

Section:	AR-6 Awards and Recognition	Approval Date:	9/25/2015
Policy:	AR-6.5 Huell Howser Excellence in Communication Award	Latest Revision:	6/6/2025

AR-6.5 Huell Howser Excellence in Communication Award

6.5.1 Description

The Association's Huell Howser Excellence in Communication Award honors outstanding public water agency efforts in communicating with customers, legislators, media, the public, and others. The award focuses on innovation and transparency, and takes budget into consideration. A variety of communications programs are eligible, including short- and long-term public outreach programs, crisis communications programs, employee relations programs, self-promotion campaigns, customer education programs, legislative outreach programs, agency anniversary campaigns, and school education programs.

6.5.2 Criteria

- Open to public water agency members of the Association;
- For ongoing programs, submit for one year of program only;
- An agency may submit only one entry per year; and
- An agency may not submit again for three years after winning.

6.5.3 Selection/Presentation

The Huell Howser Excellence in Communication Award Selection Committee includes the Vice President, Immediate Past President, Communications Committee Chair, and additional judges selected from the Communications Committee or public relations consultants as appropriate, with a minimum of five judges. If a judge is affiliated with a member agency that applied for the award, they will be recused, and an alternate will be chosen. The award is presented at an ACWA Conference & Expo.

References:

Current Board Policy A.8.

See Administrative Procedure: *To be determined*

Revision History:

Revision Date	Description of Changes	Requested By
9/25/2015	Initial Release	ACWA Staff and Governance Workgroup
1/25/2019	Revised Policy AR 6.5.2, Criteria, to change time period for eligible work.	ACWA Communications Committee
1/29/2021	Revised Policy AR-6.5, to change the name of the award to Huell Howser Excellence in Communication.	ACWA Communications Committee
9/29/2023	Revised Policy AR-6.5.3, to update selection and presentation specifics.	ACWA Communications Committee
6/6/2025	Revision to Policy AR-6.5.1, to add school education programs to the list of eligible communications programs.	ACWA Communications Committee