

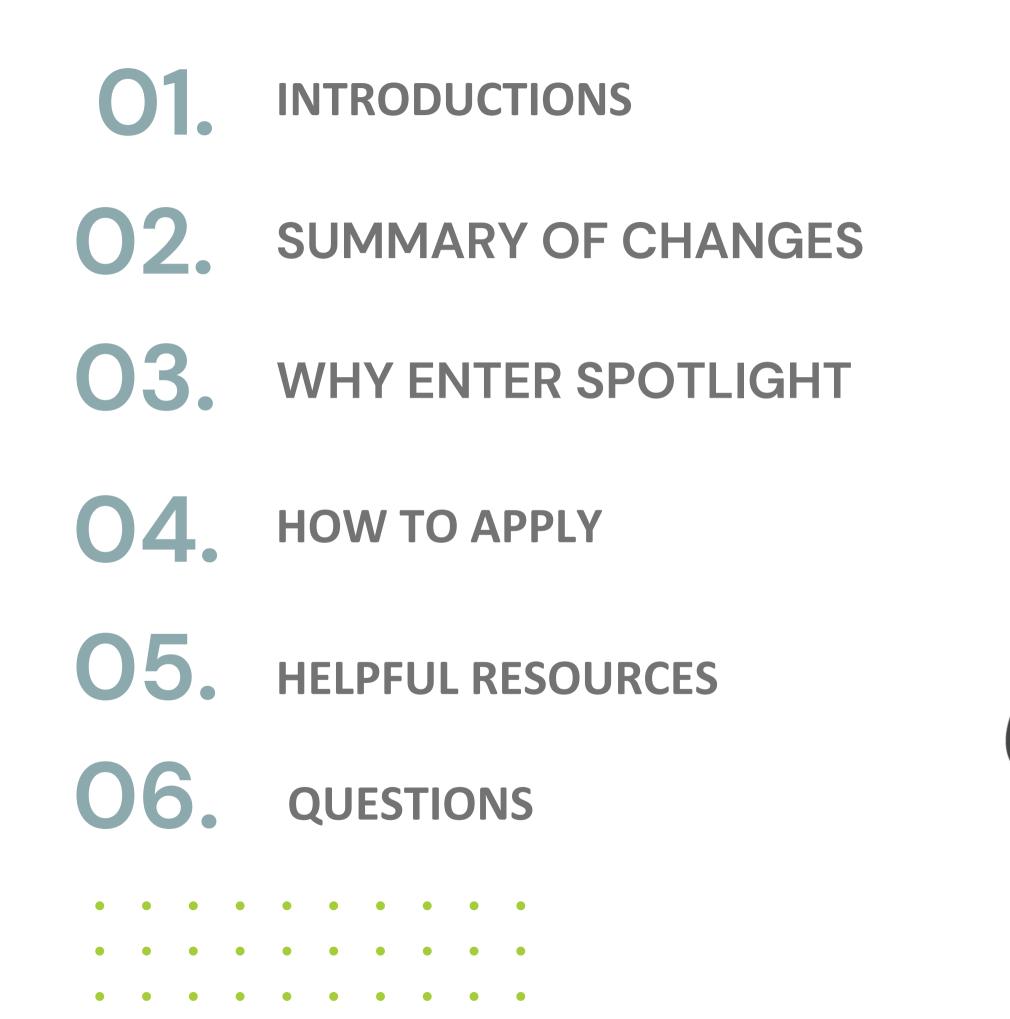
- We're going to be getting underway shortly.
- In the chat, let us know if you're new to Spotlight or whether you've entered before.
- FYI- We'll be posting the slides on the Spotlight webinar page.



A NEW LIGHT: INTRODUCING THE UPDATED SPOTLIGHT ON EXCELLENCE AWARDS!

NRECA & The Council of Rural Electric Communicators (CREC)

on Excellence Awards



TODAY'S AGENDA



MEET THE PRESENTERS

SPOTLIGHT

onExcellence

Awards



SUSAN LARSON Communications Supervisor Minnesota Valley Elec. Co-op



TALIA HAMM Spotlight Administrator Blue Wagon Group



HOLLY WETZEL Senior Director of Marketing & Member Communications NRECA



ANNE PRINCE Senior Communications Manager **NRECA**

COUNCIL OF RURAL ELECTRIC COMMUNICATORS





J.C. Brown CEO Communication Leadership Award

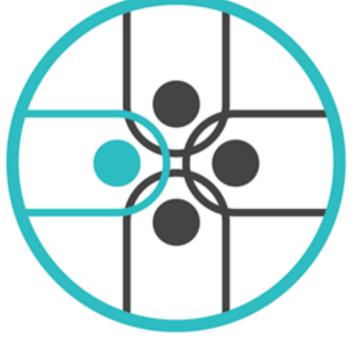


LaBerge Award for Strategic Communications

CRITICAL COMMS QUICK READ



nays On



New Co-op

Communicators

Orientation

WHY MAKE CHANGES?

Responded to member feedback and experience





vou spoke listened

CATEGORIES Revised and New

02. CLASSIFICATIONS Consolidated distribution co-ops

03. ENTRY PROCESS Improved user experience

04. **NEW ADMINISTRATOR** To help enact change



01.



OVERVIEW OF CHANGES

CATEGORY UPDATES & CHANGES

- 1.New Categories reflect current communications environment
- 2. Increased focus on digital, social and video platforms
- 3. Redefined & refined many categories
- 4. Deleted two too few entries



Award Categories & Submission Criteria—Updated for 2024!

DIGITAL ENTRIES: C

12. Best Short-Form Video (T Honors an originally prod clearly/effectively convey goals for video/distributio tightly-edited/well-paced

13. Best Long-Form Video (M Honors an originally-productering clearly/effectively conveys goals for video/distribution tightly-edited/well-paced a

POTLIGHT on Excellence Awards



	Τ
ategory and Description	What to Submit
Fwo Minutes or Less) duced, short-form video that ys a message or tells a story, links to intended ion strategy for the target audience(s), is d and creative.	MP4 or URL link(s) to the video file or hosting site, and a script/storyboard in PDF or Word format, along with any special instructions for viewing.
More Than Two Minutes) luced, long-form video that s a message or tells a story, links to intended on strategy for the target audience(s), is and creative.	Videos with unscripted interviews or drone footage may submit storyboards in place of a script.
on strategy for the target audience(s), is	storyboards in place of a

CLASSIFICATION CHANGES

- Consolidated **distribution co-op** classifications (no changes to other classifications)
- Entrants still judged against co-ops of similar size
- Maintained equitable playing field





2024 CLASSIFICATIONS

F1	1-22,999 meters
‡2	23,000-64,999 meters
‡3	>65,000 meters
‡4	Statewide Assn.,
	G&T, Service Member
‡5	Wholly Owned
	Subsidiaries of an
	NRECA member co-op

SPOTLIGHT ADMINISTRATOR

Talia Hamm Blue Wagon Group







VALUE of SPOTLIGHT (why enter)

- Earn recognition for yourself & your co-op
- Validates work your team is doing
- Helps establish you & your co-op as leaders in the industry
- Helps build professional portfolio
- Contributes to leading practices that strengthen the entire network – particularly for smaller co-ops
- Highlights leading practices across the network





COOPERATION AMONG COOPERATIVES

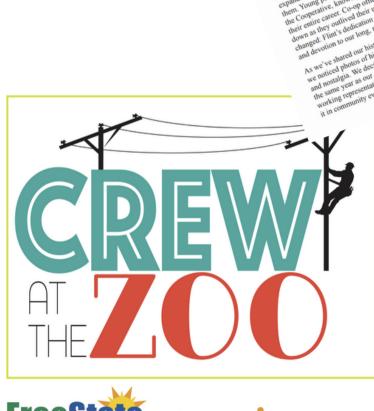
WHAT TO ENTER: EXAMPLES



KILOWATTS & BRATS AND DRIVE-THRU 82







Flint @nergies

Antique Truck



∠ Do you recognize this guy? He is one of the many that work day, night, and through the holidays to keep your light ...

Together We Power On

2020 ANNUAL REPORT

BlueRidge



Total Engagements

2,492

DEMONSTRATE RATHER THAN TELL Provide proof points, data

02 **SOLID PLANNING, EXECUTION**

Show research, course corrections, Explain accomplishments, provide details

03**OVERALL QUALITY** Consistency of work; examples

WHAT COUNTS IS WHAT'S COMMUNICATED Make a compelling case



ENTRY TIPS



HOW TO ENTER

	•				•	•	•		•	
•	•	•	•	•	•	•	•	•	•	



MAKE YOUR PAYMENT 01. Visit Spotlight Page and Navigate to"Start Your Entry"

CREATE (OR LOGIN) TO AWARD 02. CREACCOUNT

After you complete your payment, you will use the link emailed to you to navigate to the Spotlight Award Force page

COMPLETE ENTRY ON AWARD FORCE PLATFORM

Carefully review application materials and requirements and ensure all required fields are answered.

SUBMIT YOUR ENTRY!

After completing your submission and uploading any required materials, submit your entry!

ENTRY **PROCESS AT** AGLANCE



O1. MAKE YOUR PAYMENT

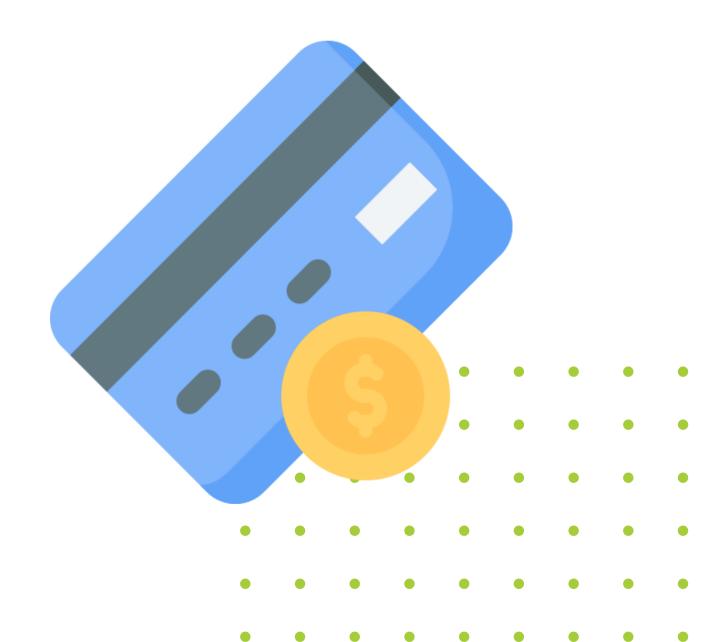
VISIT SPOTLIGHT PAGE – COOPERATIVE.COM/SPOTLIGHT

Helpful Resources

- Call for Entries detailing the award entry and judging process
- Sample Entry Forms
- Judging Criteria & Scoring
- Frequently Asked Questions
- Info about recent past winners including winning entries

Start Your Entry

Navigate to "Start Your Entry"



O1. MAKE YOUR PAYMENT

ENTER PAYMENT PAGE

Login with cooperative account

USE EMAIL LINK SENT

Once payment is received a link will be sent to you via email to begin your entry





COOPERATIVE.COM	
Welcome	
Username	
Forgot username?	
Password	
Forgot password?	
Remember my username	
LOG IN	
New to the cooperative family? REGISTER	
For additional assistance, please contact: Member Contact Center: 7am – 7pm CST, Mon – Fri 1-877-766-3226 support@cooperative.com	

Do I need a new account?

OR

I can't remember if I have one

Home ഹ

(1)

About NRECA and the Council of Rural Electric Communicators (CREC) About the Haggard Award About the J.C. Brown Communication Leadership Award About the LaBerge Award for Excellence in Strategic Communication About the Spotlight on Excellence Award Program

Log in or register

Email

NRECA Awards

Start here!

Register an account.

3 Submit your entry to be judged.

Best of luck!

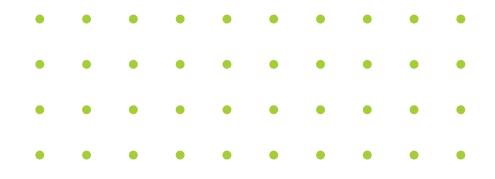
- Here are three easy steps to submit your award!
- 2 Start your entry (save it in-progress).



Password	Forgot password
	۲
Remember me	
Log in Cancel	



If you previously made an Award Force account, you will be prompted to enter a password.



If there is no account associated with the email you entered, you will be prompted for a security code



thamm@nevada.unr.edu

	-	_

Resend code

Continue

Security verification

Enter 6-digit code sent to





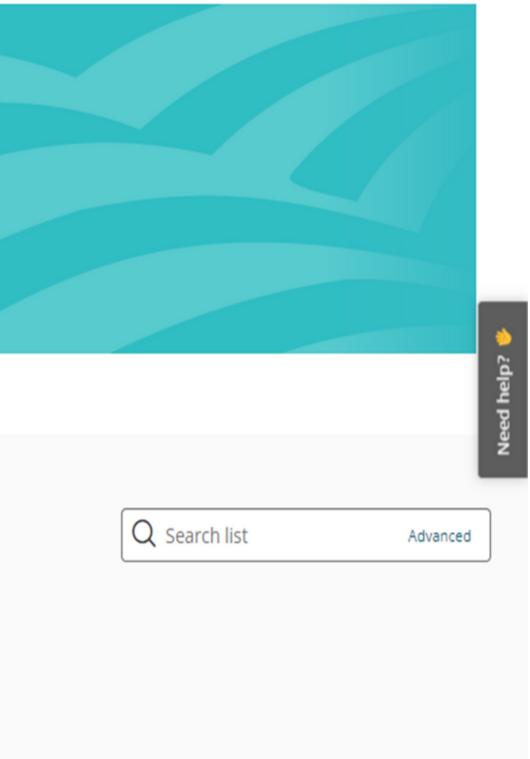
(i) Important awards information \land

My entries

Hello, Talia Hamm!

You have no entries yet. What are you waiting for?





START HERE!

Select the chapter, your category, co-op category where applicable, and provide an entry name.

SPOTLIGHT ENTRANT INFORMATION Entrant name, Co-op name, basic contact information.

SPOTLIGHT ENTRY MATERIALS Application questions that are specific to your submission category.

SPOTLIGHT ATTACHMENTS Upload attachments or provide links to submission materials.



Start here

1

∠④ Getting Started! ∧

Chapter

Spotlight on Excellence Awards

For At Large Categories: Award categories labeled "At-Large" are not separated and judged by co-op classification; all entries are judged together. Please note: Wholly owned subsidiaries may not enter At-Large categories.

For All Other Categories: Entrants are judged against cooperatives of similar size to ensure an equitable playing field. Cooperatives are divided into five classifications based on the number of meters served, and whether a cooperative is a Distribution Co-op, Statewide Association, G&T, Service Member or a Wholly-owned Subsidiary.

Category

04. Best	External	News	Publication

Category Description:

Honors print or digital newsletters, magazines or other publications produced regularly to deliver news and information to co-op members or related audiences. Use this category to submit any external news publication incorporated as part of another publication (such as local pages in your statewide magazine).

What to submit: Hard copies, PDF(s), or URL link(s) to the three best issues from Dec. 2022 to Nov. 2023. (If publication is semi- annual, submit two.)

Classification 1: Distribution Co-op (1-22,999 meters)

Download blank entry PDF for reference

Entry name

ENTRY COMPONENTS

1 Start Here

2. Spotlight Entrant

Information

3. Spotlight Entry Materials

4. Spotlight Attachments

	Start here	Spotlight Entrant Information	Spotlight Entry Materials	Spotlight Attachments	
2	Getting S	Started! 🔨			

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Download blank entry PDF for reference

Entry name

START HERE!

The first page of your application will prompt you to provide:

- Chapter Spotlight on Excellence Awards
- Category Your submission category
- Cooperative
 Classification (where applicable)
- Entry name

Start here

∠ ④ Getting Started! ∧

Chapter

Spotlight on Excellence Awards

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Classification 1: Distribution Co-op (1-22,999 meters)

Download blank entry PDF for reference

Entry name

Please indicate the name of your project as you would like it to be referred to in promotional materials where applicable.



START HERE!

The first page of your application will prompt you to provide:

- Chapter Spotlight on Excellence Awards
- Category Your submission category
- Cooperative **Classification** (where applicable)
- Entry name

Category Description:

Honors print or digital newsletters, magazines or other publications produced regularly to deliver news and information to co-op members or related audiences. Use this category to submit any external news publication incorporated as part of another publication (such as local pages in your statewide magazine).

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Classification 1: Distribution Co-op (1-22,999 meters)

Download blank entry PDF for reference

Entry name

Spotlight Entry

Please indicate the name of your project as you would like it to be referred to in promotional materials where applicable.



Y

SAVE + NEXT **SAVE + CLOSE PREVIEW SUBMIT ENTRY**

SPOTLIGHT ENTRANT INFORMATION

Entrant Information

Entrant's Name	
Entrant's Cooperative	
Phone +1 *	Please use this field to su PLEASE NOTE: This infor of an issue with your sub
Work Email	Please use this field to su PLEASE NOTE: This infor of an issue with your sub
Preferred Method of Communication Phone Work Email	

RCE IATION

ubmit the best phone number to reach you during normal business hours.

rmation will not be shared or distributed and will ONLY be used to contact you in the event omission.

ubmit the best phone number to reach you during normal business hours.

rmation will not be shared or distributed and will ONLY be used to contact you in the event bmission.

SPOTLIGHT ENTRANT INFORMATION

Cooperative Information

Official Name of Cooperative

PLEASE NOTE: It is impor the physical award.

Eligibility

	As stated in the Spotlight o Agencies, freelancers or co nor are they eligible for aw
--	---



PLEASE NOTE: It is important you indicate the official name of the cooperative as you would like it to appear on

on Excellence Call for Entries, an employee of the cooperative must submit all entries. consultants are not permitted to pay for or submit entries to the awards program directly, wards in any category.



O3. COMPLETE ENTRY ON AWARD FORCE SPOTLIGHT ENTRY MATERIALS

4. Best External News Publication

Describe your role , or your co-op's role , in the work that is being submitted.	0 / 100 words	Please indicate the capacity in which creation of this work. The tasks com	
		Things to consider: Writing Categories: Writing, storyb Design Categories: Illustration, grap Event Categories: Event support, p Video Production Categories: Story	
Describe the role of other resources or groups in the work that is being submitted.	0 / 100 words	Please disclose whether outside sou stock photos/music, information fro	
		If an agency, freelancer or consultar submitted for Best News Story, Best must be the original work of a co-op these categories.)	
		If no outside groups or resources w	
Provide the names of others involved in the work that is being submitted.	0 / 100 words	Include the names of team member consultants or agencies involved in o Feature Story, Best Column or Blog employee; work by agencies, freelar <i>If no others were involved please in</i>	
Describe the use of Aritificial Intelligence, if any including tools used to assist in the		Please indicate if Al was used in dev	

Describe the **use of Aritificial Intelligence**, if any, including tools used, to assist in the work that is being submitted. 0 / 100 words

Please indicate if AI was used in development of the entered work. Entered work utilizing Artificial Intelligence (AI) to assist with planning or ideation are permitted; however, the work may not be a complete creation of AI.

h you and/or the cooperative are responsible for the concept, development and pleted by you an/or the cooperative should be highlighted.

oarding, creating support materials, sourcing, etc.

- phic development, photography, layout, typestyles, etc.
- lanning, etc.
- yboarding, filming, editing, etc.

urces of material were used (including templates, pre-existing web tools/apps, om outside groups such as Straight Talk or Touchstone Energy, etc.).

nt was involved, please indicate what tasks they completed. (Note: Work t Feature Story, Best Column or Blog Post, Best Photo, and Best Graphic Design o employee; work by agencies, freelancers or consultants are not permitted in

ere used please indicate "Not Applicable" or "NA".

rs, other co-ops, outside organizations, and (if applicable) freelancers, completion of this work. (Note: Work submitted for Best News Story, Best Post, Best Photo, and Best Graphic Design must be the original work of a co-op ncers or consultants are not permitted in these categories.)

dicate "Not Applicable" or "NA".

Describe your role, or your co-op's role, in the work that is being submitted.	0 / 100 words	Please indicate the capacity creation of this work. The ta Things to consider: Writing Categories: Writing Design Categories: Illustrat Event Categories: Event sup Video Production Categori
Describe the role of other resources or groups in the work that is being submitted.	0 / 100 words	Please disclose whether out stock photos/music, information If an agency, freelancer or co- submitted for Best News Stor must be the original work of these categories.)
Provide the names of others involved in the work that is being submitted.	0 / 100 words	Include the names of team is consultants or agencies invo Feature Story, Best Column employee; work by agencies <i>If no others were involved p</i>
Describe the use of Aritificial Intelligence , if any, including tools used, to assist in the v being submitted.	work that is 0 / 100 words	Please indicate if Al was use to assist with planning or ide

Pay attention to word limits and helpful tips next to each question.

in which you and/or the cooperative are responsible for the concept, development and sks completed by you an/or the cooperative should be highlighted.

g, storyboarding, creating support materials, sourcing, etc. tion, graphic development, photography, layout, typestyles, etc. pport, planning, etc.

ies: Storyboarding, filming, editing, etc.

tside sources of material were used (including templates, pre-existing web tools/apps, ation from outside groups such as Straight Talk or Touchstone Energy, etc.).

onsultant was involved, please indicate what tasks they completed. (Note: Work ory, Best Feature Story, Best Column or Blog Post, Best Photo, and Best Graphic Design f a co-op employee; work by agencies, freelancers or consultants are not permitted in

ources were used please indicate "Not Applicable" or "NA".

members, other co-ops, outside organizations, and (if applicable) freelancers, olved in completion of this work. (Note: Work submitted for Best News Story, Best or Blog Post, Best Photo, and Best Graphic Design must be the original work of a co-op s, freelancers or consultants are not permitted in these categories.)

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ed in development of the entered work. Entered work utilizing Artificial Intelligence (AI) eation are permitted; however, the work may not be a complete creation of AI.

You can find a full entry form example with all questions and helpful tips as they are listed in Award Force via the Spotlight Webpage under 'Helpful Resources'

Helpful Resources

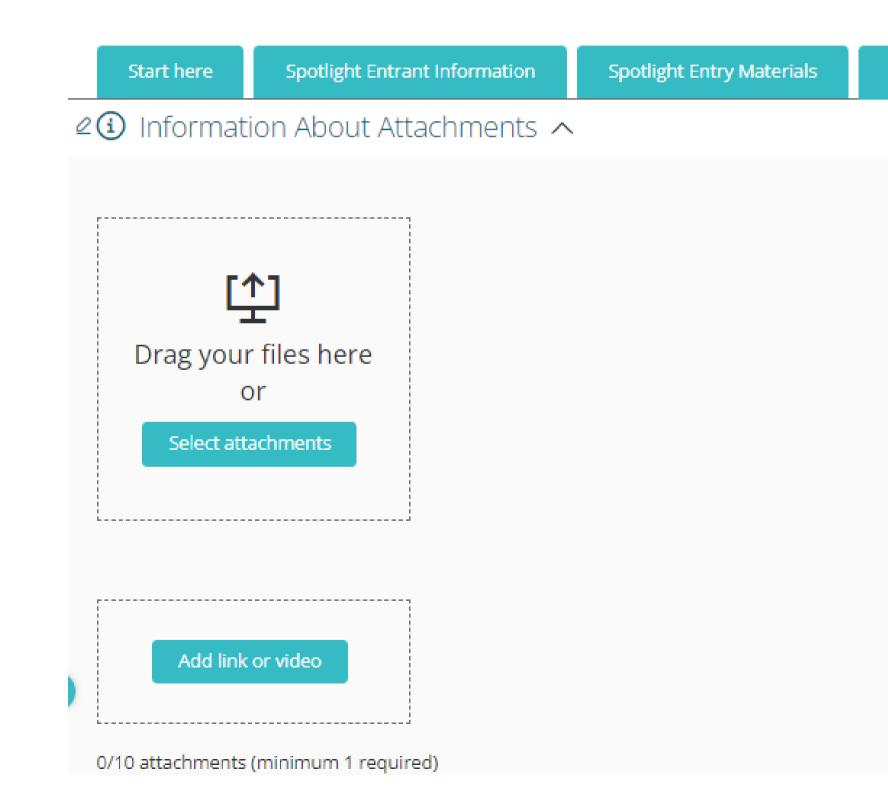
- Call for Entries detailing the award entry and judging process
 - Sample Entry Forms

- Judging Criteria & Scoring
 - Frequently Asked Questions



My entries \rightarrow Entry form \rightarrow Edit entry

All guestions must be answered, unless marked optional.





Spotlight Attachments

You may find what to submit on the 'Start Here' tab of your entry under the category description

DON'T FORGET

For At Large Categories: Award categories labeled "At-Large" are not separated and judged by co-op classification; all entries are judged together. Please note: Wholly owned subsidiaries may not enter At-Large categories.

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Classification 1: Distribution Co-op (1-22,999 meters)

Download blank entry PDF for reference

Entry name

Spotlight on

Please indicate the name of your project as you would like it to be referred to in promotional materials where applicable.

 \mathbf{v}

 \mathbf{v}

SPOTLIGHT on Excellence Awards

Award Categories & Submission Criteria—Updated for 2024!

At-Large Award Categories

Award categories labeled "At-Large" are not separated and judged by co-op classification; all entries are judged together. NRECA and the CREC determined the quality of work in these categories is not affected by the size of the cooperative or its budget, so they are judged as one group. Please note: Whollyowned subsidiaries may not enter At-Large categories.

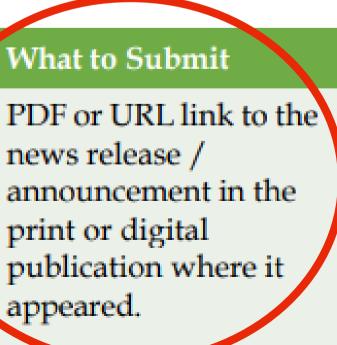
WRITING ENTRIES: Category and Description

1. Best News Story (At-Large Category)

Honors a time-sensitive external, internal or industry announcement It differs from a feature story in that it is of immediate interest and focuses on facts and straight news reporting rather than narrative. Anything in the news report that could reasonably be disputed should be attributed. Syndicated, borrowed, or reprinted material is not eligible, nor are pieces written by freelancers, consultants or agencies.



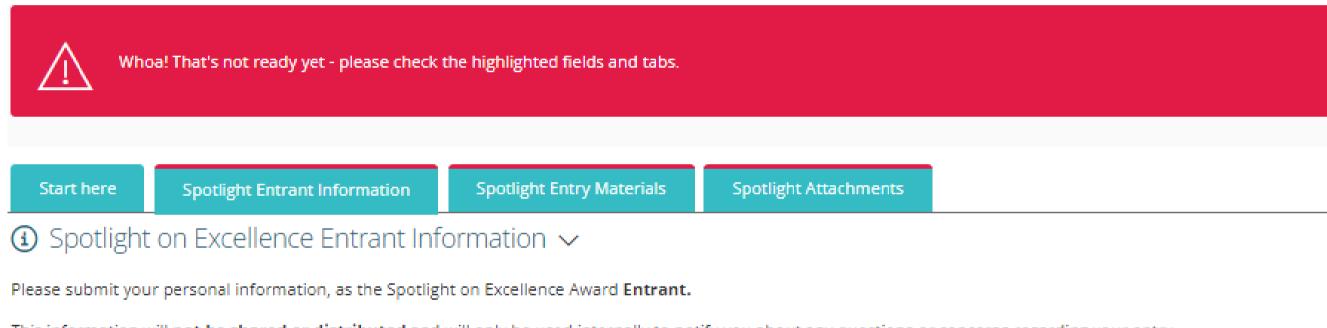




Note: Award Force will not allow you to submit your entry without all required fields. You will be prompted to correct any missing or incomplete sections before submitting your entry.

My entries \rightarrow Entry form \rightarrow Edit entry

All questions must be answered, unless marked optional.

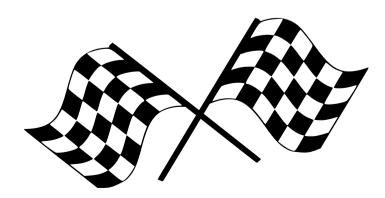


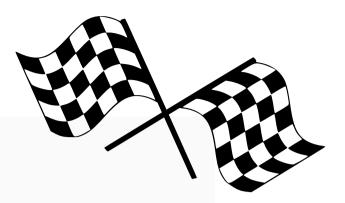
Entrant Information

This information will not be shared or distributed and will only be used internally to notify you about any questions or concerns regarding your entry.

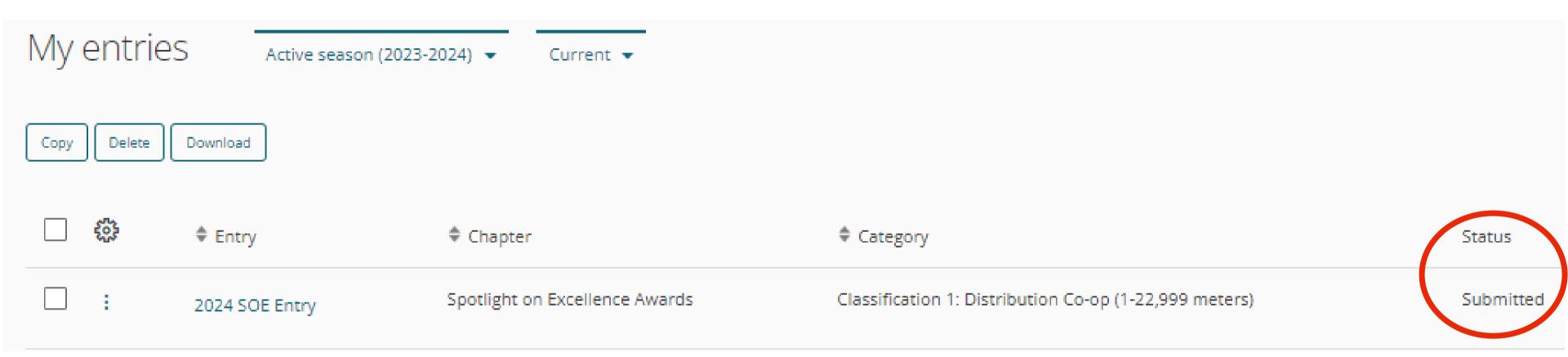


2 Thanks for submitting your entry! We'll keep you informed of the progress of your entry via email notifications. If you have any questions on the status of your entry, please reach out! Thanks for your interest and best of luck! f 🏏 👂 in 😡 🖾 🌫 Return to my entries





CONFIRMING YOUR SUBMISSION STATUS

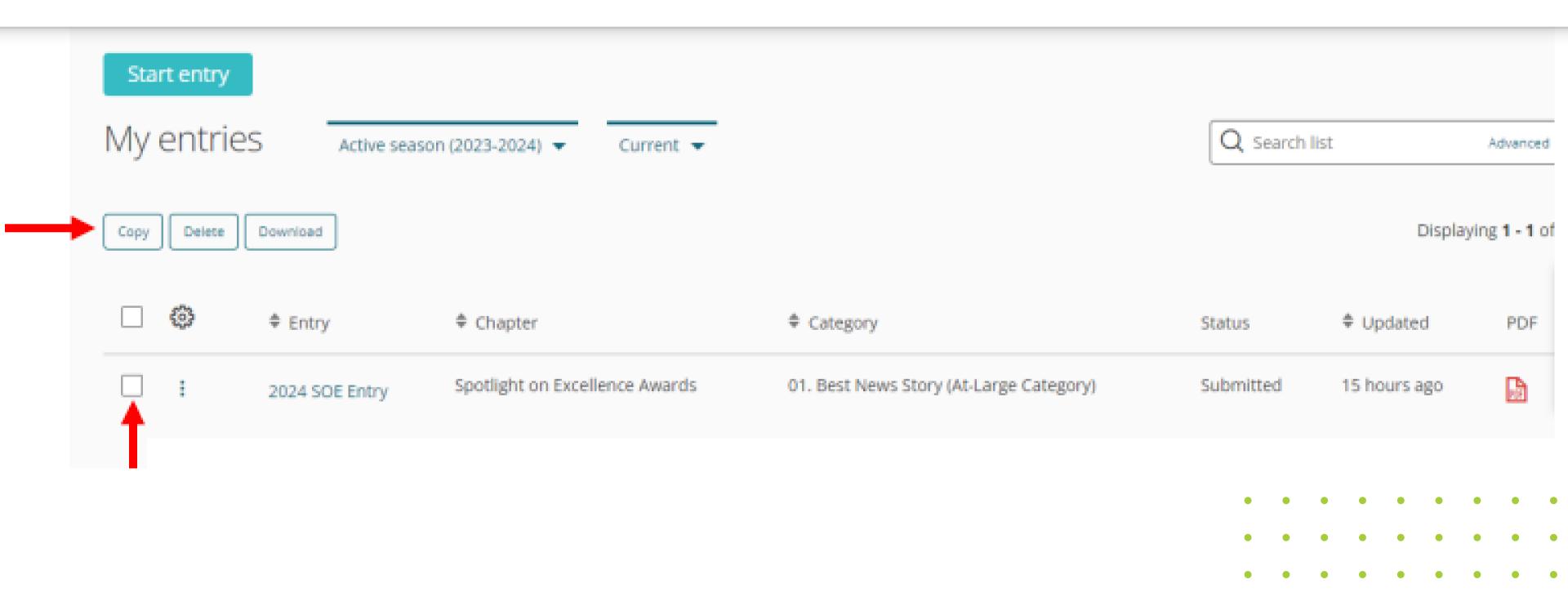


You will also recieve a confirmation email from Award Force



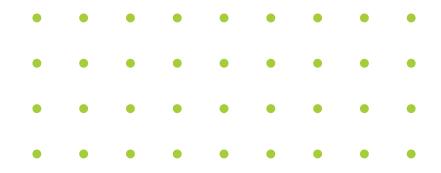
SUBMITTING MULTIPLE ENTRIES?

YOU CAN SAVE YOURSELF SOME TIME BY COPYING YOUR ENTRY FORM. (THIS IS ESPECIALLY USEFUL FOR THE ENTRANT INFORMATION TAB!)



My entrie	S Active season (202	3-2024) 🔻 Current 👻		Q Search list		Advanced
Copy Delete	Download				Displayin	ng 1 - 2 of
	‡ Entry	Chapter	Category	Status	Updated	PDF
□ :	2024 SOE Entry (copy)	Spotlight on Excellence Awards	01. Best News Story (At-Large Category)	In progress	1 second ago	
□ :	2024 SOE Entry	Spotlight on Excellence Awards	01. Best News Story (At-Large Category)	Submitted	15 hours ago	

ONCE YOU COPY THE ENTRY, AWARD FORCE WILL POPULATE A SECOND ENTRY WITH THE SAME ENTRY TITLE WITH '(COPY)' AFFIXED AT THE END.



O1. CALL FOR ENTRIES PERIOD Oct. 12-Dec. 1, 2023

WINNERS NOTIFIED

02.

())

Email notification sent informing submitters of entry status- Week of March 11

03. AWARD RECOGNITION – CONNECT CONFERENCE Winners recognized at General Session, Spotlight

Winners recognized at General Session, Spotlight Celebration & Spotlight Cafe – May 7–9

• WINNING ENTRIES ADDED TO SPOTLIGHT LIBRARY Winning entries posted in Spotlight Library of Leading Practices – May 7

ACCESS TO JUDGES' FEEDBACK

Email notification that feedback is available in Award Force platform - Soon after Connect

• • • • • • •

SPOTLIGHT TIMELINE



QUESTIONS DURING THE ENTRY PROCESS?

EMAIL: SPOTLIGHTONEXCELLENCE@NRECA.COOP

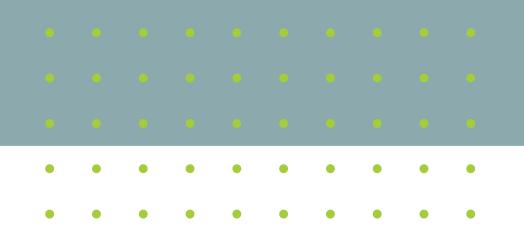
VISIT SPOTLIGHT WEBPAGE: COOPERATIVE.COM/SPOTLIGHT







ADDITIONAL RESOURCES



HELPFUL RESOURCES

1. Call for Entries

2. Sample entry form

- 3. Scoring and sample judges' feedback form
- 4.FAQ
- 5.Spotlight Library of Leading Practices
- 6. Info about recent past winners7. Spotlight Administrator

Email: spotlightonexcellence@nreca.coop

2023 2022 2021 2020 2019 2018

○2017

YEAR

CATEGORY

Best Annual Report to Members
Best Column
Best Digital Storytelling
Best Event
Best External News Publication
Best Feature Story
Best Graphic Design
Best Individual Ad
Best Internal News Publication
Best News Story
Best Photo

Enhanced 2024 Program

Note excited to announce that we're updated this year's program based on member berthard and all the way communicate now. These improvements are designed to inflect the current communications environment and he industry is best work is recognized.

The revised and new award categories better represent your scope of work, including more emphasis on digital, vide and awird pictiforms and internal communications. We've also revised award classifications to improve the competitiveness of the program. Entrants are judged against cooperatives of a similar size to ensure an equitable deping field.

The recomped Spotlight on Excellence Awards program include

20 netional and new award cotregonice. Determinised call for entries to impify the submission process. • Timely access to valuable beedhack from Judges for ALL entries.

n addition, the BOCO special for cooperatives that haven't entered in five or more years is back by popular demand.

CLOSED TO THEMSE PLANED BY MEY SA

Spotlight Webina

hydrar for A New Light: hetroducing the Cyndined Spotlight on Exerifemon Anneh webinur on Oct. 16 from 2-3 p.m. 17 to form more about the new and improved program.

obrossiem; e

Entry Info

The entry lie is \$100 for all entrypeirs.
 Call for Entries periods Oct. 13-Dec. 1, 2003.
 Notification of entry status. Feb. 21, 2004.

Helpful Resources

- Call for Entries detailing the award entry and judging process.
 - Sample entry form. (Coming soon:)
- more firming a manager of the state of the s

Start Your Entry

The can access the payment page beginning 602.11 to start the entry process. If you are unsure about your entry's eligibility, picase contact Tahia Hamm, our new Spotlight on Exerdince Administrator, at spotlightmeneralization/factures.acop for charilonion.

Congratulations, Spotlight Winners!

Vew the full list of past Spotlight on Excilience Jourd vieners and explore photo galleries from previous years.

DOUT Spatilight on FUCE/lence The sender on bankers seals yourn receiptes explored sealers production company from a calcular production and angred program bankers This year's now and angred program bankers product and and are calcular product and are calcular product

1 - 20 of 111 results

2023 Best News Story

2023 Best Feature Story

2023 Best Column

2023 Best External News Publication

2023 Best Internal News Publication

2023 Best Special Publication – Small

2023 Best Special Publication – Large

2023 Best Annual Report to Members

QUESTIONS? TYPE YOUR Q IN THE CHAT!





REACH OUT





TALIA HAMM Spotlight Administrator spotlightonexcellence@nreca.coop

ANNE PRINCE Senior Communications Manager NRECA anne.prince@nreca.coop





