

**Corporate Newsletters**

WorldCom,  
MCI, and JDG:  
A Relationship  
Built on  
Great Work

**Background**

When we began working with MCI more than 12 years ago, the company asked us to design its employee incentive promotions. In 1999, WorldCom bought MCI, bringing together two distinct corporate cultures. At that time, each company had its own respective employee newsletters, with JDG producing MCI's. After the acquisition, WorldCom engaged JDG to create an updated look and feel for its employee newsletter, *WorldView Today*, effectively combining the two publications. To WorldCom, the newsletter is an important vehicle that communicates top-line business information to more than 60,000 employees internationally.

**JDG's Solution**

The new publication JDG developed helped to integrate the two cultures. We created a look and feel that reflects WorldCom's goal of becoming the leading provider of communications services. When we began redesigning *WorldView Today*, we chose to use the existing masthead, keeping an element of consistency while beginning to build a new image. With that in mind, we developed a publication that is clean, engaging, and fun. Every month, we use a new color, supplied photographs of team members in action, and original illustrations, to keep each issue fresh. *WorldView Today* is a communications tool in its own right; but it is also a tool to strengthen internal support for WorldCom's "generation d" initiative.

Always evolving, the newsletter has expanded to become a platform for educating employees about the wide range of services WorldCom offers, ultimately facilitating cross-selling opportunities.

In June 2001, the WorldCom and MCI brands were split again, creating two tracking stocks. In effect they became two distinct communications powerhouses again, with MCI focusing on its strong consumer market share and WorldCom on the business market. After the split, a new newsletter called *MCI In View* was born. With our 12-year track record, JDG was selected to produce *MCI In View* in addition to *WorldView Today*.

"JDG meets my expectations in every way. The design team is really creative, and the level of service is close to perfection. I always get whatever it is I need."

Managing Editor  
*WorldView Today*  
WorldCom, Inc.

