



JCPB ANNUAL REPORT TAKES TWO GOLD MEDALS IN DAVEY'S AWARDS

****FOR IMMEDIATE RELEASE (11/11/09)****

The Johnson City Power Board (JCPB) and [Stellar Studios](#) were recently awarded two Gold Davey Awards for their production of the JCPB's 2008 Annual Report. The awards were granted within two subsets of the Davey's Interactive Multimedia Category; one for Public Relations and Special Interests respectively. Robert White, Chief Public Relations Officer for the JCPB, offered, "We initially set-out to create a paperless annual report to broaden our reach while lessening the environmental impact inherent to printed publications. However, we soon discovered how powerful a tool an interactive website can be to communicate our messages. The report allowed us to provide hyperlinks to each company and organization we featured while engaging our audience in a unique, exciting and memorable way. It also allowed us to showcase several local talents from the designers within Stellar Studios to the musicians of the East Tennessee University Bluegrass Band. We are honored to be listed among the distinguished few awarded Gold Davey Awards and pleased to be able to represent our community so well."

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others.

The JCPB 2008 Annual Report may be viewed online by visiting www.jcpb.com. The associated link is clearly labeled "[JCPB Annual Report](#)" near the bottom center of the jcpb.com homepage. Allow yourself ample time for viewing the report as it immerses the viewer in a richly interactive environment while enticing the exploration of Upper East Tennessee's many hidden treasures.

The JCPB serves over 75,000 customers within Washington, Sullivan, Carter and Greene counties in Northeast TN. The JCPB is a not-for-profit, public power provider and is the tenth largest of the TVA's 158 electricity distributors. The JCPB also offers a wide variety of energy services and programs to its residential and commercial customers.

#

Media Contact:

Robert Lynn White: Chief Public Relations Officer
Johnson City Power Board
(423) 952-5053 or rlw@jcpb.com