



**California State Information Officers
Council**

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News Release

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The 2006 State Information Officers' Council Announces Awards for Excellence in California State Government Communications

SACRAMENTO- At their annual awards banquet Thursday night, members of the California State Information Officers Council, recognized the excellent work of their peers. Particularly recognized were Sgt. Evan Williams, of the California Highway Patrol (CHP), who was voted the Public Information Officer of the Year for 2005; and Freda Radich, who won the highest honor, a Lifetime Achievement Award. In all 20 awards were given in eight categories.

“These awards honor the ingenuity, creativity and professionalism of California’s information officers,” said State Information Officers’ Council (SiOC) President Fran Clader. “Often working within tight budget constraints and optimistic goals, these individuals contribute personal spirit and SiOC is proud to hallmark them.”

Public information officers bridge the divide between the public and the state government. Freda Radich relished that role. Radich served as an information officer for 24 years before retiring last year. She served at several state agencies and departments and garnered a multitude of awards for public education campaigns. The SiOC board received many nominations for Radich and each spoke of her professionalism, warmth and integrity.

PIO of the Year went to Sgt. Evan Williams. In September 2005, Governor Arnold Schwarzenegger directed CHP to deploy to Louisiana in the aftermath of Hurricane Katrina. The CHP’s mission began as search and rescue and evolved into general law enforcement. Sgt. Williams traveled with the CHP’s Special Operations Team (SOT) and served as the department’s primary spokesman in Louisiana. He was immediately thrust in front of worldwide attention, with constant and persistent media demands.

Award categories included writing, reports, publications (to include newsletters, magazines, brochures) audio visual production, graphics, special projects (to

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include posters, promotional devices, calendars, slogans), media relations, and websites. The Department of Transportation netted the most awards taking home four plaques, followed by the Department of Water Resources and the Franchise Tax Board with three each.

“The quality and creativity displayed by all the entrants was truly amazing,” continued Clader. “Each year I am truly awed by the outstanding work produced by information officers throughout the state.”

For a complete list of award winners and other information about SiOC, please go to <http://www.ca-sioc.org>.

SiOC is a nonprofit, professional organization run by communications professionals who volunteer to provide a venue for information officers to network, share trends and advance the profession. SiOC seeks volunteers to run next year's competition.

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