Western’s Community Engagement Programs Take Home Top Honors

RIVERSIDE, Calif. – Western Municipal Water District received top honors from the Public Relations Society of America – Inland Empire Chapter (PRSA-IE) recognizing the District’s commitment to transparency and excellence in customer communications and strategic, top-quality community engagement programs and projects.

“Meaningful engagement with our customers is a top priority for Western, especially now when our state and region face serious water challenges,” said Western’s Community Affairs Director Michele McKinney. “We’re pleased to receive acknowledgment from a nationally recognized association for our strategic communication efforts that benefit our customers.”

Western took home the following awards:

- Strategic Branding Project – PRSA-IE Polaris Award, Corporate Branding
- Western Wellness Program – PRSA-IE Polaris Award, Internal Communications
- The CA Drought – A Slow Moving Crisis – PRSA-IE Polaris Award, Overall Public Relations Program; PRSA-IE Capella Award, Crisis Communications
- Earth Night in the Garden – PRSA-IE Capella Award, Special Event
- On Tap – PRSA-IE Capella Award, Magazine
- Riverside County Water Task Force – PRSA-IE Capella Award, Public Affairs Program

Entries were judged by senior-level public relations practitioners from the PRSA Buffalo Niagra Chapter in New York. Polaris Awards are presented to submissions that score 90 to 100 points; Capella Awards are presented to entries that receive 75 to 89 points out of 100. The awards were given out yesterday at the Inland Empire Chapter’s annual awards program.

Formed in 1965, the PRSA-IE brings together public relations professionals in San Bernardino and Riverside counties. This chapter is part of the Public Relations Society of America, headquartered in New York City, and is the world’s largest professional organization for public relations professionals, with nearly 20,000 members, organized into 117 chapters nationwide, who represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

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Western Municipal Water District provides water supply, wastewater disposal and water resource management to the public in a safe, reliable, environmentally sensitive and financially responsible manner.

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