# 2018 CAPIO Conference Agenda

**Hyatt Vineyard Creek, Santa Rosa, CA  April 9-12, 2018**  
*Conference Attire: Business Casual / Awards Dinner: Semi-Formal Recommended*

**Crisis Communications**

**Internal / External Communications**

**Variety**

**Social Media**

**Community Events / Outreach**

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### Monday, April 9, 2018

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<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
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<tr>
<td>11:00 AM – 5:00 PM</td>
<td>Conference Registration/Information Desk</td>
<td>Alexander Foyer</td>
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<tr>
<td>1:00 PM – 5:00 PM</td>
<td>Pre-conference Workshop &lt;br&gt;CREATING COMPELLING VIDEO COMMUNICATIONS IN EMERGENCIES &lt;br&gt;(PIO Institute Credit- satisfies (PH) Photography/Videography) &lt;br&gt;&lt;br&gt;<strong>Kerry Shearer, The Livestream Expert</strong> &lt;br&gt;Join us for this half day workshop on Livestreaming and Smartphone Video Production. This session will show you how to quickly relay critical information to the public in crisis situations, broadcast news conferences to the public, and how to show compelling behind-the-scenes glimpses into how an agency does its job. Learn livestreaming basics and the key elements of a good broadcast. During the session participants will do their own hands-on livestream practice (to a private audience of one!) During the video production segment of the workshop, participants will learn how to quickly shoot and edit great-looking videos using their smartphones or tablets. Learn step-by-step instructions for the iPhone platform and understand what kind of shots to get; how to move (or not move!) the camera; four types of videos you can create; how to use iMovie to create an edited production, and other apps that let communicators make openings and closings to videos, adjust color and exposure, and more. You’ll also learn about the latest accessories which allow the creation of high-quality smartphone videos, including smartphone microphones, tripod mounts, gimbals, and LED lighting.</td>
<td>Dry Creek Ballroom</td>
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<td>5:00 PM – 5:30 PM</td>
<td>NEW ATTENDEE ORIENTATION &lt;br&gt;&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>Christine Brainerd</strong>, communications manager, City of Folsom and CAPIO president &lt;br&gt;Stay immediately after the pre-conference workshop to meet CAPIO’s President while she provides new attendees with insights about how to make the most of your time at the conference.</td>
<td>Dry Creek Ballroom</td>
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<td>5:00 PM – 6:15 PM</td>
<td>WELCOME RECEPTION</td>
<td>Sonoma Valley Courtyard</td>
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<td>6:30 PM – 9:00 PM</td>
<td>Explore Santa Rosa / Dinner on Your Own</td>
<td>Stark’s</td>
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<td>6:30 PM – 8:30 PM</td>
<td>Pre-conference Board Meeting &amp; Dinner</td>
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Tuesday, April 10, 2018

**Room Sponsors:** Chalk Hill | **Digital Deployment** Russian River | **Vision** Dry Creek Ballroom | **Dovos** Sonoma | **SAE**

**7:00 AM – 5:00 PM**

Conference Registration/Information Desk

**7:30 AM – 9:00 AM**

**CAPIO Coffee Café with the Sponsors**

Come visit our exhibitors/sponsors while you enjoy a coffee, pastries and morning treats. Don't forget to complete your passport for a chance to win!

**8:00 AM – 8:30 AM**

**NEW ATTENDEE ORIENTATION**

**Christine Brainerd**, communications manager, City of Folsom and CAPIO president

Bring your breakfast and meet CAPIO’s President while she provides new attendees with insights about how to make the most of your time at the conference.

**9:00 AM – 10:15 AM**

**WELCOME & OPENING GENERAL SESSION sponsored by CivicLive**

**Kristeen Farlow**, communications and outreach manager, Cucamonga Valley Water District and CAPIO vice president -Conference

**The Honorable Chris Coursey**, mayor, City of Santa Rosa

Sponsor Spotlights: **Agency ETA, CivicLive**

**OPENING KEYNOTE**

**THE FLIP: CAPIO INTERVIEWS THE MEDIA ON FUTURE TRENDS AND WORKING WITH PIOs**

Panelists:

**Kevin Wing**, reporter/producer, KNTV / NBC Bay Area

**Ted Appel**, managing editor, Santa Rosa Press Democrat

**Ken Mashinchi**, reporter, FOX 40 Stockton

Moderators:

**Perette Godwin**, senior public information officer, City of San Diego

**Scott Summerfield**, principal, SAE Communications

The tables are turned and CAPIO will be interviewing the media for their insights on working with PIOs, what they look for in a story and where communications are headed. In this instant-news world, how do you as a PIO compete with the twitter and instagram citizen-reporters to get your message out. Where do you go to take your agency's communications to the next level? Gain insights on reaching reporters and working with news outlets to be sure your community receives accurate and timely information.

**10:15 AM – 10:45 AM**

Coffee Break, Sponsor Exhibits and Networking

**10:45 AM – 11:45 AM**

**ON CAMERA TRAINING**

Pre-scheduled Individual Training Sessions by SAE Communications

Recording by Dovos Media (**PIO Institute Credit- satisfies (PS) Public Speaking**)

**10:45 AM – 11:45 AM**

**THE POWER OF PARTNERSHIPS – SHATTERING SILOS TO MANAGE A CRISIS**

**Phil Pitchford**, communications officer, City of Riverside

**Kaitlin Bilhartz**, marketing coordinator / social media strategist, City of Riverside

**Ryan Railsback**, police officer / public information officer, City of Riverside Police Dept.

**Tyler Reynolds**, fire captain, City of Riverside Fire Department
When a plane crashed into a Southern California neighborhood, destroying three homes and killing two people, the resulting national news story created an immediate need to proactively communicate with the public. Riverside’s communications team delivered a multi-pronged approach with unified social media responses across City, Police, and Fire platforms and two press conferences within hours of the crash. The accurate and timely information assured residents and satisfied media needs. This presentation will demonstrate how local governments, police departments and fire departments, who often work independent of one another, can achieve outstanding results by breaking down silos and working together in a crisis communications environment.

Concurrent Breakout Session II  
**EMPOWER TO THE PEOPLE: ORGANIZATIONAL STRATEGY FOR CROSS-DEPARTMENTAL COLLABORATION**  
*(PIO Institute Credit- satisfies (MES) Measuring Results)*  
Alina Kwak, management analyst, City of Fremont  
Cheryl Golden, communications manager, City of Fremont

Improving communications and the culture within a governmental agency may be difficult but it’s not impossible. This session will delve into how the City of Fremont, through a cross-departmental team, led the effort in increasing job satisfaction among its 800+ City employees and improving communications over a five-year period. Learn how information was gathered to produce the City’s Internal Communications Plan and Action Implementation Plan, two guiding documents developed from feedback received at all levels of the organization. Hear about the results, and learn how you can use similar tools to improve your organization’s communications and work culture.

Concurrent Breakout Session III  
**THE VOLKSWAGEN CHEATING SCANDAL: A LESSON IN MANAGING A MEDIA TSUNAMI**  
*(PIO Institute Credit- satisfies (MR) Media Relations)*  
Stanley Young, director of communications, California Air Resources Board  
Dave Clegern, public information officer II, California Air Resources Board  
John Swanton, air pollution specialist, California Air Resources Board  
Pati Brown, air pollution specialist, California Air Resources Board

The Volkswagen Cheating Scandal, discovered by CARB in its El Monte labs, became one of the biggest and longest running stories of late 2015 through the summer of 2016. It broke suddenly and CARB’s communications office was immediately deluged with calls- dozens of interviews, nearly twenty camera crews visiting the lab, and ongoing on-camera interviews for several months for media outlets from around the world. This was complicated by the fact that there was only a limited scope of the story that could be told since the case was before the courts and the judge had imposed a gag order. How do you balance competing needs to tell the story? How do you manage requests that come in waves with each new development?

Concurrent Breakout Session IV  
**HOMEMADE SMARTPHONE APPS, FROM BATTER TO BISCUIT**  
*(PIO Institute Credit- satisfies (SI) Selling the Idea)*  
David Brauhn, communications manager, City of Walla Walla, WA

Building your own smartphone app isn’t out of reach. Really. We’re no experts. But learn how the City of Walla Walla (Washington) navigated creating the OWWL (One Walla Walla List) local service directory app with a few bucks and some elbow grease.
11:50 PM – 12:20 PM

Networking Luncheon – Look for your industry/agency type! Tables will be reserved for cities, counties, water districts, air districts, school districts, state agencies etc. If seating allows – be sure to sit with those you haven’t met yet! #NETWORKING is the goal!

Sponsor Spotlights: Crocker & Crocker, CivicPlus

KEYNOTE SESSION

12:20 PM – 1:50 PM

CALIFORNIA’S YEAR OF WILDFIRES – #SONOMASTRONG #VENTURASTRONG #COMMUNITY

Moderator:
Erik Scott, fire captain, paramedic and public information officer, Los Angeles Fire Department

Sonoma Fire Representatives:
Paul Lowenthal, assistant fire marshal and public information officer, Santa Rosa Fire Department
Adriane Mertens, communications & intergovernmental relations officer, City of Santa Rosa
Misti Harris, community engagement liaison - Sonoma County Sheriff’s Office

Ventura Fire Representatives:
Gina DePinto, APR, communications manager, Santa Barbara County
Bill Nash, public information officer / County Executive Office County of Ventura
Heather Sumagaysay, public information marketing officer, Ventura County Fire Department

Immediately following a networking lunch, we will hear from PIOs heavily involved in communication outreach during California’s worst fire year on record. Captain Erik Scott will lead the discussion with fellow PIOs involved in the Thomas and Wine Country fires. Gain insights on how communicators responded during these fast-moving fires. Learn how messaging and community outreach saved lives and about the long-term recovery process. Following this overview, breakout sessions will focus on specific topics for more take-aways and tactical learning opportunities.

2:00 PM – 3:00 PM

Concurrent Breakout Session I

LEAD PIO: HOW TO SURVIVE AND SUCCEED WHEN A CRISIS UNFOLDS ON YOUR WATCH

(KIO Institute Credit- satisfies (CC) Crisis Communications)

Kelly Huston, deputy director; crisis communications and media relations, CalOES
Brad Alexander, chief of public information and media relations, CalOES

It doesn’t matter whether you’re a new PIO or experienced communications pro, you’ll eventually face a crisis that demands your decisive leadership in the arena of public information and communication. Rather than hoping it won’t happen to you or, worse, experiencing the pain and stress of “winging it,” you will learn successful strategies and tactics used in some of the biggest disasters in California’s history – including the record-breaking, federally-declared disaster declarations in 2017; California’s five-year drought; Oroville Dam emergency; mass shooting incidents; power grid emergencies and more. Instructors Kelly Huston and Brad Alexander pull together years of best practices and lessons learned while working with many local, state and federal officials throughout the state. These strategies give you focus, confidence and prepare you for any crisis situation that goes beyond the day-to-day work of any communications professional.
Concurrent Breakout Session II
SCHOOL COMMUNICATION DURING A CRISIS
(PIO Institute Credit- satisfies (CC) Crisis Communications)
Beth Berk, communication coordinator, Santa Rosa City Schools
Elizabeth Emmett, director of communications, Napa Valley Unified School District
Jamie Hansen, communications specialist, Sonoma COE
Seana Wagner, director of communications and special projects, Napa COE
Communication directors from Napa and Sonoma school districts and COEs will present, in panel format, insight into 10 days in October, when wildfires burned more than 6,000 homes and buildings, killed more than 40 people and, of course, closed and damaged schools. With mass evacuations and loss of power, internet and WiFi capabilities, emergency response and emergency communication were incredibly difficult, for even the most seasoned teams. You'll get insight into the roles communications personnel played and the old school and high-tech tools they deployed, and benefit from the lessons learned.

Concurrent Breakout Session III
OPENING THE LINES OF TWO-WAY COMMUNICATIONS
(PIO Institute Credit- satisfies (MES) Measuring Results)
Erin Morales, lead community outreach representative, Cucamonga Valley Water District
Francie Palmer, communications manager, City of Rancho Cucamonga
Kevin Lyons, CEO, FlashVote
Connecting with your community can be challenging, and obtaining feedback even tougher. Both the City of Rancho Cucamonga and the Cucamonga Valley Water District began using a tool called FlashVote to solicit customer feedback back in an easy way. Through monthly, five-question surveys, both organizations have been able to obtain valuable customer feedback and opened the lines of communication between residents and government.

Concurrent Breakout session IV
CRACKING THE MEDIA CODE
(PIO Institute Credit- satisfies (MR) Media Relations)
Alan Wang, media relations specialist, Contra Costa Employment Department
Tish Gallegos, community/media relations division manager, Contra Costa Employment & Human Services Department
Each year, businesses and organizations spend millions hiring PR firms to create and deliver press releases in hopes of attracting attention to their product or campaign. The majority of them fall flat. This session will teach you how to keep your press release from getting tossed straight into the digital trash can. Attendees will learn how to craft a story that reporters and producers consider newsworthy, and understand the art of the pitch and the key to getting your story published in print and on the airwaves.

3:00 PM – 3:15 PM
Refreshment Break, Sponsor Exhibits and Networking

3:00 PM – 5:00 PM
Professional Portraits by Express Event Images
Offered on a first come basis and available in a digital format in color and black/white.
Complimentary portraits sponsored by CAPIO

3:15 PM – 4:15 PM
Concurrent Breakout Session I
LIKE A GOOD NEIGHBOR – MUTUAL AID IS THERE
(PIO Institute Credit- satisfies (CC) Crisis Communications)
Maureen DeNieva-Marsh, community public health specialist and digital media strategist, County of Marin
Laine Hendricks, public information officer, County of Marin
Alison Sexauer, health and human services media specialist, County of Marin
Just 20 miles away from the burn zone, the County of Marin answered the call from northern counties to provide mutual aid support in the form of shelters for fire evacuees. More than 1,000 evacuees sought refuge in area shelters, and many more in Marin hotels prompting creative communications and problem solving. Learn how surrounding communities and agencies are critical during a regional crisis.

Concurrent Breakout Session II

COMMUNICATION TOOLS AND METHODS DURING TIMES OF CRISIS
(PIO Institute Credit- satisfies (CC) Crisis Communications)
Rhea Borja, public communications & community outreach, City of Healdsburg
Gina DePinto, APR, communications manager, Santa Barbara County

During the 2017 fires and mudslides that hit California, it was critical to have communications tools in place to reach citizens. From alert and warning systems, to town hall meetings, to finding solid language translation support during times of crisis – what tools are most effective in an emergency or crisis situation and what pitfalls can you avoid? How can you overcome barriers when roads are closed or lines of communications shut down?

Concurrent Breakout Session III

HOW TO MEASURE SUCCESS OF COMMUNICATIONS STRATEGIES IN A CAMPAIGN
(PIO Institute Credit- satisfies (SI) Selling the Idea)
Sabrina Bradbury, associate analyst, Sacramento Area Council of Governments

While immigrant communities are living in fear for the future, racist groups are marching on city streets, and cities are struck with wildfires, hurricanes, and mass shootings, people are looking to local government to provide answers, safety, and security. As communication professionals, we are charting new territory in trying to engage community groups that are adversely impacted in one way or another. Where do you start? This session will teach you about leading with empathy. Dwight Taylor, Sr. is an author and award-winning professional communicator. In his years as a professional communicator, Dwight has found that empathy is the most fundamental value to making communication more effective, and can help communication professionals make their message count where it is needed and when it is needed.

Concurrent Breakout Session IV

THE FIVE PRINCIPLES OF SUCCESSFUL SPOKESMANSHIP
(PIO Institute Credit- satisfies (PS) Public Speaking)
David Vossbrink, communications counsel, former director of communications for the City of San Jose, 2002 Paul B. Clark Recipient

Whether you’re talking to a demanding reporter or presenting to a hostile community meeting, PIOs are always "on" as representatives of their agencies. This session will review the five principles of being a successful spokesman that have been honed by David Vossbrink from decades of public service at a variety of public organizations. Following these principles will help guide PIOs and other agency representatives at all stages of their careers to thread the needle when faced with difficult decisions, ethical quandaries, and new challenges as professional communicators.
As the initial attack PIO for CAL FIRE on the Tubbs Fire in Sonoma County and the lead PIO on the Incident Management Team assigned to Sonoma County, there are a variety of lesson learned as we navigated California's most destructive wildfire. This included coordinating with other agencies, leading a large team of field PIOs, working with a JIC, community meeting management, press conference best practices, evacuation shelter information management and assigning a PIO into multiple functions within the ICS system. Additionally, some insights into emerging and real-time technologies that helped ensure evacuation information was always accurate. In this session, you’ll gain insights on what to expect and how to coordinate with CAL FIRE if a Wildland Fire comes near your county, city or community.

Concurrent Breakout Session II  
**COMMUNICATING DIFFICULT MESSAGES TO THE PUBLIC: SEXUAL EXPLOITATION OF CHILDREN**  
*(PIO Institute Credit- satisfies (SI) Selling the Idea)*  
**Molly Nichelson**, public information officer, Orange County Social Services

Trying to break through the noise to constituents is difficult enough but imagine when the subject matter is important yet emotionally charged. This was the challenge that was presented to the Orange County Social Services Agency when it launched its "Be the One" campaign in May 2017. This session will discuss its initial launch, messaging an emotional issue while doing so collaboratively and creatively across various Agencies.

Concurrent Breakout Session III  
**REACHING DIVERSE COMMUNITIES THROUGH MEANINGFUL COMMUNICATION STRATEGIES**  
*(PIO Institute Credit- satisfies (EM) Electronic Media)*  
**Alyssa Lane**, administrative analyst, City of Vallejo  
**Officer Brenton Garrick**, sergeant, City of Vallejo

Public agencies and municipalities search for ways to engage their constituents and increase participation. But what do you do when only the usual, “professional citizens” are showing up to town halls, City Council meetings, and participate in your online surveys? The City of Vallejo’s Participatory Budgeting (PB) program allows community stakeholders to propose, develop and vote on community projects. Since 2013, Vallejo City Council has funded 37 projects totaling $7.3. This comes after the City emerged from Chapter 9 Bankruptcy in 2011. The success of PB is measured not only by project implementation, but community engagement. With a limited budget provided by tax dollars, 1-2 staffers and a consortium of volunteers, the PB process has meaningfully engaged over 15,000 residents, partnered with the traditionally disengaged, increased trust with marginalized groups, and inspired residents to join City Council and commissions. This workshop goes beyond typical engagement talk which inadvertently targets the who’s who through email blasts, flyers, social media. Participants will walk away with comprehensive tactics, meaningful methods, and a new outlook for targeting and engaging their diverse populations.

Concurrent Breakout Session IV  
**HANDLING THE HIT PIECE – HOW TO PREPARE FOR HOSTILE REPORTERS**  
*(PIO Institute Credit- satisfies (DF) Diffusing Hostility)*  
**Andy Neiman**, captain, Los Angeles Police Department  
**Steve Gregory**, national correspondent / consultant, Gregory Group Media Global

Have you or your agency been the subject of an investigative piece, or dealt with a reporter who ambushed you? Los Angeles Police Department Captain Andy Neiman and Investigative Journalist Steve Gregory will present a case study where the LAPD's Media Relations Division and Chief were duped by an NBC affiliate over a manufactured story about lack of resources and training in LAPD's elite Metro/SWAT division. You'll hear the raw interview between the Chief and the reporter, and then the finished story as aired on KNBC-TV. You'll hear, and see, how unvetted and 'secret' sources were used to establish the story and how the Chief’s comments were edited out of context. You'll hear lessons learned and why reporters feel the need to blur the line of ethics when it comes to these types of stories.
5:30 PM – 6:30 PM  **Exhibitor Mixer & Reception**

**Sponsored by our Gold Sponsors:**

*Archive Social, Digital Deployment, Dovos Media, Flashvote, SAE Communications, Vision, Western Municipal Water District*

6:30 PM – 7:00 PM  **Mentor / Mentee Meet-Up**

**Program Overview by Rachel McGuire, APR, CAPIO Education and Development Chair and communications manager, Western Municipal Water District**

6:30 PM – 8:30 PM  **EXPLORE SANTA ROSA/ VISIT LOCAL RESTAURANTS**

Did you exchange cards with your table during our networking lunch? Check out our community board for restaurant recommendations and arrange to meet up at dinner!

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**Wednesday, April 11, 2018**

**Room Sponsors:** Chalk Hill | Flash Vote | Russian River | Archive Social | Dry Creek Ballroom | WMWD

7:00 AM – 8:00 AM  **Morning Yoga / Walking Groups**

Morning Yoga will meet in the Knights Garden for a beautiful setting for your morning salutations. Sarah from local studio “Three Dog Yoga” will lead you through a peaceful but energizing routine. Please bring your own yoga mat if possible. A few mats will be available for those unable to bring theirs.

Walking? Meet up in Knights Garden where you will find our walk leader ready to guide you through the city’s paved walking/running path entered directly from the back of the hotel. What better way to get ready for a full day of conference education than a little morning exercise!

7:30 AM – 8:30 AM  **2018-2019 CAPIO Board of Directors Meeting**

7:30 AM – 5:00 PM  **Conference Registration/Information Desk**

8:00 AM – 9:00 AM  **CAPIO Coffee Café with the Sponsors**

*Come visit our exhibitors/sponsors while you enjoy a coffee, pastries and morning treats. Don’t forget to complete your passport for a chance to win!*

8:30 AM – 8:50 AM  **ACCREDITATION IN PUBLIC RELATIONS INFO SESSION**

CAPIO is only one of nine public relations organizations to offer our members the internationally recognized Accreditation in Public Relations (APR)! The APR is overseen by the Universal Accreditation Board, comprised of representatives from the nine organizations. Come hear from Rachel McGuire, APR, CAPIO’s Education and Development chair discuss more details about the program including steps, costs and support along the way.

**Pre-scheduled Appointments**

**ON CAMERA TRAINING**

Pre-scheduled Individual Training Sessions by SAE Communications

Recording by Dovos Media *(PIO Institute Credit- satisfies (PS) Public Speaking)*

9:00 AM – 10:00 AM  **Concurrent Breakout Session I**

**MAKING YOUR SOCIAL MEDIA MORE ENGAGING**

*(PIO Institute Credit- satisfies (EM) Electronic Media)*

*Thomas Christensen, communications specialist, County of San Diego*

Social Media is like any other form of communications: If you’re talking and no one is listening, are you really communicating? What’s the secret to unlocking that connection with your community? Learn easy, practical tips to get your audience to engage with your posts and tweets and share your information. You’ll learn ways to generate content that’s appropriate for your agency or department and get free/low cost resources to help make your job easier.
Concurrent Breakout Session II

TIE INTO TIERS: A NEW FRAMEWORK FOR PRACTICAL PUBLIC ENGAGEMENT
(PIO Institute Credit- satisfies (SC) Strategic Communication)

Sarah Rubin, public engagement program director, Institute for Local Government
Francie Palmer, communications manager, City of Rancho Cucamonga
Christopher Castruita, management services supervisor/chief board clerk, Citrus Heights Water District

In this interactive session, participants will learn about a new public engagement framework created by the Institute for Local Government. The TIERS (Think-Initiate-Engage-Review-Shift) Framework provides a practical step-by-step approach for any local government, small to large. Share your challenges and hear from two local governments who are implementing this framework. The session will consist of an interactive panel discussion, including case studies, real time polling with smartphones, and short exercises with participants working together in pairs or break out groups.

Concurrent Breakout Session III

9 STEPS TO EFFECTIVE COMMUNITY ENGAGEMENT
(PIO Institute Credit- satisfies (SC) Strategic Communication)

Lucy Eidam Crocker, president, Crocker & Crocker

It’s not brain surgery. It’s simple! It’s your road map to customer engagement success. There is wayfinding signage along the way to ensure your strategy is headed in the right direction. The 9 Steps to Customer Engagement Success is every Public Information Officer’s step-by-step guide to measurable outcomes. Lucy Eidam Crocker, a #FullyCharged public outreach strategist from Crocker & Crocker, will guide attendees from strategy conception to evaluating programs to guarantee customer engagement success for whatever the obstacle might be. Rate increases, social marketing challenges or launching a new communications initiative.

Concurrent Breakout Session IV

ACT LIKE A PIO, THINK LIKE A REPORTER
(PIO Institute Credit- satisfies (MR) Media Relations)

C. L. Lopez, human services communications officer, San Bernardino County Social Services
Jose Fregoso, probation media, San Bernardino County Probation

With legacy newsrooms seemingly going extinct, a PIO is often called to be a reporter, photographer, videographer, editor, and producer. Sharing your agency’s news style content with the right media professionals can generate media coverage for your agency. Learn tips from San Bernardino County Human Services communications professionals whose content has successfully generated national media coverage.

10:00 AM – 10:25 AM

Meet Your Region:

Northern California Meet & Greet
Director-at-Large: Elizabeth Emmett, director of communications and community Engagement, Napa Valley Unified School District

Central California Meet & Greet
Director-at-Large: Bill Nash, public information officer / County Executive Office County of Ventura

Southern California Meet & Greet
Director-at-Large: Erin Morales, lead community outreach representative Cucamonga Valley Water District

10:00 AM – 10:45 AM

Coffee Break, Sponsor Exhibits and Networking
Professional Portraits by Express Event Images
Offered on a first come basis and available in a digital format in color and black/white
Complimentary portraits sponsored by CAPIO

Concurrent Breakout Session I

SANTA CLARA SOURCE: ONE MINUTE VIDEO RECAPS OF COUNCIL MEETINGS
(PIO Institute Credit- satisfies (EM) Electronic Media)
Jennifer Yamaguma, community relations manager, City of Santa Clara
Laurie Stewart, City of Santa Clara

With long Council meetings and a push to have more transparency, the City of Santa Clara had a desire to prevent misinformation by creating an official source of the actions taken by the Council in a quick and easy to digest format. The City’s team created Santa Clara Source, a one-minute video recap of Council meetings, to help the community stay connected. Learn how upon initial launch, the City’s Facebook reach increased from 1,500 to 43,000 and continues to grow! Current content can be viewed at santaclaraca.gov/scsource.

Concurrent Breakout Session II

CREATING COMMUNITY AMBASSADORS THROUGH WATER ACADEMY
(PIO Institute Credit- satisfies (SI) Selling the Idea)
Craig Balben, APR, public affairs representative, San Diego County Water Authority

Through the Citizens Water Academy, launched in fall 2014, the San Diego County Water Authority has graduated more than 400 emerging leaders and civic-minded community members. But upon graduation, their work doesn’t stop. After completing the course, graduates join the alumni network and are invited to events, exclusive tours and “brown bag lunches” to continue their education. The Water Authority benefits from a robust, diverse group ready to discuss water issues and support new initiatives. This session will dive into the program structure, engagement goals and how we are achieving them, along with data to support the strategic changes made to the program. If your agency is looking to start a new path to increase community engagement, or take an existing program to the next level, this session will provide you with lessons learned.

Concurrent Breakout Session III

PROBLEM: SOLUTION – DESIGNING OUTREACH PROGRAMS THAT ACTUALLY INFORM RESIDENTS AND ELECTEDS
(PIO Institute Credit- satisfies (WE) Working with Elected Officials)
Sarah Modeste, principal, Kennedy Modeste Communications
Noah Painter, principal, Kennedy Modeste Communications
Rhea Salvador, media and communications specialist, City of Sacramento

Problem: Your city/department's upcoming project is important - and maybe even legally required - but lacks community support. It directly impacts residents, requires extensive traffic controls, causes frustration, and requires your elected officials to answer challenging questions. Solution: Design an outreach program that communicates to residents, provides your elected officials the support and tools to answer the tough questions, and doesn't require significant financial resources. It's possible. Join us to learn how an outreach strategy was developed for the largest public infrastructure program in Sacramento history.

Concurrent Breakout Session IV

PHOTOGRAPHY FOR PIOS AND NON-PHOTOGRAPHERS
(PIO Institute Credit- satisfies (PH) Photography / Videography)
Shane Reichardt, emergency services coordinator, County of Riverside Emergency Management Department

Capturing impactful images can make a difference in the story you are trying to tell and the message you are trying to convey. It is key for all PIO’s to have an idea of what is needed to take effective images for your agency. As a former award-winning magazine photographer, Mr. Reichardt will share the best ways to capture the most impactful images for your agency, including lighting and basic composure techniques that apply to DSLRs, phones, and tablets, along with equipment and simple editing tools and techniques. This topic is relevant for both beginners and to seasoned professionals.
Luncheon and CAPIO Business Meeting - Sponsored by JPW Communications

Sponsor Spotlights: ACP Publications & Marketing and JPW Communications

BUSINESS MEETING AND PIO GRADUATION
Christine Brainerd, communications manager, City of Folsom and CAPIO president

LUNCH KEYNOTE
SOCIAL MEDIA BEST PRACTICES AND ADVERTISING SECRETS FOR GOVERNMENT COMMUNICATORS
Andrea Vahl, Social Media Speaker, Consultant, and Co-Author Facebook Marketing All-in-One for Dummies

Struggling with how to make social media more effective? Want to know more about how to measure and track social media so you know EXACTLY what's working? In this session, we'll take your social media profiles to the next level with some advanced tactics and focused advertising strategies.

You will learn:
- Best practices for Facebook and Twitter to get more engagement and get seen
- How to navigate social analytics and Google Analytics to see what's working
- Facebook Ads that go beyond the boosted post and get results
- Advanced Facebook split testing techniques to make sure you are getting the cheapest clicks and reaching your best audience
- What the Facebook Pixel is and how to use it
- How to use some of the latest techniques like Engagement retargeting, video retargeting, and setting up custom audiences that make sense

1:30 PM- 1:45 PM
Sponsor Exhibits and Networking

1:45 PM – 2:45 PM
Concurrent Breakout Session I
DRONES: HOW TO BUILD AND OPERATE YOUR OWN AGENCY AIR FORCE
(PIO Institute Credit- satisfies (PH) Photography / Videography)
Lael Wageneck, public engagement specialist, Santa Barbara County Public Works

Drone photography can help give your video some pizazz or provide context to a public project that may be difficult to explain. While the technology is getting cheaper and easier to use, legal issues can make it difficult to know when, where, and how you can fly. This session will cover two areas: how drone photography, video, and software can help public agencies tell their story; and how staff can receive their small unmanned aircraft pilot’s license from the FAA and the laws they will need to follow to fly legally.

Concurrent Breakout Session II
COMMUNICATIONS SUCCESS WITH DECENTRALIZED WEB CONTENT MANAGEMENT
(PIO Institute Credit- satisfies (EM) Electronic Media)
Britt Ehrhardt, public health communications officer, Santa Clara County Public Health Department

Your website is the front door to your organization for many people, but why are you still spending valuable time making minor web updates? Instead, you can have your program managers and subject matter experts do this. Decentralized content maintenance is the future, with communications staff involved to set strategy, proof, confirm ADA compliance, ensure brand alignment, give final approval, and provide high-level web governance functions. This session will cover: how to identify, train, and coordinate the right people to manage your web content; get program staff to take responsibility of their own departmental content; managing web governance documents such as SOPs, job aids, and policies to support decentralized content management.

Concurrent Breakout Session III
BEFORE, DURING AND AFTER MAJOR CONSTRUCTION: HOW TO HAVE FUN WITH POTENTIAL TRAFFIC NIGHTMARES AND TURN CONCERNED COMMUTERS INTO ADVOCATES
(PIO Institute Credit- satisfies (SC) Strategic Communication)
Theresa Wright, community outreach coordinator, Transportation Agency for Monterey County
Mary Nemick, director of communications, City of Los Angeles, Bureau of Engineering

You have spent months, even years, planning, designing and raising money to build your public works project. How do you keep the public and key stakeholders informed and prepare them for the inevitable traffic congestion and unanticipated delays? How do you involve emergency responders so they can plan around your project should a crisis occur? How do you share project success with the elected officials, yet shield them from bumps in the road? In this session, you will learn how a successful public outreach process can turn concerned residents and businesses into supportive advocates during construction. Learn about creative outreach efforts including public events, parties, contests, giveaways, STEM activities with local school and more. Case studies from Monterey from Los Angeles will be shared.

Concurrent Breakout Session IV
LEAD IN THE HEADLINES: STAYING AHEAD OF A DEVELOPING CRISIS
(PIO Institute Credit- satisfies (SC) Strategic Communication)
Alison Kastama, manager of public affairs, special assistant to the general manager, East Bay Municipal Utility District
Jenesse Miller, senior public information officer, East Bay Municipal Utility District
Andrea Pook, senior public information officer, East Bay Municipal Utility District

This presentation will focus on rapid developments and need for water agencies to conduct community outreach and media response in the years after the lead crisis in Flint, MI. Representatives from the East Bay Municipal Utility District will share how they stayed ahead of the headlines during several news stories about lead (both legacy lead and testing for lead at local schools) in 2016-2017. EBMUD will share stories of partnerships with county public health agencies, elected officials and school districts, and their strategies to correct misinformation shared by local media and deliver accurate information to stakeholders.

2:45 PM – 3:00 PM
Refreshment Break, Sponsor Exhibits and Networking

3:00-4:00 PM
Concurrent Breakout Session I
MAKING DYNAMITE SOCIAL VIDEOS YOUR STAKEHOLDERS CAN’T IGNORE FOR PRACTICALLY NOTHING
(PIO Institute Credit- satisfies (PH) Photography / Videography)
Tom O’Hair, multimedia manager, California State Teachers’ Retirement System
Steve Gonzalez, communications manager, California Department of Fish and Wildlife

Original video content is driving communications at every level. Steve and I spent decades in TV news producing award-winning stories. We can teach you super-fast ways to write, shoot, and edit quirky videos that will excite and motivate your stakeholders … and make your competitors jealous. Putting together a social media video strategy is easy if you know the secrets to producing more with less. You will be surprised when we explain the often-overlooked missing element to social media production success. Our talk will highlight easy strategies that you can put in place now that will quickly drive your numbers up. Everyone has an iPhone, and in this talk we will show you real-world examples of incredibly successful campaigns that were put together on a shoestring.

Concurrent Breakout Session II
AFTERMATH OF A CRITICAL INCIDENT
Dr. Tommy McCoy-Arballo, psychologist, Counseling Team International
C. L. Lopez, human services communications officer, San Bernardino County Social Services

The emotional toll of a major incident does not only impact those who wear a badge or fight fires. PIOs must often cope with the same type of mental trauma that other first responders face but their challenges are left untreated or ignored. This presentation will identify and explore the unique stressors PIOs experience during and after a high-profile critical incident. After the incident ends, how do PIOs get back to “normal” and heal after such events? It will also explore the use of critical incident stress debriefs, mental...
health professionals, and lessons learned to help PIOs cope when they are working a prolonged critical incident.

Concurrent Breakout Session III

**ENGAGING EVENTS THAT ENLIGHTEN EVERYONE AND ENCHANT ELECTEDS**

(PIO Institute Credit- satisfies (WE) Working with Electeds)

*Carrie Lujan*, communications manager, City of Santa Clarita

*Nick Robles*, communications specialist, City of Santa Clarita

No community loves events the way the City of Santa Clarita does; from ribbon cuttings for new signs to groundbreakings for bridge expansions. In 2017, the City hosted 12 concerts, 15 festivals, one parade, two major press conferences, a marathon, an internationally televised bike race, a dozen employee events, holiday parties, dozens of ground breaks and ribbon cuttings, one former councilmember’s funeral, and a vigil for the victims of the Las Vegas shooting, which drew more than 3,000 people and all major Los Angeles news stations. Santa Clarita Communications Manager, Carrie Lujan and Communications Specialist, Nick Robles, will take attendees through the event planning process, share how to pull off a flawless event, explain how events can be used to grow community engagement, and provide tips for working with local and regional media.

Concurrent Breakout Session IV

**TAKING DIGITAL COMMUNICATIONS TO THE NEXT LEVEL**

(PIO Institute Credit- satisfies (EM) Electronic Media)

*Nicci La Piana*, community relations specialist, Orange County Transportation

*Anna Finlay*, public relations & graphic design specialist, Kleinfelder

The I-405 Improvement Project is the largest capital project in OCTA’s history causing the project’s Community Outreach Team to use the latest digital communication strategies and tactics to engage with the community and motorists on local and regional levels. These tactics include traditional methods such as social media, a project website, videos, texts, and email alerts. More innovative tactics include an app which will incorporate a virtual reality component and an interactive map that is fully integrated with Waze. The interactive map uses GIS as an outreach tool to disseminate construction information and road closures. Kleinfelder, OCTA’s contracted consultant for the project, is using their partnership with Waze to leverage multiple platforms, Story Maps and the Waze App via the Connected Citizens Partnership (CCP) all feed using ArcGIS Online as a central hub.

**5:30 PM – 6:30 PM**

**Awards Reception, Wine & Beer Tasting** *(Semi-formal attire recommended)*

*Sponsors:* CivicLive, JPW Communications

We’re bringing the wine tasting to you! Enjoy tasting vintages from local wineries La Crema, Arrowood and Murphy Goode. Chat with vineyard representatives to enhance your appreciation of the local wines. Sonoma County is becoming known for its craft breweries too, so we’ll have a sampling of beers from Barrel Brothers Brewing Company on tap for those that prefer hops! Don’t forget to get a photo with your new CAPIO friends at our photo booth!

**6:30 PM – 10:00 PM**

**EPIC Awards Gala & Dinner**

*Sponsors:* ACP Publications and Marketing, ETA Agency, CivicPlus, Crocker & Crocker

*Emcees*

*Perette Godwin*, senior public information officer, City of San Diego

*Nick Janes*, president, J Comm, Inc.

Enjoy an evening celebrating our EPIC Award winners, and the recipients of our special awards including the Paul B. Clark Award, Communicator of the Year Award, and Crisis Communications Leader of the Year Award. You won’t want to forget your camera! After awards, stick around for our photo booth and “EPIC After Party!”
Thursday, April 12, 2018

CAPIO Coffee Café
A chance to network over your morning coffee, pastries and fruit

Concurrent Breakout Session I

30 IN 60: ADVICE AND INSIGHT FROM VETERAN PIOs
Leslie Arroyo, communications director, City of South San Francisco
Angela Lowrey, public information manager, Delta Diablo
Joel Zlotnik, strategic communications manager, OCTA
Krista Noonan, director of strategic communications & public affairs, CalSTRS
This fast-moving session will give you the opportunity to ask 30+ questions in the hour long session. What questions do you still have after attending the 2018 Conference? What is still lingering in your mind based on what you have learned #CAPIO2018? Ask our panel of PIO Veterans and gain insights from those who have walked in your shoes.

Concurrent Breakout Session II
THE LAW AND THE PIO
(PIO Institute Credit- satisfies (LI) Legal Issues and Ethics)
Karen Terrill, principal, Media Survival Group
There are California laws that empower and restrict the media and the PIO. Do you know what they are and how they affect you? What if you release information that gets someone hurt? What is your liability? If you are a PIO working for a city, county, state or special district, you are subject to the CPRA, and you may be responsible for ensuring your agency’s compliance. Do you know what you need to know about it? What information is releasable? What can be withheld? Every PIO should EXPLORE The Law and the PIO.

Concurrent Breakout Session I
TRASH TALK TO BUILD AWARENESS
(PIO Institute Credit- satisfies (SI) Selling the Idea)
Maurice Chaney, public information officer, environmental utilities, City of Roseville
Jessica Rhodes, director of strategy, 3Fold Communications
Want to hear a trashy story with a cast of characters, a tricky dilemma, and a solution that transcends rubbish? Here’s the plot. Western Placer Waste Management Authority in Placer County has made recycling so easy (garbage and recycling both go in one bin) that residents were left with a conundrum: placing hazardous waste in that can’t go in the bin; or wondering why the city didn’t recycle. Clearly, this story needed a hero: a public awareness and behavior change campaign to increase understanding of the One Big Bin concept, and increase awareness of hazardous waste programs. Ms. Rhodes and Mr. Chaney will walk you through a “SMART principles” approach to goal setting, research, execution and accurate analysis to justify the spend and bring home the KPIs. With a clear end game in mind, a short-term, time-bound campaign can ramp up the energy and results of a long-term goal. By using the specifics of this real campaign, you’ll understand the discipline behind the creativity and how this campaign concept can work for you.

Concurrent Breakout Session II
HOW TO GET YOUR WAREHOUSE GUY EXCITED ABOUT BRANDING
(PIO Institute Credit- satisfies (BR) Branding)
Kristeen Farlow, communications and outreach manager, Cucamonga Valley Water District
Tara Bravo, vice president of client services, CV Strategies
A strong brand can go a long way in establishing yourself as a reliable voice in the community. External communication of the brand and what it represents is key, but so is buy-in from your internal audience. The Cucamonga Valley Water District embarked on a clarification of its brand- not a rebranding- in 2017. In order to be successful, all of the District’s 130 employees needed to buy-in to the new brand. From door mats to uniforms to public signage, this campaign impacted every department and in order to be successful everyone needed to understand why branding is so important.

Save the Date! April 8 – 11, 2019 – Hyatt Regency Newport Beach

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