MEMORANDUM

TO: All WRA Staff
FROM: Christie Silverstein, Marketing and Communications Director
DATE: July 2023
RE: Protocol for Producing WRA Materials

To ensure that WRA continues to uphold our organization's high standard of expertise and thought leadership, I am re-sharing the protocol for involving the Marketing and Communications team's support with any reports, publications, and other communications materials. **If you are producing a report, policy brief, fact sheet, or any other publication that will be posted on our website or distributed with our logo or name on it, it is expected that you will share the details in advance with the Marketing and Communications team.**

STEP 1:

WRA staff have an idea for a report, blog, press release, op-ed, or other type of communication or publication.

Immediately reach out to the MarComm team to loop us in at the very beginning of the process. This should be directed to a communications manager, director, or associate director (or email all of us: **marcomm@westernresources.org** and let us figure out who on the team needs to be included).

We will make a recommendation on what tools and tactics are best, as well as what resources are needed, and help develop a timeline for collaboration and review.

Why?

- To ensure materials appeal to identified target audiences, including less technical public facing audiences when appropriate, adhere to WRA's brand and tone, and use consistent and clear language.
- To always maintain factual integrity and support program and policy initiatives and strategies.
- The process for creating them is collaborative and efficient.
- It is our responsibility, included in all our job descriptions, and is our area of expertise.

What Materials?

This protocol applies to the following pieces:

- Position Papers, Issue Briefs, Guides, Reports
- Press Releases
- Media Statements
- Op-eds
- Letters to the Editor
- Fact Sheets
- Speeches and Talking Points
- Blogs and Webpages

BEFORE you begin writing, MarComm and policy and programmatic staff should talk and agree on or answer the following:

- The purpose of the communication – in particular, how does it benefit WRA?
- The intended audience – who is going to read/watch/hear the communication, and how will they respond and engage with the material?
- What is the impact on Government Affairs, if any?
- How will it be distributed?
- What is the deadline or turnaround time, and is it possible to meet it?
- Does it make sense, given the answers to the above, to move forward with the piece?
- Do you have approval from your supervisor (both MarComm and team directors) for the concept of the piece?

STEP 2:

Programmatic, policy or MarComm staff writes the first draft (MarComm will usually write the first draft of a press release or an op-ed). If you need any graphic design support, **fill out the design request form** to notify WRA's Graphic Designer Kandice Cleveland that you will need her help to complete this project and fill in the detailed timeline with specific deadlines. Check out our graphic design request guidelines **here**.

Before you start drafting, **check out the templates available** for each type of document and start with one of these so our branding and formatting is already pre-loaded. Not sure what template to use? Reach out to the MarComm team and we can help.

STEP 3:

The draft is then edited and approved by:

- The program staffer(s) who work on the issue.
- Seek a review by Government Affairs if relevant.
- Program Manager.
- Program Director, including Maria.
- Anyone quoted who hasn't already explicitly signed off.
- If Jon Goldin-Dubois is quoted, he must review and sign off.
- MarComm Director for final review, copy edit, line edit, and approval.

Any publications (position papers, issue briefs, guides) that are longer than five pages in length will need to be reviewed by a technical editor and would follow the following timeline, in addition to allocating funding for the editing and design elements.

Tentative Timeline:

- 3-5 days for the technical editor to review initial draft as a word document.
- 2-3 days for the programmatic team to review the edits (tracked changes in a word document) and create a clean copy.
- 3-5 days for Kandice to design.
- 2-3 days for the technical editor to do a final review (to make sure everything is laid out consistently, footnotes, etc.) with comments directly in the PDF file.
- 2-3 days for the programmatic and policy team to review the final, designed version for any additional tweaks.
- 2-3 days for Kandice to finalize any of those edits.
- **Total time following delivery of the initial draft copy: 2-3 weeks**

We look forward to partnering with you on the organization's marketing and communications materials and being an added value and supportive team member, as we work collaboratively and aggressively to fight climate change and its impacts across the Interior West at a scale commensurate to the crisis.