27th

EXCELLENCE IN COMMUNICATIONS AWARDS

CALL FOR ENTRIES
WHO CAN ENTER...

Any employee of a consumer-owned electric utility or industry association of electric utilities which is a current NWPPA member may enter. Advertising agencies may submit entries in the name of a qualified client. For judging purposes, and to even the playing field, entries are divided into groups that are determined by size. The groups are as follows:

- Group A: 9,999 or fewer customers
- Group B: 10,000–24,999 customers
- Group C: 25,000–54,999 customers
- Group D: 55,000 or more customers

WHAT TO ENTER...

Submissions must be original materials that were published, produced, or distributed for the first time during 2019. Advertising materials entered into the competition must have been created specifically for the NWPPA member. Each communication piece can only be submitted into one category—communication pieces that are entered into more than one category will be disqualified.
1. ANNUAL REPORT
Open to annual reports that were printed and distributed last year in 2019; annual reports that were printed and distributed in 2020 are not eligible and will be disqualified.

2. NEWSLETTER
Submissions should be for external audiences (members, customers, community, etc.) and can be either print or electronic format. Different issues of the same newsletter can and should be submitted as one entry. Newsletters that target internal audiences should be entered in Category 4 (Special Publications).

3. ADVERTISING CAMPAIGN
Submissions should show an attempt to change the perception of the company; to gain customer participation in a product, service, or program; or to sell a product or service. Advertising campaign submissions can be in the form of radio spots, television spots, print advertisements, social media, or online advertisements. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).
4. SPECIAL PUBLICATION
Submissions can include, but are not limited to, stand-alone advertisements for products or services (such as bill inserts, brochures, and pamphlets), informational pieces for customers/members (such as folders, posters, books, and calendars), or internal communication pieces (such as internal newsletters, in-house informational pieces, or internal training pieces). Entries that are part of a larger campaign should be entered in Category 3 (Advertising Campaign)—an entry cannot be submitted in multiple categories. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).

5. PHOTOGRAPHY
Submissions must be of utility employees, utility properties, or utility activities. Photos can be either color or black and white, but must be print quality. Please include a description of the photo and identify any people in it. All photos are automatically entered into the People’s Choice Awards.

6. WILD CARD
This is the catch-all category. If you have something that does not fit in any of the above categories, please submit it under this category. Entries may include, but are not limited to: videos, PowerPoint presentations, press releases, graphics, events, t-shirts, websites, and social media pages. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).
HOW TO ENTER

• All submissions must be emailed to excellence@nwppa.org by Friday, July 31, 2020, at 7 p.m., PST. Late submissions will not be considered.

• Entries are limited to two entries per category for categories 2–6, and one entry for category 1.

• If NWPPA determines that an entry has been submitted into the wrong category, that entry will be moved to the proper category without notification.

• The entry fee is $25 per entry. Entry fees help offset the costs associated with the awards.

• Please send each submission separately. For example, if you are sending in an annual report and two photo entries, please send each one, with an entry form, to excellence@nwppa.org for a total of three emails. This will help us when we sort them to be judged.

• Each submission must include a completed entry form. Entries without an accompanying form will not be considered.
SUBMIT ALL ENTRIES TO:
excellence@nwppa.org

If you have any questions, contact Brenda at either brenda@nwppa.org or (360) 784-2007.
THE AWARDS

Winning entrants will be notified via email no later than September 8. All awards will be presented during a virtual awards ceremony in September (more information to come about this). The judges’ score sheets will also be available free of charge after the awards ceremony for anyone who would like to review any feedback that may have been provided.

- First-place winners in each category will receive a plaque; second- and third-place winners (if applicable) in each category will receive certificates.
- The winner of the Tom Hougan Award will receive a separate award.
- All awards will be made out to the organization’s name, not an individual employee. Award winners may purchase additional plaques or certificates for individuals who helped produce the work, or if the organization wishes to have a particular employee’s name on the award.
- Entry fees must be paid to receive your award(s)*.

*NWPPA will invoice utilities for their entries. To keep our members’ financial information as safe as possible, we no longer collect credit card information on the entry forms.
PEOPLE’S CHOICE AWARD—PHOTOGRAPHY

There is no extra fee to be eligible for this award; all photography entries will automatically be entered. Your peers will vote for a favorite in three separate categories: 1) best photo of a child, 2) best photo of a lineworker, and 3) best miscellaneous utility-related photo. All three awards will be announced at the virtual awards ceremony in September. Please note that you must enter your photo in the Excellence in Communication contest to be eligible for the People’s Choice Awards.
TOM HOUGAN AWARD FOR OVERALL EXCELLENCE IN COMMUNICATION

Judges will determine which organization has the best overall communication effort in the competition and will present the Tom Hougan Award for Overall Excellence in Communication to that organization.

Recent recipients of the award include:

- Mason County PUD No. 3, Shelton, Wash. (2019)
- Emerald PUD, Eugene, Ore. (2017)
- Homer Electric Association, Homer, Alaska (2014)
- Columbia River PUD, St. Helens, Ore. (2013, 2007)
- Chelan County PUD, Wenatchee, Wash. (2012)
- Energy Northwest, Richland, Wash. (2011)
- Clatskanie PUD, Clatskanie, Ore. (2010)
- Glacier Electric Cooperative, Cut Bank, Mont. (2009)
27TH ANNUAL NWPPA EXCELLENCE IN COMMUNICATION COMPETITION ENTRY FORM

Include this form with each entry

Category___________________________________________________________

Group (please circle one):   A   B   C   D

Number of customers: ________________________________________________

Your name: __________________________________________________________

Organization: _________________________________________________________

Address: _____________________________________________________________

City, State, ZIP: ______________________________________________________

Phone: ______________________________________________________________

Email: _______________________________________________________________

NWPPA will mail an invoice for the total amount due ($25 per entry).