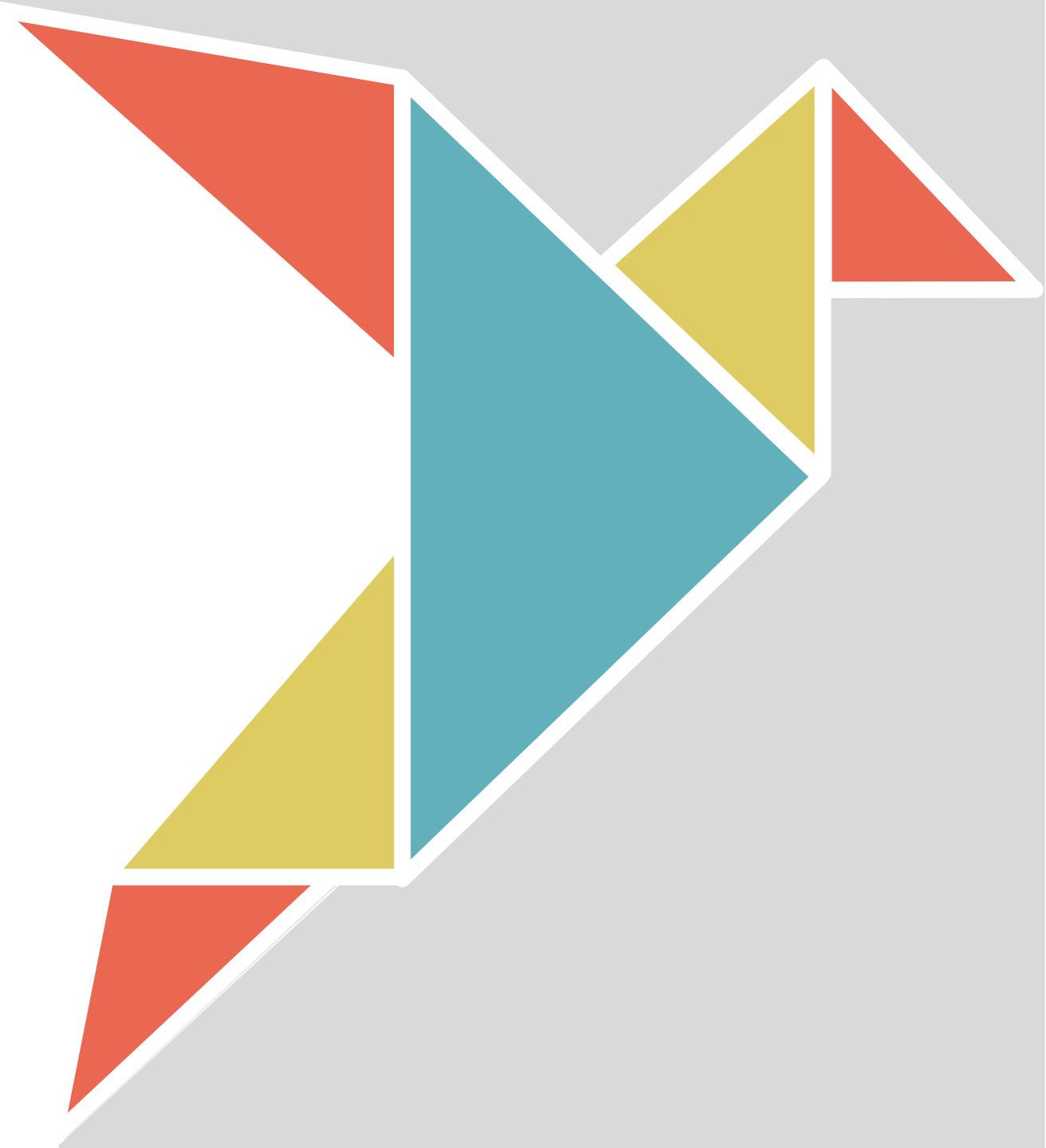




# Tips for Making Your Award Entry EPIC

Free Informational Webinar  
January 28, 2020 | 11 AM to 12 PM



# Welcome



**TERESA COLLINS**

*CAPIO Vice President, Awards*

**Communications Manager, City of Escondido**



# Today's Panelists



**SARAH MACDONALD**  
*CAPIO Communications Chair*  
Director of Strategic Communications  
Western Municipal Water District



**KRISTA NOONAN**  
*CAPIO Treasurer*  
Chief Communications Officer  
Modesto City Schools



**BRIAN JACOBSON**  
*2019 Best of Show Winner*  
(Large Population)  
Public Information Officer  
City of Roseville



# Keys to Success Webinar - AGENDA

- Overview
- Entry Process
- From the Judges Perspective
- Tips from Award Recipient
- Awards Timeline and Entry Fees
- The EPIC Awards Gala
- Questions and Contact Information



**Teresa Collins**  
CAPIO Vice President, Awards  
Communications Manager  
City of Escondido  
[tcollins@escondido.org](mailto:tcollins@escondido.org)



# This Year



- **APPLY** entry portal new in 2019 elevated the entrant and judges' experience
- **29 Entry Categories**
- **Judges exchange with TAMIO (Texas Association of Municipal Information Officers)**



**Teresa Collins**  
CAPIO Vice President, Awards  
Communications Manager  
City of Escondido  
[tcollins@escondido.org](mailto:tcollins@escondido.org)



# Awards Program Overview



- **Entry Process**
- **Award Levels**
- **Category Overview**
  - 3 primary categories with a total of 29 sub categories to enter your agency's best work
  - Selecting the right category for your entry



**SARAH MACDONALD**  
*CAPIO Communications Chair*  
Director of Strategic Communications  
Western Municipal Water District



# From the Judges' Perspective



- 100 point scale
- What a judge is looking for
- Judge Exchange with TAMIO
- Advice For Your Entry
  - The Importance of the Narrative: Research/Planning, Results Measurement, Implementation Overview, Results and Evaluation, Budget Information
  - Selecting the right category is key
  - Other perspectives from a judge



**KRISTA NOONAN**

*CAPIO Treasurer*

Chief Communications Officer  
Modesto City Schools



# JUDGING SCORING BREAKDOWN – 100 PT SCALE



## Research

(25 points) Situation analysis and more background on what research methods were used to define the target audience and support your business case. Keep in mind, it doesn't need to be formal research, but it should be valid and quantifiable to define your target audience and support your planning efforts.



## Planning

(25 points) Define your goals/objectives/strategy/tactics to reach success. Provide info on the budget and as much info on the planning process "behind-the-scenes" prior to implementation.



## Implementation

(25 points) Provide info on how your planning strategy was executed, what tools were used. Be sure to include details on any consultants' roles.



## Evaluation

(25 points) It's all about the metrics to measure your success. How did this fulfill the strategy and goals that were outlined in the Planning section? What was your "measure" of success and how did you determine that you attained it? Try to include specific metrics whenever possible. It's also good to breakdown your budget again and that you adhered to it.



# Insights from a Best of Show Award Recipient

- Use all your communication skills
- Don't forget the basics
- Make it simple for the judges
- Bring it home



**BRIAN JACOBSON**  
*2019 Best of Show Winner*  
(Large Population)  
Public Information Officer  
City of Roseville



# Insights from an Awards Recipient



“The City of Roseville was at a crossroads.”



# Insights from an Awards Recipient

City of Roseville  
"EngageRoseville"  
Most Innovative Communications

## Community Priorities Advisory Committee (CPAC):

This 20-member committee representing stakeholder groups and residents met for nine months to review the General Fund budget and make recommendations about service-level priorities.

Each meeting included extremely detailed presentations about economic and General Fund budget outlooks or individual department services and costs.

All of the presentations and educational materials were placed on the [EngageRoseville.com website](http://EngageRoseville.com) for easy public access.



Every meeting was streamed live on YouTube and our city website. Because the meetings were held at different locations in the city to invite resident participation, each live stream broadcast required complete set up and tear down of the broadcast equipment.

There were more than 2,200 live or on-demand views of the set of meetings.

The Community Priorities Advisory Committee produced a [53-page set of recommendations](#) that was included in the report presented to the Roseville City Council in April 2018.



City of Roseville  
"EngageRoseville"  
Most Innovative Communications

## Balancing Act:

Balancing Act is an online gamification of the General Fund budget we used to gather input on service-level priorities by requiring users to close a \$2 million budget gap in order to submit their budgets. As with all of our efforts, it was open to everyone.

Because municipal government budgets can be extremely detailed and laden with jargon, we spent weeks working to present the material in an easily understood yet informative and useful way. This aligns with our guiding principle to simplify. Even so, this was a more complex avenue to gather input.

The application is designed to allow the allocation of funds using a set budget amount. However we customized the application so that participants had to cut already allocated funds to close an operational budget gap. Using the percentage changes in different groups of city services, we were able to develop a list of service priorities.

We received 322 submissions in two weeks. Roseville had 2 ½ times the national participation rate for this application. [The results can be seen here.](#)



City of Roseville  
"EngageRoseville"  
Most Innovative Communications

## Direct mail:

We created two direct-mail educational flyers. Each was sent to all 59,000 households in Roseville.

The first was a four-page flyer created and sent in February 2018 to outline the budget issues, set the stage for the year's outreach, correct some misconceptions in the community, and call attention to our efforts to gather public input.

It included a short narrative with centerfold infographics to simply illustrate our main message points. This aligns with our guiding principles of engage everyone, educate and simplify.

The four-page flyer follows this page.

The second flyer was produced and sent in October 2018 to present facts about the sales tax measure and city finances, and increase outreach for our two open-house information sessions. The design tied into elements from our Budget Education video which we were featuring heavily on social media. The front and back of the October flyer are below.

**MEASURE B**  
Protecting Roseville's Public Safety, Roads, and Essential Services Measure

**Open House Information Sessions**  
6-8 p.m.  
Monday October 15 (Riley Library) | Tuesday October 16 (Madsu Community Center)

**8 FACTS ABOUT THE CITY'S FINANCES**

- The City has been making budget cuts for the past 10 years that haven't been fully recoverable to the public - new budget cuts will become increasingly inevitable.
- Absent new revenue sources, the City will be forced to reduce services further to fit within available funding.
- Changes in consumer spending habits, such as the growth of online shopping, are slowing the city's sales tax revenue.
- So in the shift to buying services like movie streaming and take-out food (and more), DVDs and lawn mowers (sawd).
- The City's reduced staffing by 30% per capita since 2007 and made significant cuts to salaries and benefits.
- The City reduced pension benefits for new hires more than 5 years ago.
- Roseville receives just one cent of the 7.25 cents per dollar paid in sales tax. The rest goes to the state and county.
- Roseville receives only 10% of the amount properly to be paid by homeowners. The rest goes to the state, county and school districts.

**8 FACTS ABOUT MEASURE B**

- After a year of community input, the Roseville City Council unanimously voted to place Measure B on the November ballot.
- Measure B would provide \$16 million to \$18 million annually in needed funds to help prevent further cuts to Roseville's essential services.
- Essential services protected include police, fire, fire protection, emergency response, transit, street and parking repair, libraries, parks and recreation.
- All of the revenue generated from Measure B is legally required to stay in Roseville and can't be taken by the State.
- It requires strict accountability, independent citizen oversight, and independent financial audits.
- 60% of the City's sales tax revenue comes from retailers and businesses.
- A typical household in Roseville would pay about \$100 more in sales tax. A \$100 purchase would cost 10 cents more.
- The income of the voters Measure B does not change the City's legal obligation to pay pension costs.

For more information about Measure B, the budget, and the community's priorities visit:  
[Roseville.ca.us/MeasureB](http://Roseville.ca.us/MeasureB)



# Insights from an Awards Recipient



CAPIO 2019 EPIC AWARDS

City of Roseville  
"What's Happening in Roseville" video series  
Digital Communications – Video Production – Series

As local media organizations continue to reduce staff and coverage, it is imperative that local governments fill the information void with accurate, compelling content important to their residents, businesses and visitors.

In the fall of 2017 with the upgrade of our city website, we branded our updated city news bureau "What's Happening in Roseville". It features a more image intensive display and news from our 15 different departments in one central location. An image of the webpage is below on the left. [You can view the webpage online here.](#)

We carried the brand into our bi-weekly electronic newsletter, a digest of our more important stories sent to more than 11,000 subscribers. An image of it is below on the right. [The entire e-newsletter can be seen here.](#)



The next step was to carry the brand into video. Video storytelling is becoming more of a necessity for effective community outreach and communication. Video remains, by far, the most valuable and engaging content across social platforms.

- Consumers of our messages retain 95% of a message when they watch it on video compared to 10% when reading it.
- Social media video generates 1200% more shares than text and images combined.
- Videos on Facebook increases end user engagement by 33%

We also felt it was important to cultivate and engage a younger audience with our important messages. Young adults (those ages 18-29) with internet access are among the most voracious video viewers. Three in four wired young adults (76%) report online consumption of video.



In the summer of 2018 we began our "What's Happening in Roseville" video series.

It features monthly, 90 to 120 second video news digests hosted by an engaging on-camera personality.

Each month, we feature 3-4 visually appealing or otherwise important news headlines in an easily digestible format.

We took a vlogging structure and format and brought it to government communications. The videos have a purposeful personality and brand voice designed to be engaging to the younger audience we are looking to reach.

The series is also designed to showcase single story video news stories in either hosted or non-hosted format.

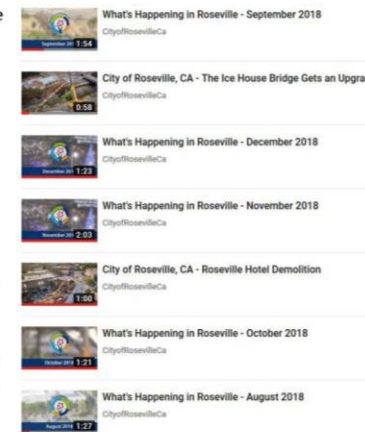
An example of both hosted and non-hosted formats are included in our playlist for your review.

Our submission playlist also includes five monthly news digests installments.

[The videos and playlist can be viewed here.](#)

The videos in the series have been produced completely in house with no additional budget allocation.

Hosted on our city's YouTube channel on the city's Facebook page, the seven videos in our series have been viewed more than 33,500 times.



These are the links embedded in the text and images above in case they are needed.

[www.roseville.ca.us/news/what\\_s\\_happening\\_in\\_roseville](http://www.roseville.ca.us/news/what_s_happening_in_roseville)

<https://content.govdelivery.com/accounts/CAROSEVILLE/bulletins/211c393>

<https://www.youtube.com/playlist?list=PLk5KSh-TTCu4XBoYkCLYsdWs-KICKJT8e>





## Content

Well-written and compelling two-page narrative to convey the “why” behind your program’s purpose and “how” your tactics successfully fulfilled your goals. **This is your story, tell it.**



## Quality

Always review your entry before submitting. Poor spelling and/or grammar may reflect negatively when compared to other entries. Be sure to display graphics/ screenshots within your entry’s PDF after the narrative.



## Metrics/Results

It’s important to show your success and highlight the outcome of your project. Be sure to clearly outline your budget, any costs (or indicate none), and related data metrics.

# Awards Timeline



## **Award Entry Period:**

- NOW through February 21, 2020
- Finalists notified: March 23

## **Entry Form Online:**

[www.CAPIO.org](http://www.CAPIO.org)

## **Early Bird Pricing Ends February 7, 2020:**

- CAPIO Members = \$115 per entry
- Non-Members = \$165 per entry
- Prices increases for any entries received February 8 through February 21, 2020



## Seaside Speakeasy April 22, 2020:

- 6:30 – 10 p.m.
- Included in conference registration fee
- Can purchase additional tickets for just the gala on the CAPIO website (\$135 per ticket)
- Come dressed to impress!
- Delicious dinner, awards presentation, dancing, time to connect!



## QUESTIONS WELCOME

**Teresa Collins**  
**Sarah Macdonald**  
**Krista Noonan**  
**Brian Jacobson**

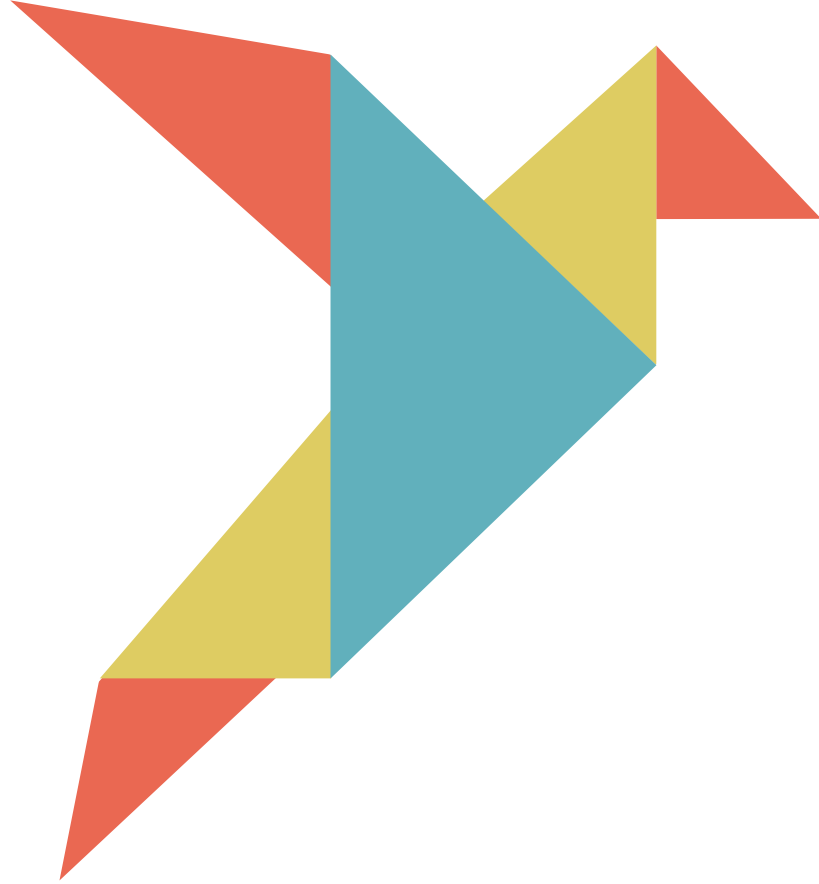
[tcollins@Escondido.org](mailto:tcollins@Escondido.org)  
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[BJacobson@roseville.ca.us](mailto:BJacobson@roseville.ca.us)





**THANK YOU!**

**QUESTIONS?**





ADVANCING PUBLIC SECTOR COMMUNICATORS



The **California Association of Public Information Officials (CAPIO)** is the leading statewide organization dedicated to **advancing public sector communicators across all levels of government.**