

**NWPPA**

# 2022 CALL FOR ENTRIES

**29<sup>TH</sup> EXCELLENCE IN  
COMMUNICATIONS AWARDS**

## 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. 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

Submissions must be original materials that were published, produced, or distributed for the first time during 2021. 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.



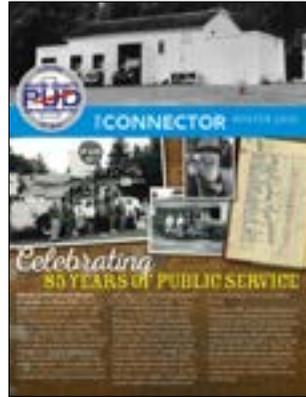
**2021 People's Choice Award,  
Best Photo of a Child, Heber Light & Power**



2021 Annual Report — Group B,  
first place, Salem Electric

## 1. ANNUAL REPORT

Open to annual reports that were **printed and distributed last year in 2021**; annual reports that were printed and distributed in 2022 are not eligible and will be disqualified.



2021 Newsletter — Group A,  
first place, Mason County PUD No. 1

## 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 the **Internal Communications** category—an entry cannot be submitted in multiple categories.



2021 Advertising Campaign — Group B,  
first place, Missoula Electric Co-op

## 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, or online advertisements. Social media campaigns should be entered in this category as well—an entry cannot be submitted in multiple categories. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).



2021 Special Publication — Group C,  
first place, Grant County PUD

#### 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), or informational pieces for customers/members (such as folders, posters, books, and calendars). Entries that are part of a larger campaign should be entered in the **Advertising Campaign** category and entries that are for internal use should be entered in the **Internal Communications** category—an entry cannot be submitted in multiple categories. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).



2021 Internal Communications — Group D,  
first place, Bonneville Power Administration

#### 5. INTERNAL COMMUNICATIONS

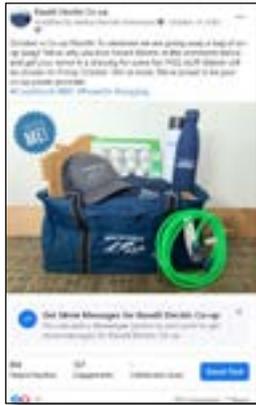
Submissions should be communication pieces for internal audiences (employees, managers, directors, etc.). Entries may include, but are not limited to, internal newsletters, in-house informational pieces (such as posters, handouts, and quarterly reports), or internal training pieces (such as policies, videos, and presentations). Internet websites should be entered in the **Website** category—an entry cannot be submitted in multiple categories. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).



2021 Website — Group B,  
first place, Umatilla Electric Co-op

#### 6. WEBSITE

Submissions can be for internal or external company websites that have been modified, updated, or managed in 2021; **websites need not be brand new to be eligible**. Provide a temporary username and password if you would like the judges to access any password-protected pages/information.



2021 Social Media — Group A,  
first place, Ravalli Electric Co-op



2021 Photography — Group D,  
first place, Clark Public Utilities



2021 Wild Card — Group D,  
first place, Roseville Electric Utility

## 7. SOCIAL MEDIA

Submissions should show your utility's best use of social media via any of the various platforms, such as Facebook, Twitter, Instagram, YouTube, or blogs. Websites should be entered into the **Website** category—an entry cannot be submitted in multiple categories. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).

## 8. PHOTOGRAPHY

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

## 9. 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, and t-shirts. Entries should be accompanied with a short statement of purpose (target audience, implementation, results, etc.).



2021 People's Choice Award,  
Best Photo of Miscellaneous, Chelan County PUD



## HOW TO ENTER

All entries must be submitted by **Thursday, June 30, 2022**, at [www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations). There is a new submission process this year; please see the next page of this brochure for more information. Late submissions will not be considered.

- Entries are limited to one entry for the Annual Report category and two entries for all other categories.
- The entry fee is \$25 per entry. NWPPA will invoice utilities for their entries in early July. Invoices must be paid in full by Sept. 1 to be eligible to receive an award.
- If NWPPA determines that an entry has been submitted into the wrong category, that entry will not be considered unless resubmitted to the appropriate category. The entry must also be removed from the wrong category—an entry cannot be submitted in multiple categories. We will attempt to notify individuals if their entries are in the wrong category.

### SUBMIT ALL ENTRIES AT:

[www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations).

If you have any questions, contact Nina at either [nina@nwppa.org](mailto:nina@nwppa.org) or (360) 816-1447.

## NEW SUBMISSION PROCESS

In 2020, the Excellence in Communications Awards competition became digitized, which we discovered made the process easier, more cost-effective, and faster for everyone. In 2022, we are streamlining that process further to make it even smoother. Here's what you'll need to do to submit an entry:

1. First, locate the Excellence in Communications Contest on our Awards page at [www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations). From [www.nwppa.org](http://www.nwppa.org), it can be found under **Members > Awards Nominations**.
2. All nine categories are listed individually. Select the appropriate category for your submission.
3. Fill out the form presented.
4. Entries autosave as drafts, so you can leave and submit later. Be sure to click "Submit Entry" once you are done; draft entries will not be considered.

## FAQS

### **Uh-oh, I attached the wrong document, but I already clicked "Submit." What do I do?**

If your entry is listed as "SUBMITTED," you will still be able to edit it. If your entry has been "ACCEPTED," please contact [nina@nwppa.org](mailto:nina@nwppa.org) with any changes before June 30.

### **Can I and my co-worker each submit entries for our utility?**

Multiple individuals from a utility or association may submit entries. As an organization, you will be limited to two entries per category (with the exception of one entry for the Annual Report category).

### **What if my co-worker started our utility's submission, but I need to finish it?**

Only the author of an entry can edit or delete it. Each organization is allowed a maximum of two submissions in most categories (with the exception of one submission in the Annual Report category); this includes drafts. If you need to work on a submission someone else began or delete a submission you did not author, please contact [nina@nwppa.org](mailto:nina@nwppa.org).

### **Will I be able to see all submissions from my utility, including ones that are not my own?**

Yes, you will be able to view all of your organization's submissions. However, you can only edit those you have submitted.

## **THE AWARDS**

Winning entrants will be notified via email no later than Aug. 31. All awards will be presented at the Northwest Innovations in Communications Conference awards banquet on Wednesday evening, Sept. 21, at the Marriott Anchorage Downtown in Anchorage, Alaska.

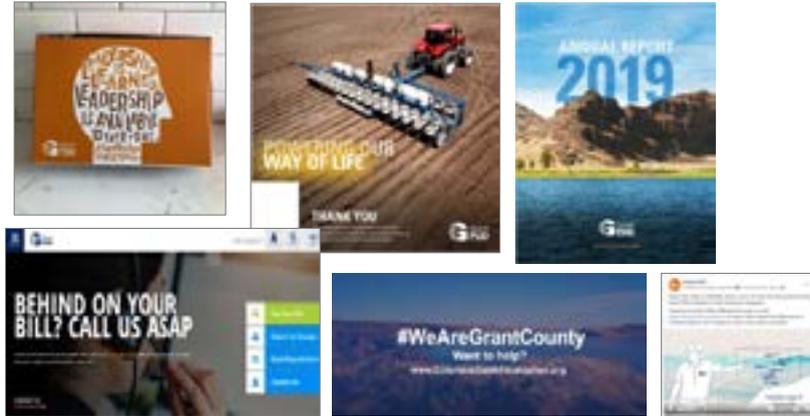
- Plaques will be presented to the first-place winners in each category; certificates will be presented to the second- and third-place winners (if applicable) in each category.
- The winner of the Overall Excellence in Communications Award will receive a separate award.
- All awards will be made out 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 by Sept. 1, 2022, to receive any award(s).
- The judges' score sheets will be available free of charge the week of Sept. 26.

2021 People's Choice Award,  
Best Photo of an Employee, Columbia REA

## **PEOPLE'S CHOICE AWARD—PHOTOGRAPHY**

There is no extra fee to be eligible for this award; all photography entries will automatically be entered and will be on display at Monday night's welcome reception at the Marriott Anchorage Downtown in Anchorage, Alaska, on Sept. 19. Attendees will vote for a favorite in three separate categories: 1) Best Photo of a Child, 2) Best Photo of an Employee, and 3) Best Miscellaneous Utility-Related Photo. All three awards will be announced at the banquet on Sept. 21. Please note that you must enter your photo(s) in the Excellence in Communications contest to be eligible for the People's Choice Awards.





2021 Overall Excellence in Communications Award Winner — Grant County PUD

## **OVERALL EXCELLENCE IN COMMUNICATIONS AWARD**

Judges will determine which organization has the best overall communications effort in the competition and NWPPA will present the Overall Excellence in Communications Award to that organization at the awards banquet.

Recent recipients of the award include:

- Grant County PUD, Ephrata, Wash. (2021)
- Clearwater Power Co., Lewiston, Idaho (2020, 2016)
- Mason County PUD No. 3, Shelton, Wash. (2019)
- Clark Public Utilities, Vancouver, Wash. (2018, 2015, 2003)
- 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)
- Benton PUD, Kennewick, Wash. (2008)



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