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NWPPA Announces 26th Annual 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 26 years old this year and celebrated another record-breaking year at the Northwest Communications & Energy Innovations Conference (NIC) awards banquet at the Tulalip Resort in Tulalip, Wash., on Tuesday, September 17.

“We asked members to crush last year’s score with a record number of entries, and they came through—in fact they topped the old record of 229 with 257 entries this year. That’s more than a 10% increase in entries,” said 2019 NIC Chair Jeff Marshall of Clearwater Power. “And the entries this year were top notch with 13 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 2019 Tom Hougan Award for the best overall communication effort to Mason PUD No. 3 of Shelton, Wash. With an average score of 45.8 out of 50 points, which included four first-place awards,
three second-place awards, one third-place award, and one perfect score, this is Mason 3’s first
time winning the contest. Public Information and Government Relations Manager Joel Myer was
on hand to accept the award along with coworkers Lynn Eaton and Justin Holzgrove.

Winners of the People’s Choice Awards in photography were also announced at the
banquet. Attendees viewed all of the nearly 50 photography submissions at Monday night’s
opening reception and voted on their favorite photo in each of three categories. Roseville Electric
Utility (Calif.) won Best Photo of a Child, Silicon Valley Power (Calif.) won Best Photo of an
Employee, and Ravalli Electric Cooperative (Mont.) won Best Photo of Miscellaneous.

The annual Excellence in Communication awards will next be presented in September
2020.

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.
2019 Excellence in Communication Award Winners

Annual Report

Group A
1st place: Clatskanie PUD (AR 2018)
2nd place: Ravalli Electric Co-op (AR 2018)
3rd place: Vigilante Electric Co-op (80th Annual Meeting)

Group B
1st place: Salem Electric (AR 2017)
2nd place: Kootenai Electric Co-op (AR 2017)
3rd place: Columbia River PUD (AR 2017)

Group C
1st place: Mason County PUD No. 3 (AR 2017)
2nd place: Benton PUD (AR 2018)
3rd place: Chelan County PUD (AR 2017)

Group D
1st place: Snohomish County PUD (AR 2017)
2nd place: Bonneville Power Administration (AR 2018)
3rd place: Roseville Electric Utility (AR 2017)

Newsletter

Group A
1st place: Clatskanie PUD (Ruralite)
2nd place: Mason County PUD No. 1 (The Connector)
3rd place: Ravalli Electric Co-op (Rural Montana)

Group B
1st place: Emerald People's Utility District (EPUD) (Powerlines)
2nd place: Salem Electric (Info Bulletin)
3rd place: Homer Electric Association, Inc. (The Kilowatt Courier)

Group C
1st place: Grant County PUD (News & Info)
2nd place: Mason County PUD No. 3 (PUD 3 News)
3rd place: Alameda Municipal Power (The Flash)

Group D
1st place: Snohomish County PUD (The Wire)
2nd place: Silicon Valley Power (Outlet)
3rd place: Turlock Irrigation District (The Wire)

Advertising Campaign

Group A
1st place: Mason County PUD No. 1 (Water System Handouts)
2nd place: Wells Rural Electric County (Ballot Question No. 3 campaign)
3rd place: Clatskanie PUD (More Than A History. A Brighter Future for All)

Group B
1st place: Umatilla Electric Co-op (Energy Saver Loans)
2nd place: Northern Lights (The Power of Local Service)
3rd place: Jefferson County PUD (Rainy Day)

Group C
1st place: Chelan County PUD (Heat Pump)
2nd place: Mason County PUD No. 3 (Holiday Magic)
3rd place: Grant County PUD (Fill-the-bucket Food Drive)

Group D
1st place: Energy Northwest (Nuclear Power flyers)
2nd place: Silicon Valley Power (Delivering Possibilities)
3rd place: Chugach Electric Association (Power Anchorage - Yes on 10)

Special Publication

Group A
1st place: Clearwater Power (New Member Handbook)
2nd place: Sun River Electric Co-op (Placemat for Annual Meeting Dinner)
3rd place: Clatskanie PUD (Folder)

Group B
1st place: Columbia River PUD (2019 Calendar)
2nd place: Alaska Village Electric Co-op (Celebrating 50 Years of Service To Rural Alaska)
3rd place: Umatilla Electric Co-op (UEC Member Handbook)

Group C
1st place: Chelan County PUD (Right Tree)
2nd place: Grant County PUD (Welcome Mailer)
3rd place: Mason County PUD No. 3 (Fiber hoods in DC & Olympia)

Group D
1st place: Clark Public Utilities (Commercial and Industrial Materials)
2nd place: Bonneville Power Administration (Quick Start Utility Guide)
3rd place: Energy Northwest (2019 Calendar)
2019 Excellence in Communication Award Winners

**Internal Communication**

**Group A**
1st place: Mason County PUD No. 1 (2018 Strategic Work Plan)
2nd place: Clearwater Power (Events)
3rd place: Ravalli Electric Co-op (Family Fun Night Flyer)

**Group B**
1st place: Jefferson County PUD (Jefferson PUD 2019 Draft Budget)
2nd place: Umatilla Electric Co-op ("The Current" and "Minutes")
3rd place: Columbia River PUD (Underground Lines Newsletter)

**Group C**
1st place: Mason County PUD No. 3 (It's Electric)
2nd place: Grant County PUD (Screensavers)
3rd place: Redding Electric Utility (The Inside Line)

**Group D**
*1st* place: Clark Public Utilities (Welcoming Materials)
2nd place: Bonneville Power Administration (Six-word Story Challenge)
3rd place: Sacramento Municipal Utility District (SMUD Cares Campaign)

**Website**

**Group A**
1st place: Pend Oreille PUD (podpud.org)
2nd place: Mason County PUD No. 1 (www.mason-pud1.org)
3rd place: Clatskanie PUD (clatskaniepud.com)

**Group B**
*1st* place: Columbia River PUD (www.crpud.net)
2nd place: Jefferson County PUD (JeffPUD.com)
3rd place: Northern Lights, Inc. (www.nli.coop)

**Group C**
1st place: Mason County PUD No. 3 (www.pud3.org)
2nd place: Grant County PUD (www.grantpud.org)
3rd place: Cowlitz PUD (www.cowlitzpud.org)

**Group D**
*1st* place: Clark Public Utilities (www.clarkpublicutilities.org)
2nd place: Turlock Irrigation District (www.tiddpedro.com)
3rd place: None

**Social Media**

**Group A**
*1st* place: Mason County PUD No. 1 (Facebook/Twitter)
2nd place: Ravalli Electric Co-op (Facebook)
3rd place: Clatskanie PUD (Facebook)

**Group B**
1st place: Emerald People's Utility District (EPUD) (Facebook/Twitter/Instagram)
2nd place: Columbia River PUD (Facebook)
3rd place: Missoula Electric Co-op (Facebook)

**Group C**
1st place: Grant County PUD (Informational Post)
2nd place: Mason County PUD No. 3 (Facebook/Twitter/Instagram)
3rd place: Chalham County PUD (Facebook)

**Group D**
1st place: Seattle City Light (Facebook/Instagram)
2nd place: Silicon Valley Power (Facebook)
3rd place: Turlock Irrigation District (Facebook/Twitter)

**Photography**

**Group A**
*1st* place: Ravalli Electric Co-op (Trouble In The Water)
2nd place: Mason County PUD No. 1 (Tidal Crossing Project)
3rd place: Columbia REA (Energy Balloon)

**Group B**
*1st* place: Homer Electric Association, Inc. (Mother Nature's Wrath)
2nd place: Northern Lights, Inc. (New Billing System)
3rd place: Columbia River PUD (Little Things)

**Group C**
*1st* place: Mason County PUD No. 3 (Free Samples)
2nd place: Grant County PUD (Grant PUD Engineers)
3rd place: Benton PUD (Benton PUD at Johnson Butte)

**Group D**
*1st* place: Clark Public Utilities (Journeyman Lineperson)
2nd place: Snohomish County PUD (Boy and the Bucket Truck)
3rd place: Chugach Electric Association (Happy Bucket Truck Riders)
**2019 Excellence in Communication Award Winners**

**Wild Card**

**Group A**

*1st place: Mason County PUD No. 1* *(Water Conservation Kit)*

2nd place: Clatskanie PUD *(75th Anniversary Celebration Calendars)*

3rd place: Copper Valley Electric Association *(Behind the Switch)*

**Group B**

1st place: Tillamook PUD *(Holiday Promotion)*

2nd place: Columbia River PUD *(Community Hero Videos)*

3rd place: Orcas Power & Light Co-op *(Song)*

**Group C**

*1st place: Chelan County* *(Don’t Be That Lady)*

2nd place: Grays Harbor PUD *(T-Shirt)*

3rd place: Clallam County PUD *(Demo Transformer)*

**Group D**

1st place: Turlock Irrigation District *(Do-It-Yourself Energy Efficiency Videos)*

2nd place: Clark Public Utilities *(Jigsaw puzzle)*

3rd place: Snohomish County PUD *(Giveaway)*

**2019 Tom Hougan Award for Overall Excellence in Communication: Mason County PUD No. 3**