

FOR IMMEDIATE RELEASE**Contact: Brenda Dunn (brenda@nwppa.org)****September 21, 2018****(360) 816-1453**

NWPPA Announces Silver Anniversary Excellence in Communication Winners



Vancouver, Wash. – The Excellence in Communication contest, which recognizes the top communication efforts from Northwest Public Power Association member utilities and associations, turned 25 years old this year and celebrated its silver anniversary at the Northwest Communications & Energy Innovations Conference (NIC) awards banquet at the Coeur d'Alene Resort in Idaho on Tuesday, September 18.

“NWPPA and our planning committee asked members to make the silver anniversary special with a record number of entries, and they came through — in fact they topped the old record of 206 with 229 entries this year. That’s more than a 10-percent increase in entries,” said 2018 NIC Chair Sarah Johnson of Clatskanie PUD. “And the entries this year were top notch with eight receiving perfect scores of 50 out of 50. Congratulations to everyone!”

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 2018 Tom Hougan Award for the best overall communication effort to Clark Public Utilities of Vancouver, Wash. With an average score of 46 out of 50 points, which included three first-place awards, a second-place award, two third-place awards, and two perfect scores, Clark Public Utilities became the contest's first three-time winner. Corporate Communications Manager Erica Erland was on hand to accept the award.

The People's Choice Award in photography returned to the conference for another year, but in a larger capacity. Attendees viewed all the photography submissions at Sunday night's opening reception and voted on their favorite photo in each of three categories.

Sacramento Municipal Utility District (Calif.) won Best Photo of a Child, Clearwater Power Co. (Idaho) won Best Photo of an Employee, and Flathead Electric Cooperative (Mont.) won Best Photo of Miscellaneous.

The 2019 Excellence in Communication awards will be presented on September 17, 2019, at the Tulalip Resort in Tulalip, Wash.



(L-R) Erica Erland accepted the award on behalf of Clark Public Utilities from Chair Sarah Johnson at Tuesday evening's banquet.

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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Annual Report

- Group A** 1st place: Clatskanie PUD
2nd place: Clearwater Power Company
3rd place: Ravalli Electric Cooperative
- Group B** 1st place: Salem Electric
2nd place: Columbia River PUD
3rd place: Umatilla Electric Cooperative
- Group C** 1st place: Idaho Falls Power
2nd place: Grant PUD
3rd place: Chelan PUD
- Group D** 1st place: Turlock Irrigation District
2nd place: Snohomish County PUD
3rd place: Energy Northwest

Newsletter

- Group A** 1st place: Ravalli Electric Cooperative (*Watts Up?*)
2nd place: Blachly-Lane Electric Cooperative (*Ruralite* pages)
3rd place: Clatskanie PUD (*Ruralite* pages)
- Group B** *1st place: Homer Electric Association, Inc. (*Kilowatt Courier*)
2nd place: Emerald PUD (*PowerLines*)
3rd place: Columbia River PUD (*Power Lines*)
- Group C** 1st place: Central Lincoln PUD (*Coastlines*)
2nd place: Mason PUD 3 (*PUD 3 News*)
3rd place: Flathead Electric Cooperative (*Light READING*)
- Group D** 1st place: Clark Public Utilities (*Currents*)
2nd place: Snohomish PUD (*Current*)
3rd place: Chugach Electric Association (*The Outlet*)

Advertising Campaign

- Group A** *1st place: Wells REC (Three Horrors safety campaign)
2nd place: Clatskanie PUD (Stop Energy Waste campaign)
3rd place: Columbia REA (eStatement/auto payments campaign)
- Group B** *1st place: Orcas Power and Light Cooperative (Community solar campaign)
2nd place: Nelson Hydro (Heat pump campaign)
3rd place: Columbia River PUD (Office hours campaign)
- Group C** 1st place: Flathead Electric Cooperative (Walk Away campaign)
2nd place: Grant PUD (Powering Our Way of Life campaign)
3rd place: Cowlitz PUD (Your Power campaign)
- Group D** 1st place: SMUD (Drive Electric campaign)
2nd place: Clark Public Utilities (Equal Pay campaign)
3rd place: None

Special Publication

- Group A** 1st place: Clearwater Power (Monthly bill inserts)
2nd place: Copper Valley Electric Association (New member tour brochures)
3rd place: None
- Group B** 1st place: Salem Electric (Coloring book)
2nd place: Columbia River PUD (2018 calendar)
3rd place: Emerald PUD (Residential rates bill stuffer)
- Group C** 1st place: Grant PUD (Recreation maps)
2nd place: Alameda Municipal Power (2017 bill inserts)
3rd place: Flathead Electric Cooperative (Power of Nature calendar)



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- Group D** *1st place: Bonneville Power Administration (Citizen's Guide to the 2016 Comprehensive Evaluation)
2nd place: Turlock Irrigation District (A History in Pictures book)
3rd place: Energy Northwest (Powering Our Clean Energy Future brochure)

Internal Communication

- Group A** 1st place: Blachly-Lane Electric Cooperative (Org change roll-out)
2nd place: Ravalli Electric Co-op (Night at the Ballpark flyer)
3rd place: Clearwater Power (Employee event fliers)
- Group B** 1st place: Umatilla Electric Cooperative (*The Current* employee newsletter)
2nd place: Kootenai Electric Co-op (All-Employee Meeting, Communications Dept Presentation)
3rd place: Emerald PUD (Shake It Off music video)
- Group C** *1st place: Mason PUD 3 (Year in Review video)
2nd place: Flathead Electric Cooperative (A Day in the Life of an MSR video)
3rd place: Chelan County PUD (Chili Wars poster)
- Group D** *1st place: Clark Public Utilities (Employee appreciation video)
2nd place: Snohomish PUD (Highlights of priority projects)
3rd place: SMUD (Safety for Life posters)

Website

- Group A** 1st place: Wells REC (wrec.coop)
2nd place: Ravalli Electric Cooperative (www.ravallielectric.com)
3rd place: Clatskanie PUD (clatskaniepud.com)
- Group B** 1st place: Umatilla Electric Cooperative (www.umatillaelectric.com)
2nd place: Emerald PUD (epud.org)
3rd place: Homer Electric Association, Inc. (homerelectric.com)
- Group C** 1st place: Flathead Electric Cooperative (www.flatheadelectric.com)
2nd place: Chelan County PUD (chelanpud.org)
3rd place: Idaho Falls Power (www.ifpower.org)
- Group D** 1st place: SMUD (www.smud.org)
2nd place: Chugach Electric Assoc (www.chugachelectric.com)
3rd place: Roseville Electric Utility (www.roseville.ca.us/electric)

Social Media

- Group A** 1st place: Clatskanie PUD (Facebook)
2nd place: Columbia REA (Facebook)
3rd place: Ravalli Electric Cooperative (Warming Tree Facebook campaign)
- Group B** 1st place: Emerald PUD (Facebook, Twitter, Instagram)
2nd place: Columbia River PUD (Facebook, Twitter, YouTube)
3rd place: Salem Electric (Facebook)
- Group C** 1st place: Flathead Electric Cooperative (Solar Eclipse Facebook post)
2nd place: Chelan County PUD (Public Power Week campaign)
3rd place: Cowlitz PUD (Osprey cam on Facebook)
- Group D** 1st place: Bonneville Power Administration (Hydro Flows Here campaign)
2nd place: Snohomish PUD (Outage map post on Facebook)
3rd place: Clark Public Utilities (Customer credit campaign)

Photography

- Group A** 1st place: Clearwater Power (Long Way Up, Long Way Down)
2nd place: Ravalli Electric Cooperative (Young REC members)
3rd place: Copper Valley Electric Association (On the Line for You)



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- Group B** 1st place: Salem Electric (Eclipse)
2nd place: Columbia River PUD (Child and hot stick)
3rd place: Homer Electric Association, Inc. (Power Pledge Challenge)
- Group C** 1st place: Matanuska Electric Association (Mountain Views)
2nd place: Benton PUD (Distribution Design Tech Shanna Everson)
3rd place: Flathead Electric Cooperative (Storm clean up)
- Group D** *1st place: Clark Public Utilities (StreamTeam volunteer)
2nd place: SMUD (Safety Day)
3rd place: Snohomish PUD (Energy Storage Tour)

Wild Card

- Group A** 1st place: Blachly-Lane Electric Cooperative (Custom on-hold msgs)
2nd place: Clearwater Power (Annual Meeting video)
3rd place: Copper Valley Electric Association (Veteran's Day video)
- Group B** 1st place: Columbia River PUD (Community Heroes program)
2nd place: Umatilla Electric Cooperative (SAGE Center exhibit)
3rd place: Orcas Power and Light Cooperative (Meet George video)
- Group C** 1st place: Chelan County PUD (Julio Cruz Day)
2nd place: Flathead Electric Cooperative (EV event)
3rd place: Mason PUD 3 (Science & winter bills video)
- Group D** *1st place: Turlock Irrigation District (130th anniversary video)
2nd place: SMUD (Watts Up: Vampire Load video)
3rd place: Clark Public Utilities (Lunch cooler)

2018 Tom Hougan Award for Overall Excellence in Communication: Clark Public Utilities