



**Essential.
Effective.
Communications Excellence.
You Earned It.**

Who Can Enter?

Anyone who is a member of the Texas Section of the American Water Works Association or the Water Environment Association of Texas is eligible to enter.

About The Award

The Watermark Award for communications excellence recognizes Texas Section AWWA and WEAT members who have produced top quality communications. Effective internal and external communication is essential to a member's ability to provide excellent service.

Today's water resource professionals must communicate with a variety of audiences to achieve success. Through these awards, Texas Section AWWA and WEAT hope to heighten awareness among all water resource professionals about the importance of effective communication.

Why Enter?

If you've produced high quality, effective communications, we want to reward you.

All entries must be received by February 5, 2021.

Sponsored by:



Water Environment
Association of Texas



*Water Environment Association of Texas
and
Texas Section - American Water Works Association*

General Rules

1. Any WEAT or Texas Section AWWA member may enter.
2. Entry materials must be accompanied by the entry form in this brochure (or a copy), and be received no later than Feb. 5, 2021. A separate form is required for each category when the same item is entered in multiple categories.
3. Entries must have been produced, distributed or completed between Jan. 1, 2020 and Dec. 31, 2020.
4. Each entry must include a maximum two-page, double-spaced summary explaining the problem or opportunity, measurable goals and objectives, implementation process and results.
5. Each entry must include a maximum 200-word synopsis that may be used during the virtual winners' announcement. WEAT and TAWWA have the right to modify this text.
6. Each entry must include the completed entry form, entry summary, synopsis and photos, video or audio materials that could be used during the virtual winners' announcement. This information can be submitted on a USB drive or uploaded via the online form.
7. Entries will be judged by professional communicators.
8. Judges have the right to change a category in which an entry was submitted.
9. A "Best of Show" award may be given if the judges deem appropriate.
10. Entries, including all supporting items, will not be returned.
11. Winners will be notified by March 5, 2021.
12. Winners will be recognized in a virtual ceremony during Texas Water 2021™ conference, March 29-April 1.

Tips for submitting entries

- The only information the judges have is what you submit.
- A piece cannot just look good. The written summary is essential. Be sure to address all the points listed on the next page. Why was it developed? How did you measure the effectiveness? Why and how was it used? What was the budget? Did you stay within budget? If not, why.
- Poor grammar and misspellings factor into the judging.
- Make sure any online entry can be called up by the judges without needing access to a secure site.
- Multiple copies of a magazine are one entry. They are judged as a group. If a magazine comes out quarterly, the judges want to see all four produced that year. If it is monthly, include all 12.
- If you enter an item in multiple categories, tailor the summary to the category.

Encourage your local media to enter the Watermark Awards for Media Excellence. For a media entry form, visit www.txwater.org

Requirements

Submit a completed entry form, synopsis and a maximum two-page, double-spaced summary. In the summary, address:

A. Problem or opportunity

Discuss the situation that your entry was designed to address. Tell how the problem or opportunity affected the organization. Provide information about the intended audience – size, location, other demographics – and any other characteristics that will help the judges understand the audience your entry is designed to reach, including any unique problems in communication with that audience.

B. Goal and objectives

Outline the goals and objectives of the entry. Tell how well they relate to the goals of the organization. Include information on how you approached the problem and the reason for the approach. Tell how and by whom the plan to implement the work was developed. Describe the plan, including the media selected.

C. Implementation

Tell how the work was carried out and what role you played in the project. Describe the budget (if available), budget limitations, time constraints or other problems you encountered.

D. Results and evaluations

Describe the results of your work. Tell how the objectives were met. Describe how you evaluated the entry's effectiveness. If no evaluation system was built into the process, explain why not. If it is too soon to expect results, include a description of evaluation tools to be used.

Applications and supporting detail can be submitted online at www.txwater.org. Online applicants can send hard copies of supporting materials if they think the judges would benefit by the materials.

Checklist

Before submitting your entry, make sure you have all required materials inside.

- | | |
|--|--|
| ___ Completed entry form (a separate one for each entry, each category) | (for the virtual awards ceremony) |
| ___ Copy of material being entered | ___ USB drive of materials that could be used to illustrate the entry in the awards ceremony video |
| ___ Two-page, double-spaced summary explaining the problem or opportunity, measurable goals and objectives, implementation process and results | ___ Make sure digital audio-visual items include the sound (.wav) file and the video file |
| ___ 200-word synopsis of the entry | |

Deadline: Feb. 5, 2021

Watermark Entry Form - 2021

Complete a separate form for each entry in each category.

Please **PRINT**.

Name of Utility, Company or Agency _____

Name & title of person entering _____

Address _____ City _____ Zip _____

Telephone (_____) _____ Fax (_____) _____

E-mail Address _____

Title of Entry _____

Utility with less than 50,000 connections

Utility with 50,000 or more connections

River Authorities or Water Districts

Non-utility

Member of: AWWA Member Number _____ WEF Member Number _____

Category:

I. Communications programs: internal campaigns, external campaigns, crisis communications

II. Publications: annual reports, water quality reports, brochures, postcards, etc.

III. Digital Content: websites, social media, infographics, logos, etc.

IV. Community Outreach and Education Programs: events, curriculums, programs

V. OpEds and Features: guest editorials or columns, feature stories or series

VI. Multimedia: video and photography

Mail or deliver entry to:

Watermark Entry
ATTN: Vanassa Joseph
Trinity River Authority
5300 S. Collins
Arlington, TX 76018

Extra Awards

One glass Watermark Award is provided to each winner. Each additional copy is \$40. If you win and want additional copies for other team members, you must specify and commit to that cost now.

of Additional Copies: _____

Print Name: _____

Signature _____

For more information, contact
Vanassa Joseph at
josephv@trinityra.org, or
(817) 493-5122.

Deadline: Feb. 5, 2021