



WHITE RIVER VALLEY ELECTRIC COOPERATIVE

White River Valley Electric Cooperative News Release

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FOR IMMEDIATE RELEASE

White River Valley Electric Cooperative Takes Home High Voltage Award

Branson, Missouri – Rural Missouri magazine honored White River Valley Electric Cooperative, Branson, as the electric cooperative with the best video series during a presentation of the magazine's 2025 High Voltage Awards on October 16.

The awards recognize the best member communications taking place at Missouri's electric cooperatives. "Communication is at the heart of the cooperative difference," said Rural Missouri Editor Sara Schafer. "Missouri's electric cooperatives continue to find creative, effective ways to connect with members - from print and digital storytelling to social media outreach. It's inspiring to see how they're using every tool available to keep members informed and engaged."

Judges had this to say about White River Valley's annual meeting notification and annual report, which were packaged with their edition of Rural Missouri magazine:

"You can't miss when you let kids communicate for you, and White River Valley did just that with a series of fun videos featuring co-op kids talking about their dads. These videos were launched with the message: 'Little voices. Big wisdom.' Then the kids tell why their dads' jobs are important in their own words. It's a great way to get members' attention and to help build a future generation of co-op supporters."



Pictured left to right: Sara Schafer, Jamie Dopp, Shelby Novak, and Darian Cesar.

Rural Missouri is the statewide member magazine produced by the Association of Missouri Electric Cooperatives. Each month it mails to nearly 600,000 cooperative members across the state.

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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.