

# **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**

Entries in this category must pertain to a program or campaign designed to raise awareness about drinking water quality and supply. Key target groups may include K-12 students or teachers, afterschool programs and camps, community organizations, local government, or the neighborhoods or metropolitan areas in which the organization operates.

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**

Entries in this category must pertain to a program or campaign designed to handle a crisis, unplanned, event, or major issue impacting the water quality or supply area in which the organization operates. Examples include accidents or emergencies that dramatically impact water supply or quality, internal organizational events that impact the public, major construction projects, or natural disasters.

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**

Entries in this category must pertain to a program that champions internal communications as a strategy to improve employee engagement (i.e. not just as a method of disseminating information). Examples of entries include engaging training programs, interactive internal newsletters, or other creative internal communication strategies.

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**

Entries in this category must pertain to a program or campaign designed to raise awareness and knowledge about drinking water quality, supply, and/or utility employees using social media. Examples include social media campaign to promote drinking water quality awareness, series of short videos promoted on social media highlighting the work of utility employees, or a campaign highlighting the value of water. These campaigns must be original to the utility.

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 during the 12 months prior, beginning July 1.

**Nomination or Submission Deadline**

Recommendation by a VA AWWA member through the submission of a completed entry form, including any supporting documents and materials. Entry form submission must be received by June 30<sup>th</sup> 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).