



## White River Valley Electric Cooperative News Release

Contact:

Cassie Cunningham, Communications Coordinator  
417.849.1148 (cell); 417.335.9231 (office)  
ccunningham@whiteriver.org

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### Local Communicator Earns National Credential

**Branson, Missouri** – White River Valley Electric Cooperative is pleased to announce that Diana Bradford, Marketing Coordinator, has earned recognition as a professional communicator in a national certification program offered by the National Rural Electric Cooperative Association (NRECA).

Bradford has met the requirements to become a Certified Cooperative Communicator (CCC), which signifies standards of professionalism in communications and competency of the electric cooperative industry.

Since 1985, more than 300 electric cooperative communicators have attained CCC status.

In order to become certified, Bradford submitted a portfolio of her work, which was reviewed by an independent communications professional who has earned the CCC credential. In addition to passing the portfolio review, she passed a rigorous four-hour examination.

The CCC Program was created to strengthen and enrich the professional skills and abilities of electric co-op communicators, to help them successfully fill their crucial roles in ensuring the best possible future for electric cooperatives. This is done through the establishment of professional development goals, identification of a body of knowledge and skills necessary to the practice of electric co-op communication, and recognition of those individuals who have demonstrated a professional level of excellence.

NRECA is the national service organization that represents the nation's more than 900 consumer-owned electric cooperatives, which provide service to more than 37 million people in 47 states.

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[White River Valley Electric Cooperative](#) is a [Touchstone Energy Cooperative](#) dedicated to ensuring our members receive safe and reliable service in their homes and businesses across five southwest Missouri counties including Ozark, Taney, Stone, Christian and Douglas.