

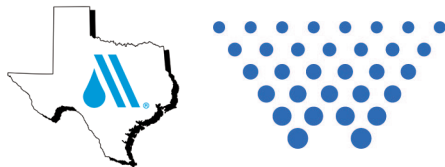
Essential.
Effective.
Media
Excellence.



Enter the Watermark Awards
You Earned It.

Deadline: February 5, 2021

Sponsored by
Texas Section - American Water Works Association
&
Water Environment Association of Texas



Who Can Enter?

Any Texas online, 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

Arlington News
Community Impact Newspaper - Plano
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

Online Media:

Texas Tribune

For more information, contact:

Vanessa Joseph
josephv@trinityra.org
(817) 493-5122

**Submit applications and
supporting detail online at
www.txwater.org**

General Rules

1. Entries must be accompanied by the entry form (or a copy), and must be received no later than Feb. 5, 2021.
2. Entries must have been produced between Jan. 1, 2020 and Dec. 31, 2020.
3. Newspaper and magazine entries consisting of a large number of pages will be displayed digitally as part of Texas Water 2021™.
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 on a USB drive. Television entries must be accompanied by a video with audio on a USB drive.
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 notified by March 5, 2021. Entries will not be returned.
10. Winners will be recognized during the Texas Water 2021™ conference, March 29-April 1.

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 - 2021

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 Online 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:
Vanassa Joseph
Trinity River Authority
5300 S. Collins
Arlington, TX 76018

**Deadline:
Feb. 5, 2021**

