

## Corporate Communications Award

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

### Submissions Overview

Corporate Communications Award Submissions – 9 Nominees		
Company Name	Program Name	ID Number
Spire	Sharing the value of natural gas - The ONE Customer Communications Campaign	CC-1
Summit Utilities Inc	Summit Utilities: We're Big Fans of You Campaign	CC-2
Southern Company Gas	Southern Company Gas and NEI Get Dirty with Mike Rowe Safe Digging Campaign	CC-3
Boardwalk Pipeline	"Heart of Boardwalk" Video	CC-4
Atmos Energy	Personalized Video Helps Customers Better Understand Bills	CC-5
CoServ	CoServ Compass	CC-6
ONE Gas Inc.	ONE Gas Opens State-of-the-art Training Center Mid-pandemic	CC-7

Corporate Communications Award Submissions – 9 Nominees		
Company Name	Program Name	ID Number
Southeast Connections	Faces of SEC	CC-8
Artera	Believe. Act. Impact.	CC-9

Nomination CC-1	
<b>SGA Member Company Name</b>	Spire
<b>Program Name</b>	<i>Sharing the value of natural gas - The ONE Customer Communications Campaign</i>
<b>Program Description</b>	<p>Spire’s “ONE” campaign is an integrated marketing communications initiative designed to communicate and link three bold ideas to customers and the communities we serve:</p> <ol style="list-style-type: none"> <li>1) the value of natural gas and its role in America’s sustainable energy future</li> <li>2) Spire’s environmental commitment and goal to be carbon neutral by midcentury</li> <li>3) ways for customers to save energy and money</li> </ol> <p>The campaign, which was reimagined to message more on natural gas’s vital role in America’s sustainable energy future, is called “ONE” because of its refrain of “One community. One planet. One Vision.”</p> <p>The campaign creative shares information around the value of natural gas through the eyes and voices of young children, meant to symbolize the future. The assets also depict Spire employees who provide more customer benefits such as pipeline upgrades and rebates.</p> <p>The communications campaign, which ran in Spire’s major Missouri markets of Kansas City and St. Louis, used a multi-channel strategy to reach its target audience. Television and radio spots, billboards, social media, online advertising and environmental communications were all maximized to speak directly to customers, communities and stakeholders about the connection between Spire’s community engagement activities, environmental commitment and the services Spire provides.</p> <p>After sharing information about the campaign with employees on</p>

	<p>our internal channels (Spire TV and internet/social platform FirstUp), ONE fittingly kicked off during NFC and NFL championship games with a :30 commercial spot.</p> <p>One highly effective channel for messaging on what Spire has been doing in the Kansas City market to help the planet was a dynamic digital video ad which ran on a set of electronic billboards in the high visibility area of KC’s Power &amp; Light District.</p> <p>If you’d like to learn more, head to the campaign landing page at <a href="https://SpireEnergy.com/Energy-Future">SpireEnergy.com/Energy-Future</a>, where you can also view the :30 television spot.</p>
<p><b>Results of/Response to the Program</b></p>	<p>Over a six-week period, the ONE campaign earned more than 62-million total impressions across all communication channels in major customer service areas in Missouri -- Kansas City and St. Louis.</p> <p>Of note, campaign timing aligned with the highly-anticipated NFC and NFL championship games featuring the Kansas City Chiefs. In Kansas City, placements in programming before and after the Superbowl game earned nearly 500,000 impressions in one day. And in St. Louis, placements during the NFC Championship game earned over 256,000 impressions.</p> <p>The campaign concept garnered multiple accolades, including a 2022 Telly Silver award for regional television, and being names a finalist for two Mid-American Emmys.</p>
<p><b>Contribution to “Connecting People, Ideas &amp; Information”</b></p>	<p>This initiative was designed to communicate a big idea – and help people understand facts – in the midst of loud voices that disregard or downplay the need for America’s energy independence, energy reliability and grid stability. The big idea this campaign was created around is to help people understand that natural gas is vital part of America’s sustainable energy future... and it provides real value for people’s lives.</p> <p>Television and radio spots, billboards, social media, online advertising and environmental communications were all maximized to speak directly to customers, communities and stakeholders about the connection between Spire’s community engagement activities, environmental commitment and the services Spire provides.</p> <p>We used multiple channels to meet people where they are – and message to them. The environmental billboard is a prime example of this philosophy in action. We saw a need to build greater awareness of our environmental activities in the KC community, particularly our past and present work with Forest ReLeaf of Missouri, and the Power &amp; Light environmental</p>

	<p>communications presented an exceptional opportunity.</p> <p>The messaging from the campaign is also being developed into interactive customer and community engagement initiatives going forward.</p>
<b>Supporting Documents</b>	<a href="#">Click to view.</a>
<b>SGA Membership Category</b>	Associate Member

Nomination CC-2	
<b>SGA Member Company Name</b>	<b>Summit Utilities</b>
<b>Program Name</b>	<i>Summit Utilities: We're Big Fans of You Campaign</i>
<b>Program Description</b>	<p>In 2022, Summit Utilities Inc. acquired new assets in Arkansas, Oklahoma, and the Texarkana, Texas, area from CenterPoint Energy. The rebranding campaign, “We’re Big Fans of You,” was created to educate customers and the communities the company serves about the change. It introduced Summit Utilities to customers and reassured them that, despite the new name and ownership, the company has a deep-seated commitment to the communities where they live and work.</p> <p>The campaign also unveiled the company's new logo. The logo is the visual union of Summit's core values. It was created to represent the bridge between the energy Summit provides, the warmth of the company's purpose, and the company's ability to adapt to a changing industry.</p>
<b>Results of/Response to the Program</b>	<p>Over 525,000 customers received several informational touchpoints via multiple channels. Channels used included bill inserts, emails, social media, TV, radio, print, paid search, paid social ads, and YouTube pre-roll ads.</p> <p>Campaign KPIs (key performance indicators) included tracking, analyzing, and optimizing for the best results in impressions, clicks, site visits, website engagement, and social media engagement.</p> <p>Highlights:</p> <ul style="list-style-type: none"> <li>• Website – the new website was launched in December before the acquisition became final. Website traffic grew from 602 to 20,153 sessions in the first month of the campaign</li> <li>• Digital ads (paid search, paid social, video &amp; display ads) resulted in 2.2 million impressions in AR and 960,963 in</li> </ul>

	Oklahoma
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	While Summit's new service area might still need to learn Summit's name, the company is big fans of the residents in the hometowns it serves. This campaign connected customers to the company and ensured customers and communities were aware of who to call in an emergency.
<b>Supporting Documents</b>	<a href="#">Click to view.</a>
<b>SGA Membership Category</b>	Distribution

Nomination CC-3	
<b>SGA Member Company Name</b>	<b>Southern Company Gas</b>
<b>Program Name</b>	<i>Southern Company Gas and NEI Get Dirty with Mike Rowe Safe Digging Campaign</i>
<b>Program Description</b>	<p>Southern Company Gas serves approximately 4.3 million natural gas customers through its regulated distribution companies in four states, along with approximately 600,000 retail customers through its companies that market natural gas. Other businesses include investments in interstate pipelines and ownership and operation of natural gas storage facilities.</p> <p>Gas pipelines share a universe of infrastructure beneath our feet, including: cable; internet and telephone lines; water service; sewer lines; electrical lines; and traffic signal lines. Contacting 811 at least three business days before starting any digging project is free and is required by state law. When homeowners and contractors contact 811, it notifies the appropriate utility companies of the intent to dig. Professional locators are then sent to the requested dig site to mark the approximate locations of underground lines with flags, paint or both.</p> <p>Third-party damages are the single greatest threat to Southern Company Gas' pipeline distribution system, so ensuring our neighbors and businesses understand the importance of safe digging by contacting 811 is a top priority.</p> <p>No-calls result in about 20% of damages. Getting the message out to contact 811 from our service territories, in Georgia, Illinois, Tennessee and Virginia reinforces our mission – to help prevent damage to underground utilities and promote public safety.</p> <p>In 2022, as National 811 (Aug. 11) Day neared, Southern Company Gas and its operating companies got in the trenches alongside the National Excavator Initiative (NEI) and brought along one of America's most trusted personalities, executive producer, Emmy-winning host, bestselling author, podcaster and skilled-trades advocate, Mike Rowe. Mike's animated alter ego, Micro Mike Rowe, joined to spread the word on the importance of contacting 811 before you dig.</p> <p>Known for the hit TV series, "Dirty Jobs," "Somebody's Gotta Do It" and his Facebook show, "Returning the Favor," Mike and his animated sidekick highlight the critical importance of underground utility infrastructure. With some earthy humor, they</p>

	<p>shared what can — and likely will — go wrong if homeowners and contractors don't contact 811 before digging. Partnering with NEI, Mike connects with industry experts who help educate the public and professional excavators about the 811 process. Through a \$75,000 investment with NEI to partner with Mike, the campaign included radio, print, online media and billboards.</p>
<p><b>Results of/Response to the Program</b></p>	<p>Southern Company Gas delivered a fully integrated digital and traditional media safe digging campaign that garnered 422+ million impressions with one of America's most trusted personalities and skilled-trades advocates, Mike Rowe, to achieve the company's second best-year for reductions in total pipeline damage ratio. Total damage ratio is the number of damages to the company's pipeline infrastructure per 1,000 locate tickets. The campaign netted an average 10% increase in 811 calls across the company's service territories and a 10% reduction in damages in the first months of the campaign.</p>
<p><b>Contribution to "Connecting People, Ideas &amp; Information"</b></p>	<p>Safety First is Southern Company Gas' number-one value. Safety also means conducting around-the-clock monitoring of our pipelines to safeguard our infrastructure. In addition to making consistent upgrades and regular inspections, we use state-of-the-art technology to ensure ongoing system integrity and reliability.</p> <p>Southern Company Gas' Corporate Communications team sought the opportunity to partner with NEI and solicited the opportunity with the company's Asset Protection, Construction and Engineering, and Safety departments as well as executive leadership.</p> <p>The campaign had broad appeal with homeowners and excavators, who are key to our business and safe digging throughout our communities. Mike's influence helped strengthen our relationship and dialogue with excavators about safe digging and pipeline safety. Our partnership with Mike and the NEI positioned us as a thought leader in an evolving industry.</p> <p>Reduction in damage to the company's pipeline infrastructure means our customers, communities and our employees are safer.</p> <p>Thank you for considering Southern Company Gas for this prestigious award!</p>
<p><b>Supporting Documents</b></p>	<p><a href="#">Click to view.</a></p>

<b>SGA Membership Category</b>	Associate Member
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Nomination CC-4	
<b>SGA Member Company Name</b>	<a href="#">Boardwalk Pipelines</a>
<b>Program Name</b>	<i>“Heart of Boardwalk” Video</i>
<b>Program Description</b>	Our goal was to tell the Boardwalk story and give you a glimpse into our culture through employee storytelling. We also wanted to educate our audience about the positive role Boardwalk plays in the future of energy.
<b>Results of/Response to the Program</b>	We understand the importance of effectively communicating our story, especially in the energy industry, where misconceptions about natural gas can be widespread. That is why we put great care into creating a video that is not only informative but also engaging and entertaining. Our video has been viewed over 3,000 times, and we are thrilled with the positive feedback we have received from stakeholders. The video has also helped to increase brand awareness among prospective new hires.
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	We believe that our video has contributed to bridging knowledge gaps by promoting a better understanding of natural gas as an energy source of the future. By educating our audience about our company culture and our business, we hope to promote a more informed conversation with our stakeholder groups. We also believe that this will help us attract and retain the best talent to continue to advance our corporate vision to be a leading provider of energy services with a commitment to deliver safe and reliable infrastructure.
<b>Supporting Documents</b>	<a href="#">Click to view.</a>
<b>SGA Membership Category</b>	Associate Member

Nomination CC-5	
<b>SGA Member Company Name</b>	<a href="#">Atmos Energy</a>



<p><b>Program Name</b></p>	<p><i>Personalized Video Helps Customers Better Understand Bills</i></p>
<p><b>Program Description</b></p>	<p>Atmos Energy constantly searches for ways to improve its customer communication efforts, so we now offer a personalized informational video to aid customers in understanding their bills, promote bill transparency, improve customer experience, reduce the need to call contact centers, and include safety messaging and energy savings tips. Video content is customized for each customer and is based on a combination of factors such as billing preferences, average temperatures and gas costs. The video also displays personalized information from bill amount to gas consumption.</p> <p>The two-to-three-minute video directs customers to three different calls-to-action that focus on safety awareness, billing options (financial assistance, auto-pay and budget billing), and educational resources to learn more about natural gas bills.</p> <p>Specifically, the video includes the following content:</p> <ul style="list-style-type: none"> <li>Gas bill factors</li> <li>Previous month's bill and payment amount</li> <li>Current month's bill, due date, and any previous balance</li> <li>Information on natural gas cost for current and previous months</li> <li>Average temperature for current and previous months' billing periods</li> <li>Total consumption for current and previous months</li> <li>Billing cycle duration information for current and previous months</li> <li>Season-specific energy saving tips</li> <li>Safety messaging</li> <li>Calls to action</li> </ul>
<p><b>Results of/Response to the Program</b></p>	<p>Project execution started with a pilot trial in early February of 2023. Two more pilots quickly followed, reaching additional target customers for subsequent iterations. The project team then analyzed and summarized responses from a summary provided to customers at the end of the video with the following objectives and goals:</p> <ul style="list-style-type: none"> <li>Educate customers on elements that make up their bill.</li> <li>Inform customers on variable components impacting their specific bill.</li> <li>Proactively answer common bill questions as well as anticipated higher bill costs.</li> <li>Reduce number of calls to customer contact center.</li> <li>Modernize communication vehicles for customer experience.</li> </ul>

	Out of the 187,640 customers involved in the three pilot stages, 78 percent of our customers have said this video helped them better understand their natural gas bill.
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	The Corporate Communications team intentionally produced the video to remind everyone of the importance of safe digging, specifically in residential locations. The visual actions depicted in the video reinforce critical information regarding the 811 process that could ultimately prevent injury, property damage, or loss of natural gas service. Upon watching the video, viewers will understand that a simple phone call can help them dig safely.
<b>Supporting Documents</b>	<a href="#">Click to view.</a>
<b>SGA Membership Category</b>	Distribution

Nomination CC-6	
<b>SGA Member Company Name</b>	CoServ
<b>Program Name</b>	<i>CoServ Compass</i>
<b>Program Description</b>	The CoServ Compass is designed to be a one stop shop for all corporate communications accessible through email, app, and the website. The program gathers all communications into categories so you can easily navigate to find what you are looking for. Easy to find links for all corporate software is also stored at this point. Goal was to reduce email bombardment and better reach our field personnel who struggled to receive corporate communications
<b>Results of/Response to the Program</b>	Significant increases have been noticed since the launch of the program with up to 77% of the content being viewed by the employees. There has also been a huge gain in the field personnel viewing communications and an increase in participation of corporate sponsored events.
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	The program encourages engagement from all personnel and allows for an easy to access recognition of employees and their efforts. It has improved communication and reunited the company as the family we truly are post pandemic.

<b>SGA Membership Category</b>	Distribution
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Nomination CC-7	
<b>SGA Member Company Name</b>	ONE Gas Inc.
<b>Program Name</b>	<i>ONE Gas Opens State-of-the-art Training Center Mid-pandemic</i>
<b>Program Description</b>	<p>After a year of construction, ONE Gas opened a 17,000-square-foot specialized training center in June 2021 to serve as a centralized resource for standardized training to all Operations employees throughout our three-state footprint. The training center was constructed and opened while ONE Gas was observing strict COVID-19 social distancing rules, which limited the ability to hold traditional tours and open house events for employees and the public. The ONE Gas Communications team worked creatively, safely and virtually to highlight the importance of the center and its impact on the company for both employees and the general public.</p> <p>To keep ONE Gas employees informed of the progress, the team posted stories on our internal news page announcing the facility's construction and significant milestones along the way. Intranet articles featured images provided by construction crews and training center staff. The team also planned and safely executed a video tour of the center. This allowed employees to virtually experience the state-of-the-art training center, simulation city (eight buildings that replicate real-world scenarios our field workers typically face), fire training school and an excavation site for teaching safe digging techniques.</p> <p>In April 2022, the company returned to a more normal work environment and eased some of its safety protocols in line with the CDC, so the team created opportunities to get more people into the space, including an event for the media to tour the facility. Media members were shown the facility's key features and witnessed a safe digging demonstration.</p>
<b>Results of/Response to the Program</b>	Five intranet articles covering construction to the first anniversary helped connect our employees to the new facility and created excitement and appreciation for the work put into its execution. The event was attended by reporters from the daily newspaper in

	Tulsa and three of the four major television stations. The coverage had a potential reach of 2.3 million impressions and reinforced our commitment to safety and the importance of training and education.
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	The training center opened its doors during the height of the pandemic, and while we could safely host small group training classes, having a large-scale open house wasn’t an option with the company safety protocols in place. Our virtual tour videos were a way to connect our employees to the space before they could visit the center in person. Our media event and safe digging demonstration also introduced the facility to the Tulsa community. We continue to highlight the capabilities of the training center and how it underscores our dedication to the safety of our employees, customers and communities.
<b>Supporting Documents</b>	<a href="#">Click to view.</a>
<b>SGA Membership Category</b>	Distribution

Nomination CC-8	
<b>SGA Member Company Name</b>	<a href="#">Southeast Connections</a>
<b>Program Name</b>	<i>Faces of SEC</i>
<b>Program Description</b>	<p>"Faces of SEC" is a video series that showcases the personal and professional stories of the employees of Southeast Connections (SEC), a leading natural gas pipeline contractor. The series has been instrumental in helping employees feel proud of the work they do, recruiting talented new employees to the energy industry, and building a strong company culture.</p> <p>The videos in the series are well-produced and engaging, featuring interviews with employees of all levels and from all areas of the company. Each video tells a unique story and highlights the important role that each employee plays in the success of the company. From Foreman to HR Business Partners, "Faces of SEC" showcases the diverse talents and contributions of the company's workforce.</p>
<b>Results of/Response to the Program</b>	Faces of SEC debuted on our social media platforms in 2022. Since then, it has generated tremendous reach and engagement, reaching new audiences and growing awareness of what it means to have a career in the energy industry.

	<p>Combined, the videos have totaled more than 21,750 impressions, with the highest engagement of any videos Southeast Connections has posted. That level of reach is more than double the combined social media audience of SEC, which indicates we have been successful in reaching new people. This is the most successful social media campaign in SEC’s history.</p> <p>The video is also featured on the Careers page of the Southeast Connection’s website where it is viewed by potential new employees. The links are actively shared by the recruiting team with candidates to show our people, our values, and the benefits of working for our company.</p>
<p><b>Contribution to “Connecting People, Ideas &amp; Information”</b></p>	<p>Faces of SEC is unique in that it blends the personal and professional. Milton Custis, a Health, Safety and Environmental professional from Chesapeake, VA shares how his struggles growing up shaped his outlook as both an employee and as a father of two successful graduating high school seniors. Claudia Ruiz, a HR Business Partner from Greensboro, NC, recounts how growing up as an immigrant and today as a mother of a child with special needs, inspires her to give back to our employees in meaningful ways. Anissa Juliana, an equipment operator in Wilmington, NC shares her journey of deciding to leave her home and family in California to begin a career with Southeast Connections. Roberto Ojeda is a loving father of four and a Foreman based in Conyers, GA who balances coaching his son’s soccer team and working in utility construction.</p> <p>These stories show a side of utility construction that is not often explored, but very present. Each individual featured has a unique story and career path, but each of them showcase Southeast Connection’s values in their work every day and build pride in our company and our industry.</p> <p>Through this series, Southeast Connections has demonstrated a commitment to its employees and to the energy industry as a whole. By sharing the stories of its employees, the company has created a sense of pride and community within its workforce, and has helped to attract new talent to the industry.</p>
<p><b>Supporting Documents</b></p>	<p><a href="#">Click to view.</a></p>
<p><b>SGA Membership Category</b></p>	<p>Associate Member</p>

Nomination CC-9

<b>SGA Member Company Name</b>	Artera
<b>Program Name</b>	<i>Believe. Act. Impact.</i>
<b>Program Description</b>	<p>This program makes an impact and deserves recognition. Here is a breakdown of the program and a video as well.</p> <p><a href="https://artera.com/sustainability/">https://artera.com/sustainability/</a></p> <p><a href="https://youtu.be/TmO7iyol4U0">https://youtu.be/TmO7iyol4U0</a></p>
<b>Results of/Response to the Program</b>	Sustainability across our industry.
<b>Contribution to “Connecting People, Ideas &amp; Information”</b>	The video explains it all. <a href="https://youtu.be/TmO7iyol4U0">https://youtu.be/TmO7iyol4U0</a>
<b>SGA Membership Category</b>	Associate Member