



# CAPIO COMMUNICATOR

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**JUNE 2008**

## The triumph of transparency was apparent

**By Mark Dennis**  
2008 Annual Conference Chair  
City of Lake Elsinore

**T**oday, as I watched the Olympic flame lighted atop Mt. Everest, I saw something in the face of that Olympic torch bearer, a weary sense of triumph. Like her, we PIOs sometimes face an uphill challenge as messengers of the government and institutions we serve.

When an Olympic torch bearer is in the spotlight, she is not expected to falter, but is driven by the symbol she upholds. What drives the PIO: the messages we craft, or the standards we carry?

At last year's conference, I had the privilege of meeting a CAPIO colleague and Olympic Gold medal champion. Imagine each day as an Olympic competition in our profession. Mastering a city

**W**hat will you do with the information and ideas you have carried back? The triumph of transparency is in your hands.

council meeting or public hearing, or talking with the press, is the real-life course. Meeting the public's expectations of transparency is the hard-fought prize.

Our conference theme, 'taking transparency in government to new heights' is really about the day *after* the conference. What will you do with the information and ideas you have carried back? The triumph of transparency is in your hands.

When we reach new heights, oh, how we, too, can share the triumph!

## Aldrich wins Clark Award

**A**nne Aldrich, the City of Lancaster's Communications Manager, received the top award given by the California Association of Public Information Officials (CAPIO) at its recent annual conference in South Lake Tahoe. She was honored for her outstanding service to the public and her profession.

Aldrich received the Paul B. Clark Award for her exceptional leadership, professional commitment and contributions in the public information field.

(See Aldrich, Page 5)

## There's never a need to put off meeting with my peers

**'P**rocrastination is the thief of time."

That quote is attributed to Edward Young, an English poet who was born in the 17<sup>th</sup> century and died in the 18<sup>th</sup> century.

Now I can understand why people today procrastinate: home, work, kids, parents, exercise, church, pets, "Dancing With the Stars", Kiwanis ... they all clutch at our sleeves with greedy hands and, in my house at least, whichever one doesn't require dedicated, uninterrupted thought or use of disposable income is the one that gets my attention.

But when I think of a 300-year-old poet, I'm wondering what in the world he would procrastinate about? Perhaps he put off getting that quill sharpened, or delayed a trip to the tailor to get new lace on his cuffs?

Did he feel inferior at the monthly Masons meeting, when the High In-



**Elizabeth Emmett**

**President's  
Message**

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# 2007 'EXCELLENCE IN COMMUNICATIONS' WINNERS

Winners were announced April 17 during CAPIO's Excellence in Communications Awards Ceremony at the Embassy Suites in South Lake Tahoe in front of a sold-out audience. A record number of entries were received this year, of which 48 finalists in 12 categories received top honors.

The 2007 awards include: Award of Excellence – First Place, Award of Distinction – Second Place, Award of Merit – Third Place; and Honorable Mention.

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

- First..... Los Angeles City Employees' Retirement System  
"Unplugged – Active Member Newsletter"
- Second (tie) ..... City of Irvine  
"Inside Irvine"
- Second (tie)..... City of Citrus Heights  
"Connections Newsletter"
- HM..... City of Lincoln  
"Lincoln Calendar"

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

- First..... Port of Long Beach  
"RE:PORT Newsletter"
- Second..... City of Lancaster  
"OUTLOOK and OUTLOOK Lite"
- Third..... City of Anaheim  
"Anaheim Magazine"
- HM..... City of Palmdale  
"Palmdale News, 2007 - 2008 Series"

## Internal or Employee Newsletter

- First..... County of San Diego – Dept. of Child Support Services  
"SKOOP Newsletter"
- Second..... City of Lancaster  
"Lancaster Positively Clear Employee Newsletter"
- Third ..... City of Irvine  
"City of Irvine GrapeVine"
- HM..... Yolo County  
"Internal Yolo County Newsletter"

## Public Safety Program or Campaign

- First ..... City of Santa Clarita  
"Pull to the Right"
- Second..... Ventura County Fire Department  
"Wildfire Action Plan"
- Third ..... Solano Transportation Authority  
"State Route (SR) 12 Safety Campaign"
- HM..... City of Lancaster  
"CSI: Lancaster"

## Marketing/Communications Campaign

- First ..... City of Elk Grove  
"City of Elk Grove Branding Program"
- Second..... City of Rancho Cordova  
"Rededication of Matthew Kilgore Cemetery"
- Third ..... City of Santa Clarita  
"Santa Clarita Stage 6 of the 2007 Amgen Tour of California"
- HM..... CirclePoint  
"YBI Viaduct Replacement Public Awareness Campaign 2007"

## Special Innovation

- First ..... Sacramento Area Council of Governments (SACOG)  
"Road Map to the Future"
- Second ..... City of Lancaster  
"The Felt Board City"
- Third..... League of California Cities  
"How Should California Grow? Series"
- Honorable Mention..... City of Monrovia  
"Fighting Back"

## Special Publication

- First ..... City of Santa Cruz  
"Sewer Rate Increase Publication"
- Second ..... City of Santee  
"City of Santee 25th Anniversary Celebration"
- Third..... No. County Water Agencies c/o Rincon Del Diablo MWD  
"Water Is Life"
- Honorable Mention..... Sweetwater Authority  
"Sweetwater Authority Water Quality Report and Calendar"

## Video Production

- First ..... City of Carlsbad  
"Summer in the City"
- Second..... Turning Point Community Programs  
"Turning Point Community Program's 30th Anniversary Video: Event and Web Version"
- Third ..... City of Carlsbad  
"Journey to Sustainability"
- Honorable Mention..... First Five Sacramento  
"Healthy Start! Healthy Lives! Nutrition DVD"

## Special Event

- First ..... First 5 Sacramento and The Lundquist Company  
"First 5 Sacramento Children's Celebration 2007"
- Second ..... Port of Long Beach  
"Green Port Fest"
- Third..... City of Moreno Valley  
"Veterans Memorial Dedication"
- Honorable Mention..... City of Rancho Cordova  
"Rededication of Mathew Kilgore Cemetery"

## Web Site

- First (tie)..... City of Santa Clarita  
"SCVSheriff.com"
- First (tie) ..... City of Santa Clarita  
"MyNewMainStreet.com"
- Third ..... City and County of Sacramento  
"www.sacramentoready.org"
- Honorable Mention..... City of Pismo Beach  
"City of Pismo Beach Website Redesign"

## Writing

- First ..... City of Lancaster  
"Living in Lancaster: Your Guide to Creating a Better Community"
- Second ..... League of California Cities  
"Two Columns About China"
- Third..... League of California Cities  
"Crisis Leadership"
- Honorable Mention (tie) ..... Cucamonga Valley Water District  
"Kids Environmental Festival 101"
- Honorable Mention (tie)..... State Fire Marshal  
"Fire Siege 2007"



Clockwise, from top right, winners in the Special Events category; conference attendees mingling in the lobby; winners in the Writing category.



2007-2008 CAPIO 1st V.P. and Conference Chair Mark Dennis, President Bill Polick and Central Regional Director-At-Large Mike Conway.

### The graduates



PIO Institute graduates (pictured from left to right) - Christine Quevedo, City of Lake Forest; Kathy Coulter, Yolo-Solano Air Quality Management District; Mike Conway, City of Merced; Jan Gentry, Sacramento Suburban Water District; Christina Aerenlund, City of Oxnard; Shelly Lewis, East Bay Regional Park District; and Michelle Powell, Union Sanitary District.

### Winners (from Page 2)

#### Photography

- First .....City of Lancaster  
"Aerospace Walk of Honor – Reflective  
Helmet Photograph"
- Second .....Union Sanitary District  
"Customer Focus' Newsletter  
Masthead Photo"
- Third .....Coachella Valley Water District  
"2008 Calendar"

CAPIO congratulates all the 2008 award winners and all category entrants. Awards recognition from CAPIO provides agencies and firms independent validation of successful public relations and outreach programs. Award-winning achievement helps increase public confidence in government and builds a solid reputation for quality.

## 2008-2009 CAPIO BOARD OF DIRECTORS

### Elizabeth Emmett - President

eemmett@co.napa.ca.us

Emmett is the Public Information Officer for Napa County, where she is in charge of external and internal communications for the county and its 1,200 employees. Elizabeth has previously served on the CAPIO Board as secretary and planned the 2005 annual conference in Napa as part of her first vice president duties. In 2006-2007 and 2007-2008, she held the position of Northern California Director at Large and served as the co-chair for the annual conference program.



### Debbie Sousa - Treasurer

dsousa@wvwd.org

Sousa is the Treasurer of West Valley Water District, where she is responsible for managing the Operations and Capital Budgets of almost \$40 million annually. She was instrumental in having the water district create its very first Public Relations committee, comprised of two elected Board Members and members of the water district Executive Staff. In that capacity, Sousa brought to the committee her recommendation to establish Key Messages and then to identify the programs that would best deliver those key messages. Sousa is the author of the quarterly customer newsletter and serves on the Communications Committee of ACWA.



### Jenny Peterson - 1st Vice President

jpeterson@san-marcos.net

Peterson is the Communications Officer for the City of San Marcos where she is developing the City's first-ever comprehensive communications effort. Prior to joining San Marcos, Jenny was the Communications Manager for the City of Palmdale, which became nationally recognized during her tenure for its innovative public information efforts. She holds a bachelor's degree in communication and a master's degree in public administration. Jenny has been active with CAPIO since 1998 and most recently served as publicity chair for the 2008 CAPIO conference.



### Linda Fisher-Helton - Membership

lfhelton@ahacv.org

Fisher-Helton's professional background includes approximately 14 years in public information for public and non-profit agencies and over 10 years of experience in marketing and public relations. Fisher-Helton holds a Bachelor of Arts in Business Administration and a Master of Public Administration; is Chair, Channel Islands Region, Municipal Management Association of Southern California (MMASC); Vice President, Membership, Thousand Oaks Toastmasters at Lunch; and Vice President, Marketing and Outreach, Thousand Oaks Toastmasters at Lunch



### Angela Frost - 2nd Vice President

afrost@elkgrovecity.org

Communications Coordinator, Interim Public Information Officer, and Communications Analyst are all titles Frost has worked under in the past two years of her career. She brings a wealth of knowledge to the table with her experience in local government, community events, media relations, emergency operations, crisis communications, and contract/project management. Prior to her employment with the City of Elk Grove, Angela worked as a student assistant for the California State Teachers' Retirement System (CalSTRS) for three and a half years.



### Christal Chacon - Webmaster

christal.chacon@lacity.org

Chacon's career in communications started at Associated Press in her last year at George Washington University where she received a BA in Political Communications. Various jobs in between, such as Turner Broadcasting (Development), the National Notary Association (Communications) and ROK Entertainment (Telecommunications), have led to the City of Los Angeles, specifically the Los Angeles City Employees' Retirement System (LACERS). At LACERS, she is dedicated to providing LACERS Members improved, fluid communications to educate them about their retirement benefits.



### Mark Mazzaferro - Secretary

mmazzaferro@cityofvacaville.com

Mazzaferro is the public information officer for the City of Vacaville, where he oversees media relations; event planning; production of content for the city's government television channel; newsletters and other internal and external communications. Prior to coming to Vacaville, he was PIO for the City of Vallejo for seven years. He is the CAPIO representative on the League of California Cities' Housing, Community and Economic Development Policy Committee.



### Jamie Arno - Northern Region Director

jarno@airquality.org

Arno is a communications & marketing specialist for the Sacramento Metropolitan Air Quality Management District where she is responsible for public information, community education, campaign development and contract management. Jamie has been a member of CAPIO for 8 years and served as the conference program co-chair for the 2007 and 2008 annual conferences.



## Aldrich (from Page 1)

“Anne has done so much for this organization and this profession that she was a clear choice,” said CAPIO President Elizabeth Emmett.

As the Communications Manager for the City of Lancaster, Aldrich is the official spokesperson for the city. Her responsibilities include media and community relations and all kinds of communications – from website to production of city publications such as the award-winning *Outlook* magazine.

She has worked as a public information officer for a college, marketing manager for a retail company and as a public affairs professional for family issues for the Department of Defense in Europe. She also worked for the Antelope Valley Press

as a reporter and later as an editor before taking her current position with the city.

Anne also runs her own company, ABA Communications, and acts as a consultant, providing marketing assistance and training services to businesses.

Anne studied journalism at Syracuse University, majoring in public relations. Anne is active with many community organizations including the United Way, Rotary International and the Lancaster Chamber of Commerce.

She is well respected in her profession and has served as the vice president of CAPIO.

She is currently president of Lancaster West Rotary Club and is active as a past president of the Lancaster synagogue.



Anne Aldrich

## 2008-2009 CAPIO BOARD OF DIRECTORS (cont.)

### Mike Conway - Central Region Director

conwaym@cityofmerced.org

Conway has been the public information official for the City of Merced since January 2006. He worked for newspapers throughout Northern California for more than 25 years, ending at the Modesto Bee. Mike graduated from Cal Poly, SLO, with a degree in journalism. He has taught journalism and public affairs at the community college level. Along with CAPIO, Conway is a member of the 3CMA, a charter member of the Central Valley Public Relations Organization and a member of the American Radio Relay League. Conway is married, with one adult son and twin sons and a daughter.



### Bill Polick Past President 2006-2008



Bill.Polick@sdcounty.ca.gov

### Heather Morris - Southern Region Director

morris@polb.com

Morris, with over 30 years of experience in public relations and local government, is the director of communications and community relations for the Port of Long Beach. In this position, Morris supervises a team of 14 public relations and design professionals and directs a budget of more than \$4.8 million annually. Morris oversees media relations, crisis communications and community and educational outreach efforts, directs the production of community and industry focused publications, produces the Port's nationally recognized cable television show and web site, develops local and international advertising campaigns, and creates promotional strategies for the advancement of the Port.



### Adrienne Sprenger

Communications and Public Affairs Specialist League of California Cities



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# CAPIO CAREER CORNER - For complete listings, visit [capio.org](http://capio.org)

## COMMUNICATIONS MANAGER

City of Lancaster  
Salary: \$70,464 to \$94,764 annually

The City of Lancaster is looking for a creative, collaborative, and multi-talented Communications Manager to join its team.



The ideal candidate will be responsible for the design and delivery of a comprehensive public information program, using all types of media formats, including professional development and community outreach.

A minimum of three years of progressive journey level experience in public education, corporate affairs or information services in a multi-service organization; and experience in marketing, journalism or public information is required along with two years of administrative or management experience.

A Bachelor's degree from an accredited college or university in journalism, public relations, English or a closely related field is also required. A Master's degree is preferred.

For more information, or to apply online, visit our Website: [www.cityoflanasterca.org](http://www.cityoflanasterca.org)

## DEPARTMENTAL PUBLIC AFFAIRS OFFICER

County of San Diego  
Salary: \$55,640 - \$67,620 annually

Responsible for coordinating and implementing overall public affairs program for a



large county department. Duties will include developing public relations and marketing plans, coordinating public information activities, public and media relations, and creation and distribution of electronic media. Incumbents oversee, develop and coordinate the public affairs program for the department; advise and assist management in public information/public relations activities; establish and maintain regular contact with the press, community groups and department managers in order to meet the department's public affairs needs; plan, write and provide news releases; organize and arrange public information campaigns, press conferences and community outreach efforts.

Visit the County website at <http://www.sdcounty.ca.gov> and click on Jobs for the requirements for this position. Employment applications can be accessed on-line from the Jobs section of the County of San Diego website at <http://www.sdcounty.ca.gov>.

## Emmett (from Page 1)

quisitor (that's what the grand poobah is called, right?) pointed out that Ed was the only one who hadn't yet sold his allotment of raffle tickets (a shilling each or six for a crown)?

We all know the heartburn of reviewing the day's "to do" list, realizing that not one item in the single-spaced, color-coded, listed-in-order-of-capability-to-get-me-fired-if-I-don't-do-it catalog feeds the soul or stirs the imagination enough to resist the siren call of procrastination.

But there is one area of my work day where I never procrastinate (OK, aside from doing the news clips. I'm a news

junkie, even with my CNN methadone). When it's time to turn my attention to CAPIO, to networking with my peers and sharing ideas, knowledge and experiences, I don't feel the need to cultivate creative avoidance.

Reinvigorating my fledgling relationships with PIOs around the state, feeling a bit jealous of and challenged by someone else's stellar program, knowing that I'm keeping myself informed about what's out there ... those things DO feed my soul.

Of course lots of other things feed my soul, like cuddling with my son, taking off for the weekend with my family and dog in

the trailer, going for a run, curling up with a new book ... But when it comes to my vocation, CAPIO keeps it fresh for me. CAPIO makes me want to be a better PIO.

I guess that's why I wanted to be president this year. I want to share my enthusiasm and encourage you to examine what it is that we do that feeds your soul.

I look forward to working with and for you this year. Please call me or send me an e-mail anytime.

☐ Elizabeth Emmett is the President of the California Association of Public Information Officials. Send her an e-mail at [eemmett@co.napa.ca.us](mailto:eemmett@co.napa.ca.us).



## OUR MISSION:

*"To promote awareness of the public information profession and its value, by advancing standards of integrity, recognizing excellence, and offering training and support for members."*