



Southside Electric Cooperative receives Spotlight on Excellence Gold Award

Southside Electric Cooperative (SEC) recently received recognition in the 2017 Spotlight on Excellence national awards program, sponsored by the Council of Rural Electric Communicators and the National Rural Electric Cooperative Association (NRECA).

SEC received a Gold Award in Best Digital Storytelling for its “Day in the Life of a Lineman” reality-show video. The video follows SEC linemen in Altavista, Crewe, Dinwiddie and Powhatan as they work and troubleshoot throughout their day.

The video serves as a complement to the Day in the Life of a Lineman program, which provides local high school students with a multi-faceted look at a career in electric utility linework. Students gain insight into the working conditions, education/training requirements, career outlook and compensation of an electric lineman.

A special reception honored the award recipients during the CONNECT '17 Conference held in Tampa, Florida, on May 2. Winning entries were displayed in the Spotlight Café during the remainder of the conference.

SEC partnered with videographer Ryan White of Tri21 Media to bring the idea to life. Lauren Irby, SEC communications specialist, coordinated the scheduling, filming and production of the award-winning project.

The annual Spotlight on Excellence awards competition



recognizes the top-rated communication and marketing efforts by electric cooperatives and related organizations. Entrants competed with electric cooperatives of similar size in 17 categories. Electric cooperative communicators and marketing professionals submitted more than 769 entries in the Spotlight on Excellence program, now in its 29th year.

To watch the award-winning video, visit www.sec.coop/DayintheLife.

Navigation: [Back to Newsletter](#)