

PHILIPPINE ASSOCIATION
OF WATER DISTRICTS, INC.

2010 PAWD BEST PUBLICATION AWARD

AWARD'S GUIDELINES

PUBLICATION AND PR/GR COMMITTEES
QUEZON CITY, PHILIPPINES, 2011

PHILIPPINE ASSOCIATION OF WATER DISTRICTS

2010 PAWD BEST PUBLICATION AWARD

RATIONALE

The water districts are service-oriented entities that should deal with various publics. It is but apt and fitting to massively promote the water district concept for these publics to fully understand the existence of the water districts in the country. It is, therefore, inevitable for them to inform their publics about their mission, vision, goals, policies, plans, programs and happenings. This can only be done through fast and effective information and communication channels. However, since majority of the water districts are situated in the rural areas, where information and communication technology is far behind than those in the highly urbanized cities, the best information and communication tool to use is publication. Some water districts are already producing their publication, either newsletter or magazine format or both, but many still have no publication.

This award encourages more water districts to produce their own publication and recognize the effort of those water districts that are already producing their publication. Moreover, this award aims to elevate the publications of the water districts to the highest quality and standard of print media production.

OBJECTIVES

- Encourage more water districts to produce their publication.
- Recognize the effort of those water districts that are already publishing newsletter or magazine or both.
- Elevate to world-class quality the publications of the water districts.

AWARD INFORMATION

CATEGORIES : **NEWSLETTER CATEGORY**
MAGAZINE CATEGORY
AWARDING : **February 12, 2011 (PAWD Awards)**
TIME : **7:00 pm**
PLACE : **Grand Ballroom, Grand Men Seng Hotel, Davao City.**

CATEGORY DESCRIPTION

BEST PUBLICATION AWARD – NEWSLETTER CATEGORY

- This is given to the adjudged best publication in newsletter format. Newsletter is a publication that is intended primarily for employees' readership; but many water districts are distributing this type of publication to their concessionaires to reduce cost because it is cheaper to produce. It contains matters that concern the employees written in news format and short feature articles. However, for those distributing it to concessionaires, it could bear some articles for concessionaires' consumption.

BEST PUBLICATION AWARD – MAGAZINE CATEGORY

- This is given to the adjudged best publication in magazine format. Magazine is usually circulated within and outside the water districts. It contains news and full length feature articles, concerning all water districts' stakeholders, and has more pages than a newsletter, including front and outside back covers.

MECHANICS

1. The award is open to all water districts.
2. There are two categories:

- Newsletter Category
- Magazine Category

- Water districts may win in both categories if they publish both newsletter and magazine.
- Water districts are required to submit at **least two issues (five copies / issue) of their publication/s, newsletter and/or magazine, published in 2010 to PAWD Office on or before January 18, 2011.**
- Entries will be judged by judges who do not have, in one way or another, connections in PAWD, LWUA and water districts.
- Entries for both categories will be judged based on the following criteria:

Relevance.....20%
(Does the newsletter/magazine reflect the vision/mission/ goals of the organization?)

Content.....35%
(Is there variety and depth of contents of the newsletter/ magazine?)

Style.....20%
(Is the writing style within grammar standards/interesting and appealing?)

Form.....10%
(Does the newsletter/magazine comply with aesthetics design and layout?)

Originality.....15%
(Does the newsletter/magazine innovate and show creativity in content and form?)

- There will be three judges to be chosen by the PAWD Publication and PR/GR Committees. The judges will be selected based on their significant background and experience in publication, journalism and mass communication. The decision of the Board of Judges will be final.
- Winners will only be known during the awarding ceremonies.
- The GMs, BODs or representatives of the water districts with entries to the competition are encouraged to attend the awarding ceremonies.

FOR FURTHER DETAILS, PLEASE WRITE OR CALL

MR. ESPERATO A. DICEN
 Chairman, PAWD PR/GR Committee

MR. ARTURO G. VILLASAN
 Chairman, PAWD & PAWD Publication Committee

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