



2004 Del Oro Winners Announced

The San Antonio Chapter of the Public Relations Society of America presented more than 20 awards for outstanding public relations campaigns, tactics and individual leadership at the recent Del Oro Awards dinner. The chapter's second annual awards program celebrates the achievements of many public relations practitioners in San Antonio. This year's event was sponsored in part by Methodist Healthcare and the Westin La Cantera.



Of special note are four awards presented to outstanding individuals: the Tex Taylor Lifetime Achievement Award, the Community Service Award, the Public Relations Professional of the Year Award and the Horizon Award. The awards recognize the accomplishments of local practitioners who have made significant contributions to the public relations profession through lifetime achievement, community involvement, public relations practices and as rising practitioners.

"It is a delight to experience the Del Oro Awards because our local public relations practitioners are recognized for their hard work," says Beth Graham, president of the local PRSA chapter. "Our judges were supplied by the Tulsa PRSA chapter, and they were incredibly impressed by the quality of our local entries."

According to Graham, the Del Oro winners represented non-profit organizations, local agencies, health care professionals, military groups, religious groups and independent public relations consultants. Along with the four **Del Oro individual awards**, PRSA also presented the **Las Platas Awards** for outstanding campaigns and the **El Bronce Awards** for outstanding tactics.

The Del Oro Awards is the annual program created by the local PRSA chapter to recognize the leading public relations practitioners in San Antonio and the best practices in public relations campaigns and tactics. Below are the winners announced July 15 at a special evening banquet.

Del Oro Tex Taylor Lifetime Achievement Award **Kay Floyd, APR**

2004 Del Oro Winners Announced

President and CEO, Floyd & Associates



The Tex Taylor Lifetime Achievement Award is bestowed upon the chapter member who has helped develop public relations as a credible profession and has accomplished landmark professional achievements. The award was named after the late Leon "Tex" Taylor, a local public relations leader and founding member of the Public Relations Society of America's San Antonio Chapter.

Kay Floyd, APR, founded her own public relations agency in 1984. In the past 40 years, she has applied her expert skills to a variety of clients in San Antonio, Dallas and Houston. She has worked in corporate PR, as a management consultant, conducting communication audits and media relations, and planning crisis management, promotions, special events and merchandising. Kay has twice served as president of the San Antonio PRSA chapter and was a member of the first student chapter at Kent State. She has provided PR expertise to numerous groups in a volunteer capacity, including the American Heart Association and the American Red Cross, and has served as a mentor to an untold number entry-level PR practitioners.

Del Oro Community Service Award

Palmira Arellano

Vice President of Public Relations and Marketing, Methodist Healthcare

The Community Service Award is presented to a public relations professional who has given exceptional time and talents to community service activities in San Antonio.



Palmira Arellano currently serves on boards and committees for the American Heart Association Hispanic Task Force, UTSA College of Fine Arts and Humanities, the American Cancer Society's State Media Awards, and the National Council for Community and Justice, and she volunteers with the Mexican American Unity Council. She has also committed to reducing the incidence of women's heart disease.

2004 Del Oro Winners Announced

She was one of the founders of what is now an annual luncheon and free heart screenings for women. Pal plays a role in the community's offensive team fighting diabetes with the American Diabetes Association.

Del Oro Public Relations Professional of the Year

Kathy Hill

President, inHOUSE Consulting Group



The Public Relations Professional of the Year Award is presented to an individual who represents the definition of public relations which includes establishing a mutually beneficial relationship between an organization and the public on whom its success or failure depends.

Kathy Hill founded her own public relations firm five years ago. She was hired last year by the Northside school district bond committee for whom she would lead the PR efforts to win passage of the bond for 9 million. Kathy and her staff worked with the bond committee to conduct research, create an innovative PR campaign and educate voters about the issue. With her leadership, tight deadlines were met, informative and impactful messages were delivered to Northside residents, a busy campaign office ran smoothly, and the school district has the bond it needs to provide additional education facilities and resources for its students.

Del Oro Horizon Award

April Alcoser

Public Relations Manager, Girl Scouts of the San Antonio Area



The Horizon Award is presented to a "rising star" public relations professional who has been in the profession less than five years. In addition to leadership and public relations achievements, this person seeks opportunities to become a leader and mentor younger professionals.

2004 Del Oro Winners Announced

April Alcoser has a degree from UTSA in communications and public relations. For the Girl Scouts of the San Antonio Area she creates and implements annual PR and marketing strategic plans. She manages PR volunteers for 48 service units among an eight-county area. And she recruits and manages a PR team consisting of 100 girls. In media relations, she serves as the local spokesperson for special events, programs and crisis communication situations. She has secured over 100 media placements in the last 18 months, not including the title media sponsorship she negotiated with Time Warner Cable. She is an at-large communications officer for the San Antonio Hispanic Journalists Association, serves on the PR committee of the Women's Club of San Antonio, and was elected vice president of communications for El Patronato de la Cultura Hispano Americana.

Las Platas Awards

The PRSA La Plata Awards are presented for outstanding public relations campaigns that met the highest standards of the four components of strategic PR programming: research, planning, execution and evaluation.

Community Relations

Creative Civilization-An Aguilar/Girard Agency

As part of the inaugural Gonzaba Cares community health outreach program, Gonzaba Medical Group and the American Heart Association forged a partnership to raise awareness among Hispanic women about the dangers of heart disease and stroke. The goal was to educate Hispanic women on the risk factors and how to prevent, control and reduce their risk of heart attack or stroke. Based on this partnership, a community relations campaign was developed aimed at Hispanic mothers and female guardians urging them to take responsibility for their own health, in addition to the well-being of their families.



Special Events and Observances

Creative Civilization-An Aguilar/Girard Agency

The San Fernando Cathedral City Centre Project was a three-phase project. In March 2003, Phase One was completed. This winning agency planned and implemented week-long public relations activities that included a media briefing, a week of pre-event interviews during Cathedral Dedication Week, and the Dedication Mass and Celebration.

Internal Communications

Methodist Healthcare

Employee medical claims were up, and San Antonio had just been named the fattest city in the United States by the Center for Disease Control. A core group of committed healthcare employee volunteers felt that their organization was uniquely qualified to help people with health problems. The PR department

2004 Del Oro Winners Announced

devised a way to help their employees take responsibility for their own health and well-being and also demonstrate to the community how they themselves could achieve greater fitness.

El Bronze Awards

Public relations tactics are the individual items or components of ongoing programs or special campaigns. To be effective, they must focus on one or more specific audiences and have clear measurable objectives. To select the winners below, the judges looked at planning and content, creativity and quality, technical excellence, and assessment and results.

Newsletter

Creative Civilization-An Aguilar/Girard Agency

The Monument newsletter was created by Creative Civilization to communicate its extensive creative, media and PR work to current and prospective clients.

Video Programs

United Way of San Antonio and Bexar County

This video was a primary marketing product for the local United Way's successful 2003 community campaign. Using true-to-life examples of everyday acts of caring, it encouraged employee pledges at hundreds of workplaces across Bexar County.

Feature Stories

Christie L. Goodman, APR

Affecting more than 6 million people in the United States, infertility is usually kept secret. This personal reflection and lessons-learned article for Resolve of South Texas provided guidance and support to families and led to a 450 percent increase in distribution through local doctors' offices.

Creative Tactics

inHOUSE Consulting Group

To drive traffic and garner media coverage for American City Vista, inHOUSE Consulting Group created a fun twist on an annual nationwide event by planning a hula hoop challenge at Lago Vista that was packed with local celebrities.

Interactive Communications

Fiesta San Antonio Commission

This web site gives visitors easy, quick access to information about Fiesta and the 100 events that take place each April. The site receives thousands of visits a day from people seeking information about events, travel, tickets or Fiesta Commission membership.

Magazines

University of Texas at San Antonio

Sombrilla is designed to strengthen the connection between UTSA alumni and the university by sharing accomplishments, challenges and goals of the university in the midst of radical change and growth. Now with a circulation of almost 50,000, the magazine will celebrate its 20th anniversary this fall.

Annual Reports

Exploration Company

This annual report builds on the Exploration Company's established look of old parchment and ancient maps suggesting its dependability as an established player in the oil and gas industry.

Brochures

Creative Civilization-An Aguilar/Girard Agency

2004 Del Oro Winners Announced

Old Spanish Missions, Inc., invested in campaign branding through Creative Civilization with an evocative and memorable name, logo and tagline for its new capital campaign. The agency also developed the campaign collateral materials including this award-winning brochure.

Special Purpose Publications

Creative Civilization-An Aguilar/Girard Agency

The Animal Defense League is the largest “no-kill” animal shelter in the Southwest. Its calendar features photographs of shelter dogs and cats and was distributed citywide with a coordinate launch with the media.

Media Kits

Fiesta San Antonio Commission

This media kit gives the commission's 95 non-profit members a chance to tell journalists about their events. Through the annual Media Day, this packet was distributed with news releases, press passes, and an official Fiesta Commission pin – a popular collectible.

Direct Mail/Direct Response

Creative Civilization-An Aguilar/Girard Agency

This unique direct mail piece targeting senior citizens near Gonzaba Medical Group clinics announcing their first senior outreach initiative, a health fair for seniors.

This year's major sponsors were: Methodist Healthcare, SeaWorld San Antonio, Texas Monthly, Westin La Cantera, WNBA Silver Stars.

METHODIST HEALTHCARE

"Serving Humanity to Honor God"

www.SAHHealth.com



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