



**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 January 31, 2022.**

*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 received no later than Jan. 31, 2022. Each item must be entered separately. A 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, 2021 and Dec. 31, 2021.
4. Each entry must include a maximum 500-word 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 to highlight the winning entry. WEAT and TAWWA have the right to modify this text.
6. Each entry must include a completed entry form, 500-word entry summary, 200-word synopsis and photos, video or audio materials that will be used to judge the entry and may be used during the awards ceremony.
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 it appropriate.
10. Entries, including all supporting items, will not be returned.
11. Winners will be notified by March 7, 2022.
12. Winners will be recognized at an awards ceremony during the Texas Water 2022™ conference, April 4-7 at the Henry B. Gonzalez Convention Center, San Antonio.

## 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. 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.
- Multiple issues 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](http://www.txwater.org)**

# Requirements

Submit a completed entry form, 200-word synopsis and a 500-word 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.

## **Checklist:**

- completed entry form (a separate one for each entry, each category).
- 500-word summary explaining the problem or opportunity, measurable goals and objectives, implementation process and results and evaluation.
- 200-word synopsis.

# Watermark Entry Form - 2022

*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

### 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  
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