

Tara Alatorre Managing Editor



As the Managing Editor at Western Resource Advocates (WRA), Tara Alatorre manages WRA's electronic and print materials, developing and executing content and publications that elevate policy positions, influence media, educate decision makers, drive narrative, inspire donors, and promote equitable change. In her role, she collaborates with teams across WRA to leverage the organization's key messages and brand guidelines to share the stories of the work being done and the communities it impacts with key audiences.

Alatorre grew up on a ranchito in the Sonoran Desert located near the border of the Gila River Indian Community with her grandparents from Chihuahua, Mexico. Her family raised everything from emus to bees and grew a wide variety of plants and small orchards. This is where her first lessons about the importance of stewardship

and sustainability began and gave her a deep connection to the environment and outdoors early on in life and influenced her decision to become a journalist focused on sustainability topics. Her diverse upbringing made her keenly aware of inequities that diverse and low-income communities face, inspiring her to shed sunlight on information as a catalyst for change.

Earning a Bachelor of Science in Journalism with a minor in global sustainability from Arizona State University, she has more than a decade of experience as a reporter and newspaper editor. She previously worked as a freelance journalist covering topics ranging from uranium mining near the Grand Canyon to urban habitat loss for burrowing owls. Alatorre earned a first-place investigative journalism award in 2016 from the Arizona Newspapers Association. In 2017, she became the managing editor of *The Foothills Focus* and provided critical media coverage to rural, drought-stricken communities in northern Maricopa County.

She created the town of Cave Creek's first communications program in 2019 as its communications specialist. There she produced multimedia content that resonated with residents and visitors. She helped launch a rebranding project, new website, and historic landmark program. She also created educational collateral about a newly introduced invasive plant that is threatening the Sonoran desert's ecosystem and exacerbating wildfire risks, which is still being used regionally.

Immediately prior to joining WRA in December 2024, Alatorre served as the editor of *Sky-Hi News*. With a small but mighty team, the newspaper published compelling content for digital and print platforms that increased its reach with local and regional audiences. *Sky-Hi News* tackled complex topics from wildfire recovery to regional initiatives aimed at restoring the upper Colorado River's ecosystem. She met tight deadlines while mentoring reporters and gaining the trust of the community through inspired storytelling. Under her leadership, the publication received 25 editorial awards from the Colorado Press Association for its work in 2023, including best newspaper in the state in its class.

When she is not working, Alatorre enjoys exploring the outdoors, identifying plants and fungi, cooking, reading, stargazing, and learning new things. She currently lives in Grand County, Colorado, with her partner and dog.