

2010 La Plata Awards of Excellence (trophy winners)

Community Relations Campaigns

“Food 4 SA” Campaign

Security Service Federal Credit Union’s Corporate Communications Team

Special Events and Observances

Coors Light Cold Activated Can Launch

Deborah Charnes, Bromley Communications

Fiesta Fiesta

Anne Keever Cannon, APR, Fiesta San Antonio Commission

United States Bishops Cocktail Reception

Randy Escamilla, Rohn & Associates Design, Inc.

Marketing Consumer Services Campaigns

Maihar Design Product Launch

Ashleigh Davis, Ashford Davis

!Si! Western Union Helps Make Dreams Come True

Deborah Charnes, Bromley Communications

Media Relations Campaigns

IDRA Release of High School Attrition Data

Christie Goodman, APR, Intercultural Development Research Association

Multicultural Communications Campaigns

!Si! Western Union Helps Make Dreams Come True

Deborah Charnes, Bromley Communications

2010 La Plata Awards of Merit (certificate winners)

Community Relations Campaigns

Million Bulb Challenge

CPS Energy’s Corporate Communications and Retail Energy teams

Marketing Consumer Products

Peak Saver Campaign

CPS Energy’s Community Relations and Corporate Communications teams

Crisis Communication Campaigns

Swine Flu in '09

Rebecca M. Villarreal, Schertz-Cibolo-Universal ISD

Internal Communications Campaigns

UTSA Communications Collective
Marianne Lewis, UTSA

Multicultural Communications Campaigns
Coors Light Cold Activated Can Launch
Deborah Charnes, Bromley Communications

2010 El Bronce Awards of Excellence (trophy winners)

Magazines
The Broadcaster
Theresa Cortez, CPS Energy

Sombrilla
UTSA Office of University Communications

Special Purposes Publications
Unacculturated Hispanic Value Customer Event Toolkit
Melissa Vela-Williamson, Ronnie Arrendondo, Erika Prosper and Beatriz Alvizo, H-E-B

College of Sciences Strategic Plan Booklet
Amanda Beck, UTSA

News Releases
Easter Island compound extends lifespan of old mice, scientists report in *Nature*
Will Sansom, Sheila Hotchkin and Lucie Portela, UT Health Science Center San Antonio

Web Sites
Plaza Lecea Web Redesign
Ashleigh Davis, Ashford Davis

Social Media
Facebook Fan Page: UTSA's Institute of Texan Cultures
Tim Gette, Craig Stinson and James Benavides, UTSA's Institute of Texan Cultures

2010 El Bronce Awards of Merit (certificate winners)

Newsletters
Pay Day Plus
Scott Wudel and Barbara Burris, CPS Energy

Special Purpose Publications
Museum Reach Grand Opening Celebration Brochure
San Antonio River Authority

Direct Mail/Direct Response

Delivering Bundles of Joy

Mae Escobar, Dante Klar, K. Puente and S. Valdez, aMAEzing Marketing, Special Events, and PR

Media Kits

Coronation of the King

Mae Escobar, C. Garza, R. Arispe, T. Bethany, K. Puente, aMAEzing Marketing, Special Events, and PR

Feature Stories

Troyer's Song

Amanda Beck, UTSA

Web Sites

www.SanAntonioRiver.org Re-design and Re-launch

San Antonio River Authority

Social Media

UTSA College of Sciences' Facebook Fan Page

Amanda Beck, UTSA