

## NWPPA Announces 28<sup>th</sup> Annual Excellence in Communication Winners

(October 20) The Excellence in Communication contest, which recognizes the top communication efforts from Northwest Public Power Association member utilities and associations, turned 28 years old this year and celebrated another spectacular year at the Northwest Innovations in Communications (NIC) Conference awards banquet at The Benson Hotel in Portland, Oregon, on October 13.

“A tremendous thank you to the 46 utilities who submitted a record-breaking number of entries this year,” said 2021 NIC Chair Theresa Phillips from Lassen Municipal Utility District. “Members crushed the old record of 257 with 304 entries this year! Congratulations to everyone!”



*2021 Excellence in Communications winners*

Categories are broken up into four groups: Group A utilities having the smallest number of customers and Group D having the largest. Nine 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 2021 Tom Hougan Award for the best overall communication effort to Grant County PUD (Ephrata, Wash.). With an average score of 43.6 out of 50 points, which included six first-place awards and one second-place award, this is Grant’s first time winning the award. Public Affairs Officer Christine Pratt was on hand to accept the award on behalf of the PUD.

The People’s Choice Awards in photography were also announced at the banquet. Earlier at Monday night’s opening reception, attendees voted on their favorite photo in each of three categories. Heber Light & Power (Utah) won Best Photo of a Child, Columbia REA (Wash.) won Best Photo of an Employee, and Chelan County PUD (Wash.) won Best Photo of Miscellaneous.



The Excellence in Communication awards will next be presented at the NIC in September 2022.

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## 2021 Excellence in Communication Award Winners

### Annual Report

- Group A** \*1<sup>st</sup> place: Clatskanie PUD  
2<sup>nd</sup> place: Mason County PUD No.1  
3<sup>rd</sup> place: Vigilante Electric Cooperative
- Group B** 1<sup>st</sup> place: Salem Electric  
2<sup>nd</sup> place: Columbia River PUD  
3<sup>rd</sup> place: Missoula Electric Cooperative
- Group C** 1<sup>st</sup> place: Grant County PUD  
2<sup>nd</sup> place: Idaho Falls Power  
3<sup>rd</sup> place: Mason PUD 3
- Group D** 1<sup>st</sup> place: Bonneville Power Administration  
2<sup>nd</sup> place: Turlock Irrigation District  
3<sup>rd</sup> place: Snohomish County PUD

### Newsletter

- Group A** 1<sup>st</sup> place: Mason County PUD No. 1 (*Connector Newsletter*)  
2<sup>nd</sup> place: Columbia REA (*Ruralite*)  
3<sup>rd</sup> place: Clatskanie PUD (*Ruralite*)
- Group B** 1<sup>st</sup> place: Columbia River PUD (*Powerlines*)  
2<sup>nd</sup> place: Umatilla Electric Cooperative (*Ruralite*)  
3<sup>rd</sup> place: Salem Electric (*Cooperative News*)
- Group C** 1<sup>st</sup> place: Idaho Falls Power (IFP Newsletter)  
2<sup>nd</sup> place: Grant County PUD (*News & Info*)  
3<sup>rd</sup> place: Mason PUD 3 (*Customer Newsletter*)
- Group D** 1<sup>st</sup> place: Snohomish County PUD (*Current*)  
2<sup>nd</sup> place: Turlock Irrigation District (*The Wire*)  
3<sup>rd</sup> place: Clark Public Utilities (*Currents*)

### Advertising Campaign

- Group A** 1<sup>st</sup> place: Columbia REA (Fair & Rodeo Sponsorships)  
2<sup>nd</sup> place: Beartooth Electric Cooperative (Up Your Energy IQ!)  
3<sup>rd</sup> place: Mason County PUD No. 1 (Clean Energy Community campaign)
- Group B** 1<sup>st</sup> place: Missoula Electric Cooperative (When the power goes out)  
2<sup>nd</sup> place: Orcas Power & Light Cooperative (Island Way campaign)  
3<sup>rd</sup> place: Oregon Trail Electric Cooperative (Dolly Parton's Imagination Library)
- Group C** 1<sup>st</sup> place: Chelan County PUD (Rebates are Real)  
2<sup>nd</sup> place: Mason PUD 3 (Services ad campaign)  
3<sup>rd</sup> place: Matanuska Electric Association (People, Power, Purpose)
- Group D** 1<sup>st</sup> place: Roseville Electric Utility (Charge Ahead Roseville)  
2<sup>nd</sup> place: Flathead Electric Cooperative (Assume It's Live)  
3<sup>rd</sup> place: Energy Northwest (Proud to Serve)

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## Special Publication

- Group A** 1<sup>st</sup> place: Mason County PUD No. 1 (Drive-thru event)  
2<sup>nd</sup> place: Clearwater Power Co. (Monthly inserts)  
3<sup>rd</sup> place: Ravalli Electric Cooperative (Bill insert)
- Group B** 1<sup>st</sup> place: Columbia River PUD (2021 Calendar)  
2<sup>nd</sup> place: Emerald PUD (Prepaid Power)  
3<sup>rd</sup> place: Umatilla Electric Cooperative (2021 Calendar)
- Group C** 1<sup>st</sup> place: Grant County PUD (Four-page wrap)  
2<sup>nd</sup> place: Central Lincoln PUD (*Boardlines*)  
3<sup>rd</sup> place: Cowlitz PUD (*PUD Live*)
- Group D** \*1<sup>st</sup> place: Bonneville Power Administration (Poster)  
2<sup>nd</sup> place: Modesto Irrigation District (About MID bill insert)  
3<sup>rd</sup> place: Energy Northwest (2021 Calendar)

## Internal Communication

- Group A** 1<sup>st</sup> place: Mason County PUD No. 1 (Strategic work plan)  
2<sup>nd</sup> place: None  
3<sup>rd</sup> place: None
- Group B** 1<sup>st</sup> place: Homer Electric Association, Inc. (*Between the Lines*)  
2<sup>nd</sup> place: Okanogan County PUD (Employee newsletter)  
3<sup>rd</sup> place: Umatilla Electric Cooperative (*The Current*)
- Group C** 1<sup>st</sup> place: Chelan County PUD (Community Foundation campaign)  
2<sup>nd</sup> place: Mason PUD 3 (Strategic Plan)  
3<sup>rd</sup> place: Matanuska Electric Association (Newscast)
- Group D** 1<sup>st</sup> place: Bonneville Power Administration (Photo contest)  
2<sup>nd</sup> place: Energy Northwest (Public Affairs recognizes)  
3<sup>rd</sup> place: Flathead Electric Cooperative, Inc. (Service Awards)

## Website

- Group A** 1<sup>st</sup> place: Beartooth Electric Cooperative ([www.beartoothelectric.com](http://www.beartoothelectric.com))  
2<sup>nd</sup> place: Hood River Electric Cooperative (<https://hrec.coop/>)  
3<sup>rd</sup> place: Clatskanie PUD ([www.clatskaniepud.com](http://www.clatskaniepud.com))
- Group B** 1<sup>st</sup> place: Umatilla Electric Cooperative ([www.umatillaelectric.com](http://www.umatillaelectric.com))  
2<sup>nd</sup> place: Emerald PUD ([www.epud.org](http://www.epud.org))  
3<sup>rd</sup> place: Oregon Trail Electric Co-op ([www.economicdevelopment.otec.coop](http://www.economicdevelopment.otec.coop))
- Group C** 1<sup>st</sup> place: Grant County PUD ([www.grantpud.org](http://www.grantpud.org))  
2<sup>nd</sup> place: Mason PUD 3 (<https://in.masonpud3.org/>)  
3<sup>rd</sup> place: Idaho Falls Power ([www.idahofallsfiber.com](http://www.idahofallsfiber.com))
- Group D** 1<sup>st</sup> place: Clark Public Utilities ([www.clarkpublicutilities.com](http://www.clarkpublicutilities.com))  
2<sup>nd</sup> place: Turlock Irrigation District (<https://ev.tid.org/>)  
3<sup>rd</sup> place: Benton PUD ([www.bentonpud.org](http://www.bentonpud.org))

## Social Media

- Group A** 1<sup>st</sup> place: Ravalli Electric Cooperative (Facebook profile)  
2<sup>nd</sup> place: Copper Valley Electric Association (Social Media profile)  
3<sup>rd</sup> place: Mason County PUD No. 1 (Facebook and Twitter)
- Group B** 1<sup>st</sup> place: Emerald PUD (Social media profiles)  
2<sup>nd</sup> place: Columbia River PUD (Facebook post)  
3<sup>rd</sup> place: Umatilla Electric Cooperative (Facebook profile)
- Group C** 1<sup>st</sup> place: Grant County PUD (Salmon in the Classroom Video)  
2<sup>nd</sup> place: Mason PUD 3 (Facebook and Instagram)  
3<sup>rd</sup> place: Matanuska Electric Association (Tasty Treat Tuesdays)
- Group D** \*1<sup>st</sup> place: Bonneville Power Administration (Social media platforms)  
2<sup>nd</sup> place: Energy Northwest (Social media platforms)  
3<sup>rd</sup> place: Snohomish County PUD (Quarantine Cookbook Campaign)

## Photography

- Group A** \*1<sup>st</sup> place: Ravalli Electric Cooperative (Lineman Dan Kratofil)  
2<sup>nd</sup> place: Columbia REA (Brian Bishop Snowman)  
3<sup>rd</sup> place: Beartooth Electric Cooperative (Wall of Fire)
- Group B** \*1<sup>st</sup> place: Heber Light & Power (Osprey Rescue)  
2<sup>nd</sup> place: Homer Electric Association, Inc. (A Lineman's Evening Office)  
3<sup>rd</sup> place: Umatilla Electric Cooperative (Beautiful Day)
- Group C** \*1<sup>st</sup> place: Golden Valley Electric (Members serving members for 75 years)  
2<sup>nd</sup> place: Clallam County PUD (Car vs. Pole photo by Ivan Welch)  
3<sup>rd</sup> place: Matanuska Electric Association (Pioneer Peak)
- Group D** \*1<sup>st</sup> place: Clark Public Utilities (Emily in Warehouse)  
2<sup>nd</sup> place: Turlock Irrigation District (Complex Fire)  
3<sup>rd</sup> place: Benton PUD (Badger Canyon)

## COVID-19

- Group A** 1<sup>st</sup> place: Copper Valley Electric Association (Community Support Program)  
2<sup>nd</sup> place: Clatskanie PUD (Bill Relief)  
3<sup>rd</sup> place: Ravalli Electric Cooperative (COVID-19 Awareness Video)
- Group B** 1<sup>st</sup> place: Oregon Trail Electric Cooperative (Community helping community)  
2<sup>nd</sup> place: Umatilla Electric Cooperative (Closures)  
3<sup>rd</sup> place: Jefferson County PUD (Campaign)
- Group C** 1<sup>st</sup> place: Grant County PUD (#WeAreGrantCounty video)  
2<sup>nd</sup> place: Chelan County PUD (Newsletter)  
3<sup>rd</sup> place: Matanuska Electric Association (Member communication)
- Group D** 1<sup>st</sup> place: Energy Northwest (Internal Operations)  
2<sup>nd</sup> place: Roseville Electric Association (Reopen Energy Smart campaign)  
3<sup>rd</sup> place: Bonneville Power Administration (CAO Message)

**Wild Card**

- Group A** 1<sup>st</sup> place: Copper Valley Electric Association (Solomon Gulch video)  
2<sup>nd</sup> place: Clatskanie PUD (Podcast)  
3<sup>rd</sup> place: Columbia REA (Mile sign)
- Group B** 1<sup>st</sup> place: Emerald PUD (Strategic Plan)  
2<sup>nd</sup> place: Oregon Trail Electric Cooperative (Wildfire article)  
3<sup>rd</sup> place: Salem Electric (Detroit Area)
- Group C** 1<sup>st</sup> place: Grant County PUD (Training Box)  
2<sup>nd</sup> place: Idaho Falls Power (Fiber Ambulance)  
3<sup>rd</sup> place: Matanuska Electric Association (Employee Onboarding video)
- Group D** 1<sup>st</sup> place: Roseville Electric Utility (Promotional video)  
2<sup>nd</sup> place: Turlock Irrigation District (Strategic Plan)  
3<sup>rd</sup> place: Flathead Electric Cooperative, Inc. (Virtual EV Day)

**About NWPPA:** NWPPA is an international association representing and serving more than 150 customer-owned, locally controlled utilities in the Western U.S. and Canada. The Association also serves over 300 associate members across the U.S. and Canada who are allied with the electric utility industry. For more information, visit [www.nwppa.org](http://www.nwppa.org) or follow @NWPPAssoc on our social channels.

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