



WHITE RIVER VALLEY ELECTRIC COOPERATIVE

White River Valley Electric Cooperative News Release

Contact:

Jamie Dopp, Manager of Marketing and Communications
O: (417) 335-9216, C: (417) 425-8739
jdopp@whiteriver.org

FOR IMMEDIATE RELEASE

White River Valley Electric Cooperative Team Earns Statewide Award for Social Media

Branson, Missouri – Rural Missouri magazine honored White River Valley Electric Cooperative (WRVEC), Branson, as the electric cooperative with the Best Social Media Presence during a presentation of the magazine's 2026 High Voltage Awards on October 15.

The High Voltage Awards recognize the best member communications taking place at Missouri's electric cooperatives. "Every year, our team is impressed by the creativity and quality of communications coming from Missouri's electric cooperatives," said Rural Missouri Editor Sara Schafer. "These awards give us an opportunity to recognize the people behind that work and celebrate the many ways they're finding to inform, engage, and connect with their members."

WRVEC has built a strong, recognizable identity across its social media channels. From employee anniversaries to community outreach, consistent colors, fonts, caption formatting, and photography give its posts a cohesive look. Even when participating in social media trends, the cooperative stays true to its brand, making its content easy to recognize in a crowded feed. Beyond the visuals, its posts provide useful information, recognize employees, and build stronger community relationships. The cooperative takes a thoughtful, well-rounded approach



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

to social media, paying close attention to what members need to know and what they enjoy seeing.

The award recognizes WRVEC's efforts to use social media to keep member-owners informed and showcase the people and communities that make the cooperative special. "Social media is an important part of how we share our story and build relationships with the people we serve," said WRVEC Vice President/Chief Growth Officer, Cassie Cunningham. "This recognition from Rural Missouri speaks to the creativity and dedication of our team and their commitment to finding meaningful ways to engage with our member-owners."

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.

#

[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.