

# 2021 Cooperative Communicators Association Contest

## Winners

### Photography - Portrait

**First Place:** *"Curly Horses"*, **Tim Webb**, Kentucky Living

**Second Place:** *"Coach Son Foot 4"*, **Bluebonnet Electric Cooperative Communications Department**

**Third Place:** *"George Wyatt"*, **Robin Conover**, The Tennessee Magazine

**Honorable Mention:** *"Bird Lady"*, **Richard G. Biever**, Indiana Electric Cooperatives

### Photography - Scenic/Pictorial

**First Place:** *"Sprague Lake Sunrise"*, **Robin Conover**, The Tennessee Magazine

**Second Place:** *"Barn in Snow"*, **Robin Conover**, The Tennessee Magazine

**Third Place:** *"S" Bridge"*, **Chris Hayes**, Kentucky Living

**Honorable Mention:** *"Capitol Makeover"*, **Oklahoma Living Magazine**

### Photography - Photo Feature

**First Place:** *"Cutting Horse"*, **Bluebonnet Electric Cooperative Communications Department**

**Second Place:** *"Bathed in Light"*, **Heather Berry**, Rural Missouri

**Third Place:** *"Her Herd"*, **Allison Jenkins**, MFA Incorporated

**Honorable Mention:** *"Building New Lines"*, **Robin Conover**, The Tennessee Magazine

### Photography - Smartphone

**First Place:** *"Hurricane Laura Restoration"*, **Brandon Brooks**, Walton EMC

**Second Place:** *"Sweet Sunset"*, **Rob Clark**, Michigan Sugar Company

**Third Place:** *"Day Break"*, **Jenny Thomas**, Select Sires Communications Department

### Photography - Photo Illustration

**First Place:** *"Co-ops Power You"*, **Hayley Leatherwood**, Oklahoma Living Magazine

**Second Place:** *"Canning Summertime"*, **Robin Conover**, The Tennessee Magazine

### Photography - Photo Essay or Story

**First Place:** *"Melodies of Prayer"*, **Heather Berry**, Rural Missouri

### Photography - Cover of the Year

**First Place:** *"Praying mantis"*, **Jessica Hawkins**, Kentucky Living

**Second Place:** *"Half & Half — Summer 2020"*, **Chris Ehresman**,

**Third Place:** *"June 2020 - Stay in & Stream"*, **Colorado Country Life**,

**Honorable Mention:** *"A Lineman's Life Cover Photo for JEMCO News"*, **Communication Department**, Jackson EMC

## 2021 Cooperative Communicators Association Contest

### *Winners*

#### **Photography - Best Use of Photos in a Publication**

**First Place:** *"C magazine -- Winter and Spring 2020"*, CHS Inc.

**Second Place:** *"C magazine -- Summer and Fall 2020"*, CHS Inc.

**Third Place:** *"My Solutions Magazine"*, Chad Meyer & Emily Campbell, MaxYield Cooperative

#### **Photography - Photographer of the Year**

Taylor Maranion

#### **Photography - Best of Show**

*"Curly Horses"*, Tim Webb, Kentucky Living

# 2021 Cooperative Communicators Association Contest

## Winners

### Programs & Projects - Advertisement

**First Place:** *"14GU332 WATCH ME"*, Communications Department, Select Sires Inc.

**Second Place:** *"Be Smart. Get Alerts."*, Communications & Public Relations Department, Rappahannock Electric Cooperative

**Third Place:** *"Scholarship Ad"*, Cooperative Communications, Flint Energies

**Honorable Mention:** *"614JE1885 JADYN"*, Communications Department, Select Sires Inc.

### Programs & Projects - Promotional Video (less than 3 minutes)

**First Place:** *"Sale Barn Savvy"*, Phallan Davis, Farm Credit Bank of Texas Corporate Communications

**Second Place:** *"Coon Creek Farms and South Central FS"*, Cliff Dolbeare, Growmark

**Third Place:** *"Thank you, essential workers!"*, AMPI Communications Team

**Honorable Mention:** *"I am AgChoice. Steve Winegardner."*, AgChoice Marketing Team

### Programs & Projects - Promotional Video (more than 3 minutes)

**First Place:** *"Part of Your Team"*, Select Sires Inc. Communications Department

**Second Place:** *"The Little Things"*, Savannah Chandler, Walton Gas

**First Place:** *"Keep Power Lines Clear"*, Greg Brooks, Savannah Chandler, Radar Productions

### Programs & Projects - Documentary Video (more than 3 minutes)

**First Place:** *"Farmer Video: In their words"*, Chandra Allen, TCCA Farm Services

**Second Place:** *"Home Energy Evaluation"*, Greg Brooks, Savannah Chandler, Radar Productions

**Third Place:** *"Yonkman Dairy"*, Select Sires Inc. Communications Department

### Programs & Projects - Video Series

**First Place:** *"The Walton Gas Guide"*, Savannah Chandler, Walton Gas

**Second Place:** *"I am AgChoice. Customer Series."*, AgChoice Marketing Team,

**Third Place:** *"Right Choice Testimonials"*, Communication Department, Jackson EMC

**Honorable Mention:** *"Meet Our Dinner Bell Farmers"*, AMPI Communications Team

### Programs & Projects - Web Site

**First Place:** *"www.WaltonGas.com"*, Savannah Chandler, Walton Gas

**Second Place:** *"Tennessee Electric Cooperative Association website"*, Tennessee Electric Cooperative Association, Trent Scott

**Third Place:** *"MFA Oil Company website"*, Marketing Department, MFA Oil Company

# 2021 Cooperative Communicators Association Contest

## Winners

### Programs & Projects - Illustration and Graphic Art

**First Place:** *"Brighter Tennessee campaign logo"*, Tennessee Electric Cooperative Association, Trent Scott

**Second Place:** *"2019 Recipient Map"*, Corporate Giving Team

**Third Place:** *"Community College Partners"*, Corporate Giving Team

**Honorable Mention:** *"2020 By the Numbers"*, Communication Department, Jackson EMC

### Programs & Projects - Cooperative Education

**First Place:** *"Fund for Rural America 2019 Report"*, Corporate Giving Team

**Second Place:** *"Get Charged! Curriculum K-5"*, Tory Tedder-Loffland, Oklahoma Electric Cooperative

**Third Place:** *"My Patronage Check ="*, Lindsey Holtzclaw & Jill Robertson, Farm Credit of Western Arkansas

**Honorable Mention:** *"Flint Energies Annual Meeting"*, Cooperative Communications, Flint Energies

### Programs & Projects - Single Platform Social Media

**First Place:** *"LinkedIn – Dairy Farmers of America Inc."*, Corporate Communications,

**Second Place:** *"Tennessee Electric Cooperative Association Facebook site"*, Tennessee Electric Cooperative Association, Trent Scott

**Third Place:** *"10ClarkMichSugarFB"*, Rob Clark, Michigan Sugar Company

**Honorable Mention:** *"JerseySM"*, Select Sires Inc.

### Programs & Projects - Integrated Digital Campaign

**First Place:** *"Dairy Farmers of America, Inc. Brand Awareness Campaign: The Ripple Effect"*, Corporate Communications

**Second Place:** *"Farm Credit of Western Arkansas Social Media"*, Lindsey Holtzclaw, Farm Credit of Western Arkansas

**Third Place:** *"MaxYield Intern Experience Campaign"*, Emily Campbell, MaxYield Cooperative

**Honorable Mention:** *"2020 Best in Kentucky Awards Show"*, Communications Department, Kentucky Living

### Programs & Projects - App

**First Place:** *"112th Tennessee General Assembly legislative app"*, Tennessee Electric Cooperative Association

**Second Place:** *"Select Sires Mobile App"*, Select Sires Inc. Communications Department

### Programs & Projects - Miscellaneous Print

**First Place:** *"Commemorative Cookbook"*, JuliAnn Graham, TCEC

**Second Place:** *"Dairy Calendar"*, Select Sires Inc.

**Third Place:** *"2021 Calendar Birds of Bluebonnet Region"*, Bluebonnet Electric Cooperative Communications Department, 2021 Calendar Birds of Bluebonnet Region

**Honorable Mention:** *"SeedKoz Product Guide 2020-21"*, Craig Weiland

# 2021 Cooperative Communicators Association Contest

## *Winners*

### **Programs & Projects - Miscellaneous Promotional**

**First Place:** *"The Creamery gift box brochure"*, Corporate Communications

**Second Place:** *"EMC Socks for Golf Tournament Giveaway"*, CFEMC Communications Team

**Third Place:** *"Christmas Sweater T-Shirt"*, Carroll EMC, Communications Department

**Honorable Mention:** *"Jackson EMC Rodeo Trailer"*, Communication Department, Jackson EMC

### **Programs & Projects - Campaigns and Programs Short-Term**

**First Place:** *"Select Sires Mobile"*, Select Sires Inc. Communications Department

**Short-Term Second Place:** *"Road to the Plate"*, CornerPost Marketing

**Short-Term Third Place:** *"MY PATRONAGE CHECK ="*, Lindsey Holtzclaw & Jill Robertson, Farm Credit of Western Arkansas

### **Programs & Projects - Campaigns and Programs Long-Term**

**First Place:** *"Growmark Way"*, Karen Jones, Growmark

### **Programs & Projects - Small Shop Portfolio**

**First Place:** *"AMPI - Small Shop Portfolio"*, AMPI Communications Team

**Second Place:** *"Farm Credit of Western Arkansas small shop portfolio"*, Jill Robertson & Lindsey Holtzclaw, Farm Credit of Western Arkansas

### **Programs & Projects - Best of Show**

**Campaigns and Programs - Short-Term Plaque:** *"Select Sires Mobile"*, Select Sires Inc. Communications Department

# 2021 Cooperative Communicators Association Contest

## Winners

### Publications - Online/Electronic Newsletter

**First Place:** *"Three Phase"*, Cooperative Communications, Flint Energies

**Second Place:** *"Moosletter"*, AMPI Communications Team

**Third Place:** *"Member Update Email"*, TCEC,

**Honorable Mention:** *"Connect Newsletter"*, Anitra Ellison

### Publications - Words and Pictures

**First Place:** *"For Love of Dove"*, Allison Jenkins, MFA Incorporated

**Second Place:** *"Making Peanuts Pay"*, Allison Jenkins, MFA Incorporated

**Third Place:** *"Chickens and the eggs"*, Kerri Lotven, Today's Farmer Magazine

### Publications - Story or Article Design

**First Place:** *"Growing Uses for Garden Plants"*, Katy Hurt, Kentucky Living

**Second Place:** *"Star of the Clouds: the story of Marvel Crosson, a pioneer pilot"*, Colorado Country Life,  
Cassi Gloe

**Third Place:** *"Driving Jersey Genetics"*, Select Sires Inc. Communications Department

**Honorable Mention:** *"Rural Revitalization"*, Craig Weiland

### Publications Employee Publication

**First Place:** *"JEMClips"*, Communication Department, Jackson EMC

**Second Place:** *"thescoop"*, Corporate Communications,

**Third Place:** *"OEC Quarterly Plug"*, OEC Marketing & Member Relations

### Publications - Member Newsletter, Newspaper, Tabloid (budget less than \$10,000)

**First Place:** *"TheNewsbeet"*, Michigan Sugar Company

### Publications - Member Newsletter, Newspaper, Tabloid (budget \$10,001 - \$50,000)

**First Place:** *"Dairymen's Digest"*, AMPI Communications Team

**Second Place:** *"Momentum Magazine"*, Marketing Department, MFA Oil Company

**Third Place:** *"Milk Messenger"*, Milk Messenger, Michigan Milk Producers Association

**Honorable Mention:** *"AGP News"*, AGP

### Publications - Member Newsletter, Newspaper, Tabloid (budget \$50,001 - \$100,000)

**First Place:** *"My Solutions Magazine"*, Chad Meyer & Emily Campbell, MaxYield Cooperative

**Second Place:** *"C magazine"*, CHS Inc.

**Third Place:** *"The Cooperator"*, Tennessee Farmers Cooperative, Communications Department

# 2021 Cooperative Communicators Association Contest

## Winners

### **Publications - Member Newsletter, Newspaper, Tabloid (budget over \$50,001)**

**First Place:** *"Today's Farmer"*, Communications Department, MFA Incorporated

**Second Place:** *"Oklahoma Living Magazine"*, Oklahoma Living Magazine

**Third Place:** *"Indiana Connection"*, Indiana Connection, Indiana Electric Cooperatives

### **Publications - Annual Report (budget less than \$15,000)**

**First Place:** *"MFA Oil 2020 Annual Report"*, Marketing Department, MFA Oil Company

**Second Place:** *"MSC Annual Report"*, Michigan Sugar Company

**Third Place:** *"2019 MMPA Annual Report"*, Communications Team, Michigan Milk Producers Association

**Honorable Mention:** *"We Are REC"*, Communications & Public Relations Department, Rappahannock Electric Cooperative

### **Publications - Annual Report (budget more than \$15,000)**

**First Place:** *"2020 Annual Report - Navigating Change"*, AGP

### **Publications - Brochures, Pamphlets and One-Time Publications**

**First Place:** *"Get Charged! Curriculum K-5"*, Tory Tedder-Loffland & Brianna Wall, Oklahoma Electric Cooperative

**Second Place:** *"Welcome to OEC"*, OEC Marketing & Member Relations

**Third Place:** *"Powering Your Community"*, Colorado Rural Electric Association

### **Publications - Direct Mail**

**First Place:** *"Now Hiring - Join Our Team!"*, Nickie Sabo, AMPI

**Second Place:** *"Electric Vehicle Incentives Bill Stuffer"*, Carroll EMC, Communications Department

### **Publications - Best of Show**

**Brochures/Pamphlets/One-Time Publications:** *"Get Charged! Curriculum K-5"*, Tory Tedder-Loffland & Brianna Wall, Oklahoma Electric Cooperative

# 2021 Cooperative Communicators Association Contest

## Winners

### Writing - Informative/Investigative Featurette

**First Place:** *"Moving Food to Those In Need"*, **Karen Schieler**

**Second Place:** *"Move Over to Keep Utility Workers Safe"*, **The Tennessee Magazine**, Trent Scott

**Third Place:** *"Making Smart Energy Choices while in Quarantine"*, **The Tennessee Magazine**, Trent Scott

### Writing - Informative/Investigative Feature

**First Place:** *"The Ring and The Wings"*, **Zach Smith**, Rural Missouri

**Second Place:** *"Perfectly Matched"*, **Amy Cobb**, Kentucky Living

**Third Place:** *"For love of dove"*, **Allison Jenkins**, MFA Incorporated

**Honorable Mention:** *"Dairy endures on Dill farm"*, **Allison Jenkins**, MFA Incorporated

**Honorable Mention:** *"Four-Legged Heroes"*, **Campbell Wood**, Kentucky Living

### Writing - Personality Profile Featurette

**First Place:** *"All aboard"*, **Cooperative Communications**, Flint Energies

**Second Place:** *"Job of Lineman Runs in the Family"*, **Brittany Shadix**, Carroll EMC Communications

**Third Place:** *"Chasing Seconds"*, **Jennifer Chick**

**Honorable Mention:** *"CEO Announces Retirement"*, **Communications and Public Relations Department**, Rappahannock Electric Cooperative

### Writing - Personality Profile Feature

**First Place:** *"Doing the Little Things Right"*, **Emily Kittendorf**, Michigan Milk Producers Association

**Second Place:** *"For the Love of the Land"*, **Oklahoma Living Magazine**

**Third Place:** *"In Memoriam: John Manley Garber"*, **Priscilla Knight**, NOVEC

**Honorable Mention:** *"Good Deeds"*, **Kirsten Hudson**

### Writing - Entertaining Featurette

**First Place:** *"Reading Reboot"*, **Hayley Leatherwood**, Oklahoma Living Magazine

**Second Place:** *"Navigating Roads Together"*, **Alexis Matsui**, Kentucky Living

**Third Place:** *"No Fair? No Problem"*, **Karen Jones**, Growmark

**Honorable Mention:** *"Fruitful Fields"*, **Kate Haggith**

### Writing - Entertaining Feature

**First Place:** *"Pawpaw law comes to fruition"*, **Allison Jenkins**, MFA Incorporated

**Second Place:** *"Fresh-cut For the Holidays"*, **Zach Smith**, Rural Missouri

**Third Place:** *"Invisible Soldiers"*, **Cindy Kent**, The Tennessee Magazine



# 2021 Cooperative Communicators Association Contest

## Winners

### Writing - Long-Form Feature

**First Place:** *"Life in the raw"*, Allison Jenkins, MFA Incorporated

**Second Place:** *"Protein Powerhouse"*, Cynthia Clanton

**Third Place:** *"Making peanuts pay"*, Allison Jenkins, MFA Incorporated

**Honorable Mention:** *"Taking flight for farmers"*, Kerri Lotven, Today's Farmer Magazine

### Writing - News Story

**First Place:** *"Preserving pieces of Texas"*, Bluebonnet Electric Cooperative Communications Department, Preserving Pieces of Texas

**Second Place:** *"Brave Conversations"*, Allison Jenkins, MFA Incorporated

**Third Place:** *"Wires Over Wildlife"*, Zach Smith, Rural Missouri

### Writing - News Release

**First Place:** *"Dairy Farmers of America sets sustainability goal to reduce greenhouse gas emissions by 30% for the decade"*, Corporate Communications

**Second Place:** *"Walton EMC Annual Meeting Successful Despite COVID-19"*, Greg Brooks

**Third Place:** *"REC, EPRI Partner on Research to Improve Reliability"*, Communications and Public Relations Department, Rappahannock Electric Cooperative

**Honorable Mention:** *"CARE Program"*, Cooperative Communications, Flint Energies

### Writing - Technical Writing

**First Place:** *"Uncharted waters"*, Allison Jenkins, MFA Incorporated

**Second Place:** *"Get Charged! Curriculum K-5"*, Tory Tedder-Loffland, Oklahoma Electric Cooperative

**Third Place:** *"2020 Social Responsibility Report – A Mark of Purpose"*, Corporate Communications

**Honorable Mention:** *"Plants Out of Place"*, Kerri Lotven, Today's Farmer Magazine

### Writing - Corporate Public Relations

**First Place:** *"Answering the Call"*, Allison Jenkins, MFA Incorporated

**Second Place:** *"TCCA Members Excel at Producing Quality Milk"*, Chandra Allen

**Third Place:** *"Rations for the range"*, Kerri Lotven, Today's Farmer Magazine

**Honorable Mention:** *"Making The Grade"*, Zach Smith, Rural Missouri

### Writing - Editorial

**First Place:** *"Country Corner: Life lessons in social graces"*, Allison Jenkins, MFA Incorporated

**Second Place:** *"Co-op Strong: Optimistically working toward a return to normal"*, Colorado Country Life

**Third Place:** *"Only God can make a tree"*, Joe Arnold, Kentucky Electric Cooperatives

# 2021 Cooperative Communicators Association Contest

## *Winners*

### **Writing - SpeechWriting**

**First Place:** *"Co-op Crafted"*, Sarah Schmidt, AMPI

**Second Place:** *"PREPARED"*, Communications, Growmark

### **Writing - Column or Series**

**First Place:** *"Byron Crawford's Kentucky"*, Byron Crawford, Kentucky Living

**Second Place:** *"Point of View"*, Robin Conover, The Tennessee Magazine

**Third Place:** *"Uniquely Kentucky"*, Anita Travis Richter, Kentucky Living

**Honorable Mention:** *"Straight Talk Energy News"*, Paul Wesslund

### **Writing - Headline Writing**

**First Place:** *"Haute Dogs"*, Emily Schilling, Indiana Electric Cooperatives

**Second Place:** *"Reformed"*, TECA Communications, The Tennessee Magazine

**Third Place:** *"Invisible Soldiers"*, TECA Communications Team, The Tennessee Magazine

**Honorable Mention:** *"Fins and Greens For Learning"*, Karen Schieler

### **Writing - Writer of the Year**

Priscilla Knight, NOVEC