



Communicating a Crisis: Cal EMA Media Chief and PIO of the Year Tina Walker

Thursday

July 14

11:30 a.m. – 1:00 p.m.

USC State Capital Center

1800 "I" Street

Join us July 14 to hear dynamic messaging strategies (and hands-on stories) from SiOC's 2011 PIO of the Year, Tina Walker.

Walker, a state leader in emergency public information and crisis communications, is Chief of Public Information and Media Relations at the California Emergency Management Agency. She has been on the frontline for the most stressful and trying disasters in California's recent history, including the deadly Los Angeles Station House fire and the San Bruno pipeline explosion.

At the lunch hour meeting Walker will discuss how you can perform solid PIO work and lead crisis communication efforts, big and small.

Register at sioc.clubexpress.com is open now! Cost for the session, including lunch, is \$15 for members and \$20 for non-members. No shows will be billed.

Become a SiOC member today at sioc.clubexpress.com.

Proceeds benefit SiOC's Stephan Brophy Memorial Scholarship.

Food and Parking

Delicious lunch by Old Soul. RSVP at sioc.clubexpress.com to pick your favorite box lunch.

Metered street parking. Pay parking lots on I and J Streets by the "Bread Store."