



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
01. Best News Story	(At-Large Category)	Gold Winner	North Dakota's child care crisis	North Dakota Association of Rural Electric Cooperatives
01. Best News Story	(At-Large Category)	Silver Winner	KIUC Receives First Delivery of Locally Produced Biodiesel	Kauai Island Utility Cooperative
02. Best Feature Story	(At-Large category)	Gold Winner	Poles and wires, spark plugs and brake pads: Women climb to nontraditional careers	North Dakota Association of Rural Electric Cooperatives
02. Best Feature Story	(At-Large category)	Silver Winner	Who Powers You	Mid-Carolina Electric Cooperative
03. Best Column or Blog Post	(At-Large category)	Gold Winner	Going the "extra mile" for our members	Salt River Electric
03. Best Column or Blog Post	(At-Large category)	Silver Winner	Rising to the Ice Storm Challenge	Trinity Valley Electric Cooperative
04. Best External News Publication	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Central Electric Cooperative Connections Magazine	Central Electric Cooperative
04. Best External News Publication	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Colorado Country Life magazine	Grand Valley Power
04. Best External News Publication	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	The Energy Cooperative Times Magazine	The Energy Cooperative
04. Best External News Publication	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Annual Meeting Edition featuring Candidate Corner	White River Valley Electric Cooperative
04. Best External News Publication	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Bluebonnet's pages in Texas Co-op Power magazine	Bluebonnet Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
04. Best External News Publication	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Cobb EMC's Value of Membership: Convenience E-News	Cobb Electric Membership Cooperation
04. Best External News Publication	Classification 4: Statewide Assn., G&T, or Service Member	Gold Winner	Kentucky Living (April/August/October 2023)	Kentucky Electric Cooperatives
04. Best External News Publication	Classification 4: Statewide Assn., G&T, or Service Member	Silver Winner	Oklahoma Living	Oklahoma Association of Electric Cooperatives
05. Best Internal News Publication	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	The Current - Employee Newsletter	Umatilla Electric Cooperative
05. Best Internal News Publication	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Between the Lines Employee Newsletter	Butler Rural Electric Cooperative
05. Best Internal News Publication	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	WattsUP	Kauai Island Utility Cooperative
05. Best Internal News Publication	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Dixie Digest	Dixie Electric Power Association
05. Best Internal News Publication	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Rappahannock Electric Cooperative Powerlines	Rappahannock Electric Cooperative
05. Best Internal News Publication	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	JEMClips	Jackson EMC
05. Best Internal News Publication	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Three Phase	Flint Energies



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
05. Best Internal News Publication	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Seminole - Empowered	Seminole Electric Coeoprative
05. Best Internal News Publication	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	PREA News	Pennsylvania Rural Electric Association
06a. Best Special Publication- Small (1 to 8 pages)	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	2023 Rate Increase Notice	Butler Rural Electric Cooperative
06a. Best Special Publication- Small (1 to 8 pages)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Poudre Valley REA 2023 Annual Meeting Notice	Poudre Valley REA
06a. Best Special Publication- Small (1 to 8 pages)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Holy Cross Energy - Election Packet	Holy Cross Energy
06a. Best Special Publication- Small (1 to 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner (tie)	Agribusiness Legislative Brochure	Rappahannock Electric Cooperative
06a. Best Special Publication- Small (1 to 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner (tie)	January 2023 Carolina Country Cover Wrap	Blue Ridge Energy
06a. Best Special Publication- Small (1 to 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner (tie)	"Green Box" Safety Brochure	United Power
06a. Best Special Publication- Small (1 to 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner (tie)	October 2023 Carolina Country Cover Wrap	Blue Ridge Energy
06a. Best Special Publication- Small (1 to 8 pages)	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Your Tour	Texas Electric Cooperatives



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
06a. Best Special Publication- Small (1 to 8 pages)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	RIVR Tech Brand Guide	Lumbee River Electric Membership Corporation
06a. Best Special Publication- Small (1 to 8 pages)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	RIVR Tech Pamphlet	Lumbee River Electric Membership Corporation
06b. Best Special Publication- Large (More than 8 pages)	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	New Employee Resource Guide	Southern Rivers Energy
06b. Best Special Publication- Large (More than 8 pages)	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Pella Cooperative	Pella Cooperative Electric Association
06b. Best Special Publication- Large (More than 8 pages)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Grand Coulee Dam Tour Book	Inland Power & Light
06b. Best Special Publication- Large (More than 8 pages)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	AEC Communications Guidelines	Appalachian Electric Cooperative
06b. Best Special Publication- Large (More than 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner (tie)	Brand & Style Guide	Flint Energies
06b. Best Special Publication- Large (More than 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner (tie)	2023 Delaware Living	Delaware Electric Cooperative
06b. Best Special Publication- Large (More than 8 pages)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Historic Homes of the Bluebonnet Region wall calendar	Bluebonnet Electric Cooperative
06b. Best Special Publication- Large (More than 8 pages)	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Dairyland Excellence Model: A Guide to Understanding and Achieving Excellence	Dairyland Power Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
06b. Best Special Publication- Large (More than 8 pages)	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Georgia Electric Cooperative Community Engagement and Economic Development Best Practices Guide (BOGO)	Georgia EMC
06b. Best Special Publication- Large (More than 8 pages)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	OEC Fiber subscriber experience book	OEC Fiber
07. Best Annual or Impact Report	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Annual Report to Our Members: Rooted and Resilient	Grand Valley Power
07. Best Annual or Impact Report	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	2023 WEC Annual Report - Building a Powerful Legacy	Wiregrass Electric Cooperative
07. Best Annual or Impact Report	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	2022 Annual Report (Yesterday's Reflections. Tomorrow's Vision.)	Mecklenburg Electric Cooperative
07. Best Annual or Impact Report	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	MTE Annual Update Video	Middle Tennessee Electric
07. Best Annual or Impact Report	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	United Power Social Responsibility Report	United Power
07. Best Annual or Impact Report	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	EKPC 2022 Annual Report	East Kentucky Power Cooperative
07. Best Annual or Impact Report	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Cooperative Power: The Impact of North Dakota's Electric Cooperatives	North Dakota Association of Rural Electric Cooperatives



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
08. Best Web-Based Project	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Net Metering Training Course	Garkane Energy Cooperative
08. Best Web-Based Project	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Flathead Electric Cooperative Website Refresh	Flathead Electric Cooperative
08. Best Web-Based Project	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	HomeHero & HomeDefender	Northcentral Electric Cooperative
08. Best Web-Based Project	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	CoServ.com - Complete Redesign	CoServ
08. Best Web-Based Project	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	MyEMC Employee Intranet Modernization and Relaunch	Cobb EMC
08. Best Web-Based Project	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Today in Mississippi website	Electric Cooperatives of Mississippi
08. Best Web-Based Project	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	ArkansasLivingMagazine.com	Electric Cooperatives of Arkansas
08. Best Web-Based Project	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	OEC Fiber internet landing page	Oklahoma Electric Cooperative and OEC Fiber
08. Best Web-Based Project	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	OEC Fiber installation landing page	OEC Fiber
09. Most Innovative Use of Digital Engagement	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	UEC's Member Newsletter	Umatilla Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
09. Most Innovative Use of Digital Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	The Central Connection Pod	Central Alabama Electric Cooperative
09. Most Innovative Use of Digital Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Small Change Makes A Big Difference	Central Rural Electric Cooperative
09. Most Innovative Use of Digital Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Co-op Month	Central Rural Electric Cooperative
09. Most Innovative Use of Digital Engagement	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Bring the Energy Hype Videos	EnergyUnited
09. Most Innovative Use of Digital Engagement	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Intranet 12 Days of Christmas Elf Scavenger Hunt	Jackson EMC
09. Most Innovative Use of Digital Engagement	Classification 4: Statewide Assn, G&T, or Service Member	Gold Winner	"The StoryConnect Podcast"	Pioneer Utility Resources
09. Most Innovative Use of Digital Engagement	Classification 4: Statewide Assn, G&T, or Service Member	Silver Winner	WVPA Co-op Land Economic Development Podcast	Wabash Valley Power Alliance
09. Most Innovative Use of Digital Engagement	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	Kosciusko Connect Connected Conversations Podcast	Kosciusko REMC
09. Most Innovative Use of Digital Engagement	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	Firefly Virtual Town Hall Meetings	Firefly Fiber Broadband
10. Best Social Media Post	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Before the Next Storm	Crawford Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
10. Best Social Media Post	Classification 2: Distribution Co-op (23,000 - 64,999 meters)	Gold Winner	There's a Snake on our Pole	White River Valley Electric Cooperative
10. Best Social Media Post	Classification 2: Distribution Co-op (23,000 - 64,999 meters)	Silver Winner	An Adventure To Remember - D.C. Youth Tour Sendoff	Poudre Valley REA
10. Best Social Media Post	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Best Social Media Post: National Superhero Day	Sam Houston Electric Cooperative
10. Best Social Media Post	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Storm Ready	Union Power Cooperative
11. Best Social Media Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Bourbon, jam and bacon: The way to our members' hearts is through the stomach.	Crawford Electric Cooperative
11. Best Social Media Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Cooperative Month	FreeState Electric Cooperative
11. Best Social Media Campaign	Classification 2: Distribution Co-op (23,000 - 64,999 meters)	Gold Winner (tie)	Energizing Snapchat with Exciting Opportunities for Local Youth: Youth Tour Campaign 2024	Flathead Electric Cooperative
11. Best Social Media Campaign	Classification 2: Distribution Co-op (23,000 - 64,999 meters)	Gold Winner (tie)	12 Days of Christmas	Cullman Electric Cooperative
11. Best Social Media Campaign	Classification 2: Distribution Co-op (23,000 - 64,999 meters)	Silver Winner	Social Media Engagement Strategy	Choctawhatchee Electric Cooperative, Inc.
11. Best Social Media Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	12 Days of Christmas	Berkeley Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
11. Best Social Media Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Our Power Comes From You	Bluebonnet Electric Cooperative
11. Best Social Media Campaign	Classification 4: Statewide Assn., G&T, or Service Member	Gold Winner	Cooperative Energy Economic Development Social Media "Roadtrip"	Cooperative Energy
11. Best Social Media Campaign	Classification 4: Statewide Assn., G&T, or Service Member	Silver Winner	Powering Guatemala Facebook Blog	Seminole Electric Cooperative
11. Best Social Media Campaign	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	Kosciusko Connect Halloween Social Media Campaign	Kosciusko REMC
12. Best Short-Form Video (Two Minutes or Less)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Little Boy Lost: Phil Culberson Story	Randolph EMC
12. Best Short-Form Video (Two Minutes or Less)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	"Coming Home to You" Lineman Video	Appalachian Electric Cooperative
12. Best Short-Form Video (Two Minutes or Less)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	CashBack 2022	Northern Virginia Electric Cooperative
12. Best Short-Form Video (Two Minutes or Less)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Don't Drive Distracted	Clay Electric Cooperative, Inc.
12. Best Short-Form Video (Two Minutes or Less)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner (tie)	Carve Out Easy Savings Video	Blue Ridge Energy
12. Best Short-Form Video (Two Minutes or Less)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner (tie)	Celebrating 10,000 Solar Rooftop Installations	United Power



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
12. Best Short-Form Video (Two Minutes or Less)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner (tie)	United Power Golden Aluminum	United Power
12. Best Short-Form Video (Two Minutes or Less)	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	On the Road: Is an Electric Vehicle Right for Me?	Associated Electric Cooperative Inc.
12. Best Short-Form Video (Two Minutes or Less)	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner (tie)	OAEC Co-op Member Owned	Oklahoma Association of Electric Cooperatives
12. Best Short-Form Video (Two Minutes or Less)	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner (tie)	Time-of-Use Program Saves Irrigators Thousands	Tri-State G&T
12. Best Short-Form Video (Two Minutes or Less)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	OEC and OEC Fiber Power of Connection	Oklahoma Electric Cooperative and OEC Fiber
12. Best Short-Form Video (Two Minutes or Less)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	California Ham & Turkey Festival	Co-Mo Connect Powered by Co-Mo Electric Cooperative
13. Best Long-Form Video (More than Two Minutes)	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	UEC's Recruitment Video - Powering Up Your Career	Umatilla Electric Cooperative
13. Best Long-Form Video (More than Two Minutes)	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Net Meter Education	Garkane Energy Cooperative
13. Best Long-Form Video (More than Two Minutes)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Midwest Energy - Understanding Demand Rates	Midwest Energy, Inc.
13. Best Long-Form Video (More than Two Minutes)	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Co-op Members Give Back After Wildfire	Poudre Valley REA



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
13. Best Long-Form Video (More than Two Minutes)	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Jackson EMC Days of Service Video	Jackson EMC
13. Best Long-Form Video (More than Two Minutes)	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Lineman Rodeo Team Video	CoServ
13. Best Long-Form Video (More than Two Minutes)	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Best in Kentucky Awards Show video	Kentucky Electric Cooperatives
13. Best Long-Form Video (More than Two Minutes)	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Powering + Empowering - Oklahoma's electric cooperatives	Oklahoma Association of Electric Cooperatives
13. Best Long-Form Video (More than Two Minutes)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	OEC and OEC Fiber Day in the Life	Oklahoma Electric Cooperative and OEC Fiber
13. Best Long-Form Video (More than Two Minutes)	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	Co-Mo's 30k Subscriber Celebration!	Co-Mo Connect Powered by Co-Mo Electric Cooperative
14. Best Photo	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	November Rising	Coosa Valley Electric Cooperative
14. Best Photo	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Life Under the Lines	White River Valley Electric Cooperative
14. Best Photo	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Photo - We show a lot of heart in everything we do!	Inland Power & Light Company
14. Best Photo	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	South Central Power Sunrise Photo	South Central Power Company



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
14. Best Photo	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Into The Storm	Union Power Cooperative
14. Best Photo	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	College Lineman Rodeo	Montana Electric Cooperatives' Association
14. Best Photo	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	International Teamwork	Pioneer Utility Resources
14. Best Photo	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	OEC Fiber first female technician	Oklahoma Electric Cooperative and OEC Fiber
15. Best Graphic Design	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Electric Icon Pattern	Crawford Electric Cooperative
15. Best Graphic Design	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	WCEC Service Territory Graphic Representation	Wharton County Electric Cooperative
15. Best Graphic Design	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Co-Mo Connect's Electric Truck	Co-Mo Connect Powered by Co-Mo's Electric Cooperative
15. Best Graphic Design	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Cooperative Voices: Grassroots Network Rebrand	Poudre Valley REA
15. Best Graphic Design	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Design Installations - MTE's Main Campus Building Projects	Middle Tennessee Electric
15. Best Graphic Design	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	GVEC Beyond The Meter Service Van Wraps	Guadalupe Valley Electric Cooperative - GVEC



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
15. Best Graphic Design	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	"Co-op Campus" Communications and Member Services Conference	Tri-State G&T
15. Best Graphic Design	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Seminole Electric - Cooperative Rewards Toolkit	Seminole Electric Cooperative
15. Best Graphic Design	Classification 5: Wholly-Owned subsidiary of an NRECA Member Co-op	Silver Winner	We are glowing and it is showing! Firefly's 20K Invitation	Firefly Fiber Broadband
16. Best Digital or Print Ad	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Introducing TextPOWER	Southern Rivers Energy
16. Best Digital or Print Ad	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Save Money on your Home Turf with these Energy Efficiency Tips!	Salt River Electric
16. Best Digital or Print Ad	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Plugged in	Bluebonnet Electric Cooperative
16. Best Digital or Print Ad	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner (tie)	Catch Us While You Can! Firefly's Last Chance Ad for Lake Monticello	Central Virginia Electric Cooperative
16. Best Digital or Print Ad	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner (tie)	Buckin' Fast Elevate Internet	Delta-Montrose Electric Association
17. Best External Event	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	Kosciusko REMC 2023 Annual Meeting	Kosciusko REMC
17. Best External Event	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	First Responder Training	Central Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
17. Best External Event	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Bridging the Gap	Northcentral Electric Cooperative
17. Best External Event	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner (tie)	Annual Meeting & 75th Anniversary Celebration	Wheatland Electric Cooperative, Inc.
17. Best External Event	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner (tie)	Catching Up and Keeping It Real with our Key Accounts, Kauai Island Utility Cooperative's Top 100/Key Accounts Annual Breakfast Briefing	Kauai Island Utility Cooperative
17. Best External Event	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner (tie)	Dixie Electric Learning Lab	Dixie Electric Power Association
17. Best External Event	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	OEC Drive-Thru Annual Meeting	Oklahoma Electric Cooperative
17. Best External Event	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Rethinking the Annual Meeting	Brunswick Electric Membership Cooperative
17. Best External Event	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Northwest Innovations in Communications Conference	Northwest Public Power Association
17. Best External Event	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Centerton to Wilbur Open House	Hoosier Energy
17. Best External Event	Classification 5: Wholly- Owned Subsidiary of an NRECA Member Co-op	Gold Winner	Firefly's 20K Celebration	Central Virginia Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
17. Best External Event	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner	Co-Mo's 30k Subscriber Celebration Event	Co-Mo Connect Powered by Co-Mo Electric Cooperative
18. Best Internal Engagement	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Fiber Network End of Build Celebration	Southern Rivers Energy
18. Best Internal Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Central Growth Summit	Central Alabama Electric Cooperative
18. Best Internal Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner (tie)	Family Day	White River Valley Electric Cooperative
18. Best Internal Engagement	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner (tie)	BUILD Initiative	MidSouth Electric Cooperative
18. Best Internal Engagement	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Monthly Employee Meetings	Jackson EMC
18. Best Internal Engagement	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	CFEMC's The Reel	Coweta-Fayette EMC
18. Best Internal Engagement	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	Celebrating 60 Years: Honoring The Past. Embracing the Future.	Wabash Valley Power Alliance
18. Best Internal Engagement	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Watts Up at Minnkota	Minnkota Power Cooperative
19. Best Wild Card	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	New Employee Onboarding Kit	Southern Rivers Energy



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
19. Best Wild Card	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	The C.O.-O.P. Challenge - Community Organizations Offering Power	Sussex Rural Electric Cooperative
19. Best Wild Card	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	Power What Matters Most - Wall Murals	Appalachian Electric Cooperative
19. Best Wild Card	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	75 th Anniversary Historical Display	Wheatland Electric Cooperative, Inc.
19. Best Wild Card	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Cobb EMC Internship Program	Cobb EMC
19. Best Wild Card	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	The Need for New Power Generation	Mid-Carolina Electric Cooperative
19. Best Wild Card	Classification 4: Statewide Assn., G&T or Service Member	Gold Winner	NDAREC Cooperative Center Corridor	NDAREC
19. Best Wild Card	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	2023 Legislative Guide	Kentucky Electric Cooperatives
19. Best Wild Card	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	Elevate Google Review Cards	Delta-Montrose Electric Association
19. Best Wild Card	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner (tie)	Sprout ice pop koozies	Cullman Electric Cooperative
19. Best Wild Card	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Silver Winner (tie)	Firefly's 20K Celebration Tablescape	Central Virginia Electric Cooperative



Spotlight on Excellence Awards 2024 Winners

Category	Classification	Winner	Entry	Cooperative
20. Best Strategic Communications Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Gold Winner	CoBank Sharing Success Program	FreeState Electric Cooperative
20. Best Strategic Communications Campaign	Classification 1: Distribution Co-op (1-22,999 meters)	Silver Winner	Our Power is People Campaign	Umatilla Electric Cooperative
20. Best Strategic Communications Campaign	Classification 2: Distribution Co-op (23,000-64,999 meters)	Gold Winner	"Power What Matters Most" Strategic Communications Campaign	Appalachian Electric Cooperative
20. Best Strategic Communications Campaign	Classification 2: Distribution Co-op (23,000-64,999 meters)	Silver Winner	Recruitment Initiative	South Central Power Company
20. Best Strategic Communications Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Gold Winner	Cobb EMC's Value of Membership Campaign	Cobb EMC
20. Best Strategic Communications Campaign	Classification 3: Distribution Co-op (More than 65,000 meters)	Silver Winner	Power Purchase and Securitization Campaign	CoServ
20. Best Strategic Communications Campaign	Classification 4: Statewide Assn., G&T or Service Member	Silver Winner	Project Tundra Education Campaign	Minnkota Power Cooperative
20. Best Strategic Communications Campaign	Classification 5: Wholly-Owned Subsidiary of an NRECA Member Co-op	Gold Winner	FIBER IS THE FUTURE - Elevate Internet	Delta-Montrose Electric Association