



# CAPIO **SPECIAL PRE-CONFERENCE EDITION** *Communicator*

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## 'Excellence' awards finalists announced

**C**elebrating 36 years, CAPIO will host the 'Excellence in Communications 2007' Awards Ceremony on Thursday, April 19, at the Tenaya Lodge in Yosemite. We will be honoring nearly four dozen agencies and firms for their public relations work.

CAPIO's 11 awards categories are designed to showcase outstanding communications strategies, products and skills. This year we received a record amount of entries with 126 submittals. Finalists will receive one of four awards: Award of Excellence, Award of Distinction, Award of Merit and Honorable Mention. This year's finalists are (in no particular order):

### **Community or Special Audience Newsletter (distribution <25,000)**

- City of Commerce
- Association of California Water Agencies
- City of Santa Clarita
- City of Santa Clarita

### **Community or Special Audience Newsletter (distribution 25K-75K)**

- City of Bell Gardens
- City of Santee
- City of Pico Rivera
- City of West Hollywood

### **Community or Special Audience Newsletter (distribution >75,000)**

- City of Lancaster
- City of Elk Grove
- Sacramento Suburban Water District
- Port of Long Beach

### **Internal or Employee Newsletter**

- Dublin San Ramon Services District
- Sweetwater Authority
- City of Los Angeles, Department of Public Works
- County of Santa Clara

### **Public Safety Program or Campaign**

- City of Santa Clarita
- City of Elk Grove
- City of Roseville
- City of Pico Rivera



**April  
18-20,  
2007**

### **Special Event, Marketing/Communications Campaign**

- City of Santa Monica
- Sacramento Yolo Mosquito and Vector Control District
- City of Lakewood
- City of Beverly Hills

### **Special Innovation**

- First 5 Sacramento
- City of Pico Rivera
- Port of Long Beach
- City of Santa Monica

### **Special Publication**

- First 5 Sacramento
- City of Poway
- San Diego District Attorney's Office
- City of Los Angeles, Department of Public Works

### **Video Production**

- City of Elk Grove
- Sacramento Area Council of Governments
- Carlsbad
- Port of Long Beach
- Yolo Solano Air Quality Management District

### **Web Site**

- City of Richmond
- City of Chino Hills
- City of Lancaster
- Hillsborough City School District

### **Writing**

- California State Association of Counties
- City of Pico Rivera
- City of Elk Grove

**INSIDE: Excellence Awards Dinner sells out!/Page 3**

**CONFERENCE SCHEDULE OF EVENTS**

TIME	WEDNESDAY			THURSDAY		
8 A.M.	Registration and breakfast			Registration and breakfast		
:30						
9 A.M.	<b>Opening Session</b>  Bill Polick Scott Gediman – PIO Yosemite			<b>News Interviews (drop in camera work rest of day)</b> Chuck Rossie (CMR Group)	<b>Civic Engagement Case studies</b>  Bobbi Kemp (Covina)	<b>Climate Change Communication: Demystifying the Science</b> Jill Savery (PMC)
:15						
:30						
:45						
10 A.M.	Break			Break		
:15						
:30	<b>Environmental Justice</b>  Marilyn Ababio (PMC)	<b>Civic Engagement case study</b>  Jenise Wagar (Ventura)	<b>First LEED City Hall</b>  Erin Treadwell (Rancho Cordova)	<b>Crisis Communication Planning</b> Scott Summerfield & Heather Morris	<b>Building Successful Partnerships</b>  Christine Kohn (PMC)	<b>Research: First Step in Communications</b> Lucy Eidam (Lucy and Co)
:45						
11 A.M.						
:15						
:30	Break			Break		
:45						
NOON	<b>Luncheon and legislative update</b> Air: The Search for One Clean Breath Barbara Page – Ventura Air Pollution Control District			<b>Luncheon and keynote speaker</b> The Impact of AB 32 BreAnda Northcutt—CalEPA		
:15						
:30						
:45						
1 P.M.	Break			Break		
:15						
:30	<b>Web Site Makeovers</b>  Vision Internet Tom Johnson	<b>CEQA/NEPA compliance</b>  Julie Ortiz & John Clerici (CirclePoint)	<b>60 Great Ideas in 60 minutes</b>  Gail Ortiz and City Manager Ken Pulskamp (Santa Clarita)	<b>Programs for Reg Compliance: recycling, storm water, etc.</b> Kim Summers (Hesperia)	<b>Managing the Media in a Crisis</b>  Joan Gladstone, APR	<b>Health Emergency Communications</b> Ken August & Terri Stratton (DHS)
:45						
2 P.M.						
:15						
:30	Break			Break		
:45						
3 P.M.	<b>Message Formation and Emotional Issues</b> Chuck Rossie (The CMR Group)	<b>Ethics</b>  Anthony Manzanetti & Michelle Smira	<b>Improving City Newsletters and FPCC implications</b> Dan Sharp, Sharp Public Affairs	<b>Better Photos with Your Digital Camera</b> Steve Jacobs (Moreno Valley)	<b>Social Marketing</b>  Lois Humphreys (TRG Assoc)	<b>Imagine Being Able to...</b>  Dr. Gregory Curtain and Jim Hill (Microsoft)
:15						
:30						
:45						
4 P.M.	Free time			Free time		
:15						

**WEDNESDAY NIGHT EVENT: Sponsor Reception from 6-9 p.m.**

**THURSDAY NIGHT EVENT: Excellence in Communications 2007 Awards Ceremony**

**SCHEDULE, CONT.**

TIME	FRIDAY		
8 A.M.	Breakfast		
:30	<b>Public Speaking</b> Bill Polick	<b>La Conchita mud slide case study</b> Barry Parker (Ventura Co. FD)	<b>South Bay Water Recycling Program</b> Eric Rosenblum
9 A.M.			
:15			
:30			
:45			
10 A.M.	Break		
:15	<b>Selling the Public on Sustainability</b> Michael McManus and Mayor (Burbank)	<b>Beyond the PIO Institute – Now What?</b> Scott Summerfield (SAE) & Bill Polick (San Diego)	<b>Using Web to streamline operations</b> Tom Johnson -Vision Internet
:30			
:45			
11 A.M.			
:15			
:30	Break		
:45	Break		
NOON	PIO Institute Graduation Conference Evaluation Info on next conference Closing		
:15			
:30			
:45			
1 P.M.			

**Standing room only at Awards Dinner**

For the first time in the history of CAPIO conferences, the annual 'Excellence in Communications 2007' Awards Ceremony set for Thursday, April 19, is sold out.

A total of 150 will be in attendance at the dinner, a tribute to the locale, the planning of the event and the prestige of winning an award at the annual conference.

"This is a pretty thrilling milestone for CAPIO," said, Bill Polick, president of CAPIO. "I want to thank the people who worked so hard to make this year's awards dinner come together. Their hard work has clearly paid off."

Polick said he was looking forward to a great conference and an exciting awards presentation.

"This conference has the potential to be one of the best ever hosted by CAPIO," Polick said. "The interest in the awards banquet shows how important recognition by one's peers is to our membership."

The event will be held at the Tenaya Lodge, site of the annual CAPIO conference.

**THANKS TO OUR CONFERENCE SPONSORS FOR THEIR SUPPORT!**

- **Sharp Public Affairs** - Full-service PR, government relations and communications agency\*
- **Davis Communications** - advertising and design\*
- **Microsoft** - Software tools to improve PIO functionality\*
- **Granicus** - Streaming indexed audio or video broadcasts over the internet
- **City Newscasts** - Customized local news reports delivered on demand
- **GovOutreach** - Citizen relationship management solutions\*
- **Vision Internet** - Comprehensive internet services\*



# Six courses offered at conference's PIO Institute

**T**here will be SIX PIO Institute Courses offered at this year's Conference in Yosemite, April 18 - 20.

The six courses are:

### Web Site Makeovers

Speaker: Tom Johnson, Vision Internet  
(Fulfills PIO Institute Category "Case Study -Restructure Website Navigation & Interactive Features to Create a Whole New Experience")

### Ethics

Speakers: Anthony Manzanetti, Attorney at Law; Michelle Smira, MMS Strategies  
(Fulfills PIO Institute Category "It May Be Legal, but Is It Right?")

### News Interviews

Speaker: Chuck Rossie, CMR Group  
(Fulfills PIO Institute Category "Media Relations")

### Crisis Communications Planning-

Speakers: Scott Summerfield, SAE Communications; Heather Morris, Port of Long Beach

(Fulfills PIO Institute Category "Case Study: Communications Strategy")

### Better Photos with Your Digital Camera

Speaker: Steve Jacobs, City of Moreno Valley  
(Fulfills PIO Institute Category ("Digital Revolution: Best Photo Techniques")

### Public Speaking

Speaker: Bill Polick, County of San Diego  
(Fulfills PIO Institute Category "Effective Public Speaking")

If you take any PIO Institute courses at the conference, be sure to sign the sign-up sheet as a record of your attendance. These sheets will be distributed in the classrooms as you take courses at the Conference.

If you intend to complete your PIO Institute Certificate at this year's conference, contact Cheri Haggerty by noon on Monday, April 16 so that a certificate can be prepared in advance. Cheri can be reached at (909) 752-2808 or via email at:

[chaggerty@citybigbearlake.com](mailto:chaggerty@citybigbearlake.com). Members can now check the Institute course roster on the CAPIO website to determine what courses they have completed. Go to: [www.capio.org](http://www.capio.org).

Established by CAPIO in 2003, the PIO Institute is a professional development program that offers a certificate in the field of public information for CAPIO members who complete any 10 of the designated Institute courses. These courses are generally offered annually at the CAPIO Conference, but may also be offered at various regional workshops throughout the State.

Course topics are offered based on the need for PIOs to be proficient in certain core areas, such as: Media relations; special event management; publications production; writing; communications strategic planning; etc.

The Certificate in Public Information from the CAPIO PIO Institute is offered exclusively to CAPIO members and courses are covered by the cost of annual membership and conference registration.

## Yosemite offers variety of outdoor activities

### Yosemite Valley Tours

Yosemite Sightseeing Tours will share with you all of the wonders of Yosemite including El Capitan, Half Dome, Bridalveil Falls, Yosemite Falls, Mariposa Grove and more. Daily departure 10 am to 4 pm. \$85 per person.

### Skating on Ice

Gliding along a sheet of ice is fun for all ages and abilities, and Tenaya Lodge has a new ice rink measuring 80 feet by 40 feet, open for day and night skating. Adults \$9.50, children 12 and under \$7.50, skate rentals \$3.50.

### Flashlight Hikes

Guided hikes leave every day at 5:30 pm. Marvel at the quantity of stars and walk using nature's natural lighting during this evening adventure into the Sierra National Forest. Wear boots! \$15 per person includes snowshoes. For info on the above three activities, call 800/635-5807 Ext. 3.

### Yosemite Mountain Sugar Pine Railroad

An exciting four-mile railroad excursion at Yosemite Park's south gate on Highway 41. The Sierra National Forest's majestic woods provide the backdrop for the narrow gauge journey back in time. Sunday departures 11 am. \$17 per person. 559/683-7273 for additional information (75 minute journey).

### Earth Dance Environmental Film Festival

Yosemite Valley Theater, April 20. Presented by the National Park Service, Yosemite Association, and Yosemite Institute, in association with the Oakland Museum of California, the EarthDance Short Attention Span Environmental Film Festival heralds sustainability with its juried compilation of short comedies, documentaries, mockumentaries, animations, thrillers, and family-friendly films. Free, with a \$5 suggested donation. [Tom\\_Medema@nps.gov](mailto:Tom_Medema@nps.gov).

## USEFUL LINKS

\*California Specialized Training Institute: [www.oes.ca.gov](http://www.oes.ca.gov)

\*(CSTI is several layers deep; go to Divisions/Regions/Partners, then Ops/Planning/Training and there it is!)

\*National Information Officers Association: [www.nioa.org](http://www.nioa.org)

\*The Working Reporter: [www.workingreporter.com](http://www.workingreporter.com)

\*League of California Cities: [www.cacities.org](http://www.cacities.org)

\* The (extremely) Unofficial Crisis Communications & the Media (CCM) Survivor Site: [www.thedebster.com/csticcm](http://www.thedebster.com/csticcm)

