



California State Information  
Officers Council

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P.O. Box 188372, Sacramento, CA 95818-8372

[www.ca-sioc.org](http://www.ca-sioc.org)

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**FOR RELEASE:**  
May 13, 2015

**CONTACT:** (916) 795-2178  
Lisa Kunz, President

## News Release

### SiOC Names 2015 “Excellence in State Government Communications” Honorees

SACRAMENTO — The California State Information Officers Council (SiOC) honored more than 15 state agencies with 48 “Excellence in State Government Communications” awards at its annual ceremony on May 13, 2015. SiOC received more than 120 entries this year with a heavy focus in audio visual productions and social media. Department of Consumer Affairs and CalPERS won the most honors, followed by the Department of Fish and Wildlife. Armando Botello, now Deputy Director of the Department of Motor Vehicles was named Public Information Officer of the Year, notably for his contributions to the communication plan for implementing the issuance of driver licenses for undocumented Californians, Assembly Bill 60 (AB 60). The Lifetime Achievement Award was given to Alexia Retallack from the Department of Fish and Wildlife who has served the State of California in public information since 1996. The 2015 SiOC Stephan M. Brophy Scholarship winners Santa Victorio and Avery Hulog will each receive \$1,000 towards their degrees in public communication.

"As we honor the 2015 SiOC award recipients, we also celebrate the ingenious and quick-thinking professionalism of everyone in State communications," said SiOC President Lisa Kunz. "These awards recognize the remarkable and diverse efforts of dedicated individuals and organizations working to make our State a safer, healthier, and more informed place to live. Congratulations to this year's honorees."

The State Information Officers Council (SiOC) is a nonprofit organization offering professional development and networking opportunities for those who work as and with State information officers throughout California. In addition to its annual communications awards competition, SiOC raises funds to provide scholarships for CSU, Sacramento college students majoring in journalism, communications, and public information management.

Independent judging for the awards was provided by prominent Sacramento-area public relations, media, and design professionals, who are neither members of SiOC, nor associated with the Council.

For a full list of 2015 Excellence in State Government Communications awards winners and information about SiOC membership, go to [www.ca-sioc.org](http://www.ca-sioc.org).

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**California State Information Officers Council (SiOC)  
Excellence in State Government Communications  
2015 Awards**

**Stephan M. Brophy Scholarship**

Santa Victorio  
Avery Hulog

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**Public Information Officer of the Year**

Armando Botello  
California Department of Motor Vehicles

**Lifetime Achievement Award**

Alexia Retallack  
California Department of Fish and Wildlife

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**CATEGORY 1 – Writing**

News Release

Silver

CalSTRS Commits to Increase in Clean Energy and Technology Investments  
California State Teachers' Retirement System  
Gretchen Zeagler- Project Manager, External Affairs

Gold

Red-Legged Frog Named State Amphibian  
California Department of Fish and Wildlife  
Dana J. Michaels

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Feature  
Honorable Mention  
Nightingale's Call  
California Department of Fish and Wildlife  
Kirsten Macintyre

Silver  
Inside California's Emerald Triangle  
California Department of Fish and Wildlife  
Harry Morse

Gold  
Candy...or Pill?  
California Department of Consumer Affairs  
June Vargas

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Speech  
Silver  
All Staff Forum – CEO Address  
California Public Employees' Retirement System  
CalPERS Office of Public Affairs, Internal Communications

Gold  
California MADD Awards Speech  
Office of Traffic Safety  
Chris Cochran

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Script  
Gold  
DMV Centennial Kick-Off Video  
California Department of Motor Vehicles

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## **CATEGORY 2 – Reports**

Annual Report

Gold  
California Office of Traffic Safety Annual Performance Report  
California Office of Traffic Safety

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Special Report

Gold  
California Board of Registered Nursing 2014-17 Strategic Plan  
California Department of Consumer Affairs  
Kari Keating

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### **CATEGORY 3 – Publications**

#### Newsletter

##### Silver

Inside CDCR

California Department of Corrections and Rehabilitation

Don Chaddock, William Enfield

##### Gold

PERSpective Newsletter

California Public Employees' Retirement System

CalPERS Office of Public Affairs

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#### Magazine

##### Silver

Consumer Connection Spring 2014

California Department of Consumer Affairs

Laura Kujubu, Carol Stover, Cristina Valdivia-Aguilar, June Vargas, Monica Vargas, Lisa Stratton

##### Gold

January/February 2014 Issue, Outdoor California

California Department of Fish and Wildlife

Troy Swauger

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#### Brochure

##### Silver

Subcontractors & Drop-Off Points: Guidelines for Registering

California Department of Consumer Affairs

Cesar Altamirano, Laura Kujubu

##### Gold

Telemarketing Scams: What to Know Before You Pick Up the Phone

California Department of Consumer Affairs

Kari Keating, Laura Kujubu

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#### Special Publication

##### Honorable Mention

Special Centennial Volume of California Fish and Game

California Department of Fish and Wildlife

Vernon C. Bleich, Debra Hamilton, and Associate Editors

##### Silver

Member Kits

California State Teachers' Retirement System

Bao Tran Bui- Art Director

Christie Frentzel- Editor, Project Manager

Margaret Behan- Manager, Marketing and Publications

Gold  
CalPERS Long-Term Care Application Kit  
California Public Employees' Retirement System  
Jeanie Esajian and Irina Staley

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#### **CATEGORY 4 – Audio-Visual Productions**

Video: Training or Education

Silver

Educating Physicians on Prescribing

Medical Board of California

Cassandra Hockenson: Executive Producer, Bryce Penney: Photographer/Editor,

Cesar Victoria: Production Assistant

Gold

Board of Behavioral Sciences- Apply for an Associate Clinical Worker Registration in CA

Department of Consumer Affairs and Board of Behavioral Sciences

Cristina Valdivia Aguilar, Bryce Penney

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Video: Outreach or Marketing

Honorable Mention

CALPIA Overview

California Prison Industry Authority

Chuck Pattillo, Michele Kane, Jeff Baur, Alan Barrett

Silver

CalPERS Long Term Care: "Myth versus Fact" Video

California Public Employees' Retirement System

Bill Madison, Brian Black

Gold

CalFile in 3 Easy Steps

Franchise Tax Board

Marketing and Graphic Services

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PSA, Commercial or Podcast

Silver

Prescription Drug Abuse Prevention Public Service Announcement

California State Board of Pharmacy

Joyia Emard, California State Board of Pharmacy; Bryce Penney and Cesar Victoria,

Department of Consumer Affairs

Gold

Prescription Drug Abuse PSA: "One Pill Can Kill"

Medical Board of California

Cassandra Hockenson: Executive Producer, Bryce Penney: Photographer/Editor, Cesar

Victoria: Production Assistant

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## **CATEGORY 5 – Graphics**

Infographic

Gold

CALFIRE One Less Spark Campaign Infographic Series

ProProse/Glass Agency on behalf of CALFIRE

CALFIRE, ProProse

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Brand Identity Project

Silver

BOE Online Services Campaign

California Board of Equalization

Gold

California State Board of Psychology Project

California Department of Consumer Affairs

Kari Keating, Carol Stover

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Photography

Silver

The Road Home

Veterans Home of California, Yountville

Terri Meorado

Gold

Mattress Burn Test- BEARHFTI

California Department of Consumer Affairs

Cesar Altamirano

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## **CATEGORY 6 – Special Projects**

Poster

Silver

CalPERS Our Promise Campaign Kick-Off Event Poster

California Public Employees' Retirement System

CalPERS Office of Public Affairs

Gold

I Can Afford College Campaign Display at the State Capitol

California Community Colleges Chancellor's Office

Office of Communications

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Calendar

Gold

2014 Calendar

Franchise Tax Board

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Event  
Silver  
CalPERS Cultural Diversity Photo Exhibit  
California Public Employees' Retirement System  
CalPERS Office of Public Affairs, Internal Communications

Gold  
CalVet Reunited Pearl Harbor Survivor with Sunken Ship's Flag  
California Department of Veterans Affairs  
Carolyn Ballou

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### **CATEGORY 7 – Media Relations**

Media Kit  
Gold  
CalPERS Board Election Toolkit  
California Public Employees' Retirement System  
CalPERS Office of Public Affairs

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Media Campaign  
Honorable Mention  
Communications Plan for Assembly Bill 60 (AB60)  
California Department of Motor Vehicles

Silver  
Fix50 Public Outreach Campaign  
CalTrans, ProProse

Gold  
California Sea Otter Fund 2014 Campaign  
California Department of Fish and Wildlife  
Dana J. Michaels

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### **CATEGORY 8 – Internet Communications**

Website

Silver  
Inside CalPERS  
California Public Employees' Retirement System  
CalPERS Office of Public Affairs, Internal Communications

Gold  
"I Can Afford College" Campaign Website  
California Community Colleges Chancellor's Office

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Social Media Outreach  
Silver  
12 Days of Use Tax  
California Board of Equalization

Gold  
DMV Social Media Outreach  
California Department of Motor Vehicles

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Mobile Site & App  
Gold  
SiOC Mobile Website  
California Energy Commission  
Kevin Kidd

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Webinar and Live Web Event  
Gold  
Autonomous Vehicle Workshop  
California Department of Motor Vehicles

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**CATEGORY 9 – Best Bang for Your Buck**

Best Bang for Your Buck  
Silver  
California Outdoors Q & A  
Department of Fish and Wildlife  
Carrie Wilson

Gold  
DMV Busts Disabled Placard Abusers on ABC's 20/20  
Department of Motor Vehicles