

CASE STUDY:

Central Municipal Power Agency/Services (CMPAS)



Utility Group Benefits from Content That Is Timely Yet Timeless

Central Municipal Power Agency/Services (CMPAS – pronounced “compass”) serves as a public power joint action agency providing power management and utility services for its electric utility members and affiliates in Minnesota and the Upper Midwest.

CMPAS provides a wide range of services including strategic management, long-term power supply planning and procurement, energy market scheduling services, transmission ownership, project development and administration, utility accounting and finance support, and distribution mapping and modeling.

Executive Summary

Christina Pierson, director of public affairs for Central Minnesota Power Agency/Services (CMPAS), a joint action agency with 15 municipal utility members in Minnesota, practices the recycler’s mantra — “reduce, reuse, recycle” — at work and at home. That’s why she was particularly attracted to the “write it once, use it five times” storytelling philosophy practiced by Egan Energy Communications.

Christina was looking for a knowledgeable writer and strategist to create content that could be used across many communications platforms when she hired EEC to write their annual reports ([2017](#), [2018](#), and [2019](#)) and new website copy.



Challenge

As public affairs director, Christina (*right*) wears a lot of hats: state government affairs, external relations, communications, brand management and more. As an army of one, with many more responsibilities than hours in the day, Christina needed copy that was timely yet timeless, and that could easily be repurposed across platforms.



As they began collaborating, John proposed profiling each of CMPAS' members over the course of three annual reports. The plan also called for those member profiles to be repurposed for the CMPAS website.

"We really liked the storytelling approach to annual reports and website copy that John proposed," said Christina. As a joint action agency, CMPAS doesn't have customers per se, but it does have members, and it wanted to profile those customers in its annual reports and on its website.

"We aim to make the most efficient use possible of written materials," Christina said. "By writing content that was 'timely yet timeless,' John put us in a good place."

Solution

It worked like a charm. Over a three-year period, John made an annual visit to Minnesota to conduct face-to-face interviews with CMPAS' leadership as well as leaders at all of CMPAS' municipal utilities. Not only were these member profiles written for the three annual reports, they were also utilized, with minor editing, for the 2019 relaunch of CMPAS' website, and in member [newsletters and blog posts](#).

The "write it once, use it five times" approach to storytelling has provided Christina with a large and durable portfolio of content that has been used in briefings of elected officials in Minnesota and Washington, D.C., in her quarterly member newsletter blog, and in educational materials for new public utility commissioners, employees, and economic development prospects.

Conclusion

"John did a fabulous job writing our annual reports for 2017, 2018 and 2019 as well as our website relaunch," Christina said. "Since we hired John to help us with our content development projects, we've collected captivating stories and impactful text to use across numerous communication channels. It is delightful to see our everyday work to power our cities come alive with words."

