

Sample form, not for offline completion.

Visit <https://texaswater.awardsplatform.com> to enter.

TW25 Watermark Member Award

Deadline

January 7, 2025

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 TAWWA 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, TAWWA 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.

Entry name

All questions must be answered, unless marked optional. To submit an entry in more than one submission category, you must submit a separate entry form and support material for each category.

General Rules

1. Any TAWWA or WEAT member may enter.
2. Entry materials must be submitted no later than Tuesday, January 7, 2025. Each item must be entered separately. An online 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, 2024 and Dec. 31, 2024.
4. Each entry must include a maximum 750-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. TAWWA and WEAT have the right to modify this text.
6. Each entry must include a completed online entry form, 750-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. Winners will be notified by Friday, January 31, 2025.
11. Winners will be recognized during the Texas Water 2025 conference, March 18-21 at the George R. Brown Convention Center in Houston

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.

Name of Utility, Company or Agency

Name and Title of Person Entering

Address

City, State, Zip

Contact Phone

Contact Email

Title of Entry

Which Category Do You Fall Under?

- Utility with less than 50,000 connections
- Utility with 50,000 or more connections
- River Authorities or Water Districts
- Non-utility

Member of:

- AWWA/TAWWA
- WEF/WEAT

Member Number(s)

Submission 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

Submit a completed entry form, 200-word synopsis and a 750-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.

Synopsis of Entry (maximum 200 words)

200 words

Each entry must include a maximum 200-word synopsis that may be used as the script for the Awards Ceremony, if the entry wins. TAWWA and WEAT do have the right to modify this text.

Summary (maximum 750 words)

750 words

Each entry must include a maximum 750-word summary explaining the problem or opportunity, measurable goals and objectives, implementation process and results and evaluation.

Extra Awards: Number of Additional Copies (optional)

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.

Please provide any additional images or media files to support your submission.

Maximum file size is 10MB per item.

Video attachments may be hosted on a video site such as YouTube or Vimeo.