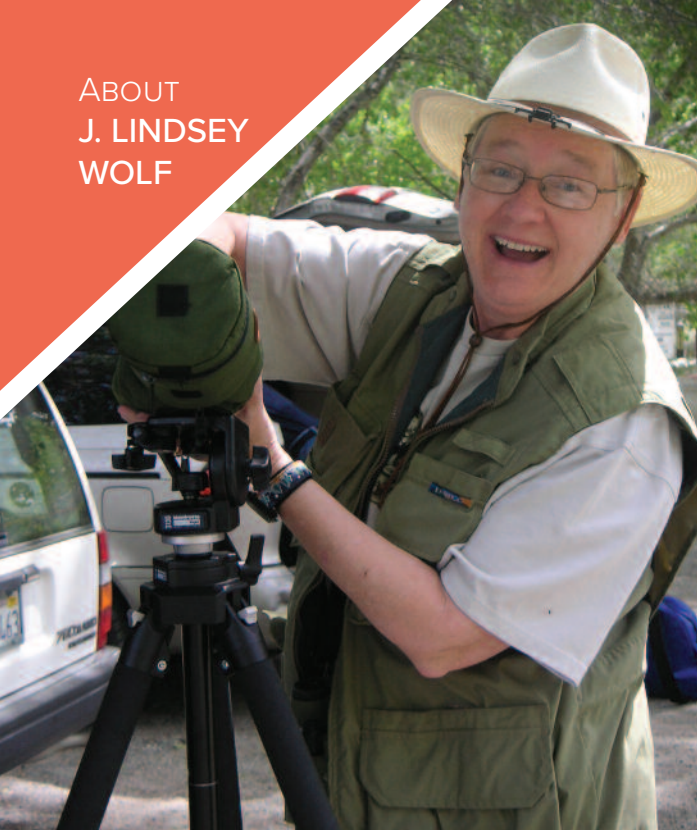


ABOUT
J. LINDSEY
WOLF



ABOUT CAPIO

The California Association of Public Information Officials is a membership organization serving nearly 700 professionals in California. While many communications principles are universal, government communicators face unique requirements, challenges and demands from their communities and stakeholders. At CAPIO, we are committed to advancing public sector communicators.

For more information on the CAPIO J. Lindsey Wolf Certificate in Communications, visit capio.org or call 1.844.CAPIO55.



ADVANCING PUBLIC SECTOR COMMUNICATORS

CAPIO's Certificate in Communications is named after long-time, esteemed CAPIO member and communications professional, J. Lindsey Wolf, who passed away on March 6, 2010.

Lindsey spent more than four decades working in public affairs and communications roles in the Bay Area. After working for the Association of Bay Area Governments, City of San Francisco and East Bay MUD, she joined the City of San Jose as its first public information officer, starting an extraordinary 22-year career in communications with the city.

Lindsey Wolf was known as a wise counselor and generous mentor, who willingly shared knowledge. She was also a role model and friend who helped others become not only better people but also better communicators.

Her exceptional contributions to CAPIO and the profession garnered her CAPIO's highest honor: The Paul B. Clark Lifetime Achievement Award in 1998.



OVERVIEW

CAPIO's popular J. Lindsey Wolf Certificate in Communications (formerly known as the J. Lindsey Wolf PIO Institute) is one of the hallmark offerings of our association. Established in 2003, this certification, which is exclusively offered through CAPIO, provides a solid foundation of core communications courses focused on strategies and tactics to meet the evolving needs of CAPIO members and keep pace with the everchanging communications landscape.

Recipients who complete the required program courses are honored annually at the CAPIO conference and receive a J. Lindsey Wolf Certificate in Communications signed by the CAPIO President and Education and Development Chair.

HOW IT WORKS

The J. Lindsey Wolf Certificate in Communications is offered free to CAPIO members; non-members can participate in the program for a fee of \$75.

Seven courses are needed to receive the Certificate in Communications, including three required courses and four elective courses.



Required Courses:

- Strategic Communications
- Crisis Communications
- Ethics & Communications Leadership

Electives (select four):

- Digital Media
- Photography
- Video
- Writing
- Public Speaking
- Media Relations
- Community Relations & Engagement

Courses are offered regularly at CAPIO's annual conference, regional workshops and webinars.

Course Substitutions

CAPIO allows those who are working on their Certificate in Communications to substitute either the required "Strategic Communications" or "Ethics & Communications Leadership" course if they have already earned their Accreditation in Public Relations (APR).

The required "Crisis Communications" course may be substituted for attendance at CAPIO's annual Emergency Communications Academy or the California Specialized Training Institute's (CSTI) Basic PIO (G290) course.

