



Elevating your work with MarComm

Christie Silverstein and
Caitlin Weber

wra Western
Resource
Advocates®

MARKETING & COMMUNICATIONS



WHAT OUR FRIENDS THINK WE DO



WHAT OUR PARENTS THINK WE DO



WHAT SOCIETY THINKS WE DO



WHAT WRA STAFF THINK WE DO



WHAT WE THINK WE DO



WHAT WE REALLY DO



What we do

- Earned media
- Advocacy communications
- Marketing
- Branding
- Internal communications
- Development team support



The Team



Theresa Bushman

Vice President of
Development and
Communications



Kandice Cleveland

Graphic Designer



Jennifer Inaba

Communications
Manager



Jessi Janusee

Multimedia Storyteller



Haley Littleton

Associate Director of
Marketing



James Quirk

Senior
Communications
Manager



**Christie Silverstein,
APR**

Director of Marketing
and Communications



Caitlin Weber

Communications
Manager



Coming Soon!

Digital Engagement
Specialist

ALBUQUERQUE JOURNAL



NM deserves a fresh look after 'irregular' process killed deal

BY CYDNEY BEADLES
NEW MEXICO CLEAN ENERGY
MANAGER, WESTERN RESOURCE
ADVOCATES, SANTA FE, RESIDENT

In "Hearing Roomster Defends Process that Rejected Merger," March 19 Journal, Ashley Schanauer challenges comments I recently made to the Journal about "irregularities" in the process leading to denial of the FNM-Avangrid merger by the former Public Regulation Commission in December 2021. It is presumptuous to think that, in the rarefied field of utility regulation, any one of us gets it exactly right all the time. That includes the commission, hearing examiners amongst



Cydney Beadles

Resource Advocates, Coalition for Clean Affordable Energy, the union of electric utility workers (IUEW Local 611), Interstate Energy Alliance and tribal and community groups from the Four Corners region. I did not suggest Schanauer's conclusions about potential self-dealing were improper — just surprising. It is common for investor-owned utilities to have parent companies and competitive affiliates. The commission's affiliate transaction rule, Rule 650, has been in place for decades to protect ratepayers from the risk of an adverse effect on utility rates and service. Rule 650 and federal rules regarding

committed to, Commission staff and Avangrid reached an agreement increasing funding to \$25 million and setting reliability standards with automatic penalties. They filed a joint motion describing those agreements on Aug. 26 and proposed a limited reopening of the record if necessary. However, Schanauer denied that joint motion on Aug. 27, saying it was "new evidence" and, without an opportunity to cross-examine, would violate the due process rights of New Mexico's economy and another objecting party. When no such follow-up motion was filed, Schanauer declined to include these benefits among what was being offered to the state and issued an order striking those portions of

Public Utility Commissions in the West

Season 2 Episode 6



With Deb Kapiloff

"One of the biggest things that the Public Utility Commission does in the clean energy sphere is they have the power to approve or deny giant new projects... So if a utility wants to make a really, really large capital investment in something like a gas plant, that's something that ratepayers will be paying for, for probably like two to three decades to come, depending on the lifetime of that specific plant."



wra Western Resource Advocates.



Christie,

This Earth Day, I invite you to think about a recent moment of awe or peace you've had in nature.

Perhaps it was a scenic bike ride along a gently flowing stream, a family picnic surrounded by budding trees and birdsong, or a moment of silence in a desert canyon.

We can't take these experiences for granted. Too many communities in the West, especially those that are low-income or diverse, don't have easy access to parks, open spaces, or public lands. They may be far from adequate green space, lack affordable or accessible transportation, or face other financial and systemic hurdles.

WRA is working to break down those barriers. Today, I am asking you to join us in the important work of ensuring everyone can access the benefits of the outdoors.

All gifts up to \$5,000 will be matched dollar for dollar! Don't miss this chance to support protecting and expanding access to the benefits of nature in our region.



This Earth Day, invest in additional protections and more equitable access to the West's stunning landscapes and waterways.

Thank You Gift

Our Impact

34
year history

45
legislative bills
passed since 2019

1,546+
stream miles protected

11M
acres of land
protected

76 MMT
annual carbon
reductions secured

We respect the different needs of diverse people and partner with them to develop a shared vision for progress — one that advances communities while protecting biodiversity.



wra

WESTERN LANDS | POLICY WIN!

SB 9

WRA praises the approval of SB 9 - The Land of Enchantment Legacy Fund! This bill invests in existing state programs to leverage federal funds to protect New Mexico communities from wildfire, flood and drought, safeguard urban and rural water supplies, support rural and agricultural communities, and grow the outdoor recreation economy in New Mexico.



Working with MarComm to communicate strategically



1. Set communication goals & objectives



4. Select communication tactics



2. Identify target audience



5. Implement tactics



3. Craft key messages



6. Track & Amplify

1. Set communication goals & objectives

Questions to ask

- What actions do we want taken?
- What beliefs, feelings, framing do we need to shift to achieve our goal?

MarComm Support

- Guidance on clearly defining your communication goals and objectives



2. Identify target audiences



Questions to ask

- Who specifically do we need to influence?

MarComm Support

- Assistance with power mapping and identifying audiences



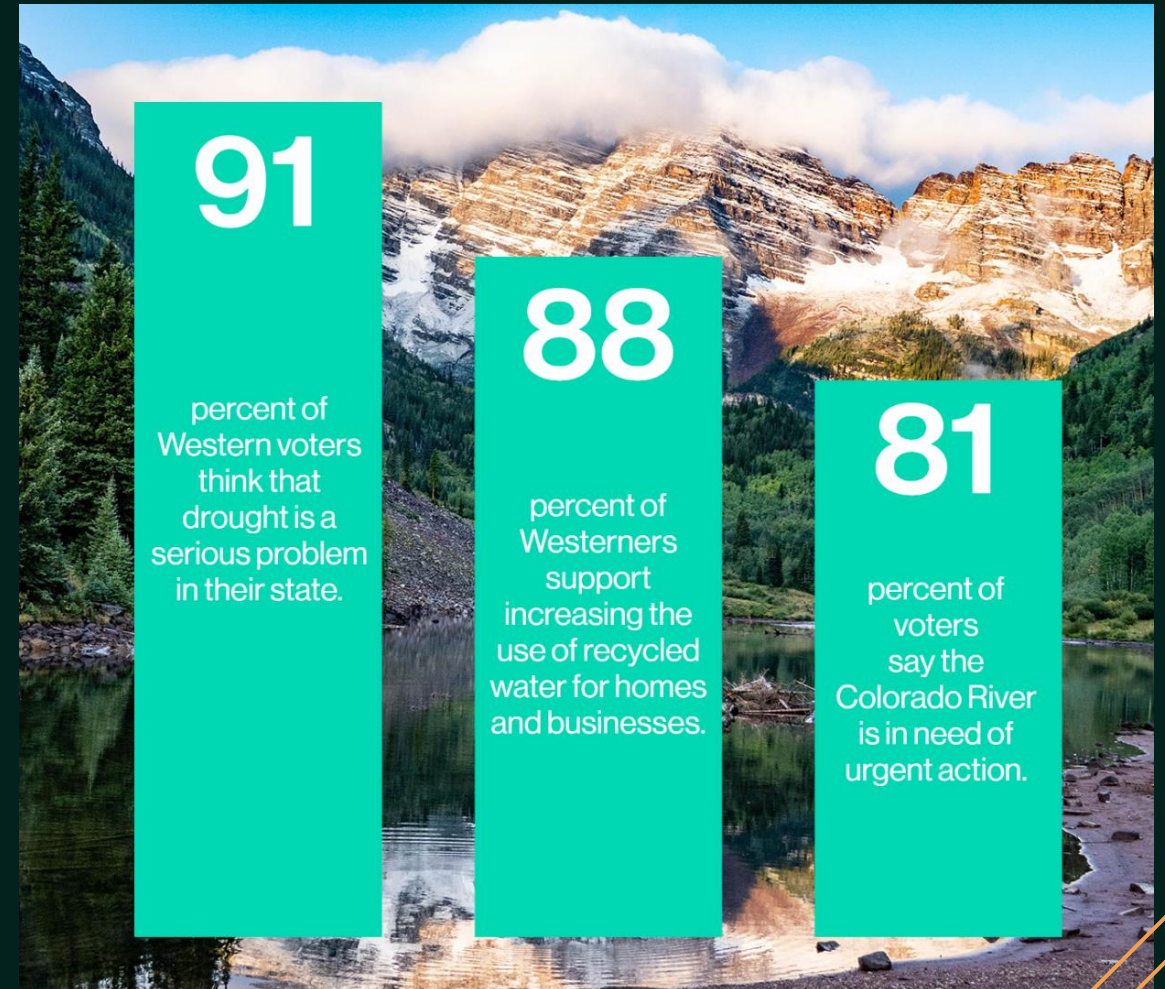
3. Craft key messages

Questions to ask

- What are the top three things we need to communicate?

MarComm Support

- Guidance in drafting key messages that will resonate with the audience



4. Select tactics

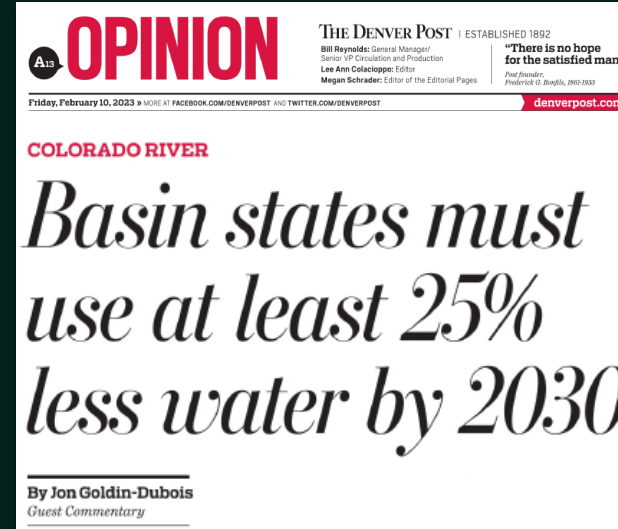


Questions to ask

- What communication tools will help us reach our goals?

MarComm Support

- Resources and recommendations for the right tools for the job



Op-eds



News Release

Colorado Legislature Introduces Bill to Address the Impacts of Drought and Climate Change

Media outreach



Podcasts



Sample communication tactics

(not a comprehensive list!)



Tactic	Can be useful to...	MarComm Staff
Blogs	Give a deep dive into a WRA policy position for reporters, decisionmakers, and others.	Comms Manager, Haley Littleton
Social media	Promote an event. Share a new report. Post calls to action.	Comms Manager, Haley Littleton, Jessi Janusee
Fact sheets	Quickly communicate policy positions and influence busy legislators.	Comms Manager, Haley Littleton
Media interviews & op-eds	Publicly elevate WRA's expertise. Shift policy conversations. Put pressure on decisionmakers.	Comms Manager
Action alerts & thank you actions	Ask constituents to put pressure on elected leaders. Build relationships by thanking legislators for their support.	Comms Manager, Haley Littleton, Digital Engagement Specialist
Visuals	Explain a complex topic. Help people see themselves in WRA's work.	Comms Manager, Haley Littleton, Kandice Cleveland, Digital Engagement Specialist

5. Implement

MarComm Support

- Drafting static web copy
- Writing and submitting op-eds
- Preparing action alerts and “thank you” campaigns
- Writing fact sheets
- Creating visuals
- Producing podcasts
- Developing talking points
- Writing blog posts
- Preparing you for media interviews
- Assisting with presentation prep
- Providing templates
- Finalizing reports





6. Track & amplify

MarComm Support

- Identifying target outlets and tracking coverage
- Sharing media hits and successes internally
- Communicating WRA's achievements externally

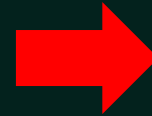
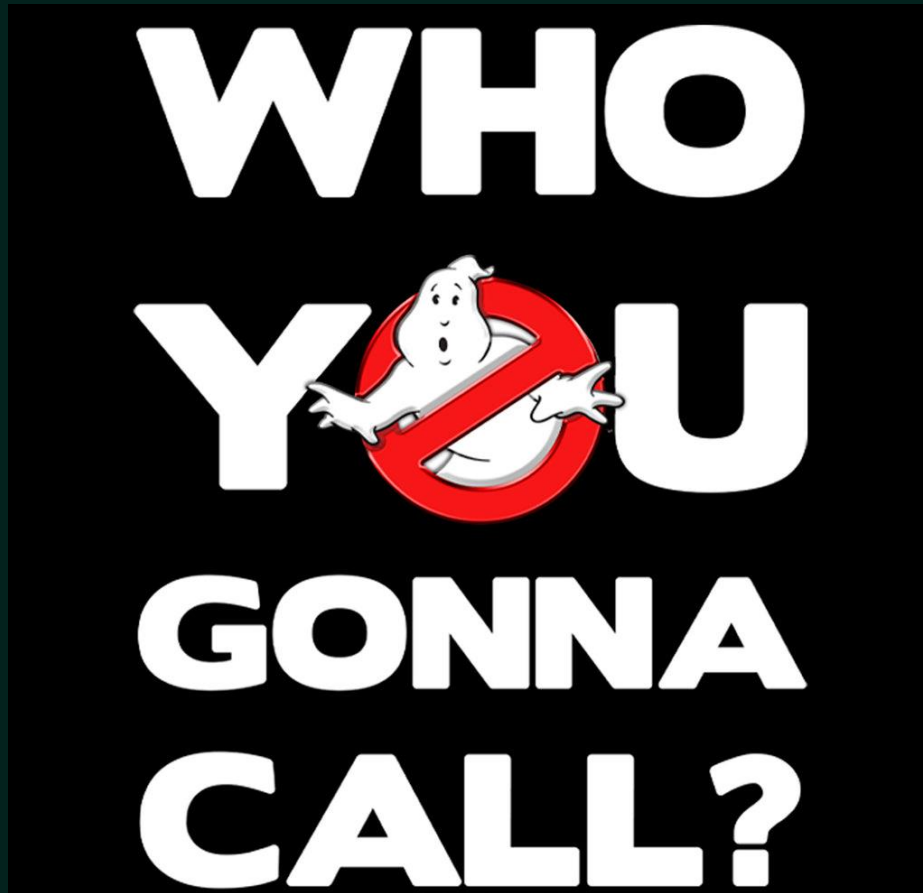


WESTERN RESOURCE ADVOCATES INSIDER UPDATES

Internal news for the Board and Staff of Western Resource Advocates to keep everyone coordinated and updated. Not intended for external audiences. Please do not forward or distribute.



Call us at step one!



1. Set communication goals & objectives

MarComm



Resources on the Hub

- Templates
- Logos
- Organizational messaging
- Interview tips and prep sheets
- Grammar guide
- Social media request form
- Graphic design request form
- Stock photos
- Newspaper subscriptions
- Lots of other awesome things

