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 communication and strategic, top-quality community engagement programs and projects.

“Communicating in a meaningful, transparent way that resonates with our customers is a top priority for Western,” said Western’s Public Information Officer Rachel McGuire, APR. “We’re pleased to receive such a prestigious acknowledgement for open and accessible communication from a nationally recognized and respected association.”

Western took home seven of PRSA-IE’s highest honors, the Polaris award, including two for the District’s ongoing drought outreach:

- Drought: A Slow Moving Crisis – PRSA-IE Polaris Award, Crisis Communications and Overall Public Relations Program
- Western’s website, wmwd.com – PRSA-IE Polaris Award, Website
- Turf Replacement – PRSA IE Polaris Award, Marketing Communications
- Big Blue – PRSA-IE Polaris Award, Creative Communications
- Free Sprinkler Nozzle – PRSA-IE Polaris Award, Marketing Communications

Entries were judged by senior-level public relations practitioners from a PRSA sister chapter. 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 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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