

FOR IMMEDIATE RELEASE
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NWPPA Announces 2017 Excellence in Communication Winners



The 2017 Excellence in Communication winners at Tuesday evening's banquet.

Vancouver, Wash. – Now in its 24th year, the Excellence in Communication contest recognizes the top communication efforts from Northwest Public Power Association member utilities and associations. NWPPA presented the 2017 Excellence in Communication awards at its Northwest Communications & Energy Innovations Conference (NIC) awards banquet at the Embassy Suites last week in Sacramento, Calif., on Tuesday, September 19.

This year, NWPPA received a record-breaking 206 entries from 36 different utility and association members. Last year, NWPPA received 204 entries which had been a record number for one short year.

“We were grateful for all the utilities who took the time to enter the communications competition. Because of their efforts, we had a record-breaking number of entries this year. The quality of the entries – and the competition – seems to improve just a bit each year too, which gives all of us a push to up our game,” said 2017 NIC Chair Libby Calnon of Columbia River PUD in Deer Island, Ore. “I can’t wait to see what 2018 brings. I fully expect we will break the record again.”

Categories are broken up into four groups: Group A utilities having the smallest number of customers and Group D having the largest. Eight local marketing and communication professionals volunteered their time to judge the entries. A complete list of the first-, second-, and third-place winners can be found at the end of this release.

In addition to the Excellence in Communication awards, NWPPA presented the 2017 Tom Hougan Award for the best overall communication effort to Emerald PUD of Eugene, Ore. With an average score of 45 points out of 50 possible, which includes their two first-place awards, and their four second-place awards, Emerald PUD won either first- or second-place in every single category they entered. One of their second-place awards had a score of 49.5 only to be beaten out by a perfect score in that category. Their lowest score was an impressive 44. Emerald PUD Public Relations Coordinator Patty Jo Angelini accepted the award on the utility's behalf at the banquet. Angelini said that "Communications Coordinator Kristine Lindemulder deserved credit, too, because they are a team at Emerald PUD."



(L-R) Clearwater Power's Jeff Marshall presented the 2017 Tom Hougan award to Patty Jo Angelini, who accepted the award on behalf of Emerald PUD.

After a successful first year in Montana at the 2016 NIC, the People's Choice Award in photography returned. Attendees viewed all of the photography submissions at Sunday night's opening reception and voted on their one favorite photo. Chelan PUD won the award with its photo of a Native American dancer at its River Ramble.



Chelan PUD's photo of a Native American dancer at its River Ramble.

The 2018 Excellence in Communication awards will be presented on September 18, 2018, at the Coeur d'Alene Resort in Coeur d'Alene, Idaho.

About NWPPA: NWPPA is an international not-for-profit trade association representing and serving over 150 customer-owned, locally controlled utilities in the Western U.S. and Canada. The Association also serves approximately 300 associate members across the U.S. and Canada who are allied with the electric utility industry. Visit www.nwppa.org, follow us on [Twitter](#), and like us on [Facebook](#) for more information.



Northwest Public Power Association

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2017 Excellence in Communication Award Winners

Annual Report

Group A	1 st place:	*Clatskanie PUD
	2 nd place:	Ravalli Electric Cooperative
	3 rd place:	Columbia REA
Group B	1 st place:	Salem Electric
	2 nd place:	Columbia River PUD
	3 rd place:	Orcas Power & Light
Group C	1 st place:	Mason County PUD No. 3
	2 nd place:	Matanuska Electric Association
	3 rd place:	Chelan County PUD
Group D	1 st place:	Bonneville Power Administration
	2 nd place:	Energy Northwest
	3 rd place:	Roseville Electric Utility

Newsletter

Group A	1 st place:	Mason County PUD No. 1 (<i>The Connector</i>)
	2 nd place:	Columbia REA (<i>Ruralite pages</i>)
	3 rd place:	Umatilla Electric Cooperative (<i>Ruralite pages</i>)
Group B	1 st place:	Emerald PUD (<i>PowerLines</i>)
	2 nd place:	Columbia River PUD (<i>Power Lines</i>)
	3 rd place:	Kootenai Electric Cooperative (<i>PowerLines</i>)
Group C	1 st place:	Peninsula Light Co. (<i>Lights</i>)
	2 nd place:	Silicon Valley Power (<i>The Outlet</i>)
	3 rd place:	Matanuska Electric Association (<i>Power Lines</i>)
Group D	1 st place:	Turlock Irrigation District (<i>The Wire</i>)
	2 nd place:	Clark Public Utilities (<i>Currents</i>)
	3 rd place:	Chugach Electric Association (<i>The Outlet</i>)

Advertising Campaign

Group A	1 st place:	Clatskanie PUD (<i>SmartHub campaign</i>)
	2 nd place:	Ravalli Electric Cooperative (<i>Valley Solar campaign</i>)
	3 rd place:	Mason County PUD No. 1 (<i>Community solar campaign</i>)
Group B	1 st place:	Kootenai Electric Cooperative (<i>2016 rate increase</i>)
	2 nd place:	Orcas Power & Light Cooperative (<i>Be Safe Campaign</i>)
	3 rd place:	Oregon Trail Electric Cooperative (<i>Movie theater ads</i>)
Group C	1 st place:	Matanuska Electric Association (<i>Celebrating 75 Years campaign</i>)
	2 nd place:	Flathead Electric Cooperative (<i>Stop Losing Out campaign</i>)
	3 rd place:	Mason County PUD No. 3 (<i>The One Billion Dollar Fish</i>)
Group D	1 st place:	Roseville Electric Utility (<i>Trusted Solar Advisor</i>)
	2 nd place:	Turlock Irrigation District (<i>Energy rebates campaign</i>)
	3 rd place:	SMUD (<i>Bill Alerts campaign</i>)

Special Publication

Group A	1 st place:	Umatilla Electric Cooperative (<i>ORECA-Action bill stuffer</i>)
	2 nd place:	Blachly-Lane Electric Cooperative (<i>Important Information brochure</i>)
	3 rd place:	Clearwater Power Co. (<i>Coloring books</i>)
Group B	1 st place:	*Homer Electric Association (<i>2017 Calendar</i>)
	2 nd place:	Emerald PUD (<i>2017 Calendar</i>)
	3 rd place tie:	Columbia River PUD (<i>Media kit</i>)



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- Group C**
 - 3rd place tie: **Vera Water & Power** (*Welcome to the Neighborhood booklet*)
 - 1st place: ***Flathead Electric Cooperative** (*2017 Calendar*)
 - 2nd place: **Chelan County PUD** (*2015 Community Report*)
 - 3rd place: **Matanuska Electric Association** (*Clearing postcard*)
- Group D**
 - 1st place: **Clark Public Utilities** (*Stream Team handouts*)
 - 2nd place: **Snohomish County PUD** (*2017 Calendar*)
 - 3rd place: **Roseville Electric Utility** (*Strategic plan annual report card*)

Internal Communication

- Group A**
 - 1st place: **Clearwater Power Co.** (*Flyers for employee events*)
 - 2nd place: **Umatilla Electric Cooperative** (*Management Minute emails*)
 - 3rd place: **Columbia REA** (*Christmas party invite*)
- Group B**
 - 1st place: **Kootenai Electric Cooperative** (*App to Energized video*)
 - 2nd place: **Vera Water & Power** (*Tuesday Mornings – online employee newsletter*)
 - 3rd place: **Salem Electric** (*Retirement invitations*)
- Group C**
 - 1st place: **Mason County PUD No. 3** (*Year in Review video*)
 - 2nd place: **Matanuska Electric Association** (*Year in Review*)
 - 3rd place: **Flathead Electric Cooperative** (*Board video*)
- Group D**
 - 1st place: **Clark Public Utilities** (*Water Main Break video*)
 - 2nd place: **Bonneville Power Administration** (*Leadership guide*)
 - 3rd place: **Chugach Electric Association** (*Electric Wire – employee newsletter*)

Website

- Group A**
 - 1st place: **Umatilla Electric Cooperative** (*umatillaelectric.com*)
 - 2nd place: **Ravalli Electric Cooperative** (*ravallielectric.com*)
 - 3rd place: **Mason County PUD No. 1** (*mason-pud1.org*)
- Group B**
 - 1st place: **Orcas Power & Light Cooperative** (*opalco.com*)
 - 2nd place: **Emerald PUD** (*epud.org*)
 - 3rd place: **Kootenai Electric Cooperative** (*kec.com*)
- Group C**
 - 1st place: **Peninsula Light Company** (*penlight.org*)
 - 2nd place: **Benton PUD** (*bentonpud.org*)
 - 3rd place: **Mason County PUD No. 3** (*pud3.org*)
- Group D**
 - 1st place: **Clark Public Utilities** (*clarkpublicutilities.com*)
 - 2nd place: **Snohomish County PUD** (*smartrewards.snopud.com*)
 - 3rd place: **None**

Social Media

- Group A**
 - 1st place: **Mason County PUD No. 1** (*Facebook and Twitter*)
 - 2nd place: **Clatskanie PUD** (*Facebook*)
 - 3rd place: **Columbia REA** (*Facebook contest to ID employees*)
- Group B**
 - 1st place: **Emerald PUD** (*Facebook, Twitter, Instagram, and YouTube*)
 - 2nd place: **Kootenai Electric Cooperative** (*Facebook*)
 - 3rd place: **Columbia River PUD** (*Facebook*)
- Group C**
 - 1st place: **Chelan County PUD** (*Don't Be That Guy social media campaign*)
 - 2nd place: **Flathead Electric Cooperative** (*Power Tip Tuesday social media campaign*)
 - 3rd place: **Mason County PUD No. 3** (*Instagram*)
- Group D**
 - 1st place: **Snohomish County PUD** (*Watts the Cost? social media campaign*)
 - 2nd place: **Bonneville Power Administration** (*12 Days of Social Media campaign*)
 - 3rd place: **Clark Public Utilities** (*Facebook*)



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Photography

- Group A** 1st place: **Ravalli Electric Cooperative** (*Como Lake hike with kids*)
2nd place: **Clearwater Power Co.** (*Stand Back! photo of an electrical arc*)
3rd place: **Clatskanie PUD** (*Dad's Gloves*)
- Group B** 1st place: **Salem Electric** (*Winter ice storm sunset*)
2nd place: **Emerald PUD** (*Lineman Apprentice Jesse Duval*)
3rd place: **Homer Electric Association** (*Generator Tech Eli Vandenburg*)
- Group C** 1st place: **Cowlitz PUD** (*On the Line*)
2nd place: **Peninsula Light Company** (*Bucket with a View*)
3rd place: **Flathead Electric Cooperative** (*Bird's Eye View*)
- Group D** 1st place: **Energy Northwest** (*John Bartholomew talking with kids*)
2nd place: **Chugach Electric Association** (*Sunrise/lens flare over student tour*)
3rd place: **Snohomish County PUD** (*Jackson Tunnel inspection*)

Wild Card

- Group A** 1st place: **Clearwater Power Co.** (*Solar bugs*)
2nd place: **Umatilla Electric Cooperative** (*Power Up logo*)
3rd place: **Wells Rural Electric Cooperative** (*Green Machine hybrid vehicle*)
- Group B** 1st place: **Kootenai Electric Cooperative** (*Distracted driving story*)
2nd place: **Oregon Trail Electric Cooperative** (*Little visitors news release*)
3rd place: **Orcas Power & Light** (*Linemen appreciation signage*)
- Group C** 1st place: **Matanuska Electric Association** (*Member survey presentation*)
2nd place: **Flathead Electric Cooperative** (*2016 Annual Meeting video*)
3rd place: **Chelan County PUD** (*Chili Cook Off*)
- Group D** 1st place: **Energy Northwest** (*Northwest Clean Energy Forum*)
2nd place: **Clark Public Utilities** (*Earth Day Fest rebrand*)
3rd place: **Snohomish County PUD** (*MESA 2 installation*)