

CHART YOUR COURSE

capio | NAVIGATE THE UNKNOWN

2019 CAPIO Conference Agenda

Hyatt Regency, Newport Beach, CA ☞ April 8-11, 2019

Conference Attire: Business Casual / Awards Dinner: Semi-Formal Recommended



Crisis
Communications



Internal / External
Communications



Variety



Electronic/Social
Media



Community Events /
Outreach

Monday, April 8, 2019

TIME

11:00 AM – 5:00 PM

SESSION/EVENT

Conference Registration/Information Desk

Location

Plaza Arbor
Foyer

1:00 PM – 2:50 PM



Pre-conference Workshop 1 A

Writing in Plain Language

PIO Institute Credit – Writing (WR)

Valerie Walston, consultant, Write On California

We all know that “Plain Language” is a good idea, but what is it really? In this session, you’ll learn plain language principles to help you craft effective communications your audience will understand at first read. Then, you’ll dive into hands-on exercises to get you comfortable in writing and editing in plain language.

1:00 PM – 2:50 PM



Pre-conference Workshop 1 B

Communications 101: Key Communications Principles and Strategies & Accreditation in Public Relations (APR) Info Session

PIO Institute Credit – Strategic Communications (SC)

Rachel McGuire, APR, president, RMG Communications and CAPIO education and development chair

Robin Rockey, APR, public information specialist, South Coast Water District and CAPIO APR representative on the Universal Accreditation Board

David Cordero, APR, senior account manager, Communications LAB and OC PRSA Accreditation and Ethics Chair

The APR recognizes timeless communications principles along with contemporary strategies and tactics. Whether you are looking to pursue your APR or just want to brush up on the key pillars of public relations, including researching, planning, implementing and evaluation; ethics; leading the communications function and managing issues/crises, this workshop is for you. The session will focus on presenting the materials through real-life examples that will resonate with government communicators. The last 15 minutes of the presentation will be an overview of how CAPIO members can apply for the internationally recognized APR and the steps to earning the certification.

3:00 PM – 4:50 PM



Pre-conference Workshop 2 A
Digital Advertising for Government Agencies
Rick Taylor, title, company
***PIO Institute Credit – Electronic Media (EM)**

While advertising is typically associated with “selling” things, personalized and real-time advertising can help government agencies communicate important messages to the public. Learn how you can use behavioral analytics to personalize messages for specific audiences and find out if this form of outreach is right for your agency.

3:00 PM – 4:50 PM



Pre-conference Workshop 2 B
Homeland Security - Advanced Training in a JIC/JIS
Karen Terrill, president and lead trainer, Media Survival Group
***PIO Institute Credit – Crisis Communications (CC)**
****Please note – this class is limited to 30 participants and students must have worked in an active JIC or an EOC during an emergency or incident.**

Limited to 30 PIOs with experience in a Joint Information Center/System, this half-day workshop features a challenging exercise that will test your skills in writing, speaking and producing communications products during a crisis. Participants must bring a laptop and smart phone, and must be familiar with Google Docs.

5:00 PM – 5:30 PM

NEW ATTENDEE ORIENTATION
Amy Williams, chief of staff to the city manager, City of Sacramento and CAPIO incoming president

Palm Room

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.

5:00 PM – 6:15 PM

WELCOME RECEPTION

Garden

6:30 PM – 9:00 PM

Explore Newport Beach / Dinner on Your Own

6:30 PM – 8:30 PM

Pre-conference Board Meeting & Dinner

Tuesday, April 9, 2019

Room Sponsors: Garden Room I | TBD Garden Room II | TBD Pacific Room | TBD Patio Room | TBD

7:00 AM – 5:00 PM

Conference Registration/Information Desk

Plaza Arbor
Foyer

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!

Plaza Arbor

8:00 AM – 8:30 AM

NEW ATTENDEE ORIENTATION
Amy Williams, chief of staff to the city manager, City of Sacramento and CAPIO incoming president

Plaza Ballroom

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



CONFERENCE WELCOME & OPENING

Plaza Ballroom

Christine Brainerd, APR, communications manager, City of Folsom and CAPIO president
Tom Christensen, communications specialist, County of San Diego and CAPIO vice president - conference

Sponsor Spotlights

OPENING KEYNOTE

Navigating Storytelling, Humor and Speechwriting as a Government Communicator

Eric Schnure, consultant and author, "The Political Speechwriter's Companion"

As a former speechwriter for Vice President Al Gore and a consultant to Fortune 100 companies, Eric lectures and conducts workshops around the world on storytelling, presentations and the art and science of persuasion. Whether your job entails writing speeches for elected officials, drafting a community message or developing content for your digital platforms, Eric's message will resonate and bring you real world examples about how good communication impacts communities and stakeholders.

10:15 AM – 10:45 AM

Coffee Break, Sponsor Exhibits and Networking

Plaza Arbor

Pre-scheduled
Appointments

ON CAMERA TRAINING

Executive
Boardroom

Pre-scheduled Individual Training Sessions by SAE Communications
PIO InSTITUTE Credit – Public Speaking (PS)

10:45 AM – 11:45 AM



Concurrent Breakout Session I

Creating an Internship Army to Help Brand Your School District

Ryan Foran, chief communications officer, Arcadia Unified School District
PIO InSTITUTE Credit – Selling the Idea (SI)

With the need to help tell our school district's story in order to help recruit the best teachers and students, advocate for funding via parcel tax and bond measures, and for community engagement and support, we created a Digital Communications Internship program with more than 30 students who intern and work for the Public Information Office. The student-interns serve as news reporters who cover our entire school district. Since creating the program, we have received a drastic increase in the amount of positives stories we communicate through the local media and social media. Our internship program, which won an "Excellence in Communications" Award from the California School Public Relations Association, has partnered with two local news publications and has stories published regularly. The student-interns also help run our social media accounts, and our Instagram page was recently named one of the best education pages in the world by BuzzFeed.



Concurrent Breakout Session II

The New Normal: Customer Service Through Social Media

Tom Christensen, Communications Specialist, County of San Diego
PIO InSTITUTE Credit – Diffusing Hostility (DH)

The days of people waiting in line in a government office are rapidly going the way of VCRs and Beanie Babies. As more and more government business moves online, people are turning to social media as the most effective way to get their questions answered or make suggestions. Learn methods for getting buy-in from your coworkers on the importance of expediting responses, tips for dealing with negative public feedback (and how to turn them that into a positive interaction) and walk away with a system for tracking inquiries on social media and their successful resolution.



Concurrent Breakout Session III

How to Ensure Your Website is ADA Compliant Without Sacrificing Quality

Mark Friesen, Director of Marketing, CivicPlus

PIO Institute Credit – Legal Issues & Ethics (LI)

Every citizen in your community deserves equitable access to digital content. Since the Section 508 Refresh of the Americans with Disabilities Act (ADA) was implemented in 2017, a growing number of local governments that are failing to comply with the latest standards voluntarily are receiving citizen complaints and in the worst cases, lawsuits. Voluntarily ensuring your municipal website meets the latest WCAG 2.0 A and AA standards does not mean stifling your brand or digital creativity. By understanding the critical components that underscore WCAG 2.0 compliance, you can ensure your digital content is accessible and beautiful just like your community.

In this session, you will learn:

- The risks of non-voluntary compliance with ADA standards.
- Five compliance enhancements you can make to your website today without impacting the quality of your website design.
- About the latest tech advancements that are helping communities automate compliance.
- How to ensure your content management team knows how to maintain accessibility after the launch of a new website or completion of a thorough audit.

**This session is designed to discuss advanced topics for PIO veterans looking to ensure ADA compliance and mitigate the risk of ADA lawsuits.*



Concurrent Breakout Session IV

Using Storytelling to Demonstrate the Spirit of Service

Kirstin Kline, social media manager, CalPERS

Brian Black, director, video & live events, CalPERS

PIO Institute Credit – Electronic Media (EM)

How can you build a successful organic social media campaign to turnaround public sentiment? Through authentic storytelling, you can make your agency more relatable, captivate your audience, evoke an emotional response, and build trust and connection. Learn how CalPERS made storytelling an intrinsic part of its communications strategy, using stories to build a spirit of service, gain CalPERS' ambassadors, and improve public sentiment. We will demonstrate how to use compelling storytelling and impactful videos and photographs to humanize public service.

Attendees will learn how to:

- develop a strategic communications plan with the objective of improving public opinion.
- integrate storytelling into social media content strategy, through original content creation, as well as audience-generated content;
- analyze metrics to understand audience, choose the right distribution channels, and optimize success;
- utilize strategies, such as an editorial content calendar, to keep communications fluid and the momentum going.

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

KEYNOTE SESSION

12:20 PM – 1:50 PM

For the Love of Cities and Communities

Peter Kageyama, author, “For the Love of Cities”



How do you create more engaged citizens without major resources? What is the role of technology in the process and how does it build social capital? Come hear Peter Kageyama, author of "For the Love of Cities" as he talks about how to fall in love with your city or community, the economic benefits to emotional engagement and how to engage your citizens as development resources. He'll share insights from the "Most Lovable" cities and what you can learn from them and get you excited about the difference one person can make in community placemaking.

2:00 PM – 3:00 PM

Concurrent Breakout Session I

Using Nextdoor to Communicate with Residents

Robbie Turner, public agency partnerships lead, Nextdoor

PIO InSTITUTE Credit – Electronic Media (EM)



Are you making the most out of this great resource for your community? Come hear success stories and best practices in using Nextdoor for your community.

Concurrent Breakout Session II

Engage Roseville: Leaving No Person Unengaged

Brian Jacobson, public information officer, City of Roseville

Megan MacPherson, public affairs and communications director, City of Roseville

PIO InSTITUTE Credit – Selling the Idea (SI)



Roseville is a sought-after, award-winning community that consistently attracts new residents and major corporations. It’s also a regional destination for shopping, dining, and recreation.

Yet the City of Roseville was at a crossroads. Like most California cities, a changing economy, increasing expenses and slowing revenues threatened to significantly erode the range and level of city services.

In response, the City embarked on an 18-month effort called EngageRoseville to educate and gather community input from everyone who wanted to participate. This led to the City Council placing a half-cent sales tax measure on the November 2018 ballot. In one of the more conservative areas in California, the measure passed with 62 percent of the vote.

In this session, you’ll learn how the city’s engagement efforts and radical transparency helped earn public trust, correct long-held misconceptions about municipal finance, and integrate community input in city decisions in ways that were convenient and comfortable for people to participate.



Concurrent Breakout Session III

Wildfire Incident Communications: Plan Versus Reality

Brandon Vaccaro, public information officer, California City Fire Department

PIO InSTITUTE Credit – Crisis Communications (CC)

We all know having a communications plan in place prior to an emergency is critical, but how does a plan stack up when reality hits? For more than 20 years, Brandon Vaccaro has filled several support and operational roles at major California wildfires and will share recent examples from the Mendocino Complex, Thomas Fire and the Camp Fire while engaging participants in an open discussion of best practices.

Attendees will leave this session understanding:

- What steps to take to establish your information center and work toward your objective of face-to-face contact
- What are the key components needed for a communications plan
- How a PIO may have to pivot and adjust to the reality of the current situation
Identifying essential functions, the resources required to meet your objectives, and potential pitfalls to avoid
- Insight on navigating inter-agency communications and understanding how following a plan can help avoid challenges down the road



Concurrent Breakout session IV

Smartphone Video Lab: Lights, Camera, Content! PART I

Kerry Shearer, *livestream expert*, Kerry Shearer Enterprises

PIO Institute Credit – Video (VI)

Prepare to become a video ninja! In this high energy, hands-on, double-length session, Kerry Shearer, "The Livestream Expert" (and former PIO for Sacramento County) will teach you how to create compelling content quickly using your smartphone! Even if you attended Kerry's CAPIO workshop last year, you'll learn new things and refresh your skills! You'll even get a look at the biggest smartphone editing breakthrough in years, Adobe's new Premiere Rush CC video editing app. These are skills the PIOs of 2019 need to nail to communicate clearly, quickly and with impact! You'll come away from the session inspired, equipped and ready to implement what you learned immediately when you return to the office.

What to bring to the workshop: Your charged-up smartphone. Ensure you have enough storage space for a short video project. Install iMovie on your iPhone from Apple's App Store if you don't have it. Also install the Adobe Premiere Rush CC app if possible. (Note: Rush may or may not yet be available for Android at the time of the CAPIO Conference). If you already own a lavalier smartphone mic and mini tripod, bring it.

2:00 PM – 4:00 PM

Professional Portraits by Brant Bender Photography

Plaza Arbor

Offered on a first come basis and available in a digital format.

Complimentary portraits sponsored by CAPIO

3:00 PM – 3:15 PM

Refreshment Break, Sponsor Exhibits and Networking

Plaza Arbor

3:15 PM – 4:15 PM

Concurrent Breakout Session I

Smartphone Video Lab: Lights, Camera, Content! PART II

Kerry Shearer, *Livestream Expert*, Kerry Shearer Enterprises

PIO Institute Credit – Video (VI)



See Part I description



Concurrent Breakout Session II

Turning Employees into Part of Your Media Team

Justine Rodriguez, public information officer, Arrowhead Regional Medical Center

PIO Institute Credit – Selling the Idea (SI)

This session will focus on how to engage employees and make them part of your communications team. Improve an organization’s morale by establishing communication channels between an organization, leadership and the employees. The session will discuss how to create an internal blog, full color magazine, digital newsletters, social media posts and graphics that highlight an organization, employees and their achievements.

Outcomes:

- Learn to use a blog as a communications channel between leadership and employees.
- Learn what it takes to create a magazine that will create a big splash on a small budget.
- Learn how to use your social media channels to engage staff and generate responses.
- Learn how employees can be your best ambassadors to recruit staff and customers.



Concurrent Breakout Session III

When All Heck Breaks Loose: Preparing Your Social Media Platforms for Large-Scale Emergency

Andrew Scott, lieutenant and public information officer, Placer County Sheriff's Office

Misti Harris, community engagement liaison, Sonoma County Sheriff's Office

PIO Institute Credit – Crisis Communications (CC)

Disasters are inevitable, and establishing strong social media platforms is critical in reaching people during an emergency. How can you ensure your social media platforms are the source for information during an emergency? What are meaningful ways to increase your followers now? This session covers the nuts and bolts of creating exceptional social media platforms. Hear from two law enforcement PIOs with social media platforms proven to be successful during crises, including the on-duty death of a deputy and the Tubbs Fire. Learn how to take your social media to the next level using the best tools and software to enhance your presence. Set up your agency and your community for success before disaster strikes.



Concurrent Breakout Session IV

The Art and Science of SEO

Mac Clemmens, chief executive officer, Digital Deployment, Inc.

PIO Institute Credit – Measuring Results (MS)

Currently, 85% of people looking for information online start their journey using a search engine. But with so many results, how can you make sure your site stands out? Do you know how people are finding your site and why they are visiting? Are you leading the conversation for topics and keywords important to you?

4:30 PM – 5:30 PM



Concurrent Breakout Session I

Hackers Have Their Eye on Your Agency: Are You Prepared for a Cyberattack?

Tanya Castaneda, vice president, public relations, Manolatos Nelson Murphy

Jenifer Barsell, director, marketing & communications, Port of San Diego

Rob Belk, west region cybersecurity leader, EY

PIO Institute Credit – Crisis Communications (CC)

Computer hackers increasingly see public agencies as high-value targets. Yet this threat is so new that there are not many PIOs who have actually experienced a cyberattack. At this session, you'll get a download from Port of San Diego Marketing & Communications Director Jenifer Barsell and PIO Tanya Castaneda (CAPIO, 2018 Communicator of the Year) who managed the public relations response to a serious cyberattack that made headlines around the world. Joining the discussion will be Rob Belk, West Region Cybersecurity Leader at EY, providing an industry update on cyber risks. On November 28, 2018, the U.S. Department of Justice announced charges filed in a massive international computer hacking and extortion scheme that specifically targeted 200+ governments, public institutions and hospitals. The victims, including, in California, the Port of San Diego and the Hollywood Presbyterian Medical Center in Los Angeles, had been hit with ransom demands in order to free their data. Get the inside scoop on how Port staff protected the agency's reputation, balancing the transparency of a public agency with real risks of revealing security sensitive information. You'll leave with effective strategies for managing a similar crisis at your agency. *Handout: Checklist, Actions to Take Now So You're Ready for Crisis Communications in a Cyberattack*



Concurrent Breakout Session II

Top 10 Ways to Become Your Agency's Communications Strategist

Scott Summerfield, principal, SAE Communications

Sheri Benninghoven, APR, principal, SAE Communications

PIO Institute Credit – Strategic Communications (SC)

One of the most common frustrations for public agency communicators is the lack of opportunity to provide advice, counsel, and strategy, especially during crises. We are often tasked with tactical and administrative assignments while decisions are made by senior staff and elected officials without a communications perspective. The result is all-too-familiar: our agency reacts to the story rather than getting ahead of it, and we are left with the unenviable responsibility of mopping up the media mess.

This session will provide communicators with solid, specific steps to move from tactician to counselor. We will look at recent success stories and encourage session participants to share their own experiences as a foundation for changing-up the way communicators are perceived within local agencies.

Attendees will leave the session with a Top-10 tip list to guide their transformation; increased confidence in their ability to shape agency credibility; and a new awareness of how we can help influence public opinion day-to-day and during the toughest of times.



Concurrent Breakout Session III

Beyond the Press Conference: Communication Strategies that Define a Crisis Response

Michael Anderson, public information officer/managing account supervisor issues & crisis, U.S. Coast Guard/Ketchum Communications Consultancy

PIO Institute Credit – Crisis Communications (CC)

Multiple agencies, non-government organizations, activists, the media, and even the public are all competing to have their voices heard in the aftermath of a disaster. First responders are no longer the only source of information. In this increasing complex, fractured and skeptically environment, public information officers need a strategy and media relations tactics that break out of this cluttered narrative to help the public understand what to do and what their government is doing to help.

In this presentation, Michael Anderson will discuss how Coast Guard communicators did just that during the Hurricane Florence response that generated more than 7.3 billion impressions globally. He will also provide roadmaps and facilitate a hands-on development of crisis communication response strategies that address these social and traditional media narrative challenges.



Concurrent Breakout Session IV
Instagram Stories for Government Agencies
Connie Ho, senior public affairs specialist, Irvine Ranch Water District
PIO Institute Credit – Electronic Media (EM)

Instagram is one of the most popular platforms with millennials and Gen-Zs. Learn how to take advantage of the platform and incorporate it in your agency's social media strategy. A few items that will be covered:

- Ideas of where Instagram stories can come into play including event coverage, FAQs, and how-tos.
- Information on platforms that help schedule Instagram content (examples like Later and Buffer) and programs that help produce graphics for Instagram stories (examples like Adobe Spark and Canva).
- Time needed to produce an Instagram story and how often to post.
- How to create an Instagram story.
- How to archive an Instagram story and how to utilize hashtags to take part in social conversation with audiences.

5:30 PM – 6:30 PM **Exhibitor Mixer & Reception** Plaza Arbor
Sponsored by our Gold Sponsor

6:30 PM – 8:30 PM **Restaurant Roundup at Lot 579 Food Hall**
 The Restaurant Roundup is back with no reservations needed! Join your fellow attendees as we make our way to Lot 579 – a new food hall with 20+ different restaurants. Ride the bus over or Uber over with a group. You'll see lots of CAPIO faces, enjoy a view of the beach and culinary options suited to all tastes.

Wednesday, April 10, 2019

Room Sponsors: Garden Room I | TBD Garden Room II | TBD Pacific Room | TBD Patio Room | TBD

7:00 AM – 8:00 AM **Morning Yoga / Walking Groups** Amphitheater
 Morning Yoga will meet in the garden for a beautiful setting for your morning salutations. A local yoga instructor 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 the hotel lobby where an Orange County Parks Resource Specialist will guide you on a flat paved trail adjacent to the hotel. The trail follows the edge of Upper Newport Bay Nature Preserve, which is one of the last pristine coastal estuaries in California and home to an abundance of unique plants and animals, including a variety of rare and endangered birds. What better way to get ready for a full day of conference education than a little morning exercise!” Meet in Lobby

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

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

8:00 AM – 9:00 AM **CAPIO Coffee Café with the Sponsors** Plaza Arbor
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 **MENTORING PROGRAM MEET-UP** Patio Room
Rachel McGuire, APR, CAPIO education and development chair and, president, RMG Communications

This meet-up is scheduled for CAPIO members who are participating in the 2019-2020 Mentoring Program. Mentoring Program participants must have signed up in advance of the conference.

Pre-scheduled
Appointments

ON CAMERA TRAINING

Pre-scheduled Individual Training Sessions by SAE Communications
Recording by TBD

PIO InSTITUTE Credit – Public Speaking (PS)

Executive
Boardroom

9:00 AM – 10:00 AM



Concurrent Breakout Session I

Disrupt the HR Humdrum: Why Talent Recruitment Should Be on Your Radar

Sarah Macdonald, communications officer, City of San Marcos and CAPIO vice president
- awards

Jenny Windle, president, JPW Communications

Communicators are working in the age of disruptors, a time that's all about changing the game for the better. Yet most settle for the status quo when it comes to employee recruitment strategies. That's a big missed opportunity. After all, agencies are only as good as the talent that they attract. This session will make the case that communicators should drive recruitment strategies, and not be afraid to re-imagine them. The City of San Marcos recently took that unorthodox approach and it has been so successful that early doubters now have full faith, even enthusiasm. Inspired by employers like Google and Airbnb, the communications officer worked with human resources and JPW Communications to launch a recruitment reboot. This included video vignettes that tugs at heartstrings; cheeky language aimed at getting a rise; and even a deep dive into the oft-overlooked and misunderstood world of LinkedIn and Glassdoor. Attendees will learn how the strategy was developed and executed; leave with practical tips and resources; and see how communicators can disrupt for the better, and even win advocates. As the deputy city manager put it, "This taught me communicators aren't just the press release people. They deserve a seat at the table when discussing key strategies."

PIO InSTITUTE Credit – Measuring Results (MR)



Concurrent Breakout Session II

Selling a Tough Message

David Ruvalcaba, administrative manager I, Orange County Department of Child Support Services

Violeta Garcia, administrative manager I, Orange County Department of Child Support Services

PIO InSTITUTE Credit – Selling the Idea (SI)

Got a tough message to sell? Join us for an overview of Orange County Department of Child Support Services' approach to building an emotional-based advertising campaign in a human services program. With the goal of raising awareness of services offered to the community, this segment highlights planning, challenges, and implementation of a multi-platform, emotional-based advertising campaign.



Concurrent Breakout Session III

Using Videos and Analytics to Revamp Up Your Social Media

Melissa Phy, multimedia designer, County of San Diego

Autumn Endara, multimedia designer, County of San Diego

PIO InSTITUTE Credit – Measuring Results (MR)

Videos and social media go hand-in-hand today. We are here to show you tried-and-true examples that kept our audiences captivated and animated, and maybe even some that fell a little flat. We will provide video ideas that will increase your audience engagement while still clearly sending out your message; show you how to use affordable equipment that will give you a twist on video perspective; how to create video captions on YouTube that you can then use for Facebook; and how to use a cheap audio tool to

enhance the quality of mobile Live Facebook videos. Plus, you'll learn how to use built-in analytics tools that will give you the results you need for great engagement.



Concurrent Breakout Session IV

Emergency Communications: Technical Solutions, Political Risks, Community Information and Lessons Learned

Ryder Todd Smith, president, *Tripepi Smith*

Susan Susan Dueñas, public safety manager, *City of Malibu*

Jordan Villwock, emergency operations coordinator, *Laguna Beach Emergency*

Matt Myerhoff, media information officer, *City of Malibu*

PIO Institute Credit – Crisis Communications (CC)

During a disaster or crisis, an agency becomes all the more vital to the health and safety of its community. Maneuvering the ins and outs of emergency communications can be tricky, and you don't want to wait until you are facing a disaster to discover major weaknesses. This session will review the myriad communication issues that face a public agency during a crisis, including notification platforms, checklist, inter-agency communications, frequency of communications, leveraging social media and pre-crisis preparation. Attendees will be provided an Execute Cheat Sheet to start their review of crisis communications preparedness.

10:00 AM – 10:25 AM

Meet Your Region:

Northern California Meet & Greet

Director-at-Large: Krista Noonan, director of strategic communications & public affairs, *CalSTRS*

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

Plaza Arbor

10:00 AM – 12:00 PM

Professional Portraits by Brant Bender Photography

Offered on a first come basis and available in a digital format.

Complimentary portraits sponsored by CAPIO

10:45 AM – 11:45 AM



Concurrent Breakout Session I

Creating Community Connections via Cross-Cultural Communications

Stacy Taylor, external affairs manager, *Mesa Water District*

Sara Fahy, public affairs manager, *Mesa Water District*

Stacy Kaszton Jones, president & founder, *La Voz Marketing*

PIO Institute Credit – Strategic Communications (SC)

This session will assist junior- to journey-level professionals in creating a cross-cultural communications campaign to connect with diverse, new audiences in their community. While the specific example provided by Mesa Water® relates to the award-winning, ***I Heart Mesa Water / Yo Amo Mesa Water*** event which engaged our Spanish-speaking and bilingual (Spanish/English) customers, the strategies and tactics used are transferable to reaching other new audiences as well. Panelists will share their experiences and specific examples in communicating with diverse audiences (i.e., other cultures, generations, etc.). Learning Outcomes:

- Why do cross-cultural communications? (vision, mission, goals & objectives)
- Targeting, determining your diverse audiences (who are they?)
- Strategies, how to reach new audiences (where are they?)
- Messaging, what to say and how to say it (transliteration)
- Creative Considerations...Be Authentic! (i.e., brand experience, graphic elements, etc.)
- Tactics & Implementation...Timing (& location) are everything!
- Evaluation—various metrics for measuring results
- Q&A can delve into budgeting, planning and research



Concurrent Breakout Session II

Digital Reputation Management for Government Agencies

Britt Ehrhardt, public health communications officer, County of Santa Clara - Public Health Department

PIO Institute Credit – Electronic Media (EM)

Your customers are reviewing you on Yelp! Your director still has their previous job and title up on LinkedIn! Crowd-sourced info about your services and hours of operation is incorrect on Google maps! Every year, expectations expand regarding the types of digital reputation management in which professional organizations engage. Keep up or risk your organization's credibility. Keep up and benefit from incredibly powerful additional spotlights on your organization's valuable work. Looking beyond the basics of owned, well-managed social media channels and websites, this session instead covers third-party sources of digital reputation such as Google and Yahoo business listings, Eventbrite, Yelp, Glassdoor, personal/professional social media of your key executives, and more. This session provides concrete, zero budget action steps any communications professional could take right now.



Concurrent Breakout Session III

Breaking the Government Training Video Mold

Alan Wang, media specialist, Contra Costa County Employment and Human Services Division

Andrew Stewart, Santa Cruz County

PIO Institute Credit – Video (VI)

The term “government training video” can instantly put you to sleep. Learn how Contra Costa County Employment and Human Services collaborated with Santa Cruz County and turned their, We Care, customer service training video into a more dramatic and believable program while drawing from employee experience and their acting talent. Learn how to properly vet a program, implement the training and even celebrate the accomplishment with a red-carpet screening.



Concurrent Breakout Session IV

The Good, the Bad & the Ugly: Lessons Learned Rebranding a County Department

Diana Rohini LaVigne, public information officer, San Mateo County Health System

Rachael Kagan, title, company

PIO Institute Credit – Branding (BR)

Want to rebrand and not sure where to start? Learn from two recent major rebranding projects in San Mateo and San Francisco counties. In this session, attendees will learn how to get started on the right foot, get your key stake holders onboard and get buy-in on a new name, logo and slogan by clients/users, other agencies/partners, staff and the general public. This panel will share their biggest challenges and solutions and some of the lessons learned. A Q & A will give participants an opportunity to address their specific concerns. Audience members will leave with branding Dos and Don'ts, timeline strategies and practical tips on things that can put your agency on the right track toward success.



Sponsor Spotlights

SPECIAL GUEST

The Honorable Diane Dixon, mayor, City of Newport Beach

BUSINESS MEETING AND PIO GRADUATION

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

Amy Williams, chief of staff to the city manager, City of Sacramento and CAPIO incoming president

LUNCHEON KEYNOTE

FACEBOOK FOR LOCAL GOVERNMENT PAGES AND LAW ENFORCEMENT: TOOLS, TIPS AND BEST PRACTICES

Eva Guidarini, U.S. Politics and Government Outreach Associate, Facebook

Eva will share insights on how your agency can use Facebook for government pages. Plus, you'll have a chance to ask your most pressing questions about using Facebook to reach your community with your messages.

1:30 PM – 1:45 PM

Sponsor Exhibits and Networking

1:45 PM – 2:45 PM



Concurrent Breakout Session I

Minding the Gap: How to Create a Lasting Message in the Instant Age

Mark Standriff, director of communications and public affairs, City of Fresno

PIO Institute Credit – Selling the Idea (SI)

Most communications workshops start and end with, What should our message be? We focus on WHAT we say instead of HOW we say it...and complicating the effort is the fact that in the Instant Age of social media, the public has become much more reactive and much less reasonable.

Concurrent Breakout Session II

The Magical Unicorn of Your Communications Tool Box: Strategic Plans

Rachel McGuire, APR, president, RMG Communications and CAPIO education and development chair

Jenny Windle, president, JPW Communications

PIO Institute Credit – Strategic Communications

Strategic plans are a lot like unicorns: Magical. A solid, strategic communications plan provides value to your skills as a communications pro and can set your agency and department up for legendary success through ensuring a road map that clearly defines objectives, strategies and tactics. During this session, you will learn how to develop a magical and measurable communications plan that sparkles at every turn.

Key take-aways:

- *How to Create a Department-wide 3-5 year Communications Plan
- * How to Create a Communications Plan for projects, programs and initiatives
- * Review of the planning process from research to measurement and everything in between
- * How to get buy-in from your agency
- * How to work with a consultant on a plan or tackle a plan in-house
- * Group exercise/brainstorm on attendees' strategic planning questions



Concurrent Breakout Session III

Creating Video in Social Media as a Community Engagement Tool

Sheri Lunn, public information officer, City of West Hollywood

Joshua Schare, communications manager, City of West Hollywood

PIO Institute Credit – Video (VI)

Online video is the future of public information and communications. New data tells us that video content on the web accounts for nearly three-quarters of traffic and reach. Leading marketing experts place video

content in 2018 at 80 percent of all internet content. As traditional sources of news are shifting, direct social media communications channels are increasingly important and video content cannot be underestimated as a way to reach community members. The City of West Hollywood has success with a variety of approaches in using video to connect to important community concerns and communicate about key policy priorities. Audiovisual storytelling, public service announcements, series webisodes, digital animations, short-form mini documentaries, and online NewsBytes, have all taken an increasingly prominent role in the City of West Hollywood’s outreach mix. Video content is also an added reinforcement for media relations and civic participation. This breakout session will provide participants with information about the City of West Hollywood, sometimes lighthearted (drag queens and flash mobs) and other times serious (homelessness and HIV/AIDS) approaches to producing and deploying video content. The session will offer real-life examples of methods and best practices to creating video, leveraging social media following, and, ultimately, capturing the attention of community members.



Concurrent Breakout Session IV

Just Add Research: Turning a Hunch Into Well-informed Decision Making

Maurice Chaney, public information officer, City of Roseville, Environmental Utilities

Amy Talbot, title, company

PIO Institute Credit – Measuring Results (MR)

Many public information and outreach programs are built upon a hunch. Sometimes they are well-informed hunches, but a hunch nevertheless. In many instances, it is all you need to be effective. But, imagine for a moment how much more powerful your program could be if it were tried up in research? Often, research is an afterthought or something that isn’t culturally important in many government organizations.

2:45 PM – 3:00 PM

Refreshment Break, Sponsor Exhibits and Networking

3:00-4:00 PM



Concurrent Breakout Session I

Storytelling the Opioid Epidemic: Using Media for Impact

Maureen De Nieva-Marsh, senior program coordinator, County of Marin - Marin Health & Human Services

PIO Institute Credit – Media Relations (MR)

Traditional print and rapid-changing social media may appear daunting, but a well-conceived media plan is crucial to ensure positive impact. Integrating print & social media into opioid epidemic prevention campaigns and activities allows public information officials to leverage a wider social network that spreads key messages, impact health decisions and influence decision makers.



Concurrent Breakout Session II

Partnering with Other PIOs for Regional Messaging/Outreach Campaigns

Angela Lowrey, public information manager, Delta Diablo

Roni Gehlke, title, company

PIO Institute Credit – Selling the Idea (SI)

Many government agencies have big community engagement goals, but small public information staffing numbers and budgets. Yet, PIOs are great networkers and many work at agencies providing similar services across a larger regional area. This creates a great opportunity to pool resources, budgets and talents to create an inclusive outreach campaign and reach more customers. In Northern California, five public agencies collaborated to undertake a regional public information campaign highlighting the damage flushable personal wipes cause in wastewater treatment process and to our environment. Using targeted messaging, media outreach, advertising, as well as, ambassador program through local stakeholders, an engaging “No Wipes In the Pipes” campaign was created. This session will share an easy to follow outreach strategy created to allow multiple PIOs to work together, including messaging, tools, lessons learned and sharing costs to reflect fiscal responsibility, expand the reach of messaging, promote the value public agencies bring to communities, while also showcasing the dedicated work of public agency personnel.



Concurrent Breakout Session III

Laugh, Learn and Live: Creating Memes, Infographics & Animated Gifs

Jason Ballman, communications manager, Southern California Earthquake Center

PIO Institute Credit – Electronic Media (EM)

Great ShakeOut Earthquake Drills began in 2008 and each year grow by millions of participants. More than 62.7 million people around the globe participated in 2018 which marked ShakeOut's 10th anniversary as a legendary year. In this workshop, you will learn how this simple earthquake drill turned into an inspiring, thoughtful, and action-based earthquake safety movement - with a small staff and limited resources. We will also present on how to adapt its campaign strategies and techniques for your own campaigns, covering the confluence of management, research, partnerships, recruitment, and communications, especially in the face of an ever-changing, multi-channel landscape. Last, but certainly not least, we will hold various activities throughout the workshop in individual and group settings that will leave you with a sense of hands-on accomplishment and real-world application and motivation - all to help you continue advancing your communications toolbox for the public good. Join us in seeing how easy it will be to start your next great campaign!



Concurrent Breakout Session IV

How to Use Niche Marketing to Effectively Reach Non-English Speakers

Carlos Velazquez, public information representative, City of San Jose

Jennie Loft, communications manager, City of San Jose Environmental Services

PIO Institute Credit – Selling the Idea (SI)

Discover how San José’s trilingual community outreach approaches can help strengthen community engagement and build credibility among the non-English speaking community. Learn how San José Environmental Services deploy specific marketing methods to engage Spanish and Vietnamese speakers on environmental programs and initiatives.

Two veteran communications experts will share their story about using traditional, non-traditional, and digital methods to reach Spanish and Vietnamese speakers.

They will talk about:

- Using GIS mapping, identify target audiences.
- Developing a message to suit the culture.
- Budget
- Employing a variety of marketing methods, media outlets.
- San José’s Junk Pickup and Illegal Dumping public education campaigns.
- Climate Smart San José, a new community-wide sustainability plan, which the trilingual community engagement methods were lauded by the U.S. Green Building Council when San José was awarded LEED for Cities Platinum certification in September 2018.
- Evaluation: data collection (digital, program stats), cost comparison, overall effectiveness.

5:30 PM – 6:30 PM

Awards Reception (*Semi-formal attire recommended*)

Plaza Arbor

Sponsors: TBD

Don’t forget to get a photo with your new CAPIO friends at our photo booth!

6:30 PM – 10:00 PM

EPIC Awards Dinner

Plaza Ballroom

Sponsors: TBD

Emcees

TBD

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 11, 2019

7:30 AM – 9:00 AM

CAPIO Coffee Café

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

9:00 AM –10:00 AM



Concurrent Breakout Session I

Lost in Translation? Steps to Launch a Bi-Lingual Communications Program

Monica Nainsztein, ideator, SpanishOne Plus

PIO InSTITUTE Credit – Strategic Communications (SC)

As of the 2016 census, California had a population of more than 39 million. Of this group age five and older, 44 percent spoke a language other than English at home. Meanwhile, nearly 20 percent of California residents are considered limited English proficient, meaning they speak English less than very well. As professional communicators, we appreciate that language barriers can prevent people from participating in civic and public life. People whose English proficiency is limited may not be able to use public services, communicate their points at a town hall meeting or understand even the most basic of public safety information. But how do we as communication pros get leadership buy-in to obtain the resources to implement the necessary tools? It's not just about adding Google translate to your website! In this interactive session, the instructor leads the session through fun exercises that address the importance of engaging non-English speakers. Equally important, participants will also leave with a five-step plan to confidently take initiative to address deficiencies in their organizations. From defining which languages to consider, to budget requests to knowledge of what tools are available such as culturally appropriate outreach, video with subtitles, apps and phone call interpretation.



Concurrent Breakout Session II

The "Perfect" Press Conference

Steve Gregory, national correspondent, iHeartMEDIA

PIO InSTITUTE Credit – Media Relations (MR)

Is it time for a press conference upgrade? Award-winning investigative journalist Steve Gregory will walk you through some steps to improve your press conference skills, from planning to prep - from execution to follow up. He'll reveal results of a nationwide survey of reporters on their top 'presser pet peeves'. And, he'll discuss the 1-3-10 model for producing the ideal press conference. And, you'll get all this great information from someone who has sat through hundreds of hours of press conferences. Expect to see visual examples of well executed press conferences and some that didn't quite make the grade. How do you handle a press conference that goes off the rails? How about dealing with aggressive reporters? Any idea the number one complaint reporters have about press conferences? Show up and Steve will tell all.

10:15 AM –11:15 AM



Concurrent Breakout Session I

They're Listening to You Now: Unlock Your Speaking Voice to Become a Better Communicator

Al Reyes, division chief, communications and media services, L.A. County Child Support Services Department

PIO InSTITUTE Credit – Public Speaking (PS)

This workshop will assist communication professionals to improve their public speaking voices by a better understanding of the mechanics and elements of good speech--articulation, breathing and resonance. This training is commonly used by serious on-air and theatre performance professionals. Attendees will be asked to participate in enjoyable breathing and vocal exercises to understand concepts. Information will be provided that explains the causes for problems like hypernasal, retracted and poor articulation vocal qualities.

Al Reyes worked as a television and radio reporter and producer in California and nationally for 20 years. As director of diversity and community relations at ABC7 in Los Angeles for five years, he was involved in the evaluation and recruitment of on-air talent for the station.



Concurrent Breakout Session II

AI & the City: How the City of Corona is Using Artificial Intelligence for Social Listening and Strategic Communications

Eyal Feder-Levy, CEO, Zen-City

Michele Nissen, city manager, City of Corona

PIO Institute Credit – Selling the Idea (SI)

How can PIOs leverage the big data revolution rather than become overwhelmed by it? The answer is in AI. As technology evolves, new tools are both replacing and enhancing traditional methods of communication - and this is actually a tremendous opportunity for city comms teams. The City of Corona is partnering with ZenCity to use social listening algorithms to better hear its residents, and then designing effective and impactful communications strategies around what's happening in Corona, in real-time. This session will introduce the audience to AI, discuss how Corona is using AI and data analytics, especially in the social media space, and explore how data analytics and technology can benefit PIOs and complement their efforts. The session will focus on using AI to communicate with residents, measure the impact of communications campaigns, hear a city, silent majority, and quantify what the public really wants. One specific case study will act as the focal point around which Corona will tell its story - when a Safe Surrender incident rocked the city. Data analytics helped the city identify and stop the spread of misinformation, design a communications strategy for engaging with residents and local media, and then track the effectiveness of this strategy.

Save the Date! April 20-23, 2020 – Hilton Santa Barbara Beachfront Resort