

CASE STUDY: WPPI Energy Annual Report

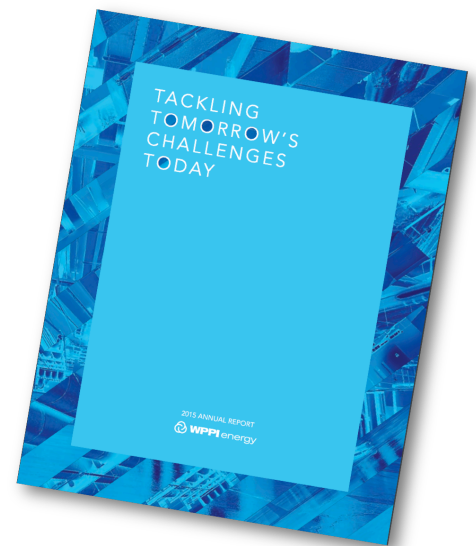


WPPI Energy Relies on Storytelling for its Annual Report

WPPI Energy is a not-for-profit regional power company serving 51 locally owned electric utilities in Washington, Upper Michigan and Iowa.

Executive Summary

Anne Rodriguez, Director of Communications for WPPI Energy, was short staffed at just the wrong time: when the organization's annual report needed to be written. She contracted with Egan Energy Communications to develop a theme and write the copy for WPPI Energy's 2015 annual report, *Tackling Tomorrow's Challenges Today*.



Challenges

WPPI Energy's communications department had recently lost one of its two members. Facing a tight deadline for the 2015 annual report, Ms. Rodriguez needed an experienced writer with utility expertise, particularly knowledge about the special circumstances of public power utilities, including Joint Action Agencies.

Benefits

Rather than follow the traditional annual report style of the CEO or General Manager narrating a list of accomplishments, John proposed a different approach: tell WPPI Energy's compelling story using the voices of stakeholders who have benefitted from its policies and actions.

"We got a lot of compliments about using customer and stakeholder stories and voices in the annual report," Ms. Rodriguez said. "It was a new direction for us. Once John suggested it, there was broad internal agreement this was the approach we should take. The report was a fresh, unqualified success—working with John was an overwhelmingly positive experience for us. I can't say enough about it."

Ms. Rodriguez says John's content got the organization most of the way toward the final draft of their annual report. He provided a very strong draft,

which required nominal editing and added information. "This was our first project with John," says Ms. Rodriguez, "and working with him proved to be productive, cost effective and enjoyable."

"John's overall industry knowledge and experience helped him write quickly, she continues. "By interviewing employees, members and members' customers, John was able to effectively draw out the stories that made the points we wanted to make," she says.

*"Not only does he bring extensive experience and industry knowledge to his work, but he's also flexible and eager to accommodate our feedback, needs and requests."
~ Anne Rodriguez*



Conclusion

Ms. Rodriguez says this annual report with its new approach was quite well received by WPPI Energy's membership.

She adds her experience working with John was very positive. "Not only does he bring extensive experience and industry knowledge to his work, but he's also flexible and eager to accommodate our feedback, needs and requests. His inquisitive style helped us identify stories and examples that made our report more engaging for our audiences. He also was prompt and reliable. John never missed a deadline; in fact, he typically delivered his work well ahead of our established timeline."