



Mono County **Public Information Officer** Update

ROLE OF THE PUBLIC INFORMATION OFFICER (PIO)
MONO COUNTY BOARD OF SUPERVISORS

April 14, 2026





About Caporusso Communications

- * Public affairs & strategic communications
- * Government communications and crisis messaging
- * Serving California counties and rural communities

Meet The Team

Full-service communications support | Strategy, media, digital, design, coordination | One contract = full team access



Kristy Babb

Client Services Director



Justin Caporusso

President & CEO



Svenja Lyon

Creative Director

Why Contract PIO Services

- * Cost-effective
- * Scalable support
- * Consistent, professional messaging
- * On-call services
- * Central communications hub
- * Accuracy, clarity, and timeliness
- * Board, Administration and Department support



Media Relations

- * Information sharing
- * Proactive storytelling
- * Timely responses
- * Singular voice



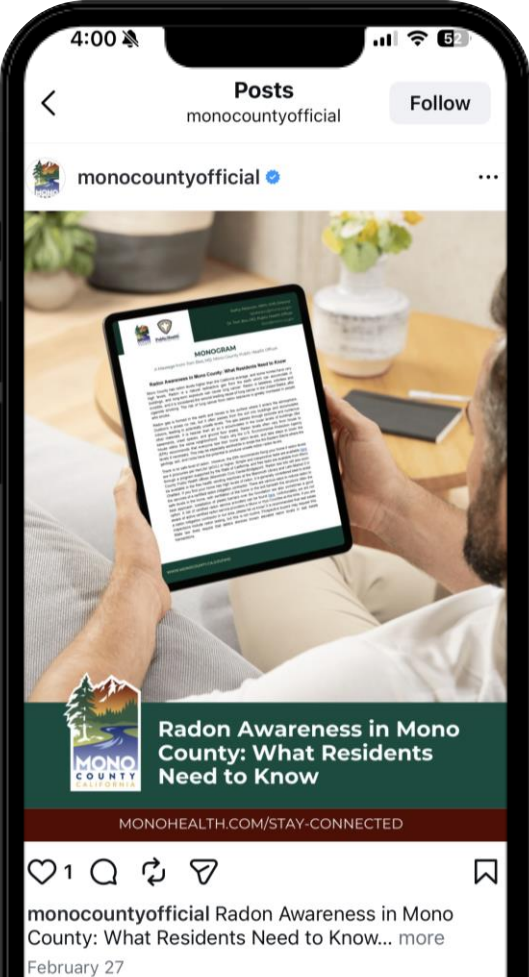
Social Media Strategy

- * Real-time communication
- * Verified information
- * Community engagement

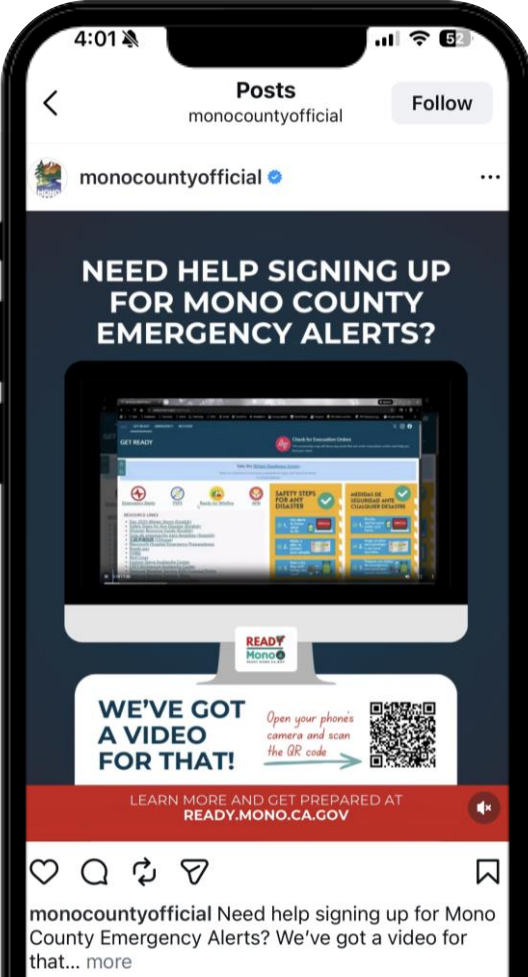
Resident Engagement Tools



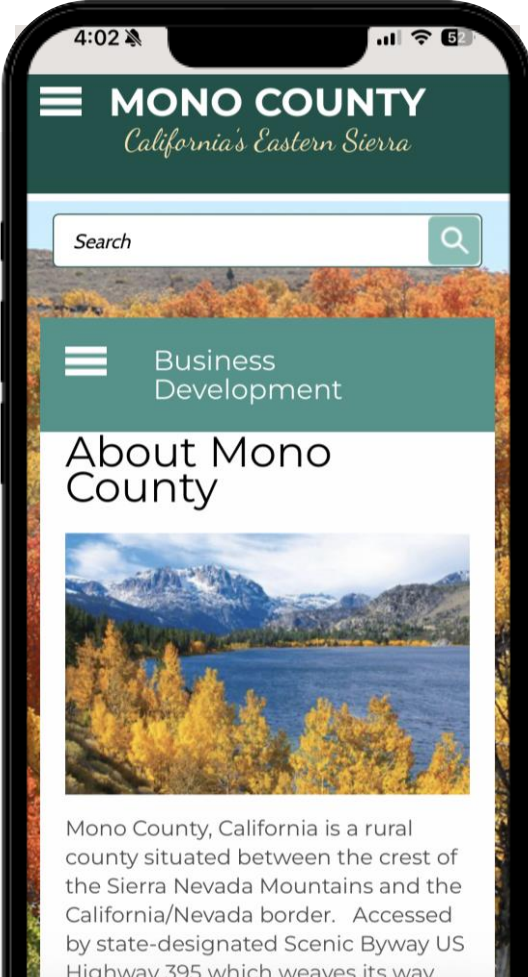
Mono Minutes



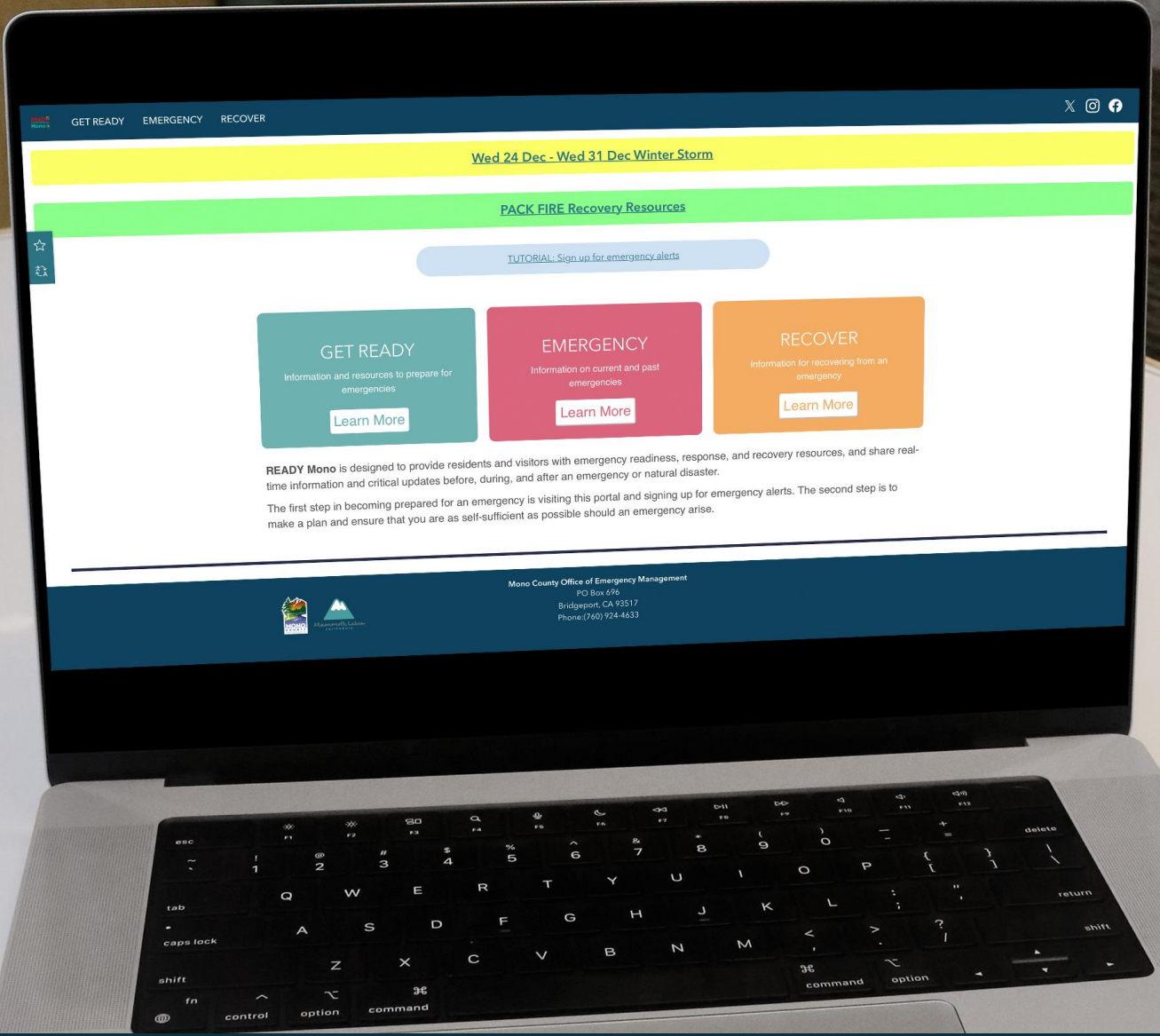
Monogram

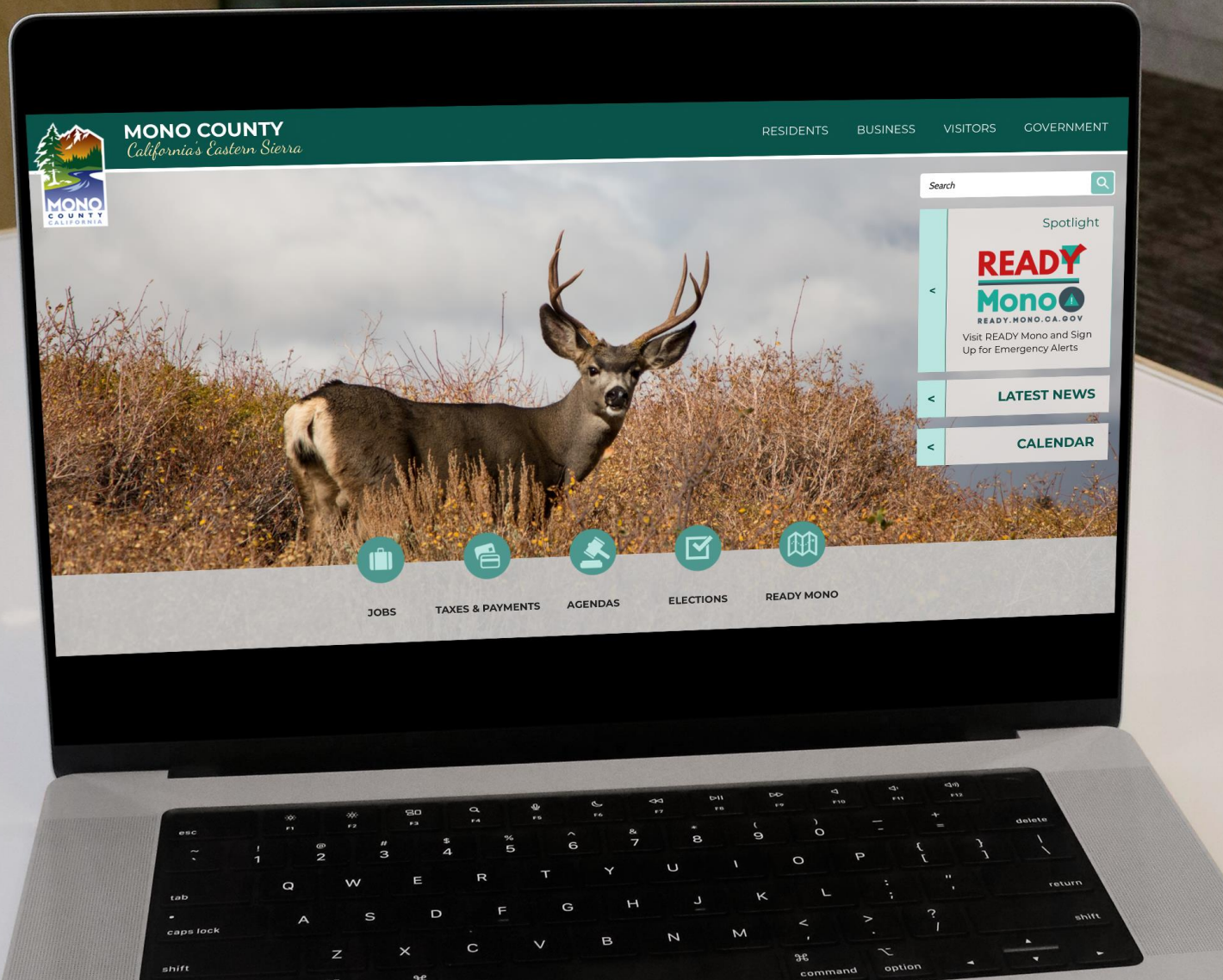


READY MONO



County Website and Email







Key Takeaways

- * Communication = public safety tool
- * Build trust through consistency
- * Strong foundation, opportunity to grow