Sample form, not for offline completion.

Visit https://nreca.awardsplatform.com to enter.

01. Best News Story (At-Large Category)

Category Description:
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.

What to submit: PDF or URL link to the news release / announcement in the print or digital publication where it appeared.

Welcome to NRECA's award submission platform!

Thanks for your interest in our awards programs! Before you get started, here are a few things you should know.

Chapter: refers to the name of the award program.

Category: refers to the category in which you are submitting an entry. If there are additional classification requirements for that award program, continue making the correct selections for your entry.

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

Helpful Hints: If you're unsure what to enter in a specific field, please click on the (?) icon to reveal some helpful hints. Be sure to also reference the Help Text located along the right side of your screen.

Need Assistance?
If you run into any issues along the way, don't hesitate to reach out! Please visit the award's webpage on cooperative.com and reach out to the appropriate staff member noted in the Contact Section at the bottom of the page.

SUBMITTING MULTIPLE ENTRIES? Here's a tip to save you some time!
If you are submitting multiple entries, you can save yourself some time by copying your entry form. (This is especially useful for the Personal Information tab!)

Visit the "My Entries" tab, check the box next to the entry you'd like to copy, and click the "Copy" button. Once your entry is successfully copied, you can edit the new entry with the correct category selection and answer the rest of the required fields that were not included in your previous copy.

Good luck!

Entry name

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

Spotlight Entrant Information

Please submit your personal information, as the Spotlight on Excellence Award **Entrant.**

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.

Entrant Information

Entrant's Name

Entrant's Cooperative

Phone

Please use this field to submit the best phone number to reach you during normal business hours.

PLEASE NOTE: This information will not be shared or distributed and will ONLY be used to contact you in the event of an issue with your submission.

Work Email

Please use this field to submit the best phone number to reach you during normal business hours.

PLEASE NOTE: This information will not be shared or distributed and will ONLY be used to contact you in the event of an issue with your submission.

Preferred Method of Communication

- [ ] Phone
- [ ] Work Email

Cooperative Information

Official Name of Cooperative

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

Eligibility

☐ I can confirm that I am an employee of a Distribution Co-op, Statewide, or G&T and am **NOT** submitting this entry on behalf of a Wholly-owned Subsidiary.

As stated in the Spotlight on Excellence Call for Entries, Wholly-owned Subsidiaries are **NOT ELIGIBLE** to enter At-Large Categories. Entries from Wholly-owned Subsidiaries will be disqualified and not issued a refund.

Additionally, entries must be completed by someone employed by the Distribution Co-Op, Statewide, or G&T. Agencies, freelancers or consultants are not permitted to pay for or submit entries to the awards program directly, nor are they eligible for awards in any category.

Work submitted must:

- Be original work produced and implemented by co-op employees or under the direction of co-op employees.
- Have been implemented from November 22, 2022, through December 1, 2023. (Except entries in Best Strategic Communications Campaign, Best External Event or Best Internal Engagement that are planned/developed in one year and implemented or evaluated in another year. In that case, the program or event may be entered once—either in the annual award cycle that coincides with the planning phase, or the annual award cycle coinciding with the implementation and evaluation phase.)
- You can refer to the Call for Entries PDF and other helpful resources found on Cooperative.com/Spotlight for more information about what to submit for each category.
- Please note the maximum word count for each field. Entries that do not follow instructions or provide complete information will be disqualified and not issued a refund.

1. Best News Story (At-Large Category)

Important Reminder

To be considered for a Spotlight on Excellence Award, these entries must be completed by someone employed by the Distribution Co-op, Statewide, or G&T.

Syndicated, borrowed, or reprinted material is NOT eligible, nor are pieces written by freelancers, consultants or agencies.

If it is determined that your entry was completed by a freelancer, your entry will be disqualified and not issued a refund.

Describe **your role, or your co-op's role,** in the work that is being submitted. 100 words

Please indicate the capacity in which you and/or the cooperative are responsible for the concept, development and creation of this work. The tasks completed by you an/or the cooperative should be highlighted.

Things to consider:

Writing Categories: Writing, storyboarding, creating support materials, sourcing, etc.
Design Categories: Illustration, graphic development, photography, layout, typestyles, etc.
Event Categories: Event support, planning, etc.
Video Production Categories: Storyboarding, filming, editing, etc.

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

If AI was not used please indicate "Not Applicable" or "NA".

Describe the **purpose (objective or goal)** of the work that is being submitted. 100 words

Please provide a brief overview of the purpose and objective of this work.

Consider its strategic significance and/or how it advances/promotes the mission of the cooperative organization or Wholly-owned Subsidiary.

Describe the **planning process**, including timeline and budget of the work that is being submitted. 500 words

Please provide an overview of what you did to create this work and bring it to fruition, including the timeline and budget (indicate the yearly alloted figure and/or estimate of budget based on hours contributed). Consider what factors played into your decision to create this work and what impacted your decisions.

Describe the **research process** and types of research used (primary, secondary, or both). 500 words

Please provide an overview of how you gathered information relevant to the work. Indicate whether the research was original (primary), relied on analysis/interpretation of existing data (secondary), or both, and why the method(s) of research was used.

If you did not conduct any research please indicate "Not Applicable" or "NA".

Describe the **target audience(s)** and estimated circulation or number of people reached. 100 words

Please provide a detailed list of the audience(s) targeted for this project (e.g., member-owners, local media, newsletter subscribers, etc.), and the approximate number of people who may have been reached.

If your entry targeted multiple audiences, please provide the overall total number of people reached as well as a breakdown of the audiences.

Describe your **rationale for using this communication channel / platform / medium** to effectively meet your objective(s). 250 words

Please provide a brief description of why you selected this channel / platform / medium to reach and engage your target audience(s).

Consider what impacted your decision and how the channel was used.

Describe any **restrictions, limitations, or challenges faced** and how they were overcome. 500 words

Please provide a brief overview detailing what challenges were experienced in the creation of this work (e.g., cancelled events, limited staff availability, tight turnarounds, limited access to resources, etc.), why they may have existed, and how they were overcome.

Describe the **result(s) / impact(s) / outcome(s)** of the work that is being submitted, including how they were measured and how well they reflect the original strategy and planning. 500 words

Please provide an evaluation of this work, including the metrics used to determine whether the work was successful, why those metrics were used and how they were captured.

Consider whether the initial objective it was achieved, and how the project was received by target audience(s).

On this tab, please include any attachments or active links for your Spotlight on Excellence Award entry.

Please refer to the Call for Entries pdf and other helpful resources found on cooperative.com/spotlight for information about what to submit for each category.