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Office of the State Engineer Wins Achievement Awards For Public Relations Excellence

(SANTA FE, New Mexico) – The State Engineer’s Planning and Communication Division received two *Cumbre Awards* of excellence from the New Mexico Chapter of the Public Relations Society of America (NMPRSA). In addition, the coveted **“2006 Best Public Relations Tactic of Show”** award was received for the agency’s new website.

The *Cumbre Awards* is an annual competition in the State of New Mexico, which recognizes public relations professionals and their respective organizations for their excellence in producing campaigns and tactics.

The Office of the State Engineer received the **“2006 Best Public Relations Tactic of Show”** for the agency’s new website, ***“Welcome to the Office of the State Engineer-Interstate Stream Commission.”*** This award is given to the outstanding public relations tactic for all categories of the competition. The website was also awarded a **First-Place Gold 2006 Cumbre Award** in the government-tactics program category. The website can be found at www.ose.state.nm.us. It was launched in November of 2005. Technical design assistance for the site was provided by Xynergy of Santa Fe.

Also, the agency won a **First-Place Gold 2006 Cumbre Award** for the ***“Active Water Resource Management in Pecos Basin: Putting Tools in Place to Manage the Drought”*** campaign in the government-public affairs and issues management category. This public outreach campaign -- which included a series of public meetings, legislative briefings, and media visits -- supported the State Engineer’s efforts to manage future drought through the Active Water Resource Management initiative. The Pecos Basin is one of seven basins around the state that was made a priority by the State Engineer.

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"These awards are significant because they reflect on our agency's efforts to clearly communicate our priorities and initiatives to the public, and our agency strives to go above and beyond expectations when it comes to public outreach," said Planning and Communication Division Director Karin Stangl. "Also, I'd like to thank our technical support staff and our agency webmaster for all of their help with the new website. This was truly a collaborative effort by a remarkable team of people."

"This is another example of the quality of work produced by personnel here at this state agency," said State Engineer John D'Antonio. "I'm very proud of the exceptional job that all our agency employees do each day. Effective communication with the public about our goals and objectives is one of my top priorities."

The Cumbre Tactic Awards recognize expertise in writing, design, production, and management of materials that meet a single communication need.

The Cumbre Campaign Awards recognize outstanding achievement in a comprehensive public relations campaign for writing, design production, and management of materials consisting of more than one communication tool, program or component. The campaign must also include planning and evaluation activities.

The Office of the State Engineer is charged with administering the state's water resources. The State Engineer has power over the supervision, measurement, appropriation, and distribution of all surface and groundwater in New Mexico, including streams and rivers that cross state boundaries. The State Engineer is also Secretary of the Interstate Stream Commission and oversees its staff.

The Interstate Stream Commission is charged with separate duties including protecting New Mexico's right to water under eight interstate stream compacts, ensuring the state complies with each of those compacts, as well as water planning.

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