



J.C. Brown CEO Communication Leadership Award FAQs

Entry Process

1. *What is this year's deadline?*

All entries must be paid for and entered into NRECA's online system by October 30, 2020 (midnight EDT).

2. *I have entered before, but I haven't won. Why should I enter again?*

There are very talented CEOs/GMs in the network. This is a highly competitive award program and the winning margin is consistently very narrow. It often takes multiple cycles to win.

3. *Can a consultant submit an entry for the J.C. Brown Award?*

No. Only co-op employees can create and submit an entry for this award.

4. *If I am entering a CEO will he/she know that I submitted an entry?*

No. The person who submitted the application will be the one to receive communication about the entry. The submitter will receive the notification on whether their nominee won. However, upon request by the submitter, NRECA can notify the nominee that he or she has been nominated.

5. *Where can I find examples of past winning entries?*

Examples of winning entries from previous years are available on the [J.C. Brown page on cooperative.com](#).

6. *Who do I contact with questions?*

If you have any questions regarding the J.C. Brown Award, please contact Alexis Dunnum at alexis.dunnum@nreca.coop.

Online Payment and Entry Form

7. *How does the online entry and payment system work?*

Go to the [J.C. Brown Award](#) webpage to make your payment for the entry. Once payment is made, you will receive a confirmation email of your payment with a link to the online entry form.

8. *Can I start an entry and come back to it later?*

No, you must complete your entry all at once. If you exit and attempt to return to the online entry system you will discover that your entry will have not have been saved and you will have to begin the application process again. We recommend that you print and complete a hard copy of the application worksheet prior to beginning the electronic version so that you are prepared for all sections.



Judges, Scoring, Notification and Recognition

9. What does the profile of a winning entry look like?

A winning entry completely and adequately describes how the nominee has met the criteria in the four categories that comprise the award's application. The categories are: The Cooperative Difference, Strategic Approach, Integrated Approach and Measures of Success.

We recommend that a nominator include metrics, proof and tangible examples that illustrate why the candidate meets each criterion. If you have an excellent candidate, but the entry form doesn't adequately demonstrate why the CEO is award-worthy he/she is not likely to earn the maximum number of points. Consistently, winning applications had near-perfect scores.

10. Who judges the entries?

Three judges work individually and independently on evaluating the entries and determine the winning entry. The panel consists of one retired CEO or senior communicators from the electric cooperative industry and two judges from outside the industry who possess senior-level experience.

11. How does the scoring system work?

The judges score submissions based off a finite rubric that is composed of 100 possible points. It is the responsibility of the submitter to fulfill the criteria the judges are evaluating. You can review more background on the criteria the judges will be looking for in the [J.C. Brown Award Criteria](#) (PDF).

12. How is supplemental material weighed by the judges?

Supplemental material is entirely optional. It is up to the discretion of the judges to decide whether they will consider the extra material in the scoring process.

13. When can I expect to receive general feedback?

If you requested and paid the additional fee in advance, you can expect to receive general feedback on your submission by February.

14. When is the winner announced?

The winner of the J.C. Brown Award is recognized at the CEO Close-Up Conference in January. The winner and his or her communications team is also recognized at the CONNECT Conference. This group is invited to all Spotlight on Excellence Awards program celebrations and activities.



J.C. Brown CEO Communication Leadership Award



About the Award

15. Who is J.C. Brown Award named after?

J.C. Brown was the editor of *RE Magazine* and the old *Rural Electric NEWS Letter* from 1973 to 1993. This award memorializes him and his unwavering dedication to the importance of communication as a vital link connecting electric cooperatives with each other and with their member-owners, and to advancing the cooperative business model.

16. How is the J.C. Brown Award connected to the Spotlight on Excellence Awards program?

The J.C. Brown Award falls under the umbrella of the Council of Rural Electric Communicators' Spotlight on Excellence Awards program, which celebrates and recognizes the valuable contributions of co-op communicators today. Unlike the 16 categories of the Spotlight on Excellence award, which recognize bodies of outstanding work, the J.C. Brown Award recognizes an electric cooperative or public power district chief executive officer/general manager who is committed to advancing communication at the cooperative and in the electric cooperative industry.

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