



FOR IMMEDIATE RELEASE:
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Anne Staines, President

News Release

California agencies win 51 honors in SIOC's 2009 Awards for 'Excellence in State Government Communications'

SACRAMENTO — The California State Information Officers Council (SIOC) honored 20 state agencies with 51 awards in recognition of “excellence in state government communications” at its annual awards ceremony May 14 in Sacramento. Television host, producer, and writer of the Emmy-winning Sutter Health "LifeStages" for KCRA/KPIX, Beth Ruyak, served as emcee for the event. The Department of Consumer Affairs earned the most silver and the most gold awards (four each). Top honors for career achievement went to Ms. Roni Java, Public Information Officer I with the California Integrated Waste Management Board, who was awarded the Lifetime Achievement Award; and to Ms. Terry Thornton, Public Information Officer II with the California Department of Corrections and Rehabilitation, who was named statewide “Public Information Officer (PIO) of the Year.”

“The SIOC Awards honor top achievements in state government communications,” said SIOC President Anne Staines. “Regardless of the medium or the message, State information officers and other communications officials wear many hats and accomplish an amazing array of tasks in getting the word out to the public about valuable State programs and services. From writers and editors to spokespeople, designers, event planners and analysts, no two jobs are alike and their work influences every aspect of life in California to one degree or another. It’s a privilege to pay tribute to our colleagues’ talents, their ingenuity, and their commitment to excellence.”

Independent judging was provided by prominent Sacramento-area public relations, media, and design professionals, who are neither members of SIOC, nor associated with the council. Proceeds from the SIOC Awards entry fees and the ceremony – as well as the council’s monthly meetings and programs – help fund two annual scholarships for students at CSU Sacramento who are working toward communications, English or and journalism degrees at California State University, Sacramento.

Ms. Terry Thornton was named PIO of the Year for outstanding achievement in public information service to the State of California and to the Department of Corrections and Rehabilitation (CDCR). Terry is widely respected as one of the most experienced public information officers at CDCR, and is arguably one of the busiest spokeswomen in the state. She is the lead PIO who handles and directs media responses to issues dealing with CDCR’s most high-profile unit, the Division of Adult Institutions (the prison system).

Terry fields hundreds of calls every month from state, national and international media, as well as overseeing media responses by public information officers at 33 state prisons. She has been a public information officer at CDCR since September 1998. In the past year, Terry was front and

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center on major issues such as in-cell integration, CDCR's solution to a class action lawsuit that went to the Supreme Court alleging the department was segregating and housing inmates by race. She also handled a major issue that generated international media interest – the request for compassionate release for Manson Family member inmate Susan Atkins, who was diagnosed with cancer. During 2008 Terry was responsible for key issues ranging from the FBI's investigation of offenders involved in domestic terrorism, the release of inmate and former SLA member Sara Jane Olson from prison, the Prison Rape Elimination Act, transgender inmates, visiting for registered domestic partners, prison gangs, lawsuits, valley fever, inmate overcrowding, and inmate rehabilitative programs. Her ability to present complex issues in layman's terms is regarded as a true talent and asset to her department.

Ms. Roni Java was recognized for more than 18 years of outstanding dedication serving the State of California with SIOC's highest honor, the Lifetime Achievement Award. Roni has served as lead Public Information Officer throughout her career at many departments, including the State and Consumer Services Agency; the Governor's Office of Emergency Services; Cal/EPA's Integrated Waste Management Board & Department of Toxic Substances Control; and the California Employment Development Department. She is a multi-talented communications professional and has served the State with an unusually broad array of skills and services, including as spokesperson; strategic media planner; writer, editor, photographer, photo editor; event designer; web and publications expert; and project manager.

Roni has also served the State Information Officers Council (SiOC) for most of her career. Her most recent positions on the SiOC Board of Directors have been President in 2006; Immediate Past President in 2007; Program Chair in 2005; and Awards Chair in 2008 and 2009.

In honoring her, SIOC president, Anne Staines noted that "although Roni's professional excellence more than qualifies her for the 2009 SiOC Lifetime Achievement Award; it is her selfless advocacy for PIOs that stands out above all. Her willingness to share her insights, contacts, and time with anyone who wants to work, or move up, in Communications makes her one of the greatest role models state government has ever seen."

The 2009 SIOC honorees are: (more information and details at www.ca-sioc.org)

NEWS RELEASE —

Gold Award: California Public Utilities Commission

OPINION —

Gold Award: California Public Utilities Commission

Silver Award: California Conservation Corps

FEATURE —

Gold Award: California Department of Consumer Affairs

Gold Award: Department of Fish and Game

Silver Award: California Department of Consumer Affairs

SPEECH —

Gold Award: Office of the State Fire Marshal

Silver Award: California Public Utilities Commission

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ANNUAL REPORT —

Gold Award: California State Teachers Retirement System

Silver Award: California Public Utilities Commission

Silver Award: Office of the State Fire Marshal

SPECIAL REPORT —

Gold Award: Fair Political Practices Commission

NEWSLETTER —

Gold Award: State Water Resources Control Board

Silver Award: Victim Compensation & Government Claims Board

Silver Award: Superior Court of California, County of San Francisco

Honorable Mention: California State Teachers Retirement System

Honorable Mention: California Department of Corrections and Rehabilitation

Honorable Mention: Department of Fish and Game

Honorable Mention: Department of Toxic Substances Control

Honorable Mention: State Parks

MAGAZINE —

Gold Award: Department of Fish and Game

Silver Award: California Department of Consumer Affairs

BROCHURE —

Gold Award: Victim Compensation & Government Claims Board

Silver Award: California Air Resources Board

SPECIAL PUBLICATION —

Gold Award: California Department of Consumer Affairs

Silver Award: Department of Fish and Game

Silver Award: California Public Utilities Commission

TRAINING DVD —

Gold Award: California Department of Corrections and Rehabilitation

OUTREACH & EDUCATION DVD —

Gold Award: California Department of Corrections and Rehabilitation

Silver Award: California State Teachers Retirement System

PUBLIC SERVICE ANNOUNCEMENT —

Gold Award: California Highway Patrol

Silver Award: California Integrated Waste Management Board

BRAND IDENTITY PACKAGE —

Gold Award: Franchise Tax Board

Silver Award: Department of Consumer Affairs

PHOTOGRAPHY —

Gold Award: Caltrans

Silver Award: Franchise Tax Board

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PROMOTIONAL DEVICE —

Gold Award: California Energy Commission

Silver Award: California Office of Traffic Safety

POSTER —

Gold Award: Caltrans

CALENDAR —

Gold Award: Department of Consumer Affairs

Silver Award: California Energy Commission

EVENT —

Gold Award: Franchise Tax Board

Silver Award: Department of Consumer Affairs

PUBLIC-PRIVATE PARTNERSHIP —

Gold Award: California Office of Traffic Safety

MEDIA KIT —

Gold Award: Fair Political Practices Commission

MEDIA CAMPAIGN —

Gold Award: California Office of Traffic Safety

Silver Award: Caltrans

WEB SITE —

Gold Award: California Department of Corrections and Rehabilitation

Silver Award: Fair Political Practices Commission

BEST BANG FOR THE BUCK —

Gold Award: Department of Consumer Affairs

PUBLIC INFORMATION OFFICER OF THE YEAR

Ms. Terry Thornton, California Department of Corrections and Rehabilitation

LIFETIME ACHIEVEMENT AWARD

Ms. Roni Java, California Integrated Waste Management Board, Office of Education and the Environment

The 2009 State Information Officers Council Board of Directors includes:

President	Anne Staines, ProProse Social Marketing Solutions
Vice President	Simeon Gant, First 5 California
Treasurer	Regina Brown Wilson, State Board of Education
Secretary	April Oakley, Department of Health Care Services
Scholarship Chair	Ronald Owens, California Department of Public Health
Program Co-Chair	Jeanie Esajian, CALFED Bay-Delta Authority
Program Co-Chair	Carol Robinson, California Energy Commission
Awards Chair	Roni Java, California Integrated Waste Management Board
Immediate Past President	Sarah Dalton, California State Library

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2009 SIOC Awards Announced

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The State Information Officers Council (SIOC) is a nonprofit organization offering professional development and networking opportunities for public information officers throughout California. In addition to its annual communications awards competition, SIOC raises funds to provide scholarships for college students majoring in journalism, communications, and public information management. For membership and other information, please visit www.ca-sioc.org.

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