



2020 CAPIO Conference Agenda

Hilton Beachfront Resort, Santa Barbara ☞ June 22-25, 2020

Conference Attire: Business Casual | Awards Dinner: 20's Theme Optional

Monday, June 22, 2020

Room Sponsor:

TIME LOCATION	SESSION/EVENT
11:00 AM – 5:00 PM	Conference Registration/Information Desk
1:00 PM – 5:00 PM	<p>Pre-conference Workshop - Crisis Communications <i>(CC Credit – Crisis Communications*)</i> 1 – 2:50 pm – Crisis Communications TBD</p> <p>2:50 – 5:00 pm – Civil Unrest and Police Officer-Involved Shootings Lt. Vance Chandler, Lieutenant, Sacramento Police Department Tim Swanson, Media & Communications Manager, City of Sacramento</p> <p>Lt. Vance Chandler from the Sacramento Police Department and Tim Swanson, Media & Communications Manager, City of Sacramento, will navigate how the police department and City Hall work together during police-officer involved shootings or incident of civil unrest in a community. The coordination and working relationship between City Hall and the Police Department is key to a unified communications strategy.</p>
1:00 PM – 5:00 PM	<p>Pre-conference Workshop – Social Media Bootcamp <i>(CC Credit – Digital Media*)</i> 1 – 1:55 pm – Facebook/Instagram – Jannelle Watson, Facebook 2 – 2:55 pm – Nextdoor – Parisa Safarzaeh, Nextdoor 3 – 3:55 pm – Twitter – Tom Tarantino, Twitter 4 – 4:55 pm – Measuring What Matters: Creating Your Social Media Dashboard Report – Ryder Todd Smith, Triepi Smith, and John Barilone, Triepi Smith</p> <p>Hear directly from representatives from Facebook/Instagram, Twitter and Nextdoor. Each social media platform will have a one-hour presentation followed by a session on social media presented by Triepi Smith.</p> <p>Learn first-hand all the tips, tricks and updates to the top social media platforms and be able to ask questions directly to the presenters. Attendees loved the sessions by Facebook and Nextdoor at last year's conference, so we're excited to have them back. And this will be Twitter's first-time ever at a CAPIO conference. Then find out if your content is hitting the sweet spot and make sure you're measuring what matters with the analytics session.</p>
5:00 PM – 5:30 PM	NEW ATTENDEE ORIENTATION

Maurice Chaney, Public Information Officer, Environmental Utilities, City of Roseville and CAPIO incoming president

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
Sponsored by

6:30 PM – 9:00 PM

Explore Santa Barbara State Street / Dinner on Your Own

Explore Santa Barbara's renowned State Street where you will find amazing local cuisine and unique shops.

6:30 PM – 8:30 PM

Pre-conference Board Meeting & Dinner

Tuesday, June 23, 2020 Room Sponsors:

7:00 AM – 5:00 PM

Conference Registration/Information Desk

7:00 AM – 8:00 AM

Walking / CAPIO Community Give Back

Enjoy a great walking tour along with beach path led by, Hillary Blackerby, planning and marketing manager for the Santa Barbara Metropolitan Transit District. Grab a bag and support the community with an ocean clean-up as we enjoy the sights.

7:30 AM – 9:00 AM

CAPIO Coffee Café with the Sponsors

Sponsored by

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!

Pre-scheduled
Appointments

ON CAMERA TRAINING - PENDING

Pre-scheduled Individual Training Sessions by SAE Communications

PIO Institute Credit – Public Speaking (PS)

8:00 AM – 8:30 AM

NEW ATTENDEE ORIENTATION

Maurice Chaney, Public Information Officer, Environmental Utilities, City of Roseville and CAPIO incoming president

Bring your breakfast and meet CAPIO's incoming president while he 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

Amy Williams, Chief of Staff, City of Sacramento and CAPIO president

Tom Christensen, Communications Specialist, County of San Diego and CAPIO vice president - conference

OPENING KEYNOTE

Tia Graham, Chief Happiness Officer, Arrive at Happy

Tia Graham is an Inspirationist and the Founder of Arrive At Happy, the first-ever Los Angeles-based company with a mission of inspiring transformation through the science of happiness. Tia partners with organizations and individuals to increase their daily happiness and, in turn, increase success in all areas of their lives. She has a Certificate in Happiness Studies and a Certificate in Teaching Happiness from Harvard's Tal Ben-Shahar and The Happiness Studies Academy. Infused with compassionate, loving, hopeful, gracious energy and her bubbly sense of humor, her thought-provoking presentations incorporate music, video, audience experiences, movement and the spoken word to elevate the consciousness of the entire room. Tia uses her rich life experiences, positive mindset, open heart and love of life to guide each speaking engagement. She knows happiness leads to success in life and not the other way around. Her talks intertwine her personal stories, the science of happiness, cultural learnings, optimism and authentic passion. Audiences leave inspired and empowered to Arrive At Happy daily with actionable steps they can implement immediately.

10:15 AM – 10:45 AM

Coffee Break, Sponsor Exhibits and Networking

10:45 AM – 11:45 AM

Concurrent Breakout Sessions

Branding Your Agency – With or Without a Budget

DeDe Cordell, Communications Manager, Yuba Water Agency

Lori M. Pro시오, President, Pro시오 Communications

This session will compare case studies of branding for a government agency. Having been through this as part of the team rebranding the US Army Corps of Engineers, then leading the transformation for both Placer County and then Yuba Water Agency, DeDe Cordell will share lessons learned during her adventures in branding alongside PR partner Lori Pro시오 with Pro시오 Communications.

Communications Law and the PIO

Karen Terrill, President and Lead Trainer, Media Survival Group

You should have three tools in your communications toolbox.

1. A solid working knowledge of the laws that pertain to you and your organization.
2. An electronic file of each of those laws that you can access immediately
3. An old-fashioned hard copy of those laws, just in case.

Sound like a lot of work? Not really. In this workshop we will give you a downloadable file to get you started with the laws that empower and restrict the public and the media, starting with the all-important California Public Records Act.

Getting Ready for the Big Interview and Changing the Negative Narrative Through Media Relations

(CC Credit – Media Relations*)

Ryan Foran, Chief Communications Officer, Arcadia Unified School District

Dr. David Vannasdall, Superintendent, Arcadia Unified School District

Getting yourself or your organization's spokesperson prepared for the big interview has never been more important. This session will detail how the Arcadia Unified School District PIO worked with the District's Superintendent Dr. David Vannasdall to prepare him to make his first national television appearance on ABC 20/20 with Diane Sawyer for a special featuring Caitlyn Jenner that was seen by more than 4 million viewers. The preparation for the appearance required a meticulous media relations plan that included mock interviews, talking points, staff letters, negotiations, and difficult conversations with stakeholders. This appearance was the culminating event of the media relations strategy to reclaim the narrative and to more accurately reflect the district's role in being one of the first school districts in the country to have a complaint filed against it by the U.S. Department of Justice to ensure equal rights and access for transgender students. Through this years-long journey, the Arcadia Unified School District has grown from this experience, learning how to better work with and advocate for transgender students while also practicing effective strategies for taking the media narrative back and owning the story.

Successful Partnerships: Digital Storytelling and the Media Internship Programming

Dan Summa, Media Services Supervisor, City of Tracy

Community engagement, transparency and trending are great buzzwords that get tossed around. The challenge is how does your public agency connect and interact with the public you serve? Are you reaching all your demographics while ignoring others? This session will offer practical tips to help your agency get started with video production and how to utilize the internet to promote your videos on your agencies website, social media, and video sharing platforms (YouTube, Vimeo, etc...) Millennials want to be a part of something bigger than themselves. They are looking for opportunities to have an impact. The City of Tracy will share its successful model of integrating high school and college students into a Media Internship Program. Since 2013 over 100 students have gone through our program and the city has hired on 12 part time staff that have gone through this training.

11:50 AM – 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:

12:20 – 1:50 PM

KEYNOTE SESSION

Title

Presenter TBD, Title

2:00 PM – 3:00
PM

Concurrent Breakout Sessions

Session I

Trust Your Gut or Trust the Facts?

Trudy Raymundo, Director Public Department of Health, County of San Bernardino
Justin Bruce, Tyler Technologies

Too often, communications professionals are asked to react to a situation: a newsworthy action by a city employee, a social media gaffe, or a report by the media that casts your agency in a negative light. With little time to put together a detailed response, you typically rely on your gut instincts. But there's another way.

Join the director of public health for San Bernardino County and the former analytics lead for the City of Jackson, MS to learn simple ways to use your agency's data to cut through the noise on issues you face. The sessions is not designed for "techies," but for communications professionals who are curious about leveraging data to move discussions from the realm of opinion to that of facts. This collaborative workshop is broken into two portions.

Session II

City Storytelling in 2020: How to Improve Your Narrative with Artificial Intelligence

(CC Credit – Digital Communications*)

Allison Paisner, Customer Success Manager, Zencity

Kristyn Laurence, Public Affairs Manager, City of Elk Grove

Paul Hosley, Communications and Media Officer, City of West Sacramento

Robin Rockey, Communications Manager, City of San Marcos

Sue Jones, Public Information Officer, City of Victorville

How can cities incorporate resident feedback and sentiment into their messaging and better shape their communications strategy? Discover how the cities of Elk Grove, West Sacramento, San Marcos, and Victorville are each using Zencity's Artificial Intelligence (AI) technology to understand discourse trends, identify community pain points, and measure the effectiveness of city outreach efforts. With a more holistic data-picture of resident feedback, learn how AI can help identify the most effective channels for customized messaging and track the footprint of communications to help your city become a more data-driven organization. The session will include a brief overview of Zencity and the applications of AI in local gov. It will then launch into a city-centric panel conversation covering the challenges of messaging misalignment, social media "wildfires," and resident negativity and how these innovative cities tackled them with AI.

Session III

Beyond Branding: How to Build an Effective Key Messaging Campaign to Promote Your Organizations

(CC Credit – Community Relations*)

Louise Grasmehr, CEO, LMG Public Relations

As a PIO, you help tell the story of how your organization makes a difference in the community. But how many people outside of your agency actually know about the important work you do? Can everyone in your organization quickly describe your work, mission and values in a way that even your next-door neighbor could understand? Are you able to succinctly talk about important policies and initiatives so that policymakers, stakeholders and the media care? Beyond branding, an effective key messaging campaign can tell a story and create a narrative for your organization and its work. Used effectively, key messages help create uniformity and inform all communications methods from social media to employee recognition. In this session you will learn the tips, tools and strategies for creating proactive and impactful key messages that can be used by your organization to promote the difference you make, the important work you do every day, increase morale, and affect public policy and perception. Learning how to effectively message your work will empower your workforce and ultimately create a narrative leading to a more effective organization. A hands-on exercise will provide you with the first step you'll need to lead a messaging campaign in your organization.

Session IV

Getting to the Heart of Engagement: Orange County's Heart of SSA Campaign

(CC Credit – Community Relations*)

Laura Turtzer, Public Information Officer, County of Orange Social Services

Alyson Piguee, Public Information Officer, County of Orange Social Services

Providing comprehensive, quality service delivery to the over 1 in 4 Orange County residents served each day, the work SSA's nearly 4,400 staff collectively performs is critical to providing public benefit assistance, self-sufficiency, empowerment, a safe haven and hope to those needing it most. With changing State and Federal regulations and continuing program growth, the Agency is required to be nimble to absorb massive workloads and re-tool business practices in response. Constant change like this can be overwhelming and cause confusion, and as such, it is imperative our staff remains focused on exemplifying our values, to extend our mission and vision.

In November 2018 SSA launched "The Heart of SSA: Core Values in Action," a 12-month employee-facing campaign designed to reflect on SSA's core values to enhance staff engagement and shine a light on the excellence being pursued and achieved in order to support the individuals and families we serve across the Agency.

Learn more about this highly successful and innovative campaign and how you can easily replicate a similar campaign in your own agency, leveraging staff champions to help implement it and incurring little to no expense.

3:00 PM – 3:15 PM

Refreshment Break, Sponsor Exhibits and Networking

Session I

Power Outage Crisis Communications – Ensuring Residents are Not in the Dark (CC Credit – Crisis Communications*)

Trevor Gould, Senior Executive Analyst, City of San Jose

Rosario Neves, Director of Communications, City of San Jose

Kate Ziemba, Senior Public Information Representative, City of San Jose

Matthai Chakko, Assistant to the City Manager/PIO, City of Berkeley

Echa Schneider, Digital Communications Coordinator, City of Berkeley

October 2019 was rocked by multiple PG&E Public Safety Power Shutoff (PSPS) events in Northern California that resulted in power outages for hundreds of thousands of residents. PG&E has stated they expect these scheduled outages to occur for the next decade while they attempt to upgrade their infrastructure – therefore it is essential government PIOs become equipped with the tools and strategies to effectively communicate with their communities on this issue.

Our Speaker Session will be recapping emergency public information strategies deployed by the cities of Berkeley and San Jose to keep their large and diverse populations informed during the October 2019 PG&E PSPS events. It will cover contextual background, crisis communication strategies, reaching vulnerable and special needs populations, enlisting community members to amplify your message, analytics/results, best practices, and lessons learned.

Session II

Making Emotional Connections – Capturing the Heart of Your Agency (CC Credit – Community Relations*)

Josh Rubenstein, Public Information Director, Los Angeles Police Dept.

It's never been more important to make emotional connections with the people we are protecting and serving. Using a wide range of digital technology, we now have the ability to reach residents through unique and creativity methods. I will describe how using podcasts, video vignettes, social media posts, and one-on-one engagements will not only build trust, but also create strong emotional connections with your stakeholders. This strategy will ultimately translate into increased sentiment and powerful relationships with your community.

Session III

Putting the LOL in Government

Suzanne Bankhead, VP of client affairs, JPW Communications

Stephanie Najera, Communications Manager, City of Tustin

Jenny Windle, Founder and President, JPW Communications

Government work can be the stuff memes are made of. It's funny, often unintentionally. But when agencies embrace humor, it can actually work for them. Remember Boaty McBoatface, anyone? Or when City of Los Angeles posted this ad for a graphic designer? In the session, that's where we'll start: by sharing examples of government humor gone wrong and how to avoid them. We'll also review a thoughtful, planning process when considering using humor in communications and offer tips for earning buy-in from leadership. The session objectives include having fun, sharing laughs, learning how comedy can: make government more relatable; strengthen teambuilding internally; make your message memorable and persuasive; diffuse conflict and build trust; and foster the acceptance of new ideas.

Session IV

Talk L&R? How to Text Your Way into the Hearts and Minds of Citizens

(CC Credit – Community Relations*)

Megan Dotson, Program Marketing Manager, Granicus

Gallup polls show that texting is the dominant method of communication for Americans under 50. Are you taking advantage of this channel to enhance your connection with citizens? In this presentation, you'll learn how communicators in the public sector are using text messaging as a highly valuable and effective channel for driving citizen engagement and action.

4:30 PM – 5:30 PM

Issues Roundtables ***(CC Credit – Community Relations*)***

Roundtable I

Homelessness: Communicating with the Homeless and Your Community on a Critical Issue

Cheryl Golden, Communications Manager, City of Fremont

Anna Guiles, Management Analyst, City of Fremont

Monica Sapien, Lake Elsinore Social Work Action Group (SWAG)

Andrea West, Orange County Transportation Authority

Katrina Faulkner, Orange County Transportation Authority

This is affecting every city and region, and it's not restricted to city and county agencies. Water districts, transit agencies, fire services, and emergency planners are all involved, including communications about the issue. And how do we communicate with the homeless, what are the responsibilities of communicators? Featuring representatives from the City of Fremont, the Lake Elsinore Social Work Action Group and the Orange County Transportation Authority.

Roundtable II

Climate Change: The Role of Public Communicators in a Charged Political Environment

Liz Payne, Multimedia Producer, City of Walnut Creek,

Betsy Burkhardt, Communications Manager, City of Walnut Creek

Stephanie Chan, Creative Director, Kilter Design Agency

Drew Johnstone, City of Santa Monica Office of Sustainability and the Environment

How climate change is impacting cities, coasts, services, infrastructure, etc. Every jurisdiction is being affected, whether by rising sea levels or extreme weather. What are the roles, responsibilities, and challenges for public communicators related to climate change, especially in a charged political environment? Panelists include representatives from the City of Walnut Creek and the Kilter Design Agency.

Roundtable III

Language and Listening: How Do You Communicate with an Ever-diversifying Constituency?

Karen Boyd, *Communications Manager, City of Oakland*
Effie Milonis Verducci, *Communications Officer, San Mateo County*
Samantha Weigel, *Communications Analyst, City of San Mateo*
Jacqueline Nunez, *San Mateo County*
William Cooley, *Common Knowledge*

When working with an increasingly diverse group of constituents, some of whom have historically had less access to traditional government processes, communication becomes a critical component for building trust and growing consensus for action. Meaningfully engaging communities requires calls for considering factors related to languages, cultures, disparate viewpoints, and mixed levels of familiarity with local governance. What best practices and innovative community engagement strategies should communication professionals follow to expand public participation.

Roundtable IV

PFAS(t) and Furious: Driving the Conversation on an Emerging Contaminant

Bonnie Woodrome, *APR, Community Affairs Supervisor, Elsinore Valley Municipal Water District*
Kathie Martin, *Public Information Officer, Santa Clarita Valley Water Agency*
Rachel McGuire, *APR, president, RMG Communications*
Liselle DeGrave, *APR, president, DeGrave Communications*

Water providers across the state are faced with rapidly changing PFAS regulations at the state and federal level and communication with customers and stakeholders is essential. While water agencies aren't directly responsible for PFAS being in the water, they are left responsible for removing /treating it. Hear from Elsinore Valley Municipal Water District, Santa Clarita Valley Water Agency, RMG Communications and DeGrave Communications.

5:30 PM – 6:30 PM

EXHIBITOR MIXER & RECEPTION

6:30 PM – 8:30 PM

Restaurant Evening

Open evening but we welcome you to check out the Funk Zone, Santa Barbara’s most vibrant and upcoming neighborhoods, home to art studios, culinary eats, wineries and much more!

Wednesday, June 24, 2020
Room Sponsors:

7:00 AM – 8:00 AM

Morning Yoga

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.

7:30 AM – 8:30 AM

2019-2020 CAPIO Board of Directors Meeting

7:30 AM – 5:00 PM

Conference Registration/Information Desk

7:30 – 9:00 AM

CAPIO Coffee Café with the Sponsors

8:00 AM – 9:00 AM

NEXTDOOR MORNING START UP

Dan Parham, *Head of Public Agencies, Nextdoor*

For the first-time ever, CAPIO is having a breakfast keynote speaker. We're calling it the Nextdoor Morning Start Up. Dan Parham, the Nextdoor Head of Public Agencies, will offer guidance in using the platform to connect with your residents and answer your questions.

Dan Parham is Nextdoor's Head of Public Agency. Nextdoor's Public Agency platform empowers thousands of city, county, state, and federal agencies to communicate more effectively with their constituents. Our purpose is to help public agencies build stronger and safer communities.

In 2010, Dan co-founded Neighborland, a communications platform that empowers government agencies, real estate developers, and civic organizations to collaborate with the public in an accessible, participatory, and equitable way. As a social enterprise, Neighborland has worked with over 200 government agencies, universities, foundations, and nonprofits across the U.S. and Canada. Over 3,000,000 residents participated on Neighborland, and these projects have yielded over \$3 billion in social and economic impact.

8:30 AM – 8:50 AM

MENTORING PROGRAM MEET-UP (pending)

9:00 AM – 10:00 AM

Concurrent Breakout Sessions

Session I

Making the Most of Your Newsletter Assignment

(CC Credit – Writing*)

Maia Carroll, Communications Coordinator, Monterey County

Alan Wang, Media Relations Specialist, Contra Costa County

Creating the right newsletter for your intended audience whether it's the community or employees. Has a newsletter been added to your responsibilities? Tips and tricks to get it done whether you have a lot or a little time. Make the most of your newsletter content throughout all your outreach platforms.

Session II

Online Engagement Basics to Advanced: A Speed Course in Tricky Topics

(CC Credit – Digital Media*)

Caity Belta, Engagement Manager, Bang the Table

Maya Amichai, Planning Technician, City of Vacaville

Glean tips on how to manage community engagement surrounding some of the toughest topics in California's local government landscape: affordable housing, land use and marijuana—just to name a few! The City of Vacaville will share their journey through these topics, emphasizing their use of online engagement as a part of their overall strategy. We will also explore a mechanism for stopping the rumor mill by creating a one stop shop to answer questions from the public. Using the IAP2 Spectrum for Public Participation, we will iterate the value of knowing why you are engaging and what you plan to do with the results as "Engagement 101." From there, we will move to more advanced tips and tricks to handle the most divisive topics effectively. Participants will leave with 10 tips for setting up divisive topics successfully in the online space; best practice examples will be shown to highlight the most critical among them.

Session III

Advanced Best Practices for Social Media Community Management

(CC Credit – Digital Media*)

Rochelle Germano, Managing Principal, Circlepoint

Alex Sabo, Senior Project Associate, Circlepoint

Kaylee Weatherly, Public Information Officer at Long Beach Water Department

Morgan Venter, Program Coordinator at Long Beach Water Department

Make the most of each social channel - we will share specific strategies for leveraging each of the "big 5" social platforms (Facebook, Twitter, Instagram, YouTube and LinkedIn). Participants will learn to understand the formats, audiences, strengths and limitations of each platform. Proactively engage, manage and grow your following - we will provide tips and tools for creating and using editorial calendars, response protocols, and follower growth campaigns. We share successes such as the "Share Your 30" contest we developed for the San Francisco Bay Trail and lessons learned from handling crisis communications for San Jose Water.

Session IV

From Fires to Floods to Power Shutoffs, How Disasters Have Changed the Way We Communicate

(CC Credit – Crisis Communications*)

Melissa Valle, Communications and Engagement Coordinator, Sonoma County;

Jennifer Larocque, County of Sonoma

We would like to speak about how disasters have changed the way the County of Sonoma communicates with its residents. From responding to the Sonoma Complex fires in 2017, to historical Russian River floods in 2019, to the recent Kincadee fire, we have learned and adapted to better engage and communicate with our residents.

10:00 AM – 10:25 AM

Meet Your Region:

Northern California Meet & Greet

*Northern CA Director-at-Large: **Pam Allen**, Marketing and Communications Manager, City of Roseville*

Central California Meet & Greet

*Central CA Director-at-Large: **Thomas Reeves**, Public Information Officer, City of Modesto*

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

10:00 AM – 2:00 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 Sessions

Session I

How to Execute a Branded Outreach Campaign

(CC Credit – Community Relations*)

Andrea Mora, Public Affairs Representative, San Diego County Water Authority

Litsa Tzotzolis, Public Affairs Representative, San Diego County Water Authority

One of the most successful outreach campaigns, known as Faces of the Water Industry, has helped humanize the water industry in the San Diego region by highlighting water and wastewater industry employees and the important work that they do every day to deliver safe and reliable water supplies. This is an expansion of California Water Professionals Appreciation Week that can work for agencies statewide. With a focus on design and social media, learn how this outreach campaign has evolved over time, lessons learned, and tools and resources to successfully plan and execute a branded outreach campaign.

Session II

Capturing Engaging Photos for Social Media

(CC Credit – Photography*)

Joseph Zumbo, Media Production Technician, Central San

Photography is one of the most effective means of communication for social media and print because of how engaging content can be. But their effectiveness relies on how good a photo is, or better yet, how not boring it can be. Cell phones are great because they put quality cameras at our fingertips, but in this seminar, I will focus on teaching methods for capturing iconic moments. It's inconceivable to teach PIOs every function on a camera in a 1-2-hour session but discovering potential character in a photograph is more important than technical knowledge. Gone are the days of workers standing around posing or these shoulder to shoulder group photos. We need to interact and engage with our customers, which involves photographers following the action, we're taking pictures of opportunities. I plan to utilize last year's CAPIO Photograph of excellence award to break down the tactics I used to capture that moment. How to properly balance a photo with people, the work they're performing, and the atmosphere in the environment. This seminar will help bring mundane photos to life and showcase the value a public utility provides to its customers.

Session III

Communicating Through the Unexpected and Unprecedented

(CC Credit – Crisis Communications*)

Rene Carmichael, Community Outreach Coordinator, City of Poway

Jessica Parks, Public Information Officer/Management Analyst, City of Poway

Nicole Dailey, Assistant to the City Manager, City of Lake Elsinore

Brooke Federico, County of Riverside Public Information Officer, Riverside County

In just the last year, the City of Lake Elsinore suffered through four emergency, crisis situations. Each of these events were slightly different and presented unique and different communication challenges and opportunities. In a world of instant communication today, City staff with the support of management and elected officials decided to try new and different ways to engage and calm the community. Co-hosted with the County PIO, we will share lessons learned during these crisis' and what to expect, what our roles were, and emphasize the importance of working together during a crisis.

Session IV

Getting Personal Time Back: How Automated WebChat and SMS Chat can Help the PIO Get Their Personal Time Back

Bratton Riley, CEO, Citibot

Jay Warren, Director of Communications and Legislative Affairs, City of Arlington, TX

As connectivity through social media evolves, the local government reacts by putting more responsibility on the PIO's shoulders. What was a busy day job has now turned into a 24/7 role as residents' expectations for responsiveness increase and local government asks the PIO to figure it out. We have these interactive customer service tools with our bank, our preferred airline, and tech companies; come see how local governments from across the country are using the chatbot to increase connectivity, enhance customer service, build trust and confidence in the local government, and yes, taking the workload off the PIO!

11:45 AM – 1:45 PM

Luncheon and CAPIO Business Meeting
Sponsor Spotlights:

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

1:45 PM – 2:00 PM

Sponsor Exhibits and Networking

2:00 PM – 4:00 PM
(Refreshment break at 3 pm)
Learning Lab I

LEARNING LABS

Crisis Communications Planning *(CC Credit – Crisis Communications*)*

Scott Summerfield, Principal, SAE Communications
Sheri Benninghoven, APR, principal, SAE Communications

Whether a fire, flood, mass shooting or crisis of confidence, ongoing communication with your community and stakeholders is essential. There is a great deal of planning that needs to happen before you face a crisis, but continuing communications responsibilities are often overlooked. Once the initial crisis communication efforts have taken place, there is still a lot of outreach to do following an incident - which can go on for weeks or even months. You will hear about real-life case studies, tips for navigating your crisis, and have an opportunity to share experiences with your peers and learn from those who have experienced crises of all types.

Learning Lab II

The Perfect Press Conference

Steve Gregory, National Correspondent / Consultant, IHeart Media

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.

Learning Lab III

Plain Language *(CC Credit – Writing*)*

Valerie Walston, Owner, 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.

Learning Lab IV

Smartphone Video Workshop *(CC Credit – Video*)*

Mike Watson, Video Approach

Join 7-time Emmy Award-winning, veteran video producer Mike Watson as he walks you through creating compelling social media video using your smart phone.

5:30 PM – 6:30 PM

Awards Reception *(Thematic 20's attire or semi-formal suggested)* *Sponsored by our Diamond Sponsors:*

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 *Sponsored by our Diamond Sponsors:* **Emcees**

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, June 25, 2020

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 Sessions

Session I

Earning and Keeping the Trust of Leadership

(CC Credit – Ethics and Communications Leadership*)

John Gillison, City of Rancho Cucamonga

Francie Palmer, President, Palmer Consulting

Spend some time hearing from and talking with two successful communicators with an effective partnership for many years, at the highest levels, the Rancho Cucamonga City Manager John Gillison and retired Communications Manager Francie Palmer as they share strategies and methods to assist you in building and keeping trust with leadership to enhance your career.

Session II

Bridging the Gap Between Education and Change

Lori Olin, Manager of Customer Experience Communications, Transportation Corridor Agencies

What happens when you need to educate 1.5 million tolling accountholders and get them to embrace a change in technology when people are, in general, resistant to change (and know surprisingly little about their account)? Knowledge does not equal behavior change. Why do we think the key to change is education? Rather than flood accountholders with information, The Toll Roads used community-based social marketing as a researched-based method to remove barriers and encourage positive behavior change in an 18-month change communications and education campaign.

By segmenting accountholders into distinct groups, we were able to create specific messages and determine what platforms would have the highest resonance with accountholders. The Toll Roads then partnered with cities, local chambers of commerce and community organizations and went out into the community with presentations, videos, community events and more that would have the greatest impact while on a limited budget.

10:15 AM – 11:15 AM

Concurrent Breakout Session

Session I

Communications for All: Simple Shifts = Big Impacts for Disability Inclusion

Shannon Mulhall, Americans with Disabilities Act Coordinator, City of Fresno

Mark Standriff, Director of Communications and Public Affairs, City of Fresno

Disability inclusion is a nuanced yet critical element of public information and communication. Through this session participants will explore disability appropriate messaging, best practices for integrating sign language interpreters during crisis communications, and how to use multiple modalities for more effective outreach to community members with disabilities. Hands on activities will include practice crafting appropriate social media messaging and logistics for working with sign language interpreters. Discussion will also include how to host and promote accessible events, curating accessible multimedia content, and how to lay the groundwork for policies on accessible communication. Participants will leave this session with a better understanding of the critical need for disability inclusion and how simple shifts can produce big impacts for disability inclusion.

Session II

PIO as Publisher: Storytelling in the New Media Age

(CC Credit – Writing*)

Ryan Burris, Chief Communications Officer, Capistrano Unified School District

Bill Rams, Cornerstone Communications

The changing media landscape presents unprecedented challenges – and opportunities. One school district and several Southern California police departments have created their own media channels,

employing former journalists and creating award-winning content. The content is reaching millions of people, generating social media buzz and engagement and forcing the mainstream media to take note. It's also helping get key messaging directly to key stakeholders in ways that educate, entertain and delight. Is this the new frontier in public-agency communications?

Save the Date! April 2021 at the Resort at Squaw Creek in Olympic Valley