

# **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 an online form, including any supporting documents and materials.

**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).