

**FOR IMMEDIATE RELEASE**  
Contact: Brenda Dunn (brenda@nwppa.org)

September 19, 2019  
(360) 816-1453

## **NWPPA Announces 26<sup>th</sup> 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)



*The 2019 Excellence in Communication winners at Tuesday evening's banquet.*

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,



*(L-R) Mason PUD 3's Justin Holzgrove, Joel Myer, and Lynn Eaton celebrate their Tom Hougan Award win.*

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](http://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** 1<sup>st</sup> place: Clatskanie PUD (*AR 2018*)  
2<sup>nd</sup> place: Ravalli Electric Co-op (*AR 2018*)  
3<sup>rd</sup> place: Vigilante Electric Co-op (*80th Annual Meeting*)
- Group B** \*1<sup>st</sup> place: Salem Electric (*AR 2017*)  
2<sup>nd</sup> place: Kootenai Electric Co-op (*AR 2017*)  
3<sup>rd</sup> place: Columbia River PUD (*AR 2017*)
- Group C** 1<sup>st</sup> place: Mason County PUD No. 3 (*AR 2017*)  
2<sup>nd</sup> place: Benton PUD (*AR 2018*)  
3<sup>rd</sup> place: Chelan County PUD (*AR 2017*)
- Group D** 1<sup>st</sup> place: Snohomish County PUD (*AR 2017*)  
2<sup>nd</sup> place: Bonneville Power Administration (*AR 2018*)  
3<sup>rd</sup> place: Roseville Electric Utility (*AR 2017*)

## Newsletter

- Group A** 1<sup>st</sup> place: Clatskanie PUD (*Ruralite*)  
2<sup>nd</sup> place: Mason County PUD No. 1 (*The Connector*)  
3<sup>rd</sup> place: Ravalli Electric Co-op (*Rural Montana*)
- Group B** 1<sup>st</sup> place: Emerald People's Utility District (EPUD) (*Powerlines*)  
2<sup>nd</sup> place: Salem Electric (*Info Bulletin*)  
3<sup>rd</sup> place: Homer Electric Association, Inc. (*The Kilowatt Courier*)
- Group C** 1<sup>st</sup> place: Grant County PUD (*News & Info*)  
2<sup>nd</sup> place: Mason County PUD No. 3 (*PUD 3 News*)  
3<sup>rd</sup> place: Alameda Municipal Power (*The Flash*)
- Group D** 1<sup>st</sup> place: Snohomish County PUD (*The Wire*)  
2<sup>nd</sup> place: Silicon Valley Power (*Outlet*)  
3<sup>rd</sup> place: Turlock Irrigation District (*The Wire*)

## Advertising Campaign

- Group A** 1<sup>st</sup> place: Mason County PUD No. 1 (*Water System Handouts*)  
2<sup>nd</sup> place: Wells Rural Electric County (*Ballot Question No. 3 campaign*)  
3<sup>rd</sup> place: Clatskanie PUD (*More Than A History. A Brighter Future for All*)
- Group B** 1<sup>st</sup> place: Umatilla Electric Co-op (*Energy Saver Loans*)  
2<sup>nd</sup> place: Northern Lights (*The Power of Local Service*)  
3<sup>rd</sup> place: Jefferson County PUD (*Rainy Day*)
- Group C** 1<sup>st</sup> place: Chelan County PUD (*Heat Pump*)  
2<sup>nd</sup> place: Mason County PUD No. 3 (*Holiday Magic*)  
3<sup>rd</sup> place: Grant County PUD (*Fill-the-bucket Food Drive*)
- Group D** 1<sup>st</sup> place: Energy Northwest (*Nuclear Power flyers*)  
2<sup>nd</sup> place: Silicon Valley Power (*Delivering Possibilities*)  
3<sup>rd</sup> place: Chugach Electric Association (*Power Anchorage - Yes on 10*)

## Special Publication

- Group A** 1<sup>st</sup> place: Clearwater Power (*New Member Handbook*)  
2<sup>nd</sup> place: Sun River Electric Co-op (*Placemat for Annual Meeting Dinner*)  
3<sup>rd</sup> place: Clatskanie PUD (*Folder*)
- Group B** \*1<sup>st</sup> place: Columbia River PUD (*2019 Calendar*)  
2<sup>nd</sup> place: Alaska Village Electric Co-op (*Celebrating 50 Years of Service To Rural Alaska*)  
3<sup>rd</sup> place: Umatilla Electric Co-op (*UEC Member Handbook*)
- Group C** \*1<sup>st</sup> place: Chelan County PUD (*Right Tree*)  
2<sup>nd</sup> place: Grant County PUD (*Welcome Mailer*)  
3<sup>rd</sup> place: Mason County PUD No. 3 (*Fiber hoods in DC & Olympia*)
- Group D** 1<sup>st</sup> place: Clark Public Utilities (*Commercial and Industrial Materials*)  
2<sup>nd</sup> place: Bonneville Power Administration (*Quick Start Utility Guide*)  
3<sup>rd</sup> place: Energy Northwest (*2019 Calendar*)

# 2019 Excellence in Communication Award Winners

## Internal Communication

- Group A** 1<sup>st</sup> place: Mason County PUD No. 1 (*2018 Strategic Work Plan*)  
2<sup>nd</sup> place: Clearwater Power (*Events*)  
3<sup>rd</sup> place: Ravalli Electric Co-op (*Family Fun Night Flyer*)
- Group B** 1<sup>st</sup> place: Jefferson County PUD (*Jefferson PUD 2019 Draft Budget*)  
2<sup>nd</sup> place: Umatilla Electric Co-op (*"The Current" and "Minutes"*)  
3<sup>rd</sup> place: Columbia River PUD (*Underground Lines Newsletter*)
- Group C** 1<sup>st</sup> place: Mason County PUD No. 3 (*It's Electric*)  
2<sup>nd</sup> place: Grant County PUD (*Screensavers*)  
3<sup>rd</sup> place: Redding Electric Utility (*The Inside Line*)
- Group D** \*1<sup>st</sup> place: Clark Public Utilities (*Welcoming Materials*)  
2<sup>nd</sup> place: Bonneville Power Administration (*Six-word Story Challenge*)  
3<sup>rd</sup> place: Sacramento Municipal Utility District (*SMUD Cares Campaign*)

## Website

- Group A** 1<sup>st</sup> place: Pend Oreille PUD ([podpud.org](http://podpud.org))  
2<sup>nd</sup> place: Mason County PUD No. 1 ([www.mason-pud1.org](http://www.mason-pud1.org))  
3<sup>rd</sup> place: Clatskanie PUD ([clatskaniepud.com](http://clatskaniepud.com))
- Group B** \*1<sup>st</sup> place: Columbia River PUD ([www.crpud.net](http://www.crpud.net))  
2<sup>nd</sup> place: Jefferson County PUD ([JeffPUD.com](http://JeffPUD.com))  
3<sup>rd</sup> place: Northern Lights, Inc. ([www.nli.coop](http://www.nli.coop))
- Group C** 1<sup>st</sup> place: Mason County PUD No. 3 ([www.pud3.org](http://www.pud3.org))  
2<sup>nd</sup> place: Grant County PUD ([www.grantpud.org](http://www.grantpud.org))  
3<sup>rd</sup> place: Cowlitz PUD ([www.cowlitzpud.org](http://www.cowlitzpud.org))
- Group D** \*1<sup>st</sup> place: Clark Public Utilities ([www.clarkpublicutilities.org](http://www.clarkpublicutilities.org))  
2<sup>nd</sup> place: Turlock Irrigation District ([www.tiddpedro.com](http://www.tiddpedro.com))  
3<sup>rd</sup> place: None

## Social Media

- Group A** \*1<sup>st</sup> place: Mason County PUD No. 1 (*Facebook/Twitter*)  
2<sup>nd</sup> place: Ravalli Electric Co-op (*Facebook*)  
3<sup>rd</sup> place: Clatskanie PUD (*Facebook*)
- Group B** 1<sup>st</sup> place: Emerald People's Utility District (EPUD) (*Facebook/Twitter/Instagram*)  
2<sup>nd</sup> place: Columbia River PUD (*Facebook*)  
3<sup>rd</sup> place: Missoula Electric Co-op (*Facebook*)
- Group C** 1<sup>st</sup> place: Grant County PUD (*Informational Post*)  
2<sup>nd</sup> place: Mason County PUD No. 3 (*Facebook/Twitter/Instagram*)  
3<sup>rd</sup> place: Clallam County PUD (*Facebook*)
- Group D** 1<sup>st</sup> place: Seattle City Light (*Facebook/Instagram*)  
2<sup>nd</sup> place: Silicon Valley Power (*Facebook*)  
3<sup>rd</sup> place: Turlock Irrigation District (*Facebook/Twitter*)

## Photography

- Group A** \*1<sup>st</sup> place: Ravalli Electric Co-op (*Trouble In The Water*)  
2<sup>nd</sup> place: Mason County PUD No. 1 (*Tidal Crossing Project*)  
3<sup>rd</sup> place: Columbia REA (*Energy Balloon*)
- Group B** \*1<sup>st</sup> place: Homer Electric Association, Inc. (*Mother Nature's Wrath*)  
2<sup>nd</sup> place: Northern Lights, Inc. (*New Billing System*)  
3<sup>rd</sup> place: Columbia River PUD (*Little Things*)
- Group C** \*1<sup>st</sup> place: Mason County PUD No. 3 (*Free Samples*)  
2<sup>nd</sup> place: Grant County PUD (*Grant PUD Engineers*)  
3<sup>rd</sup> place: Benton PUD (*Benton PUD at Johnson Butte*)
- Group D** \*1<sup>st</sup> place: Clark Public Utilities (*Journeyman Lineperson*)  
2<sup>nd</sup> place: Snohomish County PUD (*Boy and the Bucket Truck*)  
3<sup>rd</sup> place: Chugach Electric Association (*Happy Bucket Truck Riders*)

## 2019 Excellence in Communication Award Winners

### Wild Card

#### **Group A**

- \*1<sup>st</sup> place: Mason County PUD No. 1 (*Water Conservation Kit*)
- 2<sup>nd</sup> place: Clatskanie PUD (*75th Anniversary Celebration Calendars*)
- 3<sup>rd</sup> place: Copper Valley Electric Association (*Behind the Switch*)

#### **Group B**

- 1<sup>st</sup> place: Tillamook PUD (*Holiday Promotion*)
- 2<sup>nd</sup> place: Columbia River PUD (*Community Hero Videos*)
- 3<sup>rd</sup> place: Orcas Power & Light Co-op (*Song*)

#### **Group C**

- \*1<sup>st</sup> place: Chelan County (*Don't Be That Lady*)
- 2<sup>nd</sup> place: Grays Harbor PUD (*T Shirt*)

#### **Group D**

- 3<sup>rd</sup> place: Clallam County PUD (*Demo Transformer*)
- 1<sup>st</sup> place: Turlock Irrigation District (*Do-It-Yourself Energy Efficiency Videos*)
- 2<sup>nd</sup> place: Clark Public Utilities (*Jigsaw puzzle*)
- 3<sup>rd</sup> place: Snohomish County PUD (*Giveaway*)

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