



Long Beach Water Department
The Standard in Water Conservation &
Environmental Stewardship

**Long Beach Water Department Public Communications Honored;
Customer Education/Conservation Multimedia and Website Receive
Top National Awards**

SAN DIEGO, CA - Today, the Long Beach Water Department received Gold level awards for two of its customer outreach initiatives by the League of American Communications Professionals (LACP), a national organization dedicated to supporting and encouraging excellence in the practice of communications by helping facilitate discussion in best-in-class practices. Winning top honors, including being listed among the nation's top 100 publicity materials of 2003 across all industry classes, is the Water Department's customer education video, "Water Works for Long Beach," and its website, www.lbwater.org.

"The awards are a great acknowledgement of the quality of our community outreach efforts," stated Ryan Alsop, Manager of Government & Public Affairs at the Long Beach Water Department. "Finding new ways to communicate with our valued customers has been a coveted initiative of both our Board and General Manager." Within its competition class of energy and water companies and other utilities, both public and private, with up to 1000 employees and \$100 million budgets, the Water Department's customer education video ranked 2nd out of 23 entries. In separate competition, the Water Department's website ranked 2nd out of 29 entries. Award results were based on first impression, narrative quality, visual quality, creativity, message clarity and message relevance.

A field of communications professionals affiliated with LACP judged the competition. Their expertise spans a broad spectrum of public relations functions ranging from corporate, executive and internal communications for Fortune 500 organizations to product, service and non-profit publicity backgrounds. Judges are screened to ensure that there are no conflicts of interest.

"The 2003 Spotlight Awards drew an unprecedented number of entries representing a broad range of industries and organizational sizes," said Christine Kennedy, LACP's Competition Director. "More than 800 entries were submitted, so competition was extremely tough. Winners in this year's competition demonstrated an outstanding focus on communicating through creativity, passion, and vibrancy, which ultimately helped the target audiences understand and appreciate the relevance and importance of those organizations' messages."

More information on the two awards is available at www.lacp.com. The Water Department's award winning video and website can be viewed at www.lbwater.org.

The Long Beach Water Department is an urban Southern California municipal water supply agency.