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**Speakers:**

**Sheri Benninghoven, APR**  
Principal, SAE Communications



**Scott Summerfield, Principal**  
SAE Communications



**Kathie Martin, PIO**  
Santa Clarita, Valley Water Agency



**John Pope, Public Information Manager**  
City of Newport Beach



**Prices**

Free for CAPIO Members and  
Non-Members

Contact information:

info@capio.org  
or call 1-844-CAPIO55

## “Strategic Ask Us Anything- Communicating and Managing During and After the Crisis”

**Thursday, April 2**

**From your Desktop**

Noon – 1:00 p.m.

As the COVID-19 pandemic continues to evolve, California’s public-sector communicators are charged with managing internal and external communications to ensure multiple audiences are informed through using ongoing, consistent messaging and tone across a variety of platforms.

With new information on this global crisis emerging by the hour, it is imperative that your agency is seen as a trusted source of information by communicating with authenticity, transparency, agility and speed.

We have invited four seasoned communicators, each a recipient of CAPIO’s prestigious Paul B. Clark Award, to service as our expert panel: Scott Summerfield and Sheri Benninghoven, APR, principals of SAE Communications; Kathie Martin, PIO at SCV Water; and John Pope, Public Information Manager at City of Newport Beach, during this webinar to get your crisis communications questions answered.

The “Ask Us Anything” webinar will give CAPIO members the opportunity to candidly ask questions and receive real-world crisis advice on such topics as:

- How to stay in front of the crisis
- Best practices for creating and implementing a strategic crisis communications plan
- How to handle media inquiries
- How to communicate with key internal and external audiences
- How to maintain mental health and self-care during a long-term crisis
- How to develop easy to understand messaging for multiple audiences
- Tips and tools to effectively manage video, social media, media relations and more
- Lessons learned

*Can’t make the call? Please submit your questions to [info@capio.org](mailto:info@capio.org) by 5 p.m. on Wednesday, April 1. Questions may be answered as part of this webinar.*

**Webinars can be watched live or after the webinar via recording.  
All registrants are provided with a link to the recording.**