

TOP TENN

RECOGNIZING EXCELLENCE IN
CO-OP COMMUNICATIONS

The Tennessee Electric Cooperative Association's Communications Contest recognizes excellence in communications efforts that keep members informed and engaged with in their electric cooperatives. Communications staff and co-op management benefit from judges' evaluations, including suggestions for improving communications efforts that keep members updated and involved in the governance and activities of their cooperative. Independent judges will critique each entry and choose the best in several categories. Awards will be presented to the winning co-op communicators in Nashville at the TECA annual meeting.

Deadline for Entries: Wednesday, Oct. 3

Submissions must have been published between July 1, 2017, and June 30, 2018, to be eligible for the 2018 contest. All TECA members and associate member co-ops are eligible.

How to enter:

Entries must be postmarked by Wednesday, Oct. 3. There is no fee to enter. Submit two sets of each entry in separate file folders. Enter in as many or few categories as you wish, and remember that judges will provide feedback that should prove useful in strengthening local co-op communications efforts. Send entries to:
TECA Communications Contest
P.O. Box 100912
Nashville, TN 37224

Note: An easy way to pull together entries that appeared in *The Tennessee Magazine* is to download pdf files from DigiMag versions.

Awards:

An awards presentation will be held at TECA's annual meeting Nov. 18-20 in Nashville. Winners will be notified prior to the annual meeting and will be invited to attend as guests of TECA.

Questions?

Contact Chris Kirk, associate editor of *The Tennessee Magazine*, at ckirk@tnelectric.org or 615-515-5528.

THE CATEGORIES

- 1. Best External Newsletter or Magazine Section**
Submit three different editions of external newsletters (either co-op sections in *The Tennessee Magazine* or standalone publications) published within the specified timeframe. The editions do not need to be published in consecutive order. Judges will evaluate each section for its perspective column, co-op news content, feature articles, cooperative education and general content and writing mechanics.
- 2. Best Internal Newsletter**
Submit three different editions of internal newsletters published within the specified timeframe. The newsletters do not need to be published in consecutive order. Judges will evaluate each section for its perspective column, news content, feature articles, cooperative education and general content and writing mechanics.
- 3. Best Website**
Provide the Web address as well as a printed screenshot of the landing or homepage. Judges will assess content, ease of navigation and overall design mechanics and how these contribute to the effective communication of the co-op's mission. This entry may include digital annual reports and other web-based content.
- 4. Best Use of Social Media**
Include printed screenshots of relevant social media posts as well as an overview of the objectives of the social media campaign.
- 5. Best Video**
Include thumb drive containing video or URL of video if online. Please outline the objective and results of the video.
- 6. Wild Card**
This includes anything that doesn't fit into the above categories like special anniversary projects, annual reports, educational presentations or other programs that show the co-op's commitment to connect with its members. Successful entries in this category will present core co-op principles and the cooperative business model in entertaining, creative, professional ways.