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PRSA of San Antonio Honors the Stars in Public Relations Practice

SAN ANTONIO, TEXAS (May 2, 2008) - The Public Relations Society of America (PRSA) San Antonio Chapter yesterday hosted a gala recognizing the stars of public relations to honor winners of the sixth annual Del Oro Awards program.

The Del Oro awards are presented to individuals who have made outstanding contributions to the profession. The 2008 PRSA Del Oro Award individual winners included the 2008 Del Oro Tex Taylor Lifetime Achievement Award recognizing Kelly G. Morris, APR of Kelly Morris Public Relations. This award is given to a chapter member who has helped develop public relations as a credible profession and has accomplished landmark professional achievements. The award is named after a founding member of the chapter and a former vice president of Trinity University.

The 2008 Del Oro Public Relations Professional of the Year was awarded to Kami Watson Huyse, APR, of My PR Pro. This award is presented to an individual who represents best practices in public relations.

Adriana R. Garcia of the San Antonio Hispanic Chamber of Commerce received the 2008 Community Service Award. This award is given to a professional who, as a volunteer, has given exceptional time and talents to community service activities.

The 2008 Del Oro Horizon "Rising Star" Award was presented to Randy Escamilla of Sisters of Charity of the Incarnate Word. This award is presented each year to a "rising star" public relations professional in the chapter who has been in the profession fewer than five years.

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La Plata and El Bronce Awards were presented to more than 30 organizations for outstanding campaigns and tactics, respectively. Winners represented organizations, diverse in the PR community, including agencies, educational institutions, the health care providers, government agencies, religious groups and independent PR consultants.

“San Antonio and South Texas practitioners are becoming well known for their innovations and adherence to ethical standards in public relations and communications,” Awards Coordinator Paige Ramsey-Palmer, APR, said. “PRSA of San Antonio is pleased to bring awareness of these professionals and their practices through this awards program.”

The San Antonio Chapter of PRSA is a part of the world’s largest organization for public relations professionals, with more than 32,000 members organized into more than 100 chapters and 19 professional affinity groups. The local chapter has more than 100 members, one-quarter of whom are accredited in public relations. For event or membership information, please visit www.prsanantonio.com.

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