

Content Strategy Statement:



The Pacific Northwest Writers Association (PNWA) is a non-profit creative writing organization. This organization focuses on job training, writer support, and community creation. PNWA promotes writers and assists in advertisement and marketing. The organization holds frequent meetings and puts on a writers' contest, a writers' conference in the fall, critique meetings, and several workshops on writing related topics each year.

Current Mission and Branding:

PNWA's mission statement listed on their website is as follows:

"Our mission is to develop writing talent through education, accessibility to the publishing industry, and participation in an interactive, writer community."¹

PNWA's current content and brand messaging seems to have grown organically over time. Interestingly, the organization's website has a few different catch phrases used across the site, such as:

- "Helping authors with writing resources and hosting the fall writer's conference for 67 years."
- "We know writing, we know publishing, read our story."
- "A vibrant writing community dedicated to the writer."
- "PNWA: A writer's resource"

While each of these are edifying, PNWA's content strategy, voice, and message across their platform is not yet uniform. I believe the PNWA organization can improve their content strategy, navigation user experience, and consistency across the platform.

Though I am not an expert on the PNWA, I work with the organization on the writers contest and conference for four months of the year and tangentially for eight. I think a cohesive and intentional content strategy that includes the concepts in the mission statement and messaging above could be created to aid in unification of PNWA messaging.

¹ Spacing true to website content, and indicative of content management needs.

Proposed Content Strategy Statement:



The Pacific Northwest Writers Association's content is a resource for writing and publishing best practices to support members' growth, promotion, and community.

1. PNWA gives writers the means and ability to increase knowledge in writing and publishing.

2. PNWA encourages, uplifts, nurtures, and trains writers.

3. PNWA offers job training workshops, critique, and conferences to expand writer knowledge.

4. PNWA gives writers a platform for advertising, marketing, and networking.

5. PNWA strives to create a friendly and helpful writing community.

Elevator Pitch:

The Pacific Northwest Writers Association needs strategic content to build a strong, consistent voice and brand. I believe we can build this brand voice by creating a content strategy statement. Here's what I'm thinking for the statement: The Pacific Northwest Writers Association's content is a resource for writing and publishing best practices to support members' growth, promotion, and community.

Our organization strives to be a resource for writers. We give writers the means to increase their knowledge in writing and publishing. We encourage, we uplift, we nurture, and we train writers. We offer job training workshops, critique, and conferences. We give writers a platform to advertise, to market, and to network. And we do all of this while promoting a friendly and helpful community. If we consciously and strategically direct our content messaging through this statement, we can facilitate a stronger and more cohesive brand voice.