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Rachel McGuire, APR honored with Communicator of the Year Award
Recognizing extraordinary success in the field of communications

RIVERSIDE, March 31, 2016 –Rachel A. McGuire, a seasoned, award-winning public agency communications professional, will receive the California Association of Public Information Officials (CAPIO) 2016 Communicator of the Year Award. This prestigious honor is bestowed to a CAPIO member who has demonstrated extraordinary success in 2015 for a program, project or year-long communications efforts as a public information professional, and McGuire is the third recipient of the award. McGuire has been serving as a public information officer at Western Municipal Water District (WMWD) for the past four years. She will be recognized at the 2016 CAPIO Annual Conference in Lake Tahoe on Wednesday, April 13.

“It is hard to find someone who better exemplifies the best attributes of public service than Rachel,” said CAPIO President C.L. Lopez. “Her passion and commitment to excellence in service, transparency and accountability set the bar high. CAPIO is proud to honor Rachel with this award.”

In her role at Western, she oversees WMWD’s comprehensive media relations and communications programs, which reach nearly 1 million people in Riverside County. In 2015, Rachel successfully managed the outreach and media relations for three long-term crisis management efforts: the California drought, El Nino and high-profile expansion at one of the District’s water treatment facilities. She also championed the district’s successful, award-winning rebranding effort and implemented a new website that is mobile responsive and has an updated newsroom page to reflect today’s 24/7 news and information environment.

In addition, McGuire received the prestigious Accreditation in Public Relations (APR) certification from the Universal Accreditation Board in December 2015. She enjoys giving back to her profession and is the past president of the CAPIO board where she was instrumental in helping the organization reach new heights. She has served on the board since 2008 and continues to serve as an emeritus member. She currently resides in Murrieta with her husband, Morgan.

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About CAPIO:

The California Association of Public Information Officials (CAPIO), www.capio.org, is a statewide membership non-profit organization serving public sector communications professionals by providing California-focused education and networking which helps members and agencies develop and advance on the belief that good government requires good communicators.

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