

NWPPA Announces 30th Annual Excellence in Communications Winners

(Sept. 26) The Northwest Public Power Association and its members recently celebrated the 30th anniversary of the Excellence in Communications Awards contest. The contest recognizes the top communications efforts made by NWPPA member utilities and associations. NWPPA presented 99 awards last week at the 2023 Northwest Innovations in Communications Conference banquet in Santa Rosa, California.



2023 Excellence in Communications award winners.

“We are so excited to have once again received a record-breaking number of entries, even with only eight categories this year,” said 2023 NIC Chair Sharon Scheidt of Copper Valley Electric Association. “Thank you so much to all 45 utilities who participated. The tireless dedication of communicators within our industry never ceases to amaze me.”

The 2023 EIC categories were Advertising Campaign, Annual Report, Internal Communications, Newsletter, Social Media, Special Publication, Photography, and Wild Card. Contestants are divided into four groups, categorized by size: Group A utilities have the smallest number of customers and Group D have the largest. Nine marketing and communications professionals from throughout the Northwest 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 Communications awards, NWPPA presented the 2023 Overall Excellence in Communications Award to Umatilla Electric Cooperative (Hermiston, Ore.), the same utility that won the award last year. This is the first time a utility has ever won the award two years in a row. Winners of the award are determined based on performance in the Excellence in Communications contest. Umatilla received five first-place awards, an average score of 44.2 out of 50 points, and two perfect scores in the contest. Weston Putman and Kim Rill were on hand to accept the award on behalf of the co-op.



2023 NIC Chair Sharon Scheidt (middle) presents the 2023 Overall Excellence in Communications Award to Umatilla's Kim Rill and Weston Putman.

NWPPA also announced the People's Choice Awards in photography at the banquet. Earlier in the week, NIC attendees voted on their favorite photo in each of three categories. Coos-Curry Electric Cooperative won Best Photo – Employee, Chugach Electric Association won Best Photo – Youth, and Columbia REA won Best Photo – Miscellaneous.

The 2024 Call for Entries for the EIC Awards will be emailed in the spring, and the 2024 NIC will be held at The Grove Hotel in Boise, Idaho, Sept. 16-19.

2023 Excellence in Communications Award Winners

Advertising Campaign

- Group A** 1st place: Beartooth Electric Cooperative (Calendar Photo Contest)
2nd place: Columbia REA (Columbia iConnect Ads)
- Group B** 1st place: Okanogan County PUD (Energy Usage Charts)
2nd place: Fall River Rural Electric Cooperative (Safety Campaign)
3rd place: Coos-Curry Electric Cooperative (Your Co-Op Vote Matters Campaign)
- Group C** 1st place: Chelan County PUD (Baseboard Bacon)
2nd place: Idaho Falls Power (Career Fair Informational Job Flyers)
3rd place: Golden Valley Electric Association (Right of Way Maintenance Campaign)
- Group D** 1st place: Roseville Electric Utility (Dad Jokes – Energy Efficiency)
2nd place: Flathead Electric Cooperative (Electrify Your College Fund)
3rd place: Tacoma Public Utilities (Power Moves: Knowing Your Water Heater’s Birthday)

Annual Report

- Group A** 1st place: Vigilante Electric Cooperative
2nd place: Clatskanie PUD
3rd place: Ravalli County Electric Cooperative
- Group B** 1st place: Umatilla Electric Cooperative
2nd place: Coos-Curry Electric Cooperative
3rd place: Columbia River PUD
- Group C** 1st place: Golden Valley Electric Association
2nd place: Inland Power & Light Company
3rd place: La Plata Electric Association
- Group D** 1st place: Bonneville Power Administration
2nd place: Snohomish County PUD
3rd place: Roseville Electric Utility

Internal Communications

- Group A** 1st place: Mt. Wheeler Power (My Why Campaign)
2nd place: Clatskanie PUD (Take Your Kids to Work Day)
3rd place: Beartooth Electric Cooperative (Employee Appreciation)
- Group B** 1st place: Umatilla Electric (The Current)
2nd place: Missoula Electric Cooperative (This Is My Why Posters)
3rd place: Okanogan County PUD (The Wire)
- Group C** 1st place: Grant County PUD (Employee Appreciation Day Communication)
2nd place: Benton PUD (EmPOWERed Program)
3rd place: Idaho Falls Power (Champion of Safety Posters)
- Group D** 1st place: Energy Northwest (On the Job)
2nd place: Snohomish County PUD (Third Thursdays With John Vlogs)
3rd place: Tacoma Public Utilities (Service Awards)

Newsletter

- Group A** 1st place: Columbia REA (Ruralite)
2nd place: Clatskanie PUD (Ruralite)
3rd place: Beartooth Electric Cooperative (CONNECTS)
- Group B** 1st place: Umatilla Electric Cooperative (Ruralite)
2nd place: Columbia River PUD (Power Lines)
3rd place: Emerald PUD (PowerLines)
- Group C** 1st place: Inland Power & Light Company (Light Reading)
2nd place: Mason PUD 3 (PUD 3 News)
3rd place: Peninsula Light Company (Lights)
- Group D** 1st place: Snohomish PUD (Current)
2nd place: Turlock Irrigation District (The Wire)
3rd place: Energy Northwest (Member Update)

Photography

- Group A** 1st place: Ravalli County Electric Cooperative (Office With a View)
2nd place: Vigilante Electric Cooperative (Work With a View)
3rd place: Beartooth Electric Cooperative (May All Your Days Be Merry and Bright)
- Group B** 1st place: Columbia River PUD (Teamwork)
2nd place: Okanogan County PUD (Bootcamp Competition)
3rd place: Coos-Curry Electric Cooperative (A Fur-midable Act of Service)
- Group C** 1st place: Grant County PUD (An Alternative View: Lineman Rodeo)
2nd place: Chelan County PUD (It's Fishy!)
3rd place: Central Lincoln PUD (Keeping Our Power Lines Clear)
- Group D** 1st place: Snohomish County PUD (Work on the Jackson Hydroelectric Project)
2nd place: Flathead Electric Cooperative (At Work in the Wilds of Montana)
3rd place: Roseville Electric Utility (Handshake – Youth and RE Lineman)

Social Media

- Group A** 1st place: Clatskanie PUD (Facebook)
2nd place: Lassen Municipal Utility District (Facebook)
3rd place: Columbia REA (Facebook)
- Group B** 1st place: Emerald PUD (TikTok)
2nd place: Columbia River PUD (Facebook)
3rd place: Missoula Electric Cooperative (Facebook)
- Group C** 1st place: Golden Valley Electric Association (LinkedIn)
2nd place: La Plata Electric Association (Facebook)
3rd place: Grant County PUD (Facebook)
- Group D** 1st place: Turlock Irrigation District (LinkedIn)
2nd place: Energy Northwest (Facebook)
3rd place: Tacoma Public Utilities (Twitter)

Special Publication

- Group A** 1st place: Beartooth Electric Cooperative (BEC Member Photo Calendar)
 2nd place: Columbia REA (Celebrate Walla Walla Sponsor's Guide Ad)
 3rd place: Lassen Municipal Utility District (Strategic Plan)
- Group B** 1st place: Umatilla Electric Cooperative (Rooftop Solar Bill Insert)
 2nd place: Okanogan County PUD (Energy Hero Activity Booklet)
 3rd place: Fall River Rural Electric Cooperative (Scholarship Bill Insert)
- Group C** 1st place: Chelan County PUD (Wanda and the Energizers)
 2nd place: Golden Valley Electric Association (Recruitment Poster)
 3rd place: Idaho Falls Power (Snake River Paddling Guide)
- Group D** 1st place: Tacoma Public Utilities (Parks Rebrand)
 2nd place: Turlock Irrigation District (Sustainability Plan)
 3rd place: Energy Northwest (Powering Our Clean Energy Future Brochure)

Wild Card

- Group A** 1st place: Copper Valley Electric Association (People Behind the Switch – A Lineman Story)
 2nd place: Lassen Municipal Utility District (Lassen MUD Website)
 3rd place: Columbia REA (Balloon Stampede Swag)
- Group B** 1st place: Umatilla Electric Cooperative (Lineworker Appreciation Day Video)
 2nd place: Columbia River PUD (Strategic Plan)
 3rd place: Emerald PUD (Emerald PUD Website – Manager's Message Page)
- Group C** 1st place: Chelan County PUD (The Power Hour)
 2nd place: Grant County PUD (Fiber Dog Video)
 3rd place: Franklin County PUD (Hydropower: It Just Makes Life Better)
- Group D** 1st place: Turlock Irrigation District (Short Stories)
 2nd place: Clark Public Utilities (PowerZone Website)
 3rd place: Flathead Electric Cooperative (Outage Communications and Cold Load Video)

About NWPPA: NWPPA is regional association representing and serving more than 150 customer-owned, locally controlled utilities in the Western U.S. and Canada. The association also serves over 350 associate members across the U.S. and Canada who are allied with the electric utility industry. For more information, visit www.nwppa.org or follow @NWPPAssoc on our social channels.

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