

Kristin Masteller

From: Kristin Masteller [kristinm@hcc.net]
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To: 'Kristin Masteller'
Subject: PRESS RELEASE- PUD 1 Receives Top Communications Honor



Media Release

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PUD 1 Receives Top Communications Honor



Potlatch, Wash.- Mason County PUD No. 1 has received a top honor for their electronic communications from the Pacific Northwest chapter of the American Water Works Association (PNW-AWWA). The utility's new website and social media campaign were recognized as the best example from a small utility. According to PNW-AWWA, their Excellence in Communication Awards were established in the year 2000 to recognize outstanding communication efforts by water utilities in Oregon, Washington and Idaho. PUD 1 manages 35 water systems across Mason County, serving approximately 2,000 water customers.

Over the last year, PUD 1 has unveiled a new communications outreach strategy. Customer feedback has been overwhelmingly positive in regard to the district's new email outage notification system, its Facebook and Twitter pages, and the new website, which was designed to enable customers to have access to information easily without having to physically call or visit the

district office. Amongst the state's 28 public utility districts, PUD 1 was one of the early users of social media as a communication platform with its customers, which is now becoming an industry standard.

"Our communications outreach plan has really been a group effort across all departments from our linemen and water operators, to our customer service representatives, to our department directors." stated Kristin Masteller, the district's director of employee and public relations. "I am very proud of what we've been able to accomplish on a small, conservative budget and it's great to see that a small utility like PUD 1 is being recognized for our efforts to be transparent and keep our customers informed."

Jocelyne Gray, the director of operations- water for the district accepted the award on the utility's behalf at the annual PNW-AWWA conference in Spokane earlier this month.

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Founded in 1935, Mason County PUD No. 1 was the first public utility district formed in Washington State. PUD 1 provides non-for-profit water, sewer and electric services to approximately 7,000 customers in both Mason

and Jefferson counties. The District's mission is to provide customers with safe, reliable and locally-controlled utility services with the highest possible value at the lowest possible cost.

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