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
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• 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)
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
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

<table>
<thead>
<tr>
<th>Research</th>
<th>Planning</th>
<th>Implementation</th>
<th>Evaluation</th>
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<tbody>
<tr>
<td>(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.</td>
<td>(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.</td>
<td>(25 points) Provide info on how your planning strategy was executed, what tools were used. Be sure to include details on any consultants’ roles.</td>
<td>(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.</td>
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• Use all your communication skills
• Don’t forget the basics
• Make it simple for the judges
• Bring it home
“The City of Roseville was at a crossroads.”
Insights from an Awards Recipient

Community Priorities Advisory Committee (CPAC):

This 20-member committee representing stakeholder groups and residents met for over 10 months to review the General Fund budget and make recommendations about service-level priorities.

Each meeting included extensive 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 Roseville’s Online website for easy public access.

Balancing Act:

Balancing the online publicization of the General Fund budget we used to gather input on service-level priorities by requiring users to close a $1 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 boring with jaunty, we spent weeks working to present the material in an easily understandable format and color 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 2,230 live or on-demand views of the set of meetings. The Community Priorities Advisory Committee produced a 3-page set of recommendations that was included in the report presented to the Roseville City Council in April 2020.

Every meeting was streamed live on YouTube and our city’s 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 2,230 live or on-demand views of the set of meetings. The Community Priorities Advisory Committee produced a 3-page set of recommendations that was included in the report presented to the Roseville City Council in April 2020.

Direct mail:

We created two direct mail educational flyers. Each was sent to all 55,000 households in Roseville.

The first was a four-page flyer released in February 2019 to educate the budget issue, set the stage for the year’s outlook, connect some misconceptions in the community, and call attention to our efforts to gather public input.

It included a short narrative with an “infographic diagram” 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 2019 to present the facts about the sales tax measure and city finances, and increase outreach for our two open-houses Information Sessions. The design took elements from our budget education video which we were featuring heavily on social media. The front and back of the October flyer are below.
 Insights from an Awards Recipient

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 stories 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 is 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.

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/CA000/emails/715b393](https://content.govdelivery.com/accounts/CA000/emails/715b393)
[https://www.youtube.com/playlist?list=PL4205c7b7d5341551](https://www.youtube.com/playlist?list=PL4205c7b7d5341551)
**WHAT TO INCLUDE**

**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

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

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definition
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Krista Noonan
Brian Jacobson

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THANK YOU!

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