



## Memorandum

October 22, 2014

To: Mark Gorman, Municipal Administrator  
From: Christopher Brewton, Utility Director  
Subject: **Northwest Public Power Association (NWPPA) Communications Award**

I am very proud to report that the Electric Department was recently honored with a 2014 NWPPA Excellence in Communication Award under the Special Publication category for our publication *Water Pressure*.

This brochure addressed progress on the Blue Lake Hydroelectric Expansion and included important statements about our community's willingness to take on a large project to ensure our energy independence and environmental stewardship. The brochure was produced in conjunction with the Sitka Conservation Society and is another unique example of collaboration in our community.

Attached is the correspondence from the NWPPA announcing our selection.



Northwest Public Power Association

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**FOR IMMEDIATE RELEASE**  
**Contact: Brenda Dunn ([brenda@nwppa.org](mailto:brenda@nwppa.org))**

**September 18, 2014**  
**(360) 816-1453**

### **NWPPA announces 2014 Excellence in Communication awards**

**Vancouver, Wash.** – Now in its 21<sup>st</sup> year, the Excellence in Communication contest recognizes the top communication efforts from Northwest Public Power Association (NWPPA) member utilities and associations. NWPPA presented the awards at its Northwest Communications & Energy Innovations Conference (NIC) awards banquet at the Renaissance Hotel in Seattle, Wash., on Tuesday, September 16.

This year, NWPPA received a record-breaking 192 entries from a record-breaking 45 different utility and association members!

NIC Chair Erika Neff from Kootenai Electric Cooperative congratulated the attendees for the record-breaking numbers. “Thank you to everyone for sending in your entries and continuing to support this conference, and for making this contest the highly regarded event that it has become,” she said.

Categories are broken up into four groups: Group A utilities having the smallest number of customers and Group D having the largest. Eight local marketing and communication professionals – the majority of whom work in the utility field – volunteered their time to judge the entries. A complete list of the first-, second-, and third-place winners can be found on the following pages.

In addition to the Excellence in Communication awards, NWPPA presented the 2014 Tom Hougan Award for the best overall communication effort of the year to Alaska’s Homer Electric Association (HEA). The judges agreed that HEA entered exceptionally high-quality communication pieces; the cooperative submitted the only perfectly scored newsletter, received a near-perfect score (49 out of 50) on its first-place advertising campaign, and earned a 47 out of 50 on its photo entry to receive third place. HEA Communication Specialist Melissa Carlin accepted the award on the utility’s behalf at the banquet.

The 2015 Excellence in Communication awards will be presented in Tahoe on September 15, 2015.

***About NWPPA:** NWPPA is an international not-for-profit trade association representing and serving nearly 150 customer-owned, locally controlled utilities in the Western U.S. and Canada. The Association also serves approximately 300 associate members across the U.S. and Canada who are allied with the electric utility industry. Visit [www.nwppa.org](http://www.nwppa.org), follow us on Twitter, and like us on Facebook for more information.*



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## 2014 Excellence in Communication Award Winners

### Annual Report

<b>Group A</b>	1 <sup>st</sup> place:	<b>Glacier Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Clatskanie PUD</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>*Kootenai Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Salem Electric</b>
	3 <sup>rd</sup> place:	<b>Columbia River PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Mason County PUD No. 3</b>
	2 <sup>nd</sup> place:	<b>Benton PUD</b>
	3 <sup>rd</sup> place:	<b>Idaho Falls Power</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>*Roseville Electric</b>
	2 <sup>nd</sup> place:	<b>Snohomish County PUD No. 1</b>
	3 <sup>rd</sup> place:	<b>Bonneville Power Administration</b>

### Newsletter

<b>Group A</b>	1 <sup>st</sup> place:	<b>Mason County PUD No. 1</b>
	2 <sup>nd</sup> place:	<b>Canby Utility Board</b>
	3 <sup>rd</sup> place:	<b>Big Flat Electric Cooperative</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>*Homer Electric Association</b>
	2 <sup>nd</sup> place:	<b>Columbia River PUD</b>
	3 <sup>rd</sup> place:	<b>Salem Electric</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Peninsula Light Co.</b>
	2 <sup>nd</sup> place:	<b>Mason County PUD No. 3</b>
	3 <sup>rd</sup> place:	<b>Benton PUD</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Clark Public Utilities</b>
	2 <sup>nd</sup> place:	<b>ORECA</b>
	3 <sup>rd</sup> place:	<b>Energy Northwest</b>

### Advertising Campaign

<b>Group A</b>	1 <sup>st</sup> place:	<b>Clearwater Power Company</b>
	2 <sup>nd</sup> place:	<b>Glacier Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Homer Electric Association</b>
	2 <sup>nd</sup> place:	<b>Fall River Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Salem Electric</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>*Flathead Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Chelan County PUD</b>
	3 <sup>rd</sup> place:	<b>Mason County PUD No. 3</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Energy Northwest</b>
	2 <sup>nd</sup> place:	<b>Clark Public Utilities</b>
	3 <sup>rd</sup> place:	<b>Bonneville Power Administration</b>

### Special Publication

<b>Group A</b>	1 <sup>st</sup> place:	<b>*City &amp; Borough of Sitka – Electric Dept.</b>
	2 <sup>nd</sup> place:	<b>Pend Oreille PUD</b>
	3 <sup>rd</sup> place:	<b>Clearwater Power Company</b>

# NWPPA

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**Group B** 1<sup>st</sup> place: **Fall River Electric Cooperative**  
2<sup>nd</sup> place: **Midstate Electric Cooperative**  
3<sup>rd</sup> place: **Emerald PUD**

**Group C** 1<sup>st</sup> place: **Flathead Electric Cooperative**  
2<sup>nd</sup> place: **Central Lincoln PUD**  
3<sup>rd</sup> place: **Mason County PUD No. 3**

**Group D** 1<sup>st</sup> place: **\*Energy Northwest**  
2<sup>nd</sup> place: **ORECA**  
3<sup>rd</sup> place: **Clark Public Utilities**

## Website

**Group A** 1<sup>st</sup> place: **\*Mason County PUD No. 1**  
2<sup>nd</sup> place: **Beartooth Electric Cooperative**  
3<sup>rd</sup> place: **Columbia REA**

**Group B** 1<sup>st</sup> place: **Franklin PUD**  
2<sup>nd</sup> place: **Emerald PUD**  
3<sup>rd</sup> place: **Columbia River PUD**

**Group C** 1<sup>st</sup> place: **Cowlitz PUD**  
2<sup>nd</sup> place: **Grant PUD**  
3<sup>rd</sup> place: **Mason County PUD No. 3**

**Group D** 1<sup>st</sup> place: **Snohomish County PUD No. 1**  
2<sup>nd</sup> place: **Energy Northwest**  
3<sup>rd</sup> place: **Clark Public Utilities**

## Social Media

**Group A** 1<sup>st</sup> place: **Clearwater Power Company**  
2<sup>nd</sup> place: **Mason County PUD No. 1**  
3<sup>rd</sup> place: **Columbia REA**

**Group B** 1<sup>st</sup> place: **Emerald PUD**

**Group C** 1<sup>st</sup> place: **Mason County PUD No. 3**  
2<sup>nd</sup> place: **Peninsula Light Co.**  
3<sup>rd</sup> place: **Grant PUD**

**Group D** 1<sup>st</sup> place: **Snohomish County PUD No. 1**  
2<sup>nd</sup> place: **Clark Public Utilities**  
3<sup>rd</sup> place: **Energy Northwest**

## Photography

**Group A** 1<sup>st</sup> place: **Mason County PUD No. 1**  
2<sup>nd</sup> place: **Ravalli Electric Cooperative**  
3<sup>rd</sup> place: **Columbia REA**

**Group B** 1<sup>st</sup> place: **\*Franklin PUD**  
2<sup>nd</sup> place: **Salem Electric**  
3<sup>rd</sup> place: **Homer Electric Association**

**Group C** 1<sup>st</sup> place: **Idaho Falls Power**  
2<sup>nd</sup> place: **Mason County PUD No. 3**  
3<sup>rd</sup> place: **Grant PUD**

**Group D** 1<sup>st</sup> place: **\*NCPA**  
2<sup>nd</sup> place: **Clark Public Utilities**  
3<sup>rd</sup> place: **Energy Northwest**



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**Wild Card**

<b>Group A</b>	1st place:	<b>Columbia REA</b>
	2nd place:	<b>Clatskanie PUD</b>
	3 <sup>rd</sup> place:	<b>Canby Utility Board</b>
<b>Group B</b>	1st place:	<b>Kootenai Electric Cooperative</b>
	2nd place:	<b>Fall River Electric Cooperative</b>
	3rd place:	<b>Emerald PUD</b>
<b>Group C</b>	1st place:	<b>Flathead Electric Cooperative</b>
	2nd place:	<b>Idaho Falls Power</b>
	3rd place:	<b>Peninsula Light Co.</b>
<b>Group D</b>	1st place:	<b>Bonneville Power Administration</b>
	2nd place:	<b>Clark Public Utilities</b>
	3rd place:	<b>Energy Northwest</b>

*\* Denotes a perfect score of 50 out of 50.*

# NWPRG

**2014 EXCELLENCE IN COMMUNICATION**

**City & Borough of Sitka - Electric Department**

**First place, Special Publication**

**Group A**