



**PRSA San Antonio
Del Oro Awards Program
May 8, 2014
at Casa Hernán**

2014 Del Oro Awards

On May 8, 2014, the San Antonio Chapter of PRSA recognized the stars of public relations in San Antonio and South Texas. The chapter presented awards of excellence and certificates of merit in the La Plata division for PR campaigns and the El Bronce division for PR tactics. Four practitioners received Del Oro Awards for outstanding individual achievement in public relations.

Del Oro Awards for Individual Excellence

Tex Taylor Lifetime Achievement Award:

Anne Keever Cannon, APR

Public Relations Professional of the Year Award:

Mary DeLay

Community Service Award

Melissa Sorola

Horizon Award:

Jeannette Garcia

La Plata Awards: Awards of Excellence

- Friedrich Helps Illinois School Beat the Heat - esd & associates, *Media Relations Category*
- Sixth Annual Luminaria: Arts Come to Light - Creative Civilization, *Media Relations Category*
- Cancer Treatment Centers of America - Hispanic Campaign - Creative Civilization, *Media Relations Category*
- The Briscoe Western Art Museum - Creative Civilization, *Media Relations Category*

La Plata Awards: Awards of Merit

- Cancer Treatment Center of America - Hispanic Outreach Campaign - Creative Civilization, - *Multicultural Communications Category*
- Sixth Annual Luminaria: Arts Come to Light - Creative Civilization, *Special Events Category*
- Briscoe Western Art Museum Grand Opening - Creative Civilization, *Special Events Category*
- City of Yellow Roses - A Bloom for San Antonio - San Antonio Convention & Visitors Bureau, *Special Events Category*
- PACfest - Palo Alto College, *Social Media Campaigns Category*
- Centro San Antonio Rebranding Campaign - Creative Civilization, *Media Relations Category*
- Saveur - I Love My Kitchen Because... - San Antonio Convention & Visitors Bureau, *Media Relations Category*

El Bronce Awards: Awards of Excellence

- HISD - This is Home - Drew Advertising, *Video Programs Category*
- Dawn of the Living Web - UT Health Science Center, *Video Programs Category*

- Dawn of the Living Web - UT Health Science Center, *Creative Tactics Category*
- Kidcation Week: A Carnival and Press Conference in One - San Antonio Convention & Visitors Bureau, *Press Conference Category*
- Oil & Gas Degree Announced - Palo Alto College, *Press Conference Category*
- Sixth Annual Luminaria Press Event - Creative Civilization, *Press Conference Category*
- Briscoe Western Art Museum Media Guide - Creative Civilization, *Special Purpose Publications Category*

EI Bronze Awards: Awards of Merit

- Centro San Antonio Unveiling Press Conference - Creative Civilization, *Press Conference Category*
- USAA Home Design Sweepstakes - Fleishman-Hillard, *Social Media Campaigns Category*
- Community First Health Plans - esd & associates, *Other Social Media Category*
- Finasteride Study - UT Health Science Center, *News Releases Category*
- The Briscoe Western Art Museum Grand Opening - Creative Civilization, *News Releases Category*
- San Antonio Economic Development Foundation - E-Newsletter - Creative Civilization, *Newsletters Category*
- Cancer Treatment Centers of America Advertorial - Creative Civilization, *Advertorial Category*
- An Educated Workforce is Essential to San Antonio's - Economic Growth - Creative Civilization, *Editorials/Op-Ed Column Category*
- Sixth Annual Luminaria Media Guide - Creative Civilization, *Special Purpose Publications Category*
- Briscoe Western Art Museum Grand Opening Media Kit - Creative Civilization, *Special Purpose Publications Category*
- HISD - Your Future Starts Here - Drew Advertising, *Brochures Category*
- Let's Build It - Drew Advertising, *Media Kits Category*
- Let's Build It - Drew Advertising, *Press Conference Category*
- HISD - This is Home / www.ThisIsHISD.com - Drew Advertising, *Websites Category*