



# UNITED INDEPENDENT SCHOOL DISTRICT AGENDA ACTION ITEM

**TOPIC:** Consideration for approval of RFP 070-2007 Public Relations Management Services

**SUBMITTED BY:** Ms. Cordelia Flores - Jackson **OF:** Purchasing Department

**APPROVED FOR TRANSMITTAL TO SCHOOL BOARD:** Eduardo Zuniga, CPA,  
Associate Superintendent for Student Support Services

**DATE ASSIGNED FOR BOARD CONSIDERATION:** July 23, 2008

**RECOMMENDATION:**

Staff recommends the UISD Board of Trustees approve the following proposal as presented

**RATIONALE:**

Staff has complied with all applicable federal, state and local purchasing policies and procedures in obtaining pricing information for the item listed above. Staff is recommending the award based on being the best value to the District.

**BUDGETARY INFORMATION:**

Funds will appropriated by budget amendments approved by the Board of Trustees as services are requested


**BOARD POLICY REFERENCE AND COMPLIANCE:**

CH Local – Purchasing and Acquisition  
Texas Education Code 44.031



Roberto J. Santos  
Superintendent

To: Ms. Cordelia Flores-Jackson

From: Eduardo Zuniga, CPA, Associate Superintendent 

Ref: Recommendation of Communication Services Firm

Date: July 1, 2008

Based on the attached information, I am recommending that RFP 070-2007 - Public Relations Management Services be awarded to the firm of Guerra, DeBerry, Coody Marking and Communications. Services will be provided on an "as-needed" basis as determined by the Board of Trustees, the Superintendent or designee.

If you should have any questions concerning my recommendation, please call me at Ext. 6474. Thank you.

cc: Mr. Roberto J. Santos, Superintendent  
Mr. Mike Garza, Director of Support Services  
Ms. Laida Benavides, CPA, Assistant Superintendent for Finance

**Eduardo Zuniga, CPA**  
**Associate Superintendent for Student Support Services**  
**201 Lindenwood Drive Laredo, Texas 78045 Phone (956)473-6474 Fax (956)473-6476**

BOARD APPROVAL  
AWARDING OF BIDS/PROPOSALS  
JULY 23, 2008

**RFQ NO. 070-2007 PUBLIC RELATIONS MANAGEMENT SERVICES**

**RECOMMENDATION:**

REQUESTING APPROVAL TO PURCHASE FROM THE BEST BIDDER(S)/ OFFER(S) MEETING SPECIFICATIONS AS FOLLOWS:

<u>RECOMMENDED FIRM</u>	<u>AMOUNT</u>
GUERRA DEBERRY COODY MARKETING & COMMUNICATIONS	SEE ATTACHMENTS

ADMINISTRATION ADVERTISED ON NOVEMBER 3, 2007 AND NOVEMBER 4, 2007. THIRTEEN (13) PROPOSALS WERE MAILED. ONE (1) PROPOSAL WAS RECEIVED ON NOVEMBER 14, 2007 @ 3:00 P.M. AT THE UISD SERVICE CENTER PURCHASING DEPARTMENT.

**BUDGET INFORMATION:**

2008-2009 DISTRICT WIDE

**RESOURCE PERSONNEL:**

EDUARDO ZUNIGA, ASSOCIATE SUPERINTENDENT  
CORDELIA FLORES JACKSON, DIRECTOR OF PURCHASING

UNITED INDEPENDENT SCHOOL DISTRICT  
PUBLIC RELATIONS MANAGEMENT SERVICES  
RFP 070-2007

<b>Guerra, DeBerry, Coody Marketing &amp; Communications Rate Structure</b>	
	Hourly Rate
<b>Account Service Fees</b>	
Partner Marketing, Advertising or Public Relations Activities	\$150.00
Director Marketing, Advertising or Public Relation Activities	\$125.00
Marketing and Advertising Activities Includes: Account Supervision, Client Meeting, Design, Copywriting, Production, Production Coordination	\$85.00
Creative Supervision	\$100.00
Media Activities Includes: Media Buying, Media Coordination, Media Planning	\$85.00
Public Relation Activities	\$85.00
<b>Broadcast Production Fees</b>	
Broadcast Production Includes; Script Writing, Field Production Edit Coordination	\$85.00
Copywriting	\$95.00
Digitizing	\$100.00
Editor / Non-linear Facilities	\$185.00
Videographer / Digital Camera Package	\$1,000 per day \$500.00 per half day \$350 quarter day
Music	\$50.00 per cut

# United Independent School District

PUBLIC RELATIONS MANAGEMENT SERVICES: RFP 070-2007

NOVEMBER 14, 2007

Written and Compiled by:

**Original**

**Trish DeBerry**  
Partner and President



Guerra • DeBerry • Coody  
*Marketing & Communications*

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## 1. Location, history, and background of firm.

### OVERVIEW

Founded a more than a decade ago, Guerra DeBerry Coody (GDC) is a leading public relations, advertising and marketing firm based in San Antonio. Strategic public and media relations, grassroots community-based outreach, innovative creative development, real-time research, comprehensive multicultural marketing, targeted media buying and planning – we have services to meet all your needs – ALL IN-HOUSE.

As a full-service agency with 70 employees of varied cultural backgrounds, we have a multicultural perspective reflecting the diverse demographic fabric of our world. We have extensive experience in both the general and Hispanic markets and can join the two to help our clients succeed. Our bilingual account executives and creative team have developed and executed extensive campaigns in all major U.S. markets, as well as Mexico, for a wide array of clients from educational, public advocacy, national government and political campaigns and to health care, telecommunications and retail giants.

Our local and regional public advocacy campaign experience is vast having worked on everything from local mayoral campaigns and school bond campaigns to the deregulation of the state's electrical system.

Most recently, we helped the City of San Antonio pass a series of five propositions for parks, drainage, streets, libraries and public health facilities, with some winning by a margin of over 77 percent. In the Rio Grande Valley and Zapata County, we recently developed and implemented a campaign for The Bill and Melinda Gates Foundation aimed at creating community buy-in of its school redesign program – including political, business and community leaders, teachers, school administration, boards and faculty, athletic department heads, students and parents.

GDC is eminently qualified to provide the services you are seeking and can say with confidence that we have the insight and expertise to exceed your expectations. You will see from our capabilities that we have extensive experience in public and media relations in Laredo and throughout Texas, and we have a long and successful history navigating educational, governmental and political waters. We also have all the tools that go hand-in-hand with a successful public relations campaign including in-house creative services, media buying and planning, and research capabilities. From getting the best research upfront to putting it into action effectively, we are highly skilled at creating messaging and campaigns that inform and influence public opinion.

## **OUR CAPABILITIES**

**Public Affairs/Advocacy:** When it comes to public affairs, people turn to GDC not only because of our deep knowledge of Texas, but also for our strong civic connections with the decision makers. Our staff has years of experience dealing with the kinds of hard-hitting public affairs issues that face government and affect businesses. We have worked side by side with city, county and state lawmakers. We know how the system works, inside and out. We know how to influence people.

**Media Relations:** With more than 80 years of total combined experience as working journalists, news decision makers and broadcast producers, we work and think like the media because we are the media. We have the contacts, experience and know-how to craft unstoppable messages.

**Community-Based Outreach (CBO):** Grassroots outreach can identify, educate and influence target audiences with activities such as speaking engagements, "train-the-trainer" sessions, special events and strategically distributed materials. We can help you send messages from the ground up.

### **Hispanic Outreach**

Marketing to minority groups and Hispanics specifically is important in a state like Texas. And, to do so effectively is a high touch/multiple touch exercise. Our multilingual staff is skilled at designing and implementing marketing campaigns that open access to target populations.

### **Research**

We apply the methodologies and tactics we've honed in the political arena to all facets of our business. There, instead of winning votes, we help clients build successful community initiatives. Our research quantifies the difference between what is popular and what is truly persuasive.

**Crisis Management:** Our experienced PR team can help you through any type of crisis situation. Whether it's a pending layoff, a lawsuit, a federal investigation, a corporate mistake or a merger, it doesn't matter. We have the experience to move into action quickly and effectively.

**Special Events:** We can take your special event from concept to completion. Whether it's a press conference, a media tour, a gala or a grand opening, we can make your event truly successful.

**Internal communication:** We can steer you through the internal waters. Training, crisis manuals, company-wide meetings – we can help you organize and assimilate messages to speak directly to your corporate community.

**Creative:** Creative development, layout and designs, copywriting, production and print coordination. We work to craft targeted concepts that will deliver your message through award-winning and effective advertising, providing project management from concept to placement.

**Media Buying and Planning:** Tough negotiating is what we do and decisive planning is something we've perfected. We have the relationships and the knowledge to get you the best placement and discounts and to reach the most targeted audience possible. Researching, budgeting, added value and follow up for the full range of media – television, radio, magazine, newspaper, outdoor, direct mail and Internet. You name it; we can do it.

**Video Production and Coordination:** We are fully equipped for radio, film and video production beginning with creative development, concepting and writing to production, post-production and editing.

## **OUR EXPERIENCE**

### **Public Affairs/Advocacy**

- Alamo Community College District Bond Election: Public and media relations, community-outreach and creative services
- Bill and Melinda Gates Foundation: Public and media relations and strategic planning
- North East Independent School District Bond Election: Crisis management, campaign strategy, video production and media relations
- University of Texas San Antonio: Public relations, strategic counsel and creative services
- San Antonio Water System: Public and media relations, crisis communications, creative services and event planning
- San Antonio Housing Authority: Public and media relations, crisis communications and creative services
- Public Utility Commission of Texas: General and minority market media planning and placement, CBO, public relations, creative services and Hispanic advertising
- Election Systems & Software (ES&S) (World's largest provider of election management solutions): CBO, media relations, collateral development, video production and advertising
- United States Department of Agriculture – Rural Development: Hispanic and minority outreach and marketing initiatives nationwide
- ForeStar Realty/Professional Golfer's Association: Crisis management, public relations, media relations, CBO, Web site development, video production and creative services
- San Antonio Fluoridation: Campaign strategy, creative services, crisis management and media relations for vote on city fluoridation
- San Antonio Aquifer Tax: Campaign strategy, creative services, crisis management and media relations for vote on monies to buy land to protect the aquifer
- San Antonio Advanced Transportation District Tax Election: Campaign strategy, creative services, crisis management and media relations for vote on increasing money for transportation improvements
- Smoke Free San Antonio: Crisis management, campaign strategy, video production and media relations
- City Bond Campaign: Campaign strategy, creative services, crisis management and media relations for vote on a new city bond



## **Political/Government**

- Bush/Cheney '04 Re-election Campaign: On the national media team and spearheaded Hispanic advertising plans
- Republican National Committee: All Hispanic advertising, radio, TV and print (media planning and buying, and creative services) for 2000 presidential campaign
- Governor Jeb Bush Campaign (Florida): All Hispanic advertising for Florida Governor Jeb Bush's record setting re-election campaign
- Governor Rick Perry Campaign (Texas): All Hispanic advertising for Texas Governor Rick Perry's re-election campaign
- White House Initiative on Education: Created national campaign to raise level of education and parental involvement within the Hispanic community
- No Child Left Behind (A White House Initiative): Produced educational materials in 14 languages
- U.S. Congressman Henry Bonilla (Texas): Strategic campaign counsel, creative services, radio and television production, and media relations
- SA Mayor Ed Garza: Campaign management, creative services and public relations

## **Retail**

- Time Warner Cable: Strategic Marketing, creative services and public relations
- Sprint PCS: Media buying and planning, public relations, creative services and video production
- Citigroup/Citibank (Fortune 500 financial company): Public relations, video production, consumer and market research, sales modeling, special event planning, and employee recruitment and training
- Procter & Gamble – Texas: Public relations, creative services, marketing and promotions, video production and special event coordination
- H-E-B Grocery Company (Multinational chain with 55,000 employees and more than 300 stores in Texas and Mexico): Public relations, crisis management, creative services, video production, special events planning, and employee recruitment and training

## Health Care

- Vanguard Health Systems (Arizona, California, Illinois, Massachusetts, Tennessee, Texas): Brand development and management, public relations, creative services, research, marketing, special events planning, video production and Hispanic health care marketing
- Abrazo Health Care (Six hospitals in Phoenix): Brand development, Hispanic health care marketing, creative services, crisis management, and sales and strategic business development
- Phoenix Health Plan (Medicaid managed care plan with 100,000 members): Creative services, business development and Hispanic sales modeling
- Baptist Health System (Five hospitals in San Antonio): Public relations, crisis management, brand development, Hispanic health care marketing, video production, consumer and market research, sales modeling, marketing strategy and creative services
- Wellpoint (California): Creative services and Hispanic health care consulting
- UNICARE Life and Health Insurance (Texas): Creative services, Hispanic market research, Hispanic health care sales modeling and CBO

## Nonprofit

- Aquifer Protection Initiative: Creative services, campaign strategy and public relations
- Susan G. Komen for the Cure (formerly the Susan G. Komen Foundation): Event planning, public relations and video production for the Komen San Antonio Race for the Cure®
- San Antonio Children's Museum: Public relations
- San Antonio Youth Literacy: Public relations
- Big Brothers, Big Sisters: Public relations
- University of Texas at San Antonio: Campaign strategy and public relations
- Basilica of the National Shrine of Little Flowers: Public relations
- Hidalgo Foundation: Public relations and creative services

## **RELEVANT CASE STUDIES**

### **\* Alamo Community College District \***

#### **Challenge**

The Alamo Community College District (ACCD) in San Antonio is bursting at the seams with students. Currently, ACCD has the capacity to effectively handle 40,000 students, yet enrollment is topping 50,000-plus students. Without a bond election since 1987 to sustain this growth, it was time to offer up a referendum to the San Antonio community.

ACCD proposed a \$450 million bond to go toward classroom and facility renovations, construction of new facilities, technology upgrades, parking improvements, curriculum enhancements and a new Northeast campus. The first election took place in February 2005, and it was a very divisive issue. People on the south side of San Antonio were upset about the location of a proposed nursing school and organized an opposition that caused the bond not to pass. For the second election, the opposition groups were appeased, and it was up to GDC to get the message out that this time around, the bond election was a unified effort.

In addition, on the ballot was the same-sex marriage constitutional amendment, which would bring out far-right conservative voters – voters who typically vote "no" to new taxes.

#### **Action**

- Developed and executed aggressive media relations.
- Created and executed weekly news conferences and rallies.
- Developed three targeted direct mail pieces to five clusters throughout Bexar County – each with an alternate message to target the surrounding areas around the different campuses.
- Coordinated comprehensive grassroots outreach, which included presentations to civic organizations, neighborhood associations and church congregations, as well as one-on-one meetings with key opinion leaders.
- Coordinated efforts with ACCD had to be careful of education vs. advocacy.
- Developed campaign brand, yard signs and highway signs

#### **Result**

The bond won by a 60 percent margin.

## **\* 2004 North East Independent School District (NEISD) Bond \***

### **Challenge**

In 2002, a \$675 million bond for NEISD failed. The fact remained that the NEISD was one of the fastest growing school districts in the state and couldn't continue meeting the needs of students with its current facilities. Therefore, in 2004 the NEISD bond committee turned to GDC when the committee prepared to ask Northeast San Antonio voters to once again consider passing a bond package.

### **Action**

- Conducted polling research
- Developed campaign logo and tagline
- Produced and executed targeted direct mail campaign
- Identified critical audiences and conducted outreach through meetings, presentations, etc.
- Produced educational video
- Produced yard signs, buttons, push cards, T-shirts, bumper stickers, banners, etc.
- Produced and placed radio spots
- Provided crisis counsel and aggressive media relations
- Conducted media events (rallies, news conferences, etc.) to generate continuous news coverage

### **Result**

**BOND PASSED** – 60 percent to 40 percent, and the district averted the need to implement year-round school schedules. The committee also celebrated another win. We successfully proved that the investigative reporter, who was out to jeopardize our efforts, was bringing a negative bias to the story and not reporting all the facts. As a result, he was forced to re-shoot an interview in New York with a nationally renowned school bond expert who offered his full support of the bond. Had GDC not intervened, the story would have given the bond a black-eye, urged people to vote no on the bond and possibly brought irreparable harm to the district.

NOTE: GDC also managed the NEISD 2007, which won by an overwhelming margin.

## **\* Advanced Transportation District \***

### **Challenge**

Citizens of Better Transportation, a group made up of various transportation advocates in San Antonio, approached GDC. They were looking to get a referendum passed to create an Advanced Transportation District (ATD) and secure funding to help with the city's streets, highways and public transportation issues. The monies from the ATD would be split between VIA, the City of San Antonio and the Texas Department of Transportation.

A huge hurdle to the campaign was that public trust in City Hall was at an all-time low. Although VIA was the entity calling the election, the perception was that the city would handle the funds raised from the ATD, and the public didn't trust city government. Another challenge was the concept of the ATD, with the money being split between public transportation and highways and streets. As this was a complex issue, the campaign needed to be focused, targeted and greatly simplified.

One last challenge: the dynamic VIA chairman who had worked tirelessly on this issue, building a consensus and meeting with various elected officials and community leaders, suddenly died of a heart attack just as the campaign was kicking into high gear. His untimely departure had the community wondering what would become of the campaign. The ATD had to find someone to step in and take on this issue as passionately as the late chairman did.

Despite low opposition, we were told it would be a hard campaign to win with the high anti-sales tax mentality of voters in San Antonio coupled with low trust in city government.

### **Action**

- Conducted poll to determine messaging and messengers.
- Booked and conducted hundreds of community presentations with civic organizations and neighborhood associations.
- Honed messaging and made the ATD simple to understand with just two messages: Better Bus Service and Get Unstuck (in reference to traffic congestion).
- Developed a very targeted direct mail campaign identifying those mailing universes that were to receive the bus message and those that received the traffic congestion message.
- Executed media relations, including numerous (almost weekly) news conferences, special events, meetings with editorial staff and beat reporters, on-air radio and television interviews.
- Set up weekly team meeting that included elected officials, business organizations, neighborhood activists, etc. to discuss strategy of the campaign and outreach efforts.
- Developed a media campaign (radio) and highlighted a bus rider to discuss the public transportation issue and his dependence on VIA; and we highlighted a north side mother of four who fights traffic congestion on a daily basis.
- Executed and created an aggressive GOTV (Get out the Vote) campaign with billboards, yard signs, T-shirts, Vote Yes bumper stickers, block walking and phone banking efforts. We conducted block walking efforts each weekend, beginning about four weeks from Election Day.

### **Result**

The campaign passed by a 58 percent margin.

## **\* Public Utility Commission of Texas \***

### **Challenge**

Electric deregulation was imminent for Texas. This was a complicated issue that needed to be simplified and explained. GDC was brought in to educate Texas consumers about electric deregulation. We developed and executed a multi-tiered educational campaign targeting Hispanic electric consumers in Texas – specifically in Dallas, Houston, the Rio Grande Valley, Corpus Christi, Laredo and Del Rio.

### **Action**

- Developed and created bilingual informational brochures and promotional items used throughout the educational campaign.
- Planned comprehensive community-based outreach through bilingual presentations, cultural events and material distribution.
- Executed media relations, including news conferences, special events, meetings with editorial staff and beat reporters, on-air radio and television interviews, on-air promotional giveaways and more.
- Developed an extensive community contact list and developed relationships with reporters and editors throughout Texas.
- Developed, created and implemented a bilingual advertising campaign utilizing radio, Internet, outdoor, print, and cable and network television.

### **Result**

Our results, quantified by research, show that understanding TEC messages grew more among Hispanic consumers than among any other segment of the population in Texas. In three years, we worked with the commission and organized 214 community-based outreach events, 215 meetings and presentations, and distributed 218,194 pieces of educational material. The commission received 364 media hits and touched an audience of more than two million people.

**2. For each person actually performing the functions noted above please provide education, experience, professional certification, professional affiliations and any other factors beneficial to the performance of the above listed services.**

**Trish DeBerry-Mejia – President and Partner – Experience: 25 Years**

Trish is a hands-on work ethic, getting down in the trenches for our clients to create aggressive strategies and campaigns that influence public perception and get results regardless of the client's industry and market. She uses her experience in politics, communications and public relations to identify the needs of the client, develop critical crisis communication strategies and direct the overall strategy of accounts.

After nearly a decade as a reporter, anchor and producer at KENS-TV, San Antonio's number one station, DeBerry launched her career in public relations. Negotiating clients through divisive community issues is her forte. Her political wins include: a public relations effort to fluoridate San Antonio's water supply; a hard-fought battle and grassroots campaign to get a PGA Village development approved; and, as campaign manager, helping to elect the first Hispanic Mayor of San Antonio in more than two decades. Other campaigns include two bond elections for the North East Independent School District, two bond campaigns for the Alamo Community College District, the City Bond campaign and the Advanced Transportation District Campaign. She is a graduate of Trinity University.

**Anamaria Suescun-Fast – Director of Public Relations – Experience: 12 Years**

For six years Anamaria has led the public relations team at GDC. After graduating from St. Mary's University with a degree in marketing, she began her career at Six Flags Fiesta Texas helping launch the grand opening of the multicultural theme park, developing and implementing local, regional, national, and international public relations campaigns. More recently, as an account supervisor at Atkins/Lord+Tasler, Anamaria led some of the agency's most prominent public relations clients, including the San Antonio Convention and Visitors Bureau.

With GDC, Anamaria has spearheaded public relations and community-based outreach campaigns for a wide array of clients. The public affairs/education campaign she handled for the Smoke Free Coalition was a tremendous success. The Transition Trust for a Smoke Free Texas recognized GDC with its award for the best public education campaign. Anamaria also headed up the Hispanic educational campaign for electric deregulation for the Public Utility Commission of Texas. During that campaign, understanding of deregulation messages grew more among Hispanic consumers than among any other segment of the population in Texas. Her recent work on the Advanced Transportation District bond initiative helped the City of San Antonio win funds for a much needed transportation improvements by a 58 percent margin. She is a graduate of St. Mary's University.

**Donze Lopez – Account Executive – Experience: 16 years**

Donze Lopez has 16 years of experience representing, advising and counseling clients pursuing public policy goals at the local, state and federal levels. He served three years on Capitol Hill as a press secretary to a member of the U.S. House of Representatives and Deputy Communications Director for a U.S. Senator. He has represented clients in Austin for ten years and was the San Antonio business community's primary advocate for four years as the Greater San Antonio Chamber of Commerce Vice-President for Governmental Affairs. In 2000 he launched the Public Affairs program for Martin Marietta Materials Southwest Division – Texas' largest aggregate producer. Mr. Lopez graduated from the University of Texas at Austin.

**UNITED INDEPENDENT SCHOOL DISTRICT  
PUBLIC RELATIONS MANAGEMENT SERVICES  
RFP 070-2007**

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