

A glowing lightbulb is the central focus, emitting a warm orange and yellow light. It is surrounded by vibrant, multi-colored paint splashes in shades of blue, purple, and pink. The background is dark and textured, with some orange and yellow particles floating around. The overall composition is dynamic and artistic.

NWPPA

# 2024 CALL FOR ENTRIES

31<sup>ST</sup> EXCELLENCE IN  
COMMUNICATIONS AWARDS

CONTEST OPEN MAY 1-JUNE 28, 2024 | [WWW.NWPPA.ORG/AWARDS-NOMINATIONS](http://WWW.NWPPA.ORG/AWARDS-NOMINATIONS)

## 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 automatically divided into groups that are determined by size. The groups are as follows:

- Group A: 199,999,999 or fewer kWh
- Group B: 2 million–499,999,999 kWh
- Group C: 5 million–999,999,999 kWh
- Group D: 1 billion or more kWh

Submissions must be original materials published, produced, or distributed for the first time during 2023. 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 entered into more than one category will be disqualified.

## NEW THIS YEAR

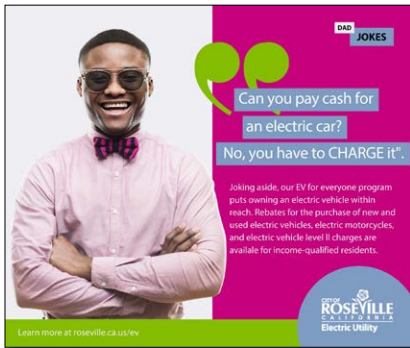
As you go through this brochure, you may spot a couple exciting changes to this year's contest.

To begin with, groups are now organized by number of kilowatt-hours sold, rather than the number of customers. Following an analysis of our groupings, we concluded that this adjustment would level the competition more effectively.

Moreover, we are thrilled to introduce a new Video category! In light of the growing number of video submissions over the years and at the suggestion of our judges, we've decided to introduce this new category to the contest. Some videos should still be submitted in other categories, so please see page 5 for details.



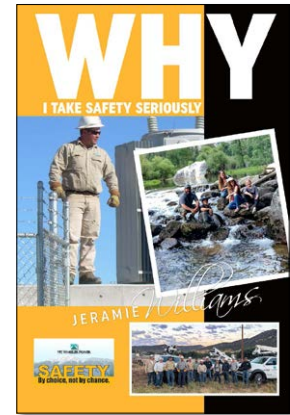




2023 Advertising Campaign — Group D, first place, Roseville Electric Utility



2023 Annual Report — Group C, first place, Golden Valley Electric Association



2023 Internal Communications — Group A, first place, Mt. Wheeler Power

## ADVERTISING CAMPAIGN

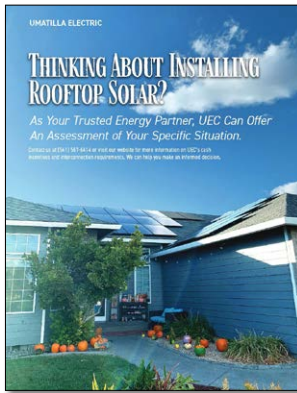
- Submissions should show an attempt to change the perception of the company; to gain customer participation in a product, service, or program; or to sell a product or service.
- Entries can be in the form of radio spots, television spots, print advertisements, or online advertisements.
- Stand-alone videos should be entered in the **Video** category. Other stand-alone advertisements should be entered in the **Special Publication** category.
- Please include a short statement of purpose (target audience, implementation, results, etc.).

## ANNUAL REPORT

- Open to annual reports that were **printed and distributed in 2023**; annual reports that were printed and distributed in 2024 are not eligible and will be disqualified. For most, this will be the 2022 annual report.
- Please include a short statement of purpose (target audience, implementation, results, etc.).

## 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), and internal training pieces (such as policies, videos, and presentations).
- Internal websites and internal videos should be submitted in this category. (Provide a temporary username and password if you would like the judges to access any password-protected pages/information.)
- Please include a short statement of purpose (target audience, implementation, results, etc.).



2023 Newsletter — Group B,  
first place, Umatilla Electric Co-op



2023 Social Media — Group A,  
first place, Clatskanie PUD



2023 Special Publication — Group A,  
first place, Beartooth Electric Co-op

## NEWSLETTER

- Submissions should be newsletters for external audiences (members, customers, community, etc.).
- Submissions can be in either print or electronic format.
- Multiple issues of the same newsletter can and should be submitted as one entry. (An organization with a monthly newsletter could, for example, submit just the January edition; January and July; or January-December.)
- Newsletters that target internal audiences should be entered in the **Internal Communications** category—an entry cannot be submitted in multiple categories.
- Please include a short statement of purpose (target audience, implementation, results, etc.).

## 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.
- You must enter your social media URL as well as one or more examples of posts/videos/etc. from 2023.
- **Each platform should be a separate entry.**
- Social media campaigns should be entered in the **Advertising** category. Stand-alone videos should be entered into the **Video** category. An entry cannot be submitted in multiple categories.
- Please include a short statement of purpose (target audience, implementation, results, etc.).

## 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.
- Please include a short statement of purpose (target audience, implementation, results, etc.).



2023 Photography – Group C,  
first place, Grant PUD

## PHOTOGRAPHY

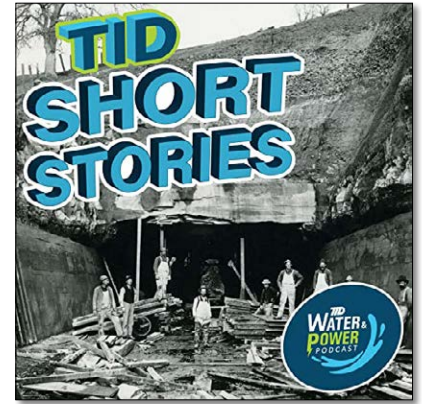
- Submissions must be of utility employees, utility properties, or utility activities.
- Please include a description of the photo and identify any people in it.
- Photos can be either color or black and white.
- All photos entered in this category are automatically entered into the People's Choice Awards—see page 8 for more information.



**NEW THIS YEAR!**

## VIDEO

- Submissions should be videos for external audiences (members, customers, community, etc.).
- Videos submitted as part of a larger advertising campaign should be entered in the **Advertising Campaign** category. Videos produced for internal use should be entered in the **Internal Communications** category—an entry cannot be submitted in multiple categories.
- Please include a short statement of purpose (target audience, implementation, results, etc.)



2023 Wild Card – Group D,  
first place, Turlock Irrigation District

## 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:
  - PowerPoint presentations
  - Press releases
  - Graphics
  - Events
  - External websites
  - T-shirts
- Please include a short statement of purpose (target audience, implementation, results, etc.).







2023 Photography – Group B  
first place, Columbia River PUD

## HOW TO ENTER

All entries must be submitted at [www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations) by 11:59 p.m. PT Friday, June 28, 2024. Late submissions will not be considered.

- All nine award categories are listed individually. Select the one you wish to enter and follow the prompts.
- 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.
- Entries are limited to one entry for the Annual Report category and two entries for all other categories. Draft entries count as an entry; if you wish to abandon a draft, we recommend you delete it.
- If NWPPA determines an entry has been submitted into the wrong category, we reserve the right to move it into the appropriate category.
- We will attempt to notify you if there are any issues with your entry. Please add [nina@nwppa.org](mailto:nina@nwppa.org) as a contact to ensure emails regarding your submission do not get marked as spam.
- The entry fee is \$35 per entry. NWPPA will invoice utilities for their entries in early July. Invoices must be paid in full by Aug. 20 to ensure eligibility to receive an award.

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



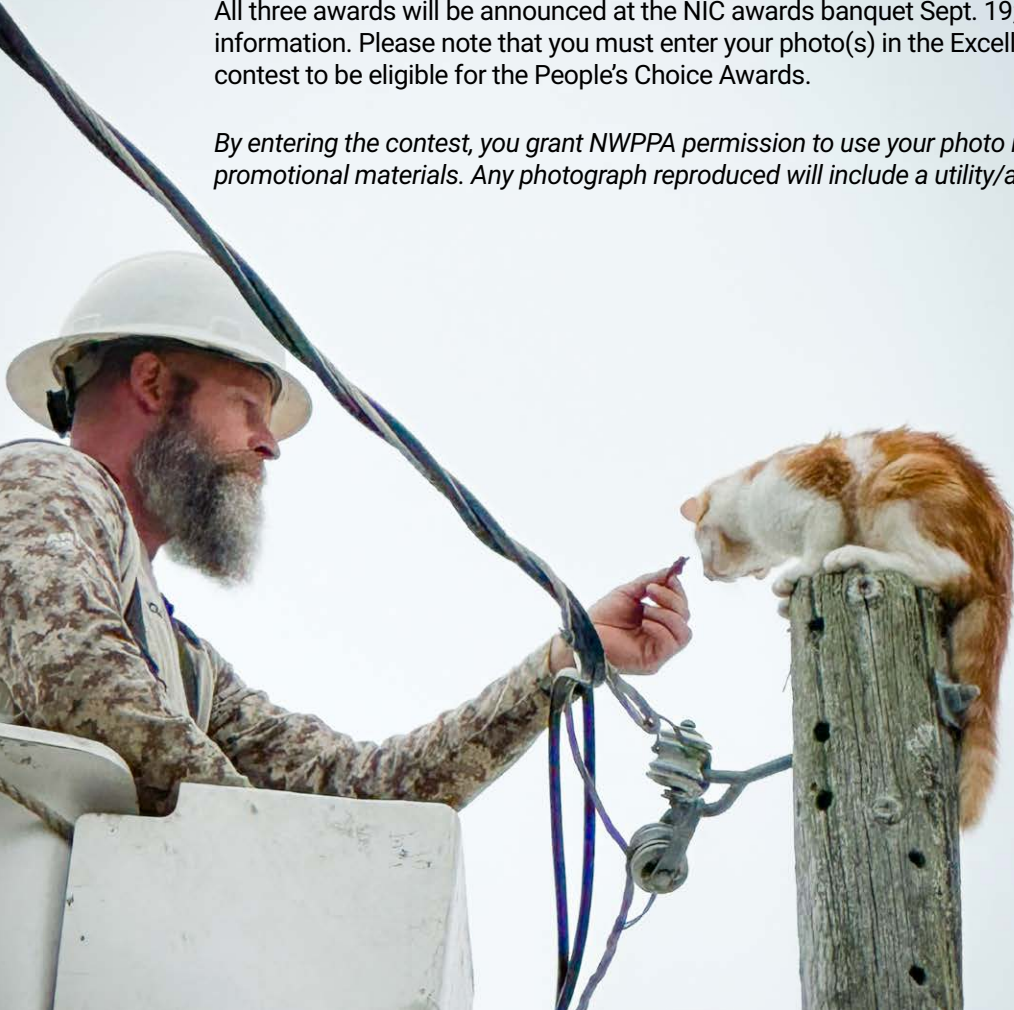
## PEOPLE'S CHOICE AWARDS—PHOTOGRAPHY

There is no extra fee to be eligible for the People's Choice Awards. All Photography entries will automatically be entered and will be on display at the Northwest Innovations in Communications Conference welcome reception Sept. 16 in Boise, Idaho. NIC attendees will vote for a favorite in three separate categories:

- 1) Best Photo - Employee
- 2) Best Photo - Youth
- 3) Best Photo - Miscellaneous

All three awards will be announced at the NIC awards banquet Sept. 19; see page 10 for more information. Please note that you must enter your photo(s) in the Excellence in Communications contest to be eligible for the People's Choice Awards.

*By entering the contest, you grant NWPPA permission to use your photo in NWPPA publications and promotional materials. Any photograph reproduced will include a utility/association credit.*



**2023 People's Choice Award, Best Photo – Employee  
Coos-Curry Electric Co-op  
“A Fur-midable Act of Service”**





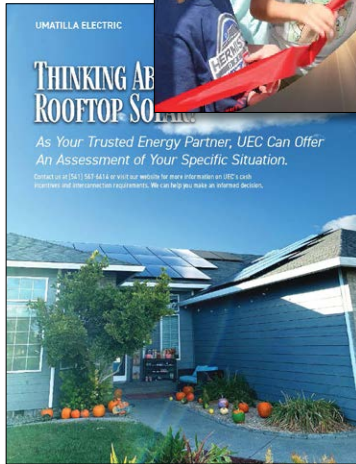
**DOOR-TO-DOOR SALES ARE PERFECTLY LEGAL,  
But It's Important to Be Aware of Your Rights.**

**Be watchful for aggressive tactics.**  
It can be easier to say "no" at the door than inside your house. If a salesperson refuses to leave or continues pressuring you to make a purchase, call the police. It's a salesperson's job to sell your merchandise - whether you need it or not. If you don't want to buy a product, you don't have to.

**Don't be fooled by unusual sales offers.**  
Don't feel pressured into signing up for a time-sensitive offer.

**Most notably with door-to-door purchases, you have three business days after the sale to cancel for a full refund if you spent \$25 or more.**  
This rule applies to any sales made in person at your home or workplace, or at a seller's rented facility such as a hotel room, convention center, fairground, restaurant, etc. - with limited exceptions.

**UEC** **UMATILLA ELECTRIC CO-OP** **85**  
LARGER THAN LIGHT™



## OVERALL EXCELLENCE IN COMMUNICATIONS AWARD

The Overall Excellence in Communications Award winner is determined by the judges' scores of the EIC submissions. NWPPA will present this award Sept. 19 during the Northwest Innovations in Communications Conference; see page 10 for more information.

Recent recipients of the award include:

- Umatilla Electric Cooperative; Hermiston, Ore. (2023, 2022)
- 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)

2023 Overall Excellence in Communications Award Winner: Umatilla Electric Cooperative



## PRESENTATION OF AWARDS

Winning entrants will be notified via email no later than Aug. 30. All awards will be presented at the Northwest Innovations in Communications Conference awards banquet on Wednesday evening, Sept. 19, at The Grove Hotel in Boise, Idaho.

- 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, not an individual employee. Award winners may purchase additional plaques or certificates for individuals who helped produce the work, or to add a particular employee's name on the award.
- Entry fees must be paid by Aug. 20, 2024, to ensure eligibility to receive any award(s).
- Score sheets will be available free of charge after awards are presented. You can access your scores at [www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations) between Sept. 20 and Dec. 31, 2024.



## 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 no later than **June 28**.

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

Multiple individuals from a utility or association may submit separate 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 only one submission allowed 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.

### **Where can I find my scores?**

Score sheets for your entries will be available free of charge Sept. 20-Dec. 31, 2024, at [www.nwppa.org/awards-nominations](http://www.nwppa.org/awards-nominations).

### **What if there is an issue with my entry?**

If there are any problems with your entry, we will attempt to notify you. Please add [nina@nwppa.org](mailto:nina@nwppa.org) as a contact to ensure emails regarding your submission do not get marked as spam.



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