



FOR IMMEDIATE RELEASE:
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Jeanie Esajian, President

News Release

California agencies win 63 honors in SIOC's 2011 Awards for 'Excellence in State Government Communications'

SACRAMENTO — The California State Information Officers Council (SIOC) honored 13 state agencies with 63 awards in recognition of “excellence in state government communications” at its annual awards ceremony May 24 at the Delta King Riverboat in Sacramento. The California Department of Fish and Game received the most honors, winning 21 awards. Ken August, from the Department of Public Health, received the prestigious “Lifetime Achievement Award.” Tina Walker, from the California Emergency Management Agency, was awarded the statewide “Public Information Officer of the Year” award.

“The quality of work exemplified by the 2010 awardees was truly remarkable in in the face of many challenges,” said Jeanie Esajian, SiOC President. “This speaks to the professionalism and tenacity of the state's Information Officers in continuing to break new ground in the field of government communications.”

The top career honor, **SiOC's Lifetime Achievement Award**, went to **Ken August**, a Public Information Officer at the California Department of Public Health. As a PIO and Deputy Director for the nation's largest state health department for the last 24 years, August served as spokesman and managed high profile national, state and local media and advertising campaigns.

Well-known media relations activities coordinated by August include bio-terrorism, childhood obesity, food-borne illness outbreaks and Medi-Cal and nursing home regulation issues. In his capacities, August briefed senior executives for and managed successful interviews with CNN, PBS News Hour, The Today Show, CBS 60 Minutes, national newspapers and other major media outlets.

As the department's Emergency Preparedness/Risk Communications Advisor, August was instrumental in the response to the 2009 H1N1 flu pandemic, the 2010 pertussis outbreak and the 2011 radiation scare from Japan's nuclear disaster. Other communication crisis efforts include the response to SARS (Severe Acute Respiratory Syndrome) and the West Nile virus.

Tina Walker was named statewide **PIO of the Year** for outstanding achievement in public information service with the California Emergency Management Agency. Walker has earned this recognition for her outstanding accomplishments during some of the most trying disasters in California.

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SiOC Awards/2

Walker has the ability to remain focused during stressful catastrophes. In January, while a powerful storm pounded California, Walker coordinated a statewide 24-hour Joint Information Center. This was the first of two Presidentially-declared disasters last year to which she responded. Minutes after an earthquake shook Imperial County, Walker began emergency operation activities to assist residents and local and state officials. During a natural gas explosion on September 9 in San Bruno, California, she pulled together a team of Public Information Officers and headed to the scene to coordinate media response.

As a featured speaker and trainer throughout the state, Walker is a leader in disaster preparedness. She has provided free training workshops and led the agency in aggressively expanding education.

Following are the 2011 SiOC honorees:

2011 SiOC honorees

Lifetime Achievement Award

Ken August
California Department of Public Health

PIO of the Year

Tina Walker
California Emergency Management Agency

News Release

Honorable Mention

Under the Influence of Recession: BOE Answers the Question, "Do People Drink More During an Economic Downturn?"
California State Board of Equalization

News Release

Honorable Mention

Beneficial Bats Battle Bad Image...and a New Threat
Kyle Orr
California Department of Fish and Game

News Release

Silver Award

As Whooping Cough Illnesses Rise, CDPH Urges Vaccination
Office of Public Affairs
California Department of Public Health

News Release

Gold Award

Wildlife Experts Issue Warning About Controlling Rodent Pests with Poison
Dana J. Michaels
California Department of Fish and Game

MORE

SiOC Awards/3

Opinion

Silver Award

Green Rails, Quiet Rails

Alicia McGee

Amy Norris

CalRecycle

Opinion

Gold Award

Cougar Population Declines

Kirsten Macintyre

California Department of Fish and Game

Feature

Honorable Mention

Southern Sea Otters: Stuck in Recovery

David A. Jessup and Dana J. Michaels

California Department of Fish and Game

Feature

Honorable Mention

Understanding the Predator-and-Prey Relationship

Harry Morse

California Department of Fish and Game

Feature

Honorable Mention

Through the Gates of Spenceville Wildlife Area

Kyle Orr

California Department of Fish and Game

Feature

Honorable Mention

A Spirit of Cooperation: 20 years of Prevention in California

Alexia Retallack, OSPR

California Department of Fish and Game

Feature

Honorable Mention

Guarding the Port of Entry

Carol Singleton, OSPR

California Department of Fish and Game

Feature

Silver Award

California Ink: Be Safe With Body Art

Laurel Goddard

Department of Consumer Affairs

MORE

SiOC Awards/4

Feature

Gold Award

The Dating Game: Determining Freshness Takes More Than Just a Glance

Jean Bricarello

Department of Consumer Affairs

Annual Report

Gold Award

BOE 2008-09 Annual Report Quadfold

California State Board of Equalization

Newsletter

Silver Award

Office Visits

Victoria Stehl

David Byrnes

Office of Statewide Health Planning and Development

Newsletter

Gold Award

The Unsung Hero of Communications

Board Buzz, BoardList and CompConnection

Public Affairs Team

Victims Compensation and Government Claims Board

Magazine

Silver Award

Consumer Connection Fall 2010

Lisa Kinetz

Laurel Goddard

Jean Bricarello

Allen Grigg

Department of Consumer Affairs

Magazine

Gold Award

Outdoor California January-February 2010

Troy Swauger

California Department of Fish & Game

Brochure

Gold Award

Consumer's Guide to Healthcare Providers

Lisa Kinetz

Jean Bricarello

Department of Consumer Affairs

MORE

SiOC Awards/5

Special Publication

Gold Award

“Confronting the Challenge: Climate Change”

Outdoor California September-October 2010

Troy Swauger

California Department of Fish and Game

Training DVD or Documentary

Gold Award

Public Safety Wildlife Video

Mark Lucero

Doug Updike

Harry Morse

California Department of Fish and Game

Outreach & Education DVD

Honorable Mention

FOTEP: An Opportunity to Succeed

Cassandra Hockenson, Scott Sabicer, and Eric Owens

California Department of Corrections and Rehabilitation

Outreach & Education DVD

Honorable Mention

What Wardens Do: Marijuana Eradication

Patrick Foy and Matthew Elyash

California Department of Fish and Game

Outreach & Education DVD

Honorable Mention

Preventing the Spread of Chronic Wasting Disease

Patrick Foy and Matthew Elyash

California Department of Fish and Game

Outreach & Education DVD

Silver Award

Green Roads :60

Public Affairs Office

Alicia McGee

Amy Norris

Local Assistance and Market Development Division

Bob Fujii

Nate Gauff

Piper Miguelgorry

Kyle Pogue

CalRecycle

Outreach & Education DVD

Gold Award

Reaching Our Green Future

Vonnie Madigan

David Gerberding

California State Teachers' Retirement System

MORE

SiOC Awards/6

PSA

Gold Award

Just Check it :30

Alicia McGee

Mark Oldfield

CalRecycle

Brand Identity Package

Honorable Mention

GoED

Carol Stover

Department of Consumer Affairs

Brand Identity Package

Honorable Mention

Get Across 80 Logo

Caltrans, District 3 and Katz & Associates

Brand Identity Package

Silver Award

Virtuosity>CalSTRS Powered by You

Vonnie Madigan

Lynette Blumhardt

Veronica Espinoza

Kim Tackett

California State Teachers' Retirement System

Brand Identity Package

Gold Award

Putting the Brand on CalVCP

Public Affairs Team

Victims Compensation and Government Claims Board

Photography

Gold Award

Mountain Lion Capture

Harry Morse

California Department of Fish and Game

Promotional Device

Silver Award

Get Across 80 Tote Bag

District 3

Caltrans

Promotional Device

Silver Award

Warden Stamp

Meredith Fleener

California Department of Fish and Game

MORE

SiOC Awards/7

Promotional Device

Gold Award

“I’m with the Band” T-Shirt
Meredith Fleener
California Department of Fish and Game

Poster

Honorable Mention

Foot Health Awareness Month
Will Floyd and David Byrnes
Office of Statewide Health Planning and Development

Poster

Silver Award

Could the Gulf Happen Here?
Alexia Retallack
OSPR
California Department of Fish and Game

Poster

Gold Award

Security & Disclosure
Marketing & Multimedia Services
Franchise Tax Board

Calendar

Silver Award

2010 Outdoor California Calendar
Meredith Fleener
California Department of Fish & Game

Calendar

Gold Award

2011 Energy Calendar
California Energy Commission

Event

Honorable Mention

Delta Clean Up
Alicia McGee, Mark Oldfield, and Amy Norris
CalRecycle

Event

Silver Award

2010 Holiday DUI Enforcement Kickoff Press Conference
California Office of Traffic Safety

MORE

SiOC Awards/8

Event

Gold Award

Just Check Campaign
CHP Safe Winter Driving Media Event
Alicia McGee
Mark Oldfield
CalRecycle

Public-Private Partnership

Gold Award

Office of Traffic Safety & Raley's Public-Private Partnership
California Office of Traffic Safety

Media Kit

Gold Award

Media Resources "One Stop Shop"
California State Board of Equalization

Media Campaign

Honorable Mention

Your Responsibility Regarding Use Tax
California State Board of Equalization

Media Campaign

Silver Award

California's 2010 "Click It or Ticket" Seatbelt Enforcement Campaign
California Office of Traffic Safety

Media Campaign

Gold Award

"Cash for Appliances" Media Campaign
California Energy Commission

Website

Honorable Mention

Find Your Board of Equalization Board Member
California State Board of Equalization

Website

Honorable Mention

California Clean Energy Workforce Training Program Website
California Energy Commission, Olena Bilyk, Brandon Chapin, Len Davisson, Chris Graillat, Ron Schlichting

Website

Honorable Mention

Get Across 80 Website
Caltrans, District 3 and Katz & Associates

MORE

SiOC Awards/9

Website

Silver Award

CalSTRSBenefits.us

Vonnie Madigan

Chad Christman

California State Teachers' Retirement System

Website

Gold Award

Cash for Appliances

California Energy Commission

Internet Outreach

Gold Award

Youtube.com Tutorials: ReadyReturn, CalFile, and Access My FTB Account

Marketing & Multimedia Services

Franchise Tax Board

Social Media

Silver Award

Social Media in Government Communications

Public Affairs Team

Victims Compensation and Government Claims Board

Social Media

Gold Award

California OTS Facebook Page

California Office of Traffic Safety

Other Web Resources

Silver Award

Board of Equalization Goes Mobile with Two New Apps

California State Board of Equalization

Other Web Resources

Gold Award

California Outdoors Q & A Column

Carrie Wilson

California Department of Fish and Game

Best Bang for the Buck

Silver Award

CalFile: Free California Taxes Online – California Couples

Marketing & Multimedia Services

Franchise Tax Board

MORE

SiOC Awards/10

Best Bang for the Buck

Gold Award

The State of the Flu and Other Immunization Issues

Norma Arceo

Ken August

Jason Baker

Melinda Beer

Matt Conens

Teri Hodges

Al Lundeen

Candace Marty

Ralph Montano

Ronald Owens

Autumn Padilla

Michael Sicilia

Jennifer Wong

California Department of Public Health

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.

The 2011 State Information Officers Council Board of Directors includes:

President	Jeanie Esajian, Managed Risk Medical Insurance Board
Vice President	Jennifer Turner, Department of Mental Health
Treasurer	John Barrett, Franchise Tax Board
Awards Chair	Yvonne Stewart-Buchen, Retired Information Officer
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Program Chair	Sarah Dalton, State and Consumer Services Agency
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Scholarship Chair	Ron Owens, California Department of Public Health
Membership Chair	Monica Nainsztein-Rodriquez, SpanishOne Translations
Immediate Past	Ron Owens, California Department of Mental Health

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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