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## **CAPIO “Excellence in Communication” Awards Presented**

**SANTA BARBARA, Calif.** – Public information officials from around the state gathered in Santa Barbara last week for the annual California Association of Public Information Officials (CAPIO) conference. As part of the conference program, CAPIO held its annual “Excellence in Communication” awards ceremony on Thursday, April 15, where several agencies were honored for their public relations work.

“CAPIO’s award categories are designed to showcase outstanding communication strategies, products and skills,” explained CAPIO President Jenny Peterson. “This year’s award winners encompass the best of the best in terms of public communication efforts.”

This year, nearly 200 award entries were received and 42 awards were given out in the categories of community and internal newsletters, marketing, new media, photography, public safety, special events, special innovation, special publications, video, writing and website.

Award recipients are as follows (entries viewable online contain links below):

### **Community or external newsletter with a distribution of less than 25,000**

1 <sup>st</sup>	Dublin San Ramon Services District <a href="#">Newsline</a>
2 <sup>nd</sup>	Sacramento Area Council of Governments <a href="#">Connections</a>
3 <sup>rd</sup>	City of Santa Fe Springs <a href="#">Class Schedule and Activities Brochure</a>

### **Community or External Newsletter with a distribution of 25,000 to 75,000**

1 <sup>st</sup>	Roseville Electric <a href="#">Electric Dispatch</a>
2 <sup>nd</sup>	Town of Apple Valley <a href="#">Our Town</a>
3 <sup>rd</sup>	City of Bell Gardens <a href="#">Recreation Programs Catalog</a>

**Community or External Newsletter with a distribution of more than 75,000**

1 <sup>st</sup>	City of San Marcos <a href="#"><i>San Marcos 360°</i></a>
2 <sup>nd</sup>	Port of Long Beach <a href="#"><i>Re:Port</i></a>
3 <sup>rd</sup>	Eastern Municipal Water District <a href="#"><i>EMWD Reports</i></a>

**Internal Newsletter**

1 <sup>st</sup>	Solano County <i>County Matters</i>
2 <sup>nd</sup>	City of Carlsbad <i>City Matters</i>
3 <sup>rd</sup>	Coachella Valley Water District <i>Water Drop</i>

**Marketing**

1 <sup>st</sup>	Santa Clara Valley Water District Save 20 Gallons
2 <sup>nd</sup>	City of Santa Clarita Think Santa Clarita, L.A.'s Most Business Friendly City
3 <sup>rd</sup>	Circlepoint / Bay Bridge Public Information Office San Francisco-Oakland Bay Bridge Labor Day Weekend Closure

**New Media**

1 <sup>st</sup>	Orange County Transportation Authority Transforming Transportation with Social Media
2 <sup>nd</sup>	City of West Hollywood West Hollywood's New Media Strategy
3 <sup>rd</sup>	East Bay Regional Park District Engaging Flickr Photographers for Web and Print

**Photography**

1 <sup>st</sup>	Coachella Valley Water District Levy Facility
2 <sup>nd</sup>	Port of Long Beach Port Construction
3 <sup>rd</sup>	City of Carlsbad Web Site Photography

**Public Safety**

1 <sup>st</sup>	Ventura County Fire Department/Orange County Fire Authority Ready! Set! Go!
2 <sup>nd</sup>	City of Santa Clarita Sheriff's Business Alliance
3 <sup>rd</sup>	Sacramento Metropolitan Air Quality Management District Spare the Air Campaign

**Special Events**

1 <sup>st</sup>	City of West Hollywood Groundbreaking for the City of West Hollywood's 25 <sup>th</sup> Anniversary Project
2 <sup>nd</sup>	Santa Barbara County Water Agency Rain Barrel Sale
3 <sup>rd</sup>	Port of Long Beach Green Port Fest

**Special Innovation**

1 <sup>st</sup>	Eastern Municipal Water District Write Off! / Gobi's Adventure
2 <sup>nd</sup>	Alameda County Water District Stop the Running Toilet
3 <sup>rd</sup>	City of Santa Clarita Mayor Dude

**Special Publication**

1 <sup>st</sup>	Coachella Valley Water District 2010 Lush and Efficient Calendar
2 <sup>nd</sup>	Port of Long Beach <a href="#">2008 Annual Report</a>
3 <sup>rd</sup>	East Bay Regional Park District 2010 Wall Calendar

**Video**

1 <sup>st</sup>	Port of Long Beach "On the Go" Video Series
2 <sup>nd</sup>	Santa Barbara County Water Agency "Garden Wise Guys"
3 <sup>rd</sup>	City of Los Angeles Department of Public Works "City Works" TV News Magazine

**Website**

1 <sup>st</sup>	San Ramon Valley Fire Protection District <a href="http://www.firedepartment.org/">http://www.firedepartment.org/</a>
2 <sup>nd</sup>	City of Santa Cruz <a href="http://www.cityofsantacruz.com/">http://www.cityofsantacruz.com/</a>
3 <sup>rd</sup>	City of Laguna Beach <a href="http://www.lagunabeachcity.net/">http://www.lagunabeachcity.net/</a>

**Writing**

1 <sup>st</sup>	Port of Long Beach Clean Trucks Opinion Article
2 <sup>nd</sup>	Metropolitan Transportation Commission Diary of a Dramatic Construction Operation
3 <sup>rd</sup>	City of Rancho Cucamonga Introducing Your New Baby to Your Dog and Cat

Awards are judged by communication professionals throughout the state and are evaluated on several criteria, including content, technical and production value, and creativity.

In addition to the Excellence in Communication awards, long-time communication professional Karen A. George was honored with a Paul B. Clark award for her exceptional leadership, professional commitment and contributions in the public information field.

The annual Paul B. Clark award is the highest award bestowed by CAPIO to its most distinguished members. The award honors the memory of esteemed founding member and colleague Paul B. Clark.

Next year’s conference and awards ceremony will celebrate CAPIO’s 40<sup>th</sup> anniversary and will be held in Sacramento.

The California Association of Public Information Officials is an established leader among statewide organizations. It provides members with professional growth; opportunities to share, enhance and learn valuable skill sets; and access to government information and services.

CAPIO welcomes and supports both veteran and new practitioners in the public information and communications industry. Members represent counties, cities, special districts, the state of California and other agencies.

For more information, visit [www.capio.org](http://www.capio.org).

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