

## PPCS Launches Podcast

**Ellsworth, Wis.**— Communicating effectively with cooperative members and the public is a priority for Pierce Pepin Cooperative Services (PPCS). PPCS uses traditional mediums, such as magazines, newspaper ads and radio commercials and in recent years, they've added social media channels like Facebook and Instagram to the mix. Now, they've gone a step further and created the "Live Better" podcast.

The Live Better podcasts feature information about the cooperative, helpful tips about energy efficiency and other issues important to cooperative members. Over the summer, special episodes have been recorded by the PPCS interns. They add a fun dimension to the cooperative difference.

The podcast is available on Apple Podcasts, Spotify, Pandora, iHeart Radio, Google Podcasts, Castbox and Radio.com. A link to the podcast is also posted on the cooperative's website, piercepepin.coop, under the "My-Co-op" tab. It is free to listen to on any of these platforms.



*PPCS interns William Tuchtenhagen and Jackie McGlin took over the Live Better podcast for several episodes.*