

NEWS



Crawford Electric
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Cooperative 

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FOR MORE INFORMATION:

Crawford Electric wins national awards for communication efforts

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BOURBON – Crawford Electric Cooperative recently received recognition in the 2017 Spotlight on Excellence national awards program, organized by the Council of Rural Electric Communicators and the National Rural Electric Cooperative Association (NRECA). The co-op received two first-place Gold Awards, both of which were coordinated and submitted by Laura Hengstenberg and Lori Rego, the co-op's communications professionals.

One award was for Most Innovative Use of Digital Media for an entry titled "Digital Communication During Crisis-Level Outage." This entry highlighted the co-op's member- and employee-communication efforts during an outage event last summer when a squall line packing 70+ mph winds left more than 9,500 member-accounts without power. The co-op's IT Manager Michael Cremer also was recognized for his role facilitating new digital outreach methods, such as text alerts and automated outbound calls to affected members. The other Gold Award was for the graphic design of a poster illustrating the seven cooperative principles. The design, created in conjunction with artist John Pruitt, is used to help educate members and employees of the unique benefits of the cooperative business model.

"The judges noted that electric cooperatives are being challenged to communicate to the people they serve in more ways than ever before," said Scott Peterson, senior vice president of communication for NRECA.

"Open communication and accountability to the membership are two of our co-op's key values," said Tony Mallory, Crawford Electric's CEO/General Manager. "Laura and her team do a great job sharing critical information and keeping our members in the loop."

The annual Spotlight awards competition recognizes the top-rated communication and marketing efforts by electric cooperatives and related organizations. Participants in the awards competition competed with electric cooperatives of similar sizes in 17 categories. Electric cooperative communicators and marketing professionals submitted more than 780 entries in the Spotlight on Excellence program, now in its 29th year. Professors from accredited schools of journalism and marketing, along with top communication professionals in the private sector, judged the entries.

"This award program represents our industry's leading practices," Peterson said. "The Spotlight competition not only recognizes excellence, but more importantly, it provides a platform for collaboration and the exchange of ideas and best practices that can help co-op communicators across our network of more than 900 co-ops."

The Council of Rural Electric Communicators was organized in 1982, and seeks to advance the recognition, education, and professionalism of electric cooperative communicators and their affiliated organizations. It is a volunteer association working on behalf of more than 4,000 electric cooperative communicators and marketers across the United States.

The National Rural Electric Cooperative Association, the service organization representing the national interests of cooperative electric utilities, coordinates the Council's activities.

Crawford Electric Cooperative is a member of Touchstone Energy, a national alliance of locally owned, community-minded electric co-ops with high standards of service. Crawford Electric serves almost 20,000 meters along more than 3,300 miles of distribution lines in Crawford, Franklin, Gasconade, Washington and Dent counties.



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