



Del Oro Awards 2005

The San Antonio Chapter of the Public Relations Society of America presented more than 25 awards for outstanding public relations campaigns, tactics and individual leadership at its upcoming Del Oro Awards banquet. The chapter's third annual awards program celebrates the achievements of many public relations practitioners in San Antonio. This year's event was sponsored in part by Business Wire, Crumrine Printers, Inc., Garcia360, SeaWorld of Texas and the Westin La Cantera.

Del Oro Tex Taylor Lifetime Achievement

Robert "Bob" McCullough, APR

CPS Energy



Charles Kenworthy, APR, Fellow PRSA; Bob McCullough, APR; Marilyn Potts, APR, chapter president (left to right)

This Port Arthur native graduated from the University of Missouri School of Journalism with a master's degree in 1972 and joined the Air Force at Randolph Field, emerging three years later to begin a three-decade career as a public relations professional in San Antonio. This career took him from City Public Service to SeaWorld of Texas back to CPS Energy where he is now the director of corporate communications for the nation's largest municipally-owned energy company.

Bob played a key role in communicating CPS Energy's fuel diversification program in the face of skyrocketing fuel prices brought on by the 1970s Arab oil embargo. Later, he helped engineer the 1988 opening of SeaWorld of Texas, which attracted its millionth visitor in only 72 days. Bob is an accredited member of PRSA and retired from Air Force Reserve public affairs with the rank of colonel.

He won the 1986 Paul Busch Most Cooperative News Source Award from the local Society of Professional Journalists and has been awarded PRSA's Silver Anvil (the Pulitzer equivalent in public relations) and TPRA's Golden Spur, Silver Spur and Best of Texas honors for professional excellence.

His present responsibilities at CPS Energy include public relations, local government relations, consumer advertising, public safety awareness, web site development, energy education and employee communications programs.

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Bob has addressed PR classes in local, state and out-of-state universities, counseled hundreds of PR students and young professionals, and provided pro-bono counsel to a wide variety of charitable agencies in the San Antonio area.

He is a man of integrity, professionalism, and wit. He has strengthened the public relations profession through his superb work, his volunteerism and his energetic support of other professionals.

Del Oro Public Relations Professional of the Year

Pascual Gonzalez

Northside ISD



Pascual Gonzalez; Marilyn Potts, APR, chapter president;
Dr. John Folks, Northside ISD superintendent (left to right)

Pascual Gonzalez left the classroom 25 years ago, but he never stopped teaching. Combined with communications savvy, that passion for education has led Gonzalez to the top of his field. His dedication, his expertise and the respect of his peers have earned him the 2005 PRSA San Antonio Del Oro Public Relations Professional of the Year award.

"When I covered education, I always said he was the Michael Jordan of school PR people," said Ed Tijerina, of the San Antonio Express-News. "The reference may be a little dated now, but Pascual still is the best in the business and still shows everybody else how that job should be done."

Gonzales is executive director of communications for the Northside Independent School District in San Antonio. He began his career as a teacher. In 1980, Bonnie Ellison tapped him as assistant director of communications. Twenty-five years later, he is highly respected by the local media and is often called on by local universities and associations to speak on media relations topics. He has successfully led two bond campaigns resulting in more than \$1 billion in bonds since 1998, which equates to 10 new schools and 14 others now or soon-to-be under construction.

Responsible for both internal and external communications, Gonzalez packs his days with crisis communications, strategic planning and coordination of bond issues and special events. He calls on his instructional background to break down complex school issues for members of the media and colleagues.

Meanwhile, he has taken home five National School Public Relations Association Golden Achievement Awards. He served as the 2004-05 president of the Texas School Public Relations Association and sits at the right hand of the school district superintendent and board of trustees.

Gonzales earned his bachelor's degree in English and journalism from Texas State University (formerly Southwest Texas State University). He earned his master's degree in educational management and leadership from Our Lady of the Lake University and a certificate of completion for general studies from the University of Madrid in Spain.

Del Oro Community Service

Roland Ruiz

St. Philip's College

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Bob McCullough, APR; Roland Ruiz; Marilyn Potts, APR, chapter president (left to right)

As director of public and community relations for St. Phillip's College, Roland Ruiz has advanced the interests of the college through effective internal and external communications programs including a highly successful 100th anniversary observance.

Despite a busy schedule on campus, Roland has made time to use his PR expertise for the benefit of worthwhile community endeavors, such as serving as chair of the local March of Dimes communications committee. Because the March of Dimes does not have a full-time PR professional on staff, Roland has stepped in on a weekly basis to guide the staff on PR-related issues. He has also mobilized the committee of volunteer professionals to assist in staging March of Dimes educational and fundraising events.

In addition, Roland is a well-known citizen of Castroville and has been an active member of the Medina Valley School Board for a number of years. As a father of eight wonderful children, he is keenly interested in educational opportunities for students.

Bob McCullough adds, "I had the good fortune of working closely with Mr. Ruiz during the formative years of SeaWorld of Texas. He was an invaluable member of our PR team, and he quickly earned a reputation for solid performance and professionalism. He is an outstanding representative of the public relations profession!"

Del Oro Horizon Award

Melissa Vela-Williamson

Big Brothers Big Sisters, Alamo Area



Melissa Vela-Williamson; Marilyn Potts, APR, chapter president;
Lorraine Pulido-Ramírez (left to right)

For almost a year, Melissa has been the recruitment and public relations coordinator for Big Brothers Big Sisters Alamo Area. Her work in this short time period is a major factor of the success of the agency's volunteer recruitment efforts. Last year, the agency served 1,600 children, and for every child, there is a volunteer. Melissa coordinated the agency's media partnership with WOAI, including the weekly "Jen's Kids" segments and a phone-a-thon. The phone-a-thon generated more volunteer inquiries from this one-time event than the agency normally receives in a month.

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She has completely revitalized the public relations efforts of Big Brothers Big Sisters. The number of media stories has dramatically increased and there has been an unprecedented high level of community awareness of the program. In addition, Melissa and her husband are a “Big Couple” to a nine-year-old “Little Brother.”

She has found her calling as she finds it extremely rewarding and truly a blessing to promote an organization that focuses on the most vulnerable segment of our population – children. Her leadership skills, sense of initiative and passion have significantly impacted the organization’s work.

Melissa has also worked with a local PR agency focusing on several high profile clients. She is the youngest to ever serve as co-chair of the San Antonio Association of Hispanic Journalists scholarship banquet. She is a graduate of the Alex Briseño Leadership Program and as an ambassador/embajadora for the San Antonio Hispanic Chamber of Commerce. She has a bachelor’s degree in English communication arts from St. Mary’s University.

La Plata Awards

Community Relations

Bromley/MS&L for League of United Latin American Citizens
for “LULAC: The Amazing Race”

Special Events and Observances (tie)

Institute of Texan Cultures
for “Texas Folklife Festival”

Bromley/MS&L for League of United Latin American Citizens
for “LULAC: The Amazing Race”

Marketing Consumer Products, Services or Business to Business

Creative Civilization - An Aguilar/Girard Agency
for “Conexión Launch”

Internal Communications

San Antonio Federal Credit Union
for “Raising the Thermometer – SACU Pacesetter United Way Campaign”

El Bronce Awards

Brochures

Creative Civilization-An Aguilar/Girard Agency
for “Open Arms Brochure”

Special Purpose Publications

Intercultural Development Research Association
for “IDRA Promotional Materials”

Video Programs

United Way of San Antonio and Bexar County
for “Only You: 2004 Campaign Video”

Feature Stories

University of Texas Health Science Center
for “Restoring Lungs, Restoring Lives”

Creative Tactics

inHOUSE Consulting Group
for “Jessica’s Jardin Grand Opening”

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Interactive Communications

Fiesta San Antonio Commission
for "www.fiesta-sa.org"

The awards are conducted annually by the San Antonio Chapter of the Public Relations Society of America. PRSA is the world's largest organization for public relations professionals. Its nearly 20,000 members, organized into 116 chapters, represent business and industry, technology, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The San Antonio Chapter of PRSA has more than 100 members, one-third of whom are accredited in public relations.



New release distribution courtesy of Business Wire



Printing courtesy of Crumrine Printers, Inc.



Photography courtesy of SeaWorld.

Doorprizes courtesy of The Westin La Cantera



Advertising design courtesy of Garcia360



Del Oro logo design courtesy of Creative Juices, 684.0215

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