

Boone PR firm honored for electric cooperative communication

Written by Maggie Tilley, president
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Local public relations and advertising firm, G&T Communications, Inc. was recently named in four national awards for its work with electric cooperatives. One of those was the Edgar F. Chesnutt award, the “best of the best” within the Spotlight on Excellence awards program’s category for Best Total Communication Program. “We had the honor of working with Hoosier Energy, a power supply cooperative serving 18 member distribution cooperatives in 60 counties in central and southern Indiana and southeastern Illinois, on its Team Up To Power Down campaign,” said Maggie Tilley, president of G&T Communications. “The effort helps people understand why power costs are increasing there, and what consumers can do to save energy and money,” she explained.

Hoosier Energy selected G&T Communications to work on the campaign in early 2011. The comprehensive work included logo and theme development, research, planning, messaging, and a variety of communication materials for Hoosier’s member co-ops. To learn more about the campaign, visit www.Facebook.com/TeamUpToPowerDown.

In addition to being recognized for its work with Hoosier Energy, G&T Communications was also a part of three award-winning projects for GreyStone Power, based in Douglasville, Ga. These awards included a special anniversary website, a communication effort celebrating GreyStone Power’s 75th anniversary, and an energy-efficiency YouTube video.

The judges from the University of Missouri – Columbia, University of South Carolina and the University of North Carolina – Chapel Hill said the Team Up Entry was, “...prepared with the precision of a military headquarters preparing for battle and hands down the most comprehensive campaign in this competition. Every component was professional.”

The annual Spotlight on Excellence awards competition recognizes the top-rated communication and marketing efforts by electric cooperatives and related organizations. Participants in the awards program competed with electric cooperatives of similar sizes in 19 categories. Electric cooperative communicators and marketing professionals submitted more than 800 entries in the Spotlight on Excellence program, now in its 24th year.

A special luncheon honored the award recipients during the Connect 2012 Conference held in New Orleans on May 17. Winning entries were displayed during the event.

About G&T Communications

G&T Communications, now in its 17th year, previously has won state and national awards for websites, newsletters, annual reports and advertising. The firm, located in downtown Boone, works with utilities across the United States, as well as local clients. For more info, visit www.gtcom-pr.com or Facebook.com/GTComPR.