



SITUATION:

Mason County PUD 1 has a limited budget for outreach and often produces creative in house pieces. Wanting a branded and consistent newsletter to be distributed out to customers was the goal. Gathering articles and content was a challenge when it came to layout because it was time consuming and because lengths of articles were different and inconsistent.

SOLUTION:

A branded 'template' was created so it was easy to manage internally. Sections were allocated with specific space so although the creative aspect of the articles is changed to entice readership and create a different look based on the season, the content became easier to gather knowing the limits on text and space. Quarterly newsletters in an 11 x 17 half fold/tri fold format are created and mailed out to customers. A web version is also emailed and posted online.

Kristin Masteller, director of employee & public relations, sums it up with, "I do a lot of work in-house due to budgets, but our newsletter is such an important representation and point of contact with our customers that it's worth the money to outsource it because the product is always consistently branded and is such high quality. It's also so easy, I just send the articles and photos and they quickly create beautiful newsletters for mail and for our website."