



STATE OF CALIFORNIA
EDMUND G BROWN JR., Governor

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*****Media Release*****

VCGCB's Public Affairs Team Recognized for Outstanding Communications Efforts

Annual State Information Officer's Council Recognizes the Best in State Government

Sacramento, CA – The Victim Compensation and Government Claims Board (VCGCB) is pleased to announce the Public Affairs division has been recognized with several prestigious awards from the State Information Officers Council (SiOC). The awards banquet, held on May 24 at the Delta King Riverboat in Sacramento, honored the best of the best in State Government Communications for 2010.

The following awards were submitted on behalf VCGCB's California Victim Compensation Program (CalVCP). Each entry represents the commitment, dedication and overall pride the Public Affairs team has for their work.

- **Newsletters - Gold Award** "The Unsung Hero of Communications"

For this category, VCGCB entered both of its newsletters, BoardBuzz (internal) and CompConnection (external). The entry demonstrated how the team transformed each newsletter into a vibrant exciting digital document that can be easily updated and managed while conveying important program information to various stakeholders. Along the way, it continuously grew its readership.

- **Brand Identity Package - Gold Award** "Putting the Brand on CalVCP"

For Branding, the Public Affairs team created a new visual identity for its high profile Victim Compensation Program which was based on the easy to identify acronym – [CalVCP](#) (previously, it was branded "Victims of Crime Program"). This winning re-branding effort communicated the new image with a sleek, colorful logo design, incorporated in an array of print and multimedia products. The branding was also presented at events, and is prominently featured on the Board's external website and intranet.

- **Social Media - Silver Award** "Social Media in Government Communications"

For this entry, the team showcased how it's using a variety of platforms, including [Facebook](#), [Twitter](#), [Flickr](#), [LinkedIn](#) and [YouTube](#) to effectively communicate and engage with victims, stakeholders and other government organizations on a daily basis. In 2010 alone, VCGCB's Facebook "Fans" increased over 750% and Twitter "Followers" grew by 60%. Overall, its engagement with stakeholders has become a central part of its communications program, announcing events, workshops, and executive speaking engagements in real-time.

"Being acknowledged by SiOC speaks volumes to the quality of work and creativity that our team produces on a daily basis to communicate with victims, stakeholders and the general public," said Jon Myers, Deputy

Executive Officer, VCGCB. “The use of new media and the commitment to creative communications has paid off and I could not be more proud of this extraordinary team.”

More information on the awards banquet can be found [here](#).

The California Victim Compensation Program (CalVCP) provides compensation for victims of violent crime who are injured or threatened with injury. Among the crimes covered are domestic violence, child abuse, sexual and physical assault, homicide, robbery, drunk driving and vehicular manslaughter.

Nearly a third of all CalVCP applicants involve domestic violence and sexual assault-related claims. Last year, CalVCP paid out over \$97 million in financial assistance to victims of violent crime, covering the costs of doctors’ bills, mental health counseling, burial, and emergency relocation.

For more information about CalVCP visit www.calvcp.ca.gov.

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About VCGCB’s Programs:

Founded in 1965 and celebrating 45 years as the nation’s first victim compensation program, the California Victim Compensation Program (CalVCP) provides compensation for victims of violent crime who are injured or threatened with injury. Among the crimes covered are domestic violence, child abuse, sexual and physical assault, homicide, robbery, drunk driving and vehicular manslaughter. CalVCP has paid over \$2 billion to victims of crime since its inception.

The Government Claims Program (GCP) helps resolve claims against State agencies and employees for money or damages. In most cases, a person who is considering suing the state is required to first seek an administrative remedy by filing a claim with the GCP. Typical claims involve state vehicle accidents, contract disputes, outdated State checks and damage to property. The GCP is self-funded, supported by a \$25 filing fee and a surcharge paid by state agencies on approved claims.