



Public Information Committee Report

Trustee Meeting

February 3, 2017

◆ Excellence in Communications Awards

The call for entries is underway for the *2016 Excellence in Communications* awards. Entries must be postmarked by February 20, 2017. Applications are available on the PNWS-AWWA website. Highlights include:

- Agencies serving 15,000 or fewer customers won't pay an entry fee again this year to participate, after last year's fee elimination resulted in 5 entries from small agencies. (In 2014, there were "0" entries from small utilities.) Small agencies do not compete against large agencies except for Best in Show. All of the rest of the categories can have both a small and large agency winner.
- The "Calendar" category has returned. The Judging Panel was experiencing difficulty judging calendars against more text-heavy publications, so they have decided to separate them back out into their own category.
- Entries no longer have to state production costs of communication pieces. Costs were too difficult to use as judging criteria.
- Awards will be announced at the PNWS-AWWA Conference in Kennewick, WA. All entries will be on display to provide communication inspiration to conference attendees.
- The "Best in Show" Traveling Plaque will be on display at the PNWS-AWWA Conference, with the 2017 winner added.

◆ Committee Changes:

Tacy Steele has resigned as co-chair of the PI Committee, as she has a new position at the City of Hillsboro and is no longer the Water Department PIO. Jill Hoyenga, Eugene Water and Electric Board (EWEB), has agreed to take her place as co-Chair of the PI Committee. Libby Barg, Barney and Worth, will continue as the other co-Chair for the Committee. Steele will finish in May and help with the leadership transition as needed.