



Spotlight on Excellence Awards 2026 Winners

Category	Classification	Winner	Entry	Cooperative
Best Strategic Communications Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Gold	Mail Delay Strategic Communication Campaign	Butler Rural Electric Cooperative
Best Strategic Communications Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Silver	Member Value Strategic Communication Campaign	Butler Rural Electric Cooperative
Best Strategic Communications Campaign	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold	Member-Centric, Value-Driven Rate Communications	Poudre Valley REA
Best Strategic Communications Campaign	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver	MidSouth Electric Co-op's Power Kids	MidSouth Electric
Best Strategic Communications Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold	Rooted in Resilience: Flathead Electric Cooperative's Wildfire Mitigation Communications Initiative	Flathead Electric Cooperative
Best Strategic Communications Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver	Bright Ideas 5K	Berkeley Electric Cooperative
Best Strategic Communications Campaign	Classification 4: Statewide Assn., G&T or Service Member	Gold	Who Powers You	East Kentucky Power Cooperative
Best Strategic Communications Campaign	Classification 4: Statewide Assn., G&T or Service Member	Silver	Member Survey Campaign – Mom Boss and Dad Roast	Associated Electric Cooperative
Best Strategic Communications Campaign	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold	Chip Thunder's Turbo Circus Campaign	Co-Mo Connect
Best Strategic Communications Campaign	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver	Singing River Connect - Internet Safety Education Program	Singing River Electric



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Edgar F. Chesnutt Award for Top Strategic Communications Campaign - to be announced at CONNECT 2026