in the power of PR. Let's make this summer one worth celebrating.

Warmly,
Rachel Benavidez
President, PRSA San Antonio Chapter
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**Fast-track a
Graduate's Future!**

Give the Gift of PRSA Membership



Welcome New Members

- Stephanie Antosh
- Mark Austin
- Robert Richard Fike
- Joanna D. Foy
- Trista Moxley
- Shannon Salmon
- Ingrid Wright

Member Spotlight Bailey McGoldrick

We're thrilled to highlight one of our outstanding members, **Bailey McGoldrick**! A Planning Specialist at IBM, Bailey joined PRSA San Antonio in 2024 and has already made her mark by serving on this year's PRSA Del Oro Awards Committee (cue the round of applause 🙌).

Get to know Bailey a little better in our quick Q&A below:

Q: What inspired you to pursue a career in Communications?

A: My love for writing and guidance from mentors inspired me to pursue a career in Communications. During college I had to learn quickly how important it is to play to your strengths and I am extremely grateful to the mentors that led me here. I love working in this field!

Q: How has being a part of PRSA San Antonio enriched your career?

A: Being a part of PRSA San Antonio has enriched my career by introducing me to some of the best in the business and giving me access to a plethora of learning experiences. Attending networking events and being able to stay in touch with other professionals in the field is priceless!

Q: What's the most rewarding aspect of working in PR?

A: The most rewarding aspect of working in PR is connecting our community to businesses and people who want to enrich everyday life. Community is such a vital part of our everyday lives and PR is a great way to build it!

Bailey's journey is a testament to the power of mentorship, community, and connecting with industry peers. Her experience showcases the invaluable opportunities for growth through PRSA San Antonio.

Not a member yet? Join today and start building your network!



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[K Harvey Brand Partners - Accounting Specialist](#)



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News, Events & Opportunities PRSA National



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Professional Development PRSA Webinars

PRSA is the preeminent learning organization focused on professional development for public relations and communications professionals, offering a range of tools designed to provide practical insights, enhance skills, and foster industry connections throughout the year.

Here are some upcoming webinars available at no cost to PRSA Members.

The ADA and Your Content: How To Be Compliant

June 17, 2025, 3:00 p.m. – 4:00 p.m.

Learn about digital accessibility — what it is, why it matters and how it goes beyond just compliance to foster inclusivity in your messaging.

Shaping the Future of LGBTQ+ Representation in Media & Communications

June 17, 2025, 4:00 p.m. – 5:00 p.m.

A conversation to explore the evolving dynamics of LGBTQ+ representation, the role of public relations in shifting perceptions, and how advocacy organizations are driving impactful change.

Mastering Client Management in the Entertainment and Sports Industries

June 18, 2025, 3:00 p.m. – 4:00 p.m.

Join our panelists in this webinar as they share their expertise on building strong client relationships, securing brand partnerships and executing winning PR strategies.

About **PRSA San Antonio Chapter**

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 about PRSA-SA and how to get involved, email PRSA-SA 2025 President **Rachel Benavidez**

Have an idea for an article you'd like to submit to Byline? Or news to share? A promotion or a job change? Please email Vice President of Communications, **Shelbi Young**.

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