

### **Who Can Enter?**

Any Texas print or broadcast media professional is eligible to enter.

### **Who Sponsors The Awards?**

The Texas Section of the American Water Works Association (TAWWA) and the Water Environment Association of Texas (WEAT)

### **About The Award**

The Watermark Award for media excellence is designed to recognize Texas media who have raised the public's level of understanding of water issues in Texas. Texas media have advanced community understanding and support for water resources significantly by interpreting issues affecting water in our state.

### **Why Enter?**

If you've provided your audience with accurate, insightful information about their water resources, we want to recognize you.

### **Why Water?**

Water is a precious resource – our economic vitality and our very lives depend on a safe, adequate water supply. Yet many people don't think about the issues that affect their water resources, or are influenced by inaccurate or incomplete information.

### **The Award**

Each winner will receive a beautiful etched glass award.

## **Previous Winners**

### **Print Media:**

Arlington News  
Corpus Christi Caller-Times  
The Dallas Morning News  
El Paso Times  
Fort Worth Star-Telegram  
San Antonio Business Journal  
San Antonio Express-News  
Texas Parks & Wildlife Magazine  
Wichita Falls Times-Record

### **Broadcast Media:**

KNBC-TV, Abilene  
KACV-TV, Amarillo  
KVUE-TV, Austin  
WFAA-TV, Dallas  
KTSM-TV, El Paso  
KMOL-TV, San Antonio  
KABB-TV, San Antonio

For more information, contact:

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(817) 392-8253

Essential.

Effective.

Media  
Excellence.



***Enter the Watermark Awards***

**You Earned It.**

**Deadline: January 31, 2012**

*Sponsored by*

Water Environment Association of Texas (WEAT)  
&  
American Water Works Association - Texas Section  
(TAWWA)



## General Rules

1. Entries must be accompanied by the entry form (or a copy), and must be received no later than Jan. 31, 2012.
2. Entries must have been produced between Jan. 1, 2011 and Dec. 31, 2011.
3. Newspaper and magazine entries consisting of a large number of pages should be mounted or bound in a manner suitable for display at Texas Water 2012<sup>SM</sup>.
4. Radio and television entries should include the complete script (if a script was used) and a brief summary or outline of the program's content. Radio entries must be accompanied by an audio audio CD. Television entries must be accompanied by a DVD.
5. Only published or broadcast material will be judged.
6. Paid advertising is not eligible.
7. TAWWA or WEAT members may not enter for media, but should encourage their local media to enter.
8. Entrants may submit no more than two entries. Each entrant can receive only one award.
9. Winners will be announced on or about March 1, 2012. Entries will not be returned.
10. Winners will be recognized during Texas Water 2012<sup>SM</sup> conference in San Antonio, April 10-13. The awards breakfast is Thursday, April 12 at 7:30 a.m.

**Judging:** Entries are judged based on water interest, accuracy, clarity, style and impact. Judges may be members of TAWWA or WEAT, instructors or professors of communication in accredited Texas schools or members of the publishing and broadcasting fields who are not currently employed by Texas media.

## Watermark entry form

**Complete a separate form for each entry.**

**Utilities cannot submit entries on behalf of the news media.**

Name of Station/Publication \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Title of Entry \_\_\_\_\_

Writer/Producer \_\_\_\_\_

Job Title \_\_\_\_\_

Medium:  Print: Daily  Print: Non-Daily  Radio  TV

Describe the entry being nominated (*use an additional sheet if necessary*) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Documentation provided:  printed article  DVD  audio CD  script

other \_\_\_\_\_

Mail or deliver entry to:

Watermark Entry  
ATTN: Mary Gugliuzza  
Public Education Section  
Fort Worth Water Department  
1000 Throckmorton St.  
Fort Worth, Texas 76102

**Deadline:  
January 31 , 2012**

