

# VITAE

## A. MARIO RIOS JR.

### Education:

Master of Arts (Mass Communications), Texas State University, 2004

Bachelor of Arts (Political Science/Communications), University of Texas-San Antonio, 1995

Associates (Radio-TV-Film), Austin Community College, 1986

### Honors:

2013 Texas School Public Relations Association – Nominee SAISD HR commercial production  
2010 Texas School Public Relations Association Overall State Winner (video /Region Track Winners)  
2010 Texas School Public Relations Association Gold Star (video/Superintendent Campus Profile)  
2010 Texas School Public Relations Association Silver Star (video/Athlete Named to National Bowl)  
2009 Texas School Public Relations Association Gold Star (video/Promotion-SAISD football game AD)  
2008 Texas School Public Relations Association Gold Star (District Newspaper, the Historian)  
2008 Texas School Public Relations Association Gold Star (video/Business Partnership)  
2008 Texas School Public Relations Association Gold Star (video/District Convocation)  
2008 Texas School Public Relations Association Gold Star (writing/Lights, Camera, Action)  
2008 Texas School Public Relations Association Gold Star (writing/Move Over Michael Angelo)  
2008 Texas School Public Relations Association Gold Star (video/Schwarzenegger visits Edgewood)  
2008 Texas School Public Relations Association Gold Star (video/Rackspace & Edgewood)  
2008 Texas School Public Relations Association Gold Star (video/EISD Construction Projects)  
2008 Texas School Public Relations Association Silver Star (video/District TV Show)  
2008 Texas School Public Relations Association Silver Star (video/Cinco de Mayo)  
2007 Texas School Public Relations Association Overall State Winner (video /District Convocation)  
2007 Texas School Public Relations Association Gold Star (video /District Convocation)  
2007 Texas School Public Relations Association Silver Star (video feature/District TV Show)  
2007 Texas School Public Relations Association Silver Star (Training Video)  
2005 Educator Excellence Award, San Antonio Education Partnership/Harcourt  
2005 Minority Outreach National Winner, Journalism Educators Association  
2003 Emmy Award Winner (news show) National Television Academy Arts & Sciences (adviser)  
2002 Teacher of the Game, San Antonio Spurs Organization  
2002 Texas Association Journalism Educators #1 High School News Cast  
2001 Class 5A State Journalism Champions (Southwest High School Coach)  
2001 National Recognized Journalism Adviser/Dow Jones Newspaper Fund  
2000-2006 Who's Who Among America's Teachers  
1999-2004 UIL State Journalism Qualifiers (Southwest High School Coach)  
1995 Emmy Nominee for TV News Series Package (KENS TV)  
1995 National Press Photographer Association Best Feature Story (KENS TV)  
1993 Texas Associated Press Best Spot News Photography (KENS TV)

### Experience:

#### **Public Relations & Marketing Specialist**

San Antonio Independent School District, San Antonio, Texas 2009- present

#### **Lecturer II – Adjunct Professor of Communications**

University of Texas SA, San Antonio, Texas 2009-present

#### **Owner**

RIO Video Productions (video production/PR company), San Antonio, Texas 1992-present

#### **Broker / Realtor**

RioDwell Real Estate, San Antonio, Texas 2009 - present

#### **Director of Public Relations & Communications**

Edgewood Independent School District, San Antonio, Texas 2006- 2008

#### **Professor of Mass Communications**

Palo Alto College, San Antonio, Texas 2005-2006  
**Mass Media Teacher / Coordinator & UIL Academic Director**  
Southwest High School, San Antonio, Texas 1996-2006

**Photo/Journalist**

KENS TV (CBS), San Antonio, Texas 1993-1999

**Sports Writer**

San Antonio Light, 1991-1992

**News Producer**

KABB TV (FOX), San Antonio, Texas 1991-1992

**Sports Producer/Photo-Journalist**

KVDA TV (Telemundo), San Antonio, Texas 1989-1991

**Assistant Promotions/Public Relations Director**

KRRT TV (UPN/FOX), San Antonio, Texas 1988-1989

**Producer/Director**

KUVN TV (Univision), Dallas, Texas 1986-1987

**Sports Writer**

Austin American Statesman, Austin, Texas 1985-1986

**News Intern**

KVUE TV (ABC), Austin, Texas 1985

**News Writer**

Alice Echo News, Alice, Texas 1983-1984

**Sports Editor**

Kingsville Record News, Kingsville, Texas 1982-1983

**Community Service:**

Board Member

City of Helotes – Planning & Zoning Commission 2016, 2017, 2018

Volunteer – Elf Louise Project 2013, 2014, 2015, 2016, 2017, 2018

**Community Partnerships:**

Helotes Humane Society 2015, 2016, 2017

Mother's Against Drunk Driving 2014

San Antonio Habitat for Humanity, 2013

KSAT TV Promotions Dept. 2014, 2015, 2016

KENS TV Operations Dept. 2012, 2013, 2014

KABB TV News Dept. 2010, 2011, 2012

San Antonio Express-News 2010, 2011

**Professional Memberships:**

Association Texas Professional Educators

National Hispanic Journalism Association

National Press Photographers Association

Public Relations San Antonio

San Antonio Board of Realtors

San Antonio Hispanic Chamber of Commerce

San Antonio Hispanic Journalism Association

San Antonio Schools Public Relations Association

San Antonio ISD Athletic Hall of Fame

Texas School Public Relations Association

Texas Association Journalism Educators

Texas State University Alumni

University of Texas-San Antonio Alumni

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## **Publications:**

1. Media buyer – state-wide for SAISD Employee Recruitment 2019
2. Managed social media campaigns state-wide for San Antonio ISD recruitment 2018
3. Producer/Director/MC – SAISD Athletic Hall of Fame 2017, 2018, 2019
4. SAISD \$510 million bond project – producer/director of video collateral 2016
5. SAISD Athletic Hall of Fame video vignettes, M. Rios, District publications, 2015, 2016, 2017, 2018, 2019
6. SAISD Consensus All-Americans Media Event, M. Rios, San Antonio Media, 2014
7. SAISD Human Resources Bus Driver Ads,” M. Rios, San Antonio TV & Radio, 2013
8. “San Antonio ISD District Convocation,” M. Rios, SAISD Media, 2012
9. “Around the District with Dr. Duron”/New Tech HS (Marketing), M. Rios, SAISD Media, 2011
10. “Bond 2010”/SAISD Information Documentary, M. Rios, SAISD Media, 2010
11. “Around the District with Dr. Duron”/Edison HS (Health), M. Rios, SAISD Media, 2010
12. “Around the District with Dr. Duron”/Burbank HS (IB Program), M. Rios, SAISD Media, 2009
13. “Bocanegra donates remaining salary to District students,” M. Rios, the Historian, Edgewood ISD, Spring 2008.
14. “American Congressman visits Dad’s school,” M. Rios, the Historian, Edgewood ISD, Spring 2008.
15. “It’s Show Time, Folks,” M. Rios, the Historian, Edgewood ISD, Spring 2008..
16. “Garza Named Superintendent,” M. Rios, the Historian, Edgewood ISD, Spring 2008.
17. “Edgewood Wins Rollback Election,” M. Rios, the Historian, Edgewood ISD, Winter 2007.
18. “Hall of Fame recipients honored,” M. Rios, the Historian, Edgewood ISD, Winter 2007.
19. “Build It and They will Come,” M. Rios, the Historian, Edgewood ISD, Winter 2007.
20. “Message from the Superintendent,” M. Rios, the Historian, Edgewood ISD Fall 2006.
21. “Hispanic Males and the Texas Mass Media,” M. Rios, Texas State University, video documentary, spring 2004.
22. “Dallas Cowboy player promotions,” M. Rios, KGBT TV (CBS), Harlingen, Texas 2002 & 2003.
23. “Cowboy safety Lynn Scott Profile,” M. Rios, KAMR TV (CBS), Amarillo, Texas, 2002 & 2003.
24. “Cowboy Training Camp,” M. Rios, KDBC TV (CBS), El Paso, Texas, 2002 & 2003.
25. “Dallas Cowboys Summer Training Camp in San Antonio,” M. Rios, RIO Productions, 2002 & 2003.

26. "It's not the awards, it's the students," M. Rios, Dow Jones Newspaper Fund Adviser Update, fall 2002.
27. "Marshvet Hooker wins three state gold medals," M. Rios, Lytle Leader News, May 17, 2001.
28. "Hooker dominates, Jaime survives," M. Rios, Lytle Leader News, May 10, 2001.
29. "Southwest pitches first no-hitter in three decades," M. Rios, Lytle Leader News, March 29, 2001.
30. "Hooker explodes, Lady Dragons win," M. Rios, Lytle Leader News, Dec. 7, 2000.
31. "Mosley smashes Southwest rushing record," M. Rios, Lytle Leader News, Nov. 2, 2000.
32. "Dragons breathe fire, Mosley continues record pace," M. Rios, Lytle Leader News, Sept. 23, 2000.
33. "High school graduation," M. Rios, Dragon News, May 1999.
34. "Edgewood Promotional Video," M. Rios, EISD, 1998.
35. "San Antonio's great flood," M. Rios, CBS-SW, October 1998.
36. "Darlene Routier trial," M. Rios, CBS-SW, March 1998.
37. "CBS stars in Hollywood," M. Rios, KENS TV, August 8, 1997.
38. "Texas trials," M. Rios, CBS-SW, March 1997.
39. "Barry Switzer and the Dallas Cowboys," M. Rios, CBS-SW, Nov. 1996
40. "First Lady Hillary Clinton Comes to Southwest," M. Rios, Southwest News, August 1996.
41. "Trains keep moving," M. Rios, KENS TV, June 1, 1996.
42. "Daughters join mothers at work," M. Rios, KENS TV, April 25, 1996.
43. "Gang graffiti," M. Rios, KENS TV, January 25, 1996.
44. "Buffalo killer in Helotes," M. Rios, KENS TV, January 5, 1996.
45. "Prostate cancer series," M. Rios, KENS TV, November 23, 1995.
46. "Selena dies, San Antonio reaction," M. Rios, KENS TV, April 1995.
47. "Reed Norman Funeral," M. Rios, KENS TV, April 1, 1995.
48. "Prison riot in Dilley," M. Rios, KENS TV, March 6, 1995.
49. "The Cave," M. Rios, KENS TV, January 1995.
50. "Burbank breaks 50 game losing streak," M. Rios, KENS TV, Sept. 1994.
51. "Dog Watch," M. Rios, KENS TV, August 1994.
52. "Hillary Clinton in San Antonio," M. Rios, KENS TV, June 11, 1994.

53. "Flamenco Dancing," M. Rios, CNN TV, May 14, 1994.
54. "Branch Davidian Trial," M. Rios, KENS TV, January 12, 1994.
55. "San Antonio River," M. Rios, KENS TV, December 1993.
56. "Pope and President in Denver," M. Rios, KENS TV, August 11, 1993.
57. "Jimmy Johnson and Jerry Jones," M. Rios, CBS TV, July 1993.
58. "Cowboy training camp in Austin," M. Rios, KENS TV, July 1993.
59. "Boxing president Sulemon in Mexico," ESPN TV, March 1993.
60. "Runge advances," M. Rios, San Antonio Light, November 1992.
61. "UTSA cross country," M. Rios, San Antonio Light, October 1992.
62. "Trinity throws game away," M. Rios, San Antonio Light, September 1992.
63. "Spurs fans," M. Rios, KABB TV, April 1992.
64. "A look at Avery Johnson," M. Rios, KABB TV, March 1992.
65. "Rattlers rally for victory," M. Rios, San Antonio Light, February 1992.
66. "Hot Dogs and Hoops," M. Rios, KABB TV, December 1991.
67. "Roosevelt pops South San," M. Rios, San Antonio Light, October 1991.
68. "About Spurs Clubhouse," M. Rios, KABB TV, September 1991.
69. "Laredo, a border town," M. Rios, KVDA TV, July 1991.
70. "San Antonio Rider football," M. Rios, KVDA TV, April 1991.
71. "Selena at Tejano Music Festival," M. Rios, KVDA TV, February 1991.
72. "Persian Gulf war is here," M. Rios, KVDA TV, January 17, 1991.
73. "Ann Richards' inauguration," M. Rios, KVDA TV, January 15, 1991.
74. "San Antonio prostitutes," M. Rios, KVDA TV, July 1990.
75. "Jesse Jackson marches in west side," M. Rios, KVDA TV, April 1990.
76. "Living in the projects," M. Rios, KVDA TV, February 1990.
77. "KVDA signs on," M. Rios, KVDA TV, November 1989.
78. "Sweeps month is here," M. Rios, KRRT TV, July 1989.
79. "Dustin Hoffman in the Graduate," M. Rios, KRRT TV, May 1989.
80. "Universal Studios wants you," M. Rios, KRRT TV, October 1988.
81. "Earl Campbell visits San Antonio," M. Rios, KRRT TV, June 1988.

82. "Casting call for Aaron Spelling's Angels," M. Rios, KRRT TV, February 1988.
83. "Cowboys suffer through losing season," M. Rios, KUVN TV, December 1987.
84. "Dallas Sidekicks win soccer championship," M. Rios, KUVN TV, July 1987.
85. "Duncanville makes football playoffs," M. Rios, Fort Worth Star Telegram, November 1986.
86. "Westlake kicker sets state record," M. Rios, Austin American Statesman, October 1986.
87. "South Texans discover soft drinks," M. Rios, Texas Associated Press, September 9, 1984.
88. "Jurors find Mancilla guilty in girl's murder," M. Rios, Alice Echo News, August 1, 1984, pg. 1.
89. "Flashdance II," M. Rios, Alice Echo News, July 8, 1984, pg. 6.
90. "Walter Mondale's childhood friend," M. Rios, Alice Echo News, May 27, 1984, pg. 6.
91. "Drought causes concern," M. Rios, Alice Echo News, April 29, 1984, pg. 6.
92. "96 Calves die in milk farm blaze," M. Rios, Alice Echo News, April 15, 1984, pg. 6.
93. "The big freeze of '83," M. Rios, Alice Echo News, December 20, 1983, pg. 1.
94. "Bob Krueger says '*Together we can*,'" M. Rios, Alice Echo News, October 3, 1983, pg. 1.
95. "Steinke named head coach of San Antonio Gunslingers," M. Rios, Kingsville Record News, July 13, 1983, pg. 1.
96. "Darrell Green drafted by Washington Redskins," M. Rios, Kingsville Record News, April 27, 1983, pg. 6.
97. "Lynn Adams wins Orlando golf classic," M. Rios, Kingsville Record News, April 20, 1983, pg. 1.
98. "Steve Denton tops in pro tennis," M. Rios, Kingsville Record News, December 29, 1982.
99. "Jerseys beat Badgers in gridiron contest," M. Rios, Falfurrias Facts, October 7, 1982.
100. "Gil Steinke to resign at Texas A&I," M. Rios, Kingsville Record News, July 25, 1982, pg. 6.
101. "Rivera earns berth in state baseball tournament," M. Rios, Kingsville Record News, June 6, 1982, pg. 1.
102. "Kingsville basketball rolls to regionals," M. Rios, Kingsville Record News, March 7, 1982, pg. 1.
103. "Local gas prices rising," M. Rios, Kingsville Record News, Feb. 10, 1982, pg. 6.