

**NORTHERN CALIFORNIA TRAINING
OPPORTUNITY TO IMPROVE INTERVIEW SKILLS**

As you may know, CAPIO Past President Frank Cowan retired earlier this year after a long career with the California Specialized Training Institute. His own consulting company, Media Survival Group, will offer a workshop, "News Media Interview Skills," at De Anza College in Cupertino on Thursday, November 21. This all day, hands on workshop features interview training in English and Spanish and is only \$195 per person. Lunch and refreshments are included. For more information, or to register, call 805-459-7619 or click to frank@mediasurvivalgroup.com. The registration deadline is Thursday, November 14.

SUGGESTIONS NEEDED!

What topics would you like to have presented at the 2003 CAPIO Annual Conference? We are soliciting input from CAPIO members so we can design workshops that are of interest to you! Please submit topics for consideration and also the names of potential speakers, if you know of any. And, let's not forget our "in-house" talent. If you have a topic you would like to present at the conference, and that you think would have broad appeal to the membership, let us know! Send all suggestions to: Linda Crabill, CAPIO Conference Chair, at: linda.crabill@ci.sj.ca.us.

**ORANGE COUNTY TRANSPORTATION AUTHORITY
(OCTA)
MEDIA RELATIONS MANAGER**

Salary Range: \$4,815 - \$6,096/month (\$7,375 max.)
Deadline to Apply: Not indicated

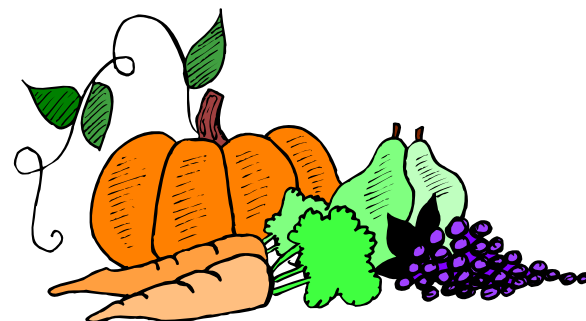
Duties/responsibilities: The Media Relations Manager will plan, implement and manage media relations programs; and provide information to local/regional media and national transportation trade publications; act as official spokesperson for OCTA; plan media strategy and oversee executive-level training for crisis management.

Education/experience: Requires a bachelor's degree or equivalent, and five to seven years of experience in media relations, at least three years of which should be in a supervisory role. Transportation industry and/or public sector experience is highly desirable.

To apply: Download a PDF copy of the job application at www.octa.net, fill it out, and attach a resume (or include an H6 printout, if applicable) and mail to: Orange County Transportation Authority, Attention: Employment Department/Employment Section, 550 South Main Street, P.O. Box 14184, Orange, CA 92863-1584. EOE/AA.



**California Association of
Public Information Officials
1400 K Street, Suite 400
Sacramento, CA 95814**



**2002-2003
Board of Directors**

Rick Kitson, President
Public Information Officer
City of Cupertino
10300 Torre Avenue
Cupertino, CA 95014
408-777-3262 (Phone)
408-777-3366 (Fax)
e-mail: rickk@cupertino.org

Chris Sanborn, 1st Vice President
Publications Manager
City of Santa Monica
1685 Main Street
Santa Monica, CA 90401
310-458-8301 (Phone)
310-917-6640 (Fax)
chris-sanborn@santa-monica.org

Linda Crabill, 2nd Vice President
Community Relations Manager
City of San Jose
4 N. Second Street., 10th Fl., Suite 1000
San Jose, CA 95113
408-277-4499 (Phone)
408-277-2489 (Fax)
e-mail: Linda.crabill@ci.sj.ca.us

Frank Cowan, Past President
Media Survival Group
611 Ginkgo Ct.
Santa Maria, CA 93458
805-459-7619 (Phone)
586-461-5245 (Fax)

Donna Reyes, Treasurer
Public Information Specialist
City of Beverly Hills
455 N. Rexford Dr., #195
Beverly Hills, CA 90210
310-285-2438 (Phone)
310-273-1096 (Fax)
e-mail: dreyes@ci.beverly-hills.ca.us

Sheryl Musicant Stewart, Secretary
Community Relations Manager
City of Lakewood
5050 Clark Avenue
Lakewood, CA 90712
562-866-9771 (Phone)
562-866-0505 (Fax)
e-mail: smusican@lakewoodcity.org

Lynn Yaney, Northern CA Director At-Large
Public Information Officer
Contra Costa County Employment & Human Services
40 Douglas Drive
Martinez, CA 94553
925-313-1524 (Phone)
925-313-1575 (Fax)
e-mail: lsyaney@ehsd.co.contra-costa.ca.us

Micheline Golden, Central CA Director At-Large
Public Relations Manager
Children's Hospital Central California
9300 Valley Children's Place
Madera, CA 93638
559-353-7049 (Phone)
559-353-7109 (Fax)
e-mail: mgolden@childrenscentralcal.org

Jeff Hobbs, Southern CA Director At-Large
Public Affairs Manager
City of Bellflower
16600 Civic Center Drive
Bellflower, CA 90706
562-804-1424 (Phone)
562-925-8660 (Fax)
e-mail: jhobbs@bellflower.org

Adrienne Schmeling, Executive Secretary
Member Services Representative
League of California Cities
1400 K Street, 4th Floor
Sacramento, CA 95814
916-658-8278 (Phone)
916-658-8240 (Fax)
e-mail: schmeling@cacities.org

HOT, HOT, HOT SHEET

The Official Newsletter of the California Association of Public Information Officials



POINT OF VIEW
*Rick Kitson,
CAPIO President*

As president of CAPIO, it has been my pleasure to build my own

skills and to have a much greater appreciation for the skills of other public communicators throughout California.

As a statewide organization, CAPIO has few opportunities for PIOs to gather and compare notes. For over thirty years, one of the very best gatherings of communicators has been the CAPIO Annual Conference. We look forward to another exceptional conference in San Diego, on April 22 through April 25, 2003.

In the meantime, I have been finely honing my conference calling skills to a degree I had scarcely imagined possible. It truly is an art of which I will always be but a humble practitioner.

And, while I have developed an

unanticipated appreciation for a "good" conference call, I had always appreciated the work of PIOs around me. Through my involvement in CAPIO, I can honestly say that I now am just beginning to appreciate the extent to which phenomenal expertise and professional best practices are available to me if only I know where to ask. I know now the first place to ask is next door.

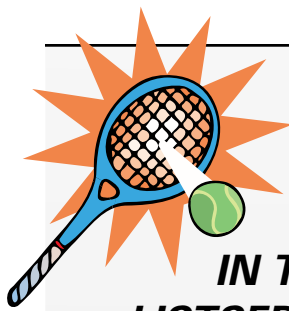
Who better to understand local nuances, politics and media markets? Who better to be able to relate because of geography, constituency, and jurisdiction? Who better, or more available, to have the answers to questions when you really need them? The "who" is your PIO next door.

Do yourself a big favor and get to know them or at least introduce yourself. Regional workshops for CAPIO members begin this fall. We hope you can make it and meet the people who are making things happen.

Save the date for this premiere training conference for public information officials. Whether you are looking for best practices in the profession; strategies to address community issues; innovative ideas; terrific tips that save time and dollars; or a great opportunity to network with other public information professionals, the CAPIO Conference is the place to be.

Join us in beautiful San Diego next April! The Catamaran Resort is on the beach at Mission Bay and promises to be a great spot to soak up new ideas about the profession while enjoying a little "R and R" under the sun. Stay tuned for more details. . .





ABOUT THE "SERVE" IN THE CAPIO LISTSERV(E)

If you've subscribed to the CAPIO Listserv (and we hope by now you have!), you get occasional (OK, sometimes frequent) requests via e-mail from your colleagues for information and assistance on everything from developing a strategic communications plan to organizing a community event to providing your job description. The Listserv is a great way to get help fast—but more than that, it's an ideal way to share your expertise, insights and hard-earned knowledge with your peers. And, isn't that the whole point of CAPIO—to learn from and support one another so we can all do our jobs more effectively?

The CAPIO Listserv is a useful tool for requesting assistance, but it is equally important (and valuable) when you SHARE the information you've received. If your request for help elicits responses from others, we ask that you summarize the information and send it to the group via the Listserv. This way, everyone gets the benefit, AND we don't all have to "reinvent the wheel" when it comes to developing that strategic communications plan or job description.

Your cooperation in this process will make the Listserv an even more valuable networking tool—and help us build the CAPIO resource library for the benefit of public information professionals for years to come.

If you haven't already done so, subscribe to the Listserv by visiting our website:

www.capio.org/listserv.

REACHING OUT TO MEMBERS NEW, OLD AND "NOT YET"

For most of the last decade, CAPIO has maintained a fairly steady roster of 200+ members. This is a good number, but—given the hundreds of public information professionals working in California—certainly not the best a statewide association can do. In an effort to improve this state of affairs, CAPIO will soon launch a major outreach campaign with the mailing of more than 2,000 letters, brochures and applications to the managers, administrators and public information staff of California cities, counties, public safety agencies, special districts and school districts—all in pursuit of a goal to increase our membership by 50%. Eventually, we'll expand the scope of the campaign to include other public sector communications agencies.

An important part of this effort is an updated membership brochure that reflects CAPIO in 2002 and its broad-based appeal to public information professionals of every stripe. To this end, "testimonials" from a number of executives about the value of CAPIO membership to their agency and their staff were solicited, and several have been incorporated into the new brochure, which is now available

through the CAPIO office. Other testimonials will be inserted into outreach letters, or used on our website and in other literature.

Another element of the outreach campaign is enhanced communication through the use of an e-list to connect us with our current members. We'll use the e-list to keep you informed about job opportunities, regional and local workshops, annual conference news and website updates. You'll even get the CAPIO *Hot Sheet* this way (and, if you'd prefer to receive it only via e-mail, saving us postage and printing costs—or if you want it only via "snail" mail—we will gladly accommodate your preference).

All this talk of communication is a good reminder that CAPIO's real value is in sharing ideas, concerns, needs and successes with one another—and we'd like you to make the most of your membership by letting us know how we can serve you better. Whether you have ideas for annual conference topics, regional workshops, potential CAPIO Awards judges, or membership campaign angles to increase our ranks, please call, write or e-mail any of us. We'd love to hear from you!■

WELCOME TO OUR NEW MEMBERS

P.R. Beaman-Roll
Randy Black
Zarah Uyttingban Cruz
Mike Di Marco
Brooke Frost
Meenakshi Ganjoo
Susan Gibbs
Martin Grimes
Bronwyn Hogan
Ronald Kole
Nancy Loliva
Jim Mc Cann
Ed Morales
John Rader
Cecile Rollinson
Richard Singer
Valerie Turella
Gerry Uenaka
George Urch
Sonja Wassgren

County of San Bernardino HSS
Santa Ana Fire Department
City of Carson
Santa Clara Valley Water District
Tulare County Health & Human Services Agency
Santa Clara Valley Water District
City of San Ramon
Santa Clara Valley Water District
San Mateo
County of Marin
Tulare County Health & Human Services Agency
Santa Clara Valley Water District
Santa Clara Valley Water District
City of Barstow
State Office of Emergency Services
City of Monrovia
Student
Santa Clara Valley Water District
Orange County Transportation Authority
Orange County Sanitation District

PATRIOT DAY 2002 CHARTS NEW TERRITORY

Almost 14 months after terrorist attacks killed nearly 3,000 people and shattered our security, America has commemorated its first-ever Patriot Day. Cities across the nation sought to mark the anniversary of the attacks in an appropriate, meaningful and memorable way.

Many CAPIO members were responsible for planning those events, and faced the challenge of presenting an inspiring, patriotic event, that was neither too celebratory, nor too morose. California cities hosted various types of events, remembering one of America's saddest days, honoring the heroes and the victims who lost their lives, and inspiring hope and confidence in our nation's ability to endure.

High school stadiums, baseball stadiums, city parks, fire stations and civic centers were

the likeliest choices for housing such large-scale community events. Planning committees dealt next with format. Several cities' events centered around dedicating a plaque, sculpture or lighted memorial to pay tribute to the heroism shown by public safety personnel on September 11. Other cities dedicated monuments to American resolve or the quest for world peace.

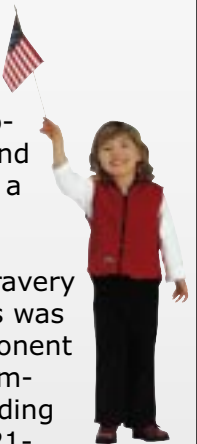
Elsewhere, community concerts with patriotic music brought many residents together and reminded people of our American spirit and unity. Remarks by local elected officials, military leaders, police and fire chiefs, religious leaders, and representatives from the Arab/Muslim communities were the "anchors" for most cities. Standards, such as color guards, the Pledge of Allegiance, National Anthem and sing-alongs of "God Bless America" were moving

tributes to the thousands who died last year.

Candlelight memorials, processions and bagpipers provided a common theme for many cities.

A tribute to the bravery of the armed forces was an important component of several cities' commemorations, including military fly-overs, 21-gun salutes and the playing of Taps.

Without a script or a how-to handbook, countless cities across the nation sought to present an event that met the unknown expectations of its residents. Despite differences in style, there was commonality on the need for communities to do something to show that this day in American history would not be forgotten.■



2003 CAPIO AWARDS

The 2003 CAPIO Awards will be presented at the annual conference, to be held at the Catamaran Resort & Hotel in San Diego, April 22-25. Recently, the CAPIO Board reviewed and updated eligibility rules and criteria to better reflect current public information trends, to recognize the outreach efforts of public agencies large and small, and to ensure equity in the judging process.

Among the changes are the expansion of categories for which awards will be presented in 2003. There will be separate categories for community and employee newsletters, and community publications will be judged according to a city's population.

For more information on awards program changes, please visit the CAPIO website at www.capio.org. The 2003 CAPIO Awards Program brochure with

complete details will be mailed around the first of February with an entry deadline of March 15, 2003. Entry fees remain \$75 for members, \$125 for non-members. In the meantime, if you

have questions about the program, eligibility rules, criteria or other issues, please contact Chris Sanborn, Awards Chair, at (310) 458-8301, or by e-mail at chris-sanborn@santa-monica.org.

- **Community Newsletter (print or electronic)**
 - ✓ Population under 25,000
 - ✓ Population 25,000-75,000
 - ✓ Population over 75,000
- **Employee Newsletter (print or electronic)**
- **Special Event or Marketing/Communications Campaign**
- **Innovation**
- **Public Safety Program or Campaign**
- **Special Publication**
- **Video Production**
- **Website**
- **Writing**



Extra Copy from page 3