

Corporate Communications Award Finalists

This award recognizes companies whose communications programs or initiatives have improved corporate effectiveness.

Judging Criteria	Potential Entries Might Include
<ul style="list-style-type: none"> ● Were the goals and actions of the plan clearly defined? ● Were there measurable results and were they good? ● How was this program original and innovative? ● Will there be a lasting company impact? ● What is the sustainability of this program? ● How did the program engage and involve employees? ● What's the fun factor? (If applicable) 	<ul style="list-style-type: none"> ● Rate Cases ● Environmental Issues ● Crisis or Natural Disasters ● Executive Leadership Changes ● Acquisitions/Divestitures

Submissions Overview

Corporate Communications Award Finalists		
Company Name	Program Name	ID Number
Artera Services	Safe Driving Campaign	CC-4
Atmos Energy	Nonprofit Spotlight	CC-9
Boardwalk Pipelines	Coffee with Stan	CC-12

Nomination CC-4	
SGA Member Company Name	Artera Services
Program Name	<i>Safe Driving Campaign</i>
Program Description	Artera took the pledge to hang up and drive by partnering with Jacy Good from Hang up and Drive to raise awareness about distracted driving so our team members arrive home safely every single day.
Results of/Response to the Program	After launching a telematics program and releasing this safe driving campaign - our preventable motor vehicle accidents (PMVI) rate decreased in 2021 and we continue to see a decline. Our employees are reminded at job sites and office locations with signed banners displaying how they took the pledge to Hang up and Drive.
Contribution to “Connecting People, Ideas & Information”	To help drive the importance and message, we had Jacy Good come to our headquarters to film a video dedicated to our people. Coupled with a message from the CEO of Artera, this message resonated with our people to truly see the importance of only driving behind the wheel. Our campaign reached our people in many ways such as JSA topics, social media content, internal communications and by their local management and HSE leaders. Safe driving is always a topic in our industry but we dedicated a true campaign to raise awareness.
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-9	
SGA Member Company Name	Atmos Energy
Program Name	<i>Nonprofit Spotlight</i>
Program Description	Community service is a fundamental element of the Atmos Energy culture. Because we live, work and raise families alongside the customers we serve, our employees take great pride in being good neighbors – and partnering with charitable organizations enables us to provide health, education and community development assistance to those who need it most. Every month, we profile a nonprofit partner on our “Perspectives” blog, highlighting the people and mission behind the organization and its impact on the communities we serve.
Results of/Response to the Program	Published on or around the first of every month, Nonprofit Spotlight appears on the “Perspectives” blog of our website, atmosenergy.com, and is promoted via social media to an audience of more than 28,000 followers. Nonprofit Spotlight is also published each month in Visions Monthly, our monthly employee magazine, raising awareness among all 4,700 Atmos Energy team members about the myriad ways we are Fueling Safe and Thriving Communities.
Contribution to “Connecting People, Ideas & Information”	Since Nonprofit Spotlight was introduced in January 2020, we have published 26 editions that highlighted the important contributions of organizations like The Salvation Army, National Multiple Sclerosis Society, Friends of Dallas Public Library, American Red Cross, West Texas Food Bank, Read to Succeed, United Way and many more. All editions of Nonprofit Spotlight are available on our website here .
SGA Membership Category	Distribution

Nomination CC-12	
SGA Member Company Name	Boardwalk Pipelines
Program Name	<i>Coffee with Stan</i>
Program Description	Every month, Boardwalk’s CEO, Stan Horton, hosts a virtual coffee chat with a group of employees to discuss company culture and initiatives. Boardwalk’s first Core Value is People. We prioritize the employee experience and are committed to investing in the success of our employees. A key part of that strategy is our open-door policy, which means that employees can always voice their questions, issues, or suggestions to Stan or any member of his management team. As a way to open up the lines of communication between employees and Boardwalk’s CEO, employees are asked to bring a question with them to ask Stan during the meeting.
Results of/Response to the Program	This program initially began as Lunch with Stan in August 2011 but was adapted during the COVID-19 pandemic to a monthly virtual coffee chat. Stan has connected with hundreds of employees throughout the course of this program. This program is well received by employees, and they appreciate how dedicated Stan is to getting to know everyone at the company.
Contribution to “Connecting People, Ideas & Information”	It fosters a culture of two-way communication between our employees and our senior management team.
SGA Membership Category	Distribution