

PUBLIC INFORMATION AWARD



Purpose

This award is to recognize outstanding public relations, education, and outreach efforts in the following four categories; Water Awareness & Education, Issues & Crisis Management, Internal Communications, and Social Media.

Category Descriptions

Water Awareness & Education

Any program or campaign designed to raise awareness about water, wastewater, and/or stormwater. Key target groups include K12, teachers, afterschool programs, community organizations, or neighborhoods.

Each entry should include a description of the program or campaign, examples of the tactics employed in the campaign, and a description of the measurable impact of the campaign on the issue and the target audience.

Issues & Crisis Management

Any program or campaign designed to handle a crisis situation, unplanned event, or significant issue impacting water, wastewater, and/or stormwater.

Each entry should include a description of the event, examples of tactics employed in addressing the event, and a description of the measurable impact of the organization's response to the event.

Internal Communications

Any program that champions internal communications as a strategy to improve employee engagement.

Each entry should include a description of an employee communications strategy that is engaging and inclusive of all employees, examples of the tactics employed in the program, and a description of the measurable impact these efforts have made in improving employee engagement and organizational success.

Social Media

Any social media campaign designed to raise awareness about water, wastewater, stormwater, and/or utility employees.

Each entry should include a description of the social media campaign, examples of media posts, a description of the measurable impact of the organization's campaign, and social media analytics.

Nominee Eligibility Requirements

Entries must be produced by an organization or person in good standing in the Virginia Section AWWA. At least half of the entered program or project must have taken place 12 months prior, beginning July 1.

Nomination or Submission Deadline

Recommendation by a VA AWWA member through submitting a completed entry form, including any supporting documents and materials. Entry form submission must be received by June 30th for consideration.

Award Committee Membership

An independent reviewing committee shall serve as the Public Information Award judging committee. The awardee will be forwarded to the VA AWWA Board of Trustees for approval.

Frequency

Annually, if deserved.

Presentation of the Award

The VA AWWA Section will present the award to the recipient at the VA AWWA Awards Luncheon during the Joint Annual Meeting (WaterJAM).