

Letter from the President

Rachel
BENAVIDEZ



Dear PRSA San Antonio Members,

August and September always bring a sense of transition—summer winds down, fall routines take shape, and many of us are recharging for a busy close to the year. For communicators, this is a natural moment to reset, refresh, and reignite our strategies as we prepare for the opportunities and challenges ahead.

Across our industry, conversations are shifting quickly. Artificial intelligence is transforming how we create, measure, and deliver stories, bringing both new tools and new ethical responsibilities. The upcoming election season is already testing how communicators respond to misinformation, polarization, and the demand for clarity and trust. And recent crises, from natural disasters to global events, remind us of the vital role of preparedness, collaboration, and empathy in our work. These themes touch every corner of our profession, no matter the sector.

At PRSA San Antonio, we're committed to helping members navigate these changes boldly and with confidence. Our chapter programming this fall will provide timely insights and practical tools.

This is also the perfect season to reconnect—with your peers, with our professional community, and with the values that drew you to this field in the first place. Take advantage of upcoming workshops, networking events, and mentorship opportunities. Share your stories, your lessons learned, and your thought leadership with our community. Your lived experiences and unique perspectives make us stronger.

Don't miss our annual "MegaMixer" on September 4, in partnership with the local chapters of the American Marketing Association and American Ad Federation. It's a chance to meet and network

with our colleagues in San Antonio's Marketing industry. And, it's free for members! Click here for details and a link to register.

Also in September, just in time for National Preparedness Month, join us for an essential webinar and panel discussion exploring the latest crisis communications standards, best practices, and real-world lessons you can apply now. Together, we'll explore how communicators can lead with clarity, confidence, and compassion in high-stakes situations.

In October and November, we'll explore strategies for leveraging AI responsibly and ways to ensure our storytelling is rooted in authenticity and inclusivity.

We're also preparing for leadership opportunities and volunteer roles for 2026, and I encourage you to consider lending your voice and expertise to shape the future of our chapter. Open positions include opportunities to lead the chapter's Communications, Fundraising, Social Responsibility, Student Engagement, Events, and many more outstanding programs.

Email info@prsanantonio.com if you are interested in serving on the Board in 2026 and follow PRSA San Antonio on social media for updates on how to join.

As we move into the fall, let's embrace this season of renewal as a chance to sharpen our skills, elevate our impact, and lead with clarity and purpose. Thank you for the energy, expertise, and commitment you bring to PRSA and to the greater San Antonio community.

Here's to a strong finish in 2025—together!

Rachel Benavidez
President, PRSA San Antonio Chapter

Member Spotlights **Achievements**



Congratulations to our Board Treasurer, **DAWN DUPLANTIER ROBINETTE**, for being chosen to join the 2025 Public Relations Society of America College of Fellows, an honorary organization recognizing communications professionals who have made significant contributions to the public relations industry through leadership, service and lifelong achievement. Dawn is one of only eight pros added to the College this year. Dawn has also been inducted into the prestigious PRSA College of Fellows — the gold standard in our profession. This honor recognizes the “best of the best,” and we are proud to have Dawn representing our chapter at this distinguished level.





A big round of applause for **VENESSA SANTOS-GARZA, APR**, Account Strategist at MDR Advertising, for earning her Accreditation in Public Relations! The milestone is a true testament to her expertise, dedication, and commitment to excellence in the field.



We celebrate **NICOLE CAAN KUNSHEK, APR**, PR and Communications Specialist & Media Relations Manager at the American Society of Plastic Surgeons, for also earning her Accreditation in Public Relations! Her achievement reflects her outstanding commitment to advancing both her profession and her community.



Join us in applauding these incredible accomplishments. Our members continue to raise the bar and inspire us all!

Welcome New Members

- Faith Thompson
- Melinda Garza

Not a member yet? Become a member today and start building your network.

**Fast-Track
A Grad's
Future!**

Give the Gift
of a PRSA
Membership



Thank you to our Platinum Sponsor for their continued support



MEGA MIXER

SEPT 4

5:30 pm - 8:30 pm

River North Icehouse

317 W. Jones Ave

San Antonio, Tx 78215



Members: **FREE**
Non-Members: **\$15**

aaf san antonio

AM>
AMERICAN MARKETING
ASSOCIATION

San Antonio

PRSA
San Antonio Chapter



evisio



pierpoint

Join fellow professionals from AAF, AMA and PRSA for an evening of networking and toasting the end of Summer at the MegaMixer Each ticket includes one drink and yummy bites.

[Grab your tickets HERE](#)

Recognitions

Marilyn Potts Memorial Scholarship

ADRIANNA DOBBINS

Congratulations to Adrianna Dobbins, our newest Marilyn Potts Memorial Fund Scholarship recipient. Dobbins is pursuing a degree in Graphic Design at Dallas Baptist University, with double minors in Spanish and Music Business. We're proud to support her academic journey and future endeavors.

“ I am exceedingly grateful to be selected as a recipient of a scholarship from the Marilyn Potts Memorial Fund! It is truly an honor. As a first-generation college student and independent, your generous support of my higher education unquestionably will go a long way. I would not be able to afford a college education without financial assistance. ”

Professional Development

PRSA Conferences & Webinars

PRSA is the preeminent learning organization focused on professional development for public relations and communications professionals, offering a range of tools designed to provide practical insights, enhance skills, and foster industry connections throughout the year.



NOV. 5-7, 2025

Designed for executive, C-suite and management level communicators, this future-forward event will bring together industry leaders and innovators to share the latest trends, data and insights shaping communications and public relations.

Bulletin Board Career Opportunities



[Frost - Senior Marketing Specialist](#)



[SSFCU - Social Media Manager](#)



[SWBC - Marketing Director](#)

About PRSA San Antonio Chapter

The mission of the San Antonio Chapter of PRSA is to advance communication professionals by providing career development opportunities and fostering a collaborative community where individuals can strategically and ethically practice effective public relations.

This year, the PRSA San Antonio Board of Directors' goal is to bring maximum value to PRSA Members.

To learn about PRSA-SA and how to get involved, email PRSA-SA 2025 President [Rachel Benavidez](#)

Have an idea for an article you'd like to submit to Byline? Or news to share? A promotion or a job change? Please email Vice President of Communications, [Shelbi Young](#).

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