



GUAM POWER AUTHORITY

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Guam Power Authority Wins Two APPA Excellence in Public Power Communications Awards for the Third Year in a Row

(Fadian, Guam) – At the American Public Power Association (APPA) Customer Connections Conference award ceremony on October 29, 2024, in Louisville, Kentucky, the Guam Power Authority (GPA) was awarded two [Excellence in Public Power Communications Merit Awards from the APPA](#).

For the third year in a row, GPA won two Merit Awards at the annual event. This year, GPA was recognized in the following categories for its communications pieces:

- **The Award of Merit for Video** for [GPA's Typhoon Mawar "Our Story" video](#). This category recognizes excellence in video production.
- **The Award of Merit in the Print/Digital** category for its GPA Annual Report Fiscal Year 2022. This category recognizes excellence in newsletters, bill stuffers, annual reports, advertisements, program/product marketing materials, digital reports, and digital marketing.

GPA Communications Manager Joyce N. Sayama and GPA Utility Services Manager James C. Borja attended the conference and received the two Merit Awards on behalf of GPA's customers.

Borja stated, "These awards hold great significance for our team at GPA, as they highlight our commitment to enhancing communication with our customers daily and across various channels. We work hard to develop effective communication tools that keep our customers informed about their service and GPA's efforts to shape a better energy future for Guam."

Sayama said from Kentucky, "We are very proud to have received these two Merit Awards on behalf of our customers and colleagues in Guam for our Fiscal Year 2022 Annual Report and GPA's Typhoon Mawar "Our Story" video. The video project was very special to us as it captured the hardship that we faced as an island after the storm and our resilience and resolve to rebuild and get our customers connected."

The 2024 awards will be displayed at the Fadian Executive Office lobby for visitors to view. In 2023, GPA received the Award of Merit in the print and digital category for its November 2022 monthly newsletter and the Award of Merit for Web/Social Media for communications through its website and social media channels. In 2022, GPA was recognized with an Award of Merit in the print and digital category for its Customer Service Directory and the Award of Excellence in the video category for its Clean Energy Master Plan animated video.

About the Excellence in Public Power Communications Awards

The Excellence in Public Power Communications awards are presented annually at APPA's Customer Connections Conference when the APPA recognizes excellence in communications throughout its membership base of public power partners. According to APPA, 23 public power electric utilities and utility organizations earned [Excellence in Public Power Communications Awards](#) in 2024. The awards were presented at APPA's Customer Connections Conference in Louisville, Kentucky. GPA has been a member of APPA for many years.

APPA's release notes that the annual awards recognize excellence in communications. The entries are judged in three categories: Print & Digital, Web & Social Media, and Video. Awards were given to those who showed ingenuity and creativity in telling their stories through outstanding copy, design, financial data presentation, graphics, social media engagement, video editing, and web layout and interactivity. This year's awards were judged by Will Coffman, Partner, Bullhorn Creative; Ruben Musca, Head of Production, CRAFT Media/Digital; and Cindy Simpson, Corporate Relations Manager, Urgent Care Association.

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Photo caption: Joyce N. Sayama, at left, Communications Manager at Guam Power Authority, and James C. Borja, Utility Services Manager at Guam Power Authority, received two Merit Awards in the 2024 APPA Excellence in Public Power Communications (EPPC) categories of Video and Print & Digital on behalf of GPA's customers during the APPA Customer Connections Conference award ceremony on October 29, 2024, in Louisville, Kentucky. This is the third year in a row that Guam's public utility received two awards for its work in communications.