



# The Watermark



**Essential.**

**Effective.**

**Communications Excellence.**

**You Earned It.**

*Sponsored by:*



## 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.

Encourage your local media to enter the Watermark Awards for Media Excellence. For a media entry form, visit either [www.tawwa.org](http://www.tawwa.org) or [www.weat.org](http://www.weat.org) or [www.texas-water.com](http://www.texas-water.com).

**Entry Deadline:  
January 31, 2012**

## General Rules

1. Any Texas Section AWWA or WEAT member may enter.
2. Entries must be accompanied by the entry form in this brochure (or a copy), and must be received no later than Jan. 31, 2012.
3. Entries must have been produced, distributed or completed between Jan. 1, 2011 and Dec. 31, 2011.
4. Large utilities (50,000 connections or above) and other agencies will be judged separately.
5. Entries will be judged by professional communicators.
6. A "Best of Show" award may be given if the judges deem appropriate.
7. Judges have the right to change a category in which an entry was submitted.
8. Winners will be notified by Feb. 20, 2012. Entries will not be returned.
9. Winners will be recognized during the Texas Water 2012<sup>SM</sup> conference in San Antonio April 10-13. The awards breakfast is 7:30 a.m. Thursday, April 12.
10. Each entry should include a one- or two-page, double-spaced summary of the problem or opportunity, goals and objectives, implementation and results.

For more information, contact Mary Gugliuzza at [mary.gugliuzza@fortworthtexas.gov](mailto:mary.gugliuzza@fortworthtexas.gov) or (817) 392-8253.

## How can I enter?

Submit the entry with a completed entry form and one or two page double-spaced summary. In the summary, consider the following:

### A. Problem or opportunity.

Discuss the situation that your entry was designed to address, and tell how the problem or opportunity affected the organization. Provide information about the intended audience – size, location and 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 and 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.

**All entries must be received  
by January 31, 2012.**

Remember to include your one- or two-page, double-spaced summary and a copy of the items being entered. Make sure digital audio-visual items include the sound (.wav) file.

***Sponsored by:***



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

# Watermark Entry Form

*Complete a separate form for each entry.*

**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     Non-utility

Member of:  AWWA Member Number \_\_\_\_\_     WEAT Member Number \_\_\_\_\_

**Category:**

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

II. Periodicals: magazines or newsletters.                       black & white or 2-color                       color

III. Publications: annual reports, annual water quality reports, brochures, direct mail materials and other multi-page publications.  
 black & white or 2-color                       color

IV. Online communications: Web sites, Facebook, Twitter, online newsletters, etc.  
Provide URL or link: \_\_\_\_\_  
Do not submit copies of pages, judges will review actual online content and your one- or two-page summary.

V. School curriculums.

VI. Writing releases, features, scripts, speeches, public service announcements, etc.

VII. Audio and visual: videos, DVDs, slide shows, PowerPoint presentations, etc. Videos can be submitted on standard VHS videotape (1/2-inch) or DVD. Slide shows can be submitted by numbering and packaging slides and the script.

VIII. Miscellaneous: photography, logos, one-time advertisements, posters, illustrations, invitations.

**Mail or deliver entry to:**  
Watermark Entry  
ATTN: Mary L. Gugliuzza  
Public Education Section  
Fort Worth Water Department  
1000 Throckmorton St.,  
Fort Worth, Texas 76102

<b>Extra Awards</b>
One glass Watermark Award is provided to each winner. Each additional copy is \$35. 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 Mary Gugliuzza at mary.gugliuzza@fortworthtexas.gov or (817) 392-8253.