

NWPPA Announces 31st Annual Excellence in Communications Winners

(Sept. 23) Northwest Public Power Association announced the winners of the 31st Excellence in Communications Awards contest last Wednesday at the association’s Northwest Innovations in Communications Conference in Boise, Idaho. This annual contest honors the best communications efforts made by NWPPA member utilities and associations.

“Congratulations to this year’s Excellence in Communications Awards winners and thank you to everyone who participated,” said 2024 NIC Chair Melissa Greenwood. “Your outstanding work not only elevates your own organizations but also sets a benchmark for all of us in public power communications.”

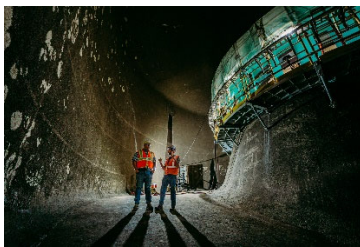


2024 Excellence in Communications winners

This year, NWPPA members submitted 257 entries across nine categories. Contestants were divided into four groups based on the amount of electricity they sell, with Group A selling the least and Group D selling the most. 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 2024 Overall Excellence in Communications Award to Emerald PUD. Winners of the award are determined based on performance in the Excellence in Communications contest. Emerald PUD received two first-place awards and an average score of 43.7 out of 50 points, including one perfect score. Tyler Boehringer was on hand to accept the award on behalf of the utility.

NWPPA also announced the People’s Choice Awards in photography winners, determined by the votes of NIC attendees. Grant County PUD (Ephrata, Wash.) won Best Photo – Employee, Inland Power & Light Company (Spokane, Wash.) won Best Photo – Youth, and Snohomish County PUD (Everett, Wash.) won Best Photo – Miscellaneous.



The Excellence in Communications Awards will next be presented at the NIC on Sept. 24, 2025, at Grouse Mountain Lodge in Whitefish, Montana.

2024 Excellence in Communications Award Winners

Advertising Campaign

- Group A** 1st place: Vigilante Electric Cooperative (Member Appreciation Ad)
- Group B** 1st place: Modern Electric Water Company (Our Modern Angels)
2nd place: Columbia REA (Columbia iConnect ad campaign)
- Group C** 1st place: Idaho Falls Power (Idaho Falls Power/Fiber Advertisements)
2nd place: Kootenai Electric Cooperative (New Headquarters Communication Campaign)
- Group D** 1st place: Golden Valley Electric Association (Human Resources Recruitment)
2nd place: Clark Public Utilities (Million Tree Milestone)
3rd place: Benton PUD (Residential Demand Charge Campaign)

Annual Report

- Group A** 1st place: Ravalli Electric Cooperative
2nd place: Beartooth Electric Cooperative
3rd place: Vigilante Electric Cooperative
- Group B** 1st place: Modern Electric Water Company
2nd place: Missoula Electric Cooperative
3rd place: Fall River Rural Electric Cooperative
- Group C** 1st place: Clatskanie PUD
2nd place: Mason PUD 3
3rd place: Kootenai Electric Cooperative
- Group D** 1st place: Turlock Irrigation District
2nd place: Inland Power & Light Company
3rd place: Umatilla Electric Cooperative

Internal Communications

- Group A** 1st place: Ravalli Electric Cooperative (Strategic Communications Plan)
- Group B** 1st place: Coos-Curry Electric Cooperative (Strategic Communications Plan)
2nd place: Columbia REA (Crisis Communication Plan)
3rd place: Columbia River PUD (Underground Lines)
- Group C** 1st place: Mason PUD 3 (Over the Line Podcast)
2nd place: Emerald PUD (The View from Seavey Loop Newsletter)
3rd place: Clatskanie PUD (2023 Kids Day & Family Bowling Extravaganza Flyer)
- Group D** 1st place: Inland Power & Light Company (The Inland Way)
2nd place: Golden Valley Electric Association (Employee Wellness Program)
3rd place: Energy Northwest (R-26 Personal Safety Announcements videos)

Newsletter

- Group A** 1st place: Vigilante Electric Co-op (VEC Newsletter)
2nd place: Beartooth Electric Cooperative (CONNECTS)
3rd place: Ravalli Electric Cooperative (Power Lines)
- Group B** 1st place: Columbia River PUD (Power Lines)
2nd place: Modern Electric Water Company (Current Connection)
3rd place: Salem Electric (Salem Electric Co-op News)
- Group C** 1st place: Mason PUD 3 (PUD 3 Newsletter)
2nd place: Idaho Falls Power (Idaho Falls Power Newsletter)
3rd place: Emerald PUD (PowerLines)
- Group D** 1st place: Umatilla Electric Cooperative (Ruralite)
2nd place: Golden Valley Electric Association (Ruralite)
3rd place: Inland Power & Light Company (Light Reading)

Photography

- Group A** 1st place: Ravalli Electric Cooperative (It's Electric!)
2nd place: Vigilante Electric Cooperative (Youth Challenge Safety Demonstration)
3rd place: Copper Valley Electric Association (CVEA Crews Save Tower From Destruction)
- Group B** 1st place: Lakeview Light & Power (Highway Heights: A View From Above)
2nd place: Coos-Curry Electric Cooperative (Safety Pole Top Rescue Challenge)
3rd place: Tillamook PUD (Solar Car Speed Racer)
- Group C** 1st place: Big Bend Electric Cooperative (Birds Eye View)
2nd place: Idaho Falls Power (The Tangled Web We Weave...)
3rd place: Kootenai Electric Cooperative (KEC Moves Into New Home After 44 Years)
- Group D** 1st place: Benton PUD (Benton PUD Braves the Cold)
2nd place: Grant County PUD (Inside the Spiral Staircase)
3rd place: Umatilla Electric Cooperative (Lineworker Demonstration)

Social Media

- Group A** 1st place: Lassen MUD (Facebook)
2nd place: Vigilante Electric Cooperative (Facebook)
3rd place: Beartooth Electric Cooperative (Facebook)
- Group B** 1st place: Missoula Electric Cooperative (Facebook)
2nd place: Columbia REA (Facebook)
3rd place: Columbia River PUD (Facebook)
- Group C** *1st place: Mason PUD 3 (Facebook)
2nd place: Emerald PUD (Facebook)
3rd place: Clatskanie PUD (Facebook)
- Group D** *1st place: Umatilla Electric Cooperative (Facebook)
2nd place: Bonneville Power Administration (Facebook)
3rd place: Energy Northwest (LinkedIn)

Special Publication

- Group A** 1st place: Lassen MUD (Connecting the Community We Serve and Pay Your Way)
2nd place: Vigilante Electric Cooperative (Safety Demonstration Brochure)
3rd place: Beartooth Electric Cooperative (2024 BEC Member Photo Calendar)
- Group B** *1st place: Columbia River PUD (CRPUD Want to Be a Lineman? Brochure)
2nd place: Modern Electric Water Company (Fact Sheet: Our Power Is Our People)
3rd place: Missoula Electric Cooperative (Systems Maintenance Door Hanger)
- Group C** *1st place: Emerald PUD (Emerald PUD 2024 Budget)
2nd place: Idaho Falls Power (Clean Energy Billing Insert)
3rd place: Oregon Trail Electric Cooperative (Member Welcome Packet 2023)
- Group D** *1st place: Energy Northwest (Emergency Calendar 2023)
2nd place: Chugach Electric Association (2022 Sustainability Report)
3rd place: Benton PUD (Benton PUD Low-Income Assistance Flyer)

Video

- Group A** 1st place: Copper Valley Electric Association (People Behind the Switch—An Office Story)
- Group B** 1st place: Fall River Rural Electric Cooperative (What Is a Cooperative?)
2nd place: Salem Electric (Understanding Demand)
3rd place: Coos-Curry Electric Cooperative (‘Twas the Night of the Outage)
- Group C** 1st place: Emerald PUD (Emerald PUD’s Cost of Service)
2nd place: McMinnville Water & Light (Emergency Response Drinking Water Trailer)
3rd place: Idaho Falls Power (Idaho Falls Power Overview Tour)
- Group D** 1st place: Turlock Irrigation District (Operations and Facilities Tour)
2nd place: Energy Northwest (Nuclear Energy Can Help Meet Growing Electricity Needs)
3rd place: Eugene Water & Electric Board (Electricity in Eugene Costs Less Than \$6/Day)

Wild Card

- Group A** 1st place: Vigilante Electric Cooperative (Annual Meeting Placemat)
2nd place: Beartooth Electric Cooperative (2024 Annual Meeting)
- Group B** 1st place: Modern Electric Water Company (Hydropower HERO Chocolate Bar)
2nd place: Coos-Curry Electric Cooperative (Faith Begins at the End of Your Comfort Zone)
3rd place: Tillamook PUD (Customer Hat Project Description)
- Group C** 1st place: McMinnville Water & Light (Utility Career Handouts)
2nd place: Mason PUD 3 (Energy Expo)
3rd place: Idaho Falls Power (Zamboni Wrap)
- Group D** 1st place: Eugene Water & Electric Board (Pledge to Prepare Campaign)
2nd place: Flathead Electric Cooperative (Re-Energized: flatheadelectric.com)
3rd place: Clark Public Utilities (Pollinator Festival)

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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