



2006 Del Oro Winners Announced

The San Antonio Chapter of PRSA hosted a gala recognizing the stars of public relations at its fourth annual Del Oro Awards. The evening began with a tribute in recognition of a PR star who died earlier in the year. Marilyn Potts, APR, served as president of the PRSA chapter last year and was an active member both in San Antonio and her former hometown of Wichita, Kan.

To honor her longtime commitment to the public relations profession, the Chapter has created Marilyn Potts Memorial Professional Advancement Endowment. The endowment will encourage young professionals by assisting them in their first year in PRSA.

The evening also included the presentation of 30 awards for outstanding public relations tactics, campaigns, and individual leadership. A highlight of the evening were three awards presented to outstanding individuals: the Tex Taylor Lifetime Achievement 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.

Below are the winners announced August 3 at a special evening banquet. Ed Tijerina, columnist at the *San Antonio Express-News* served as master of ceremonies.

Del Oro Tex Taylor Lifetime Achievement Award

Bob Howard

Communication Manager, American Red Cross



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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.

During the recent gulf coast hurricane relief efforts, Bob Howard became the face of calmness during a storm. He was the voice of caring and compassion during a very hectic time. As the American Red Cross communication manager for the Hurricane Recovery Program, Bob Howard has seen a lot in his 35 years of service to the organization. He has crisscrossed the nation with assignments in Helena, Mont., Seattle, Wash., Washington, D.C., and San Francisco, Calif. He brought his expertise and media skills to the relief efforts in Turkey after the massive earthquake in 1999, hurricanes in Florida in 2004, lead the communications efforts in Sr. Lanka after the December 2004 Tsunami and more recently spent weeks in Baton Rouge after Hurricane Katrina.

Besides his many and varied years of experience with the American Red Cross, Howard is the former president managing partner of GHS Public Relations in Helena, Mont. And Seattle, Wash., where he handled the firm's technology, health clients and crisis communications practice. He also was the CEO of a seven-station radio group in Montana with responsibility for new station acquisition and supervision of station managers.

Del Oro Public Relations Professional of the Year Lorraine Pulido-Ramírez

Director of Communications and Public Relations, Edgewood Independent ISD



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.

Lorraine Pulido-Ramírez recently became the director of marketing for CityView, a Cisneros communities venture. CityView's mission is to create the highest quality housing for working families. She is responsible for creating and implementing the company's national image, brand development, public relations, advertising, and promotions strategies.

Previously, Pulido-Ramírez was director of communications and public relations for the Edgewood Independent School District where she served as the chief spokesperson for the District. She is credited with organizing the District's very first Staff Appreciation Picnic, attended by more than 3,000 employees and their families. She also played a pivotal role in successfully handling various crisis communications situations, including a school construction site gas leak, and a suspect's shooting of an Edgewood ISD police officer. Her daily contact with the media helped ensure the community received the most accurate

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and current information.

Before joining Edgewood ISD, Pulido-Ramírez worked extensively at various local and national advertising agencies, including The Cartel Group, Garcia360, and Creative Civilization; and PR agency inHOUSE Consulting Group. She also worked in public affairs at the Hispanic Association of Colleges and Universities; and in corporate communications at the University Health System. She was a producer for KSAT and Telemundo, and a reporter for La Prensa. In addition, she taught communications at UTSA and Our Lady of the Lake University. She has an M.S. from the Columbia University School of Journalism, and a B.A. from the University of Pennsylvania. She is two chapters away from completing her dissertation to earn a Ph.D. in Leadership Studies from Our Lady of the Lake University.

Del Oro Horizon Award

Carol Schliesinger

Director of Public Relations, Southwest Mental Health Center



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.

Carol Schliesinger is the director of public relations at Southwest Mental Health Center, the only nonprofit, psychiatric hospital for children in South Texas. She is responsible for community outreach, media relations and public relations efforts to raise awareness about children’s mental health issues in the San Antonio community.

She previously worked at the former Montemayor y Asociados where she handled a broad range of clients with accounts in the Hispanic market, including Continental Airlines, Copa Airlines, DaimlerChrysler, The Gambrinus Company (importers of Corona beer), Mary Kay Cosmetics, Jose Cuervo Tequila and the Internal Revenue Service.

Schliesinger serves as a contributing writer for the San Antonio Conservation Society Journal. She also serves as Secretary on the Board of Directors of the San Antonio Association of Hispanic Journalists, of which she’s been a member since 2003. Additionally, she has worked closely with the Bexar County Mental Health Taskforce, the Greater San Antonio Mental Health Association and the Blue Ribbon Task Force on Child Abuse. In 2005, the San Antonio Business Journal recognized her with the Health Care Hero Award for Community Outreach.

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During her time off, she volunteers in organizing her own annual fundraiser – the Bob Dylan Birthday Bash, a staple event in the local music scene that brings together musicians to raise funds for children’s charities. Schliesinger, a native of Argentina, has lived in San Antonio since 1995 and has a six-year-old son, Diego. She has a bachelor’s degree in International Business & Marketing from Saint Mary’s University.

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

Taylor West Advertising/PR

“Finance San Antonio”

Special Events and Observances

Our Lady of the Lake University

“Calle 24: Art on the West Side”

Public Service/Public Affairs

CPS Energy

“More Power to You San Antonio”

Internal Communications

CPS Energy

“What’s in a Name?”

Internal Communications

SeaWorld San Antonio

“A New Wave of Communications”

El Bronce 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.

Video Programs

SeaWorld San Antonio

“WAVE TV”

Video Programs

CPS Energy

“Take 5”

Research/Evaluation

CPS Energy

“The Neighbor of Choice Report”

Creative Tactics

SeaWorld San Antonio

“Ripples Daily Newspaper”

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Interactive Communications

Fiesta San Antonio Commission

"www.Fiesta-SA.org"

Magazines

My PR Pro

"Modern Homes Magazine"

Annual Reports

Big Brothers Big Sisters of South Texas

"Annual Report 2005"

Annual Reports

CPS Energy

"2005 CPS Energy Annual Report"

Special Purpose Publications

esd & Associates, HACU

"Championing Higher Education Success"

Direct Mail/Direct Response

Our Lady of the Lake University

"Calle 24: Art on the West Side"

Serving on the **selection panel** for the 2006 Del Oro individual awards were Pascual Gonzalez of Northside ISD, Charles Kenworthy, APR, Fellow PRSA, of Charles Kenworthy Public Relations, and Melissa Vela-Williamson of Big Brothers, Big Sisters of South Texas.

Judging for the La Plata and El Bronce awards was provided by the Tulsa Chapter of PRSA.

Members of the 2006 Del Oro **planning committee** were: Fran Stephenson (chair), Anne Keever Cannon, APR, Patty Constantin, Monica Faulkenbery, APR, Marisa Gutiérrez, Clarissa Hack-Rodriguez, Kami Watson Huyse, APR, Rebecca Minjarez Villarreal, and Lorraine Pulido-Ramírez.

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