

Communications

Eric Warren, Jessica Plance

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WORC's Communications Program has had a great spring and early summer promoting all of the wins and new developments on WORC's campaigns and the network's organizing efforts. We've also ensured that news of our new Executive Director reached audiences inside and outside the network.

Campaigns

This has been an exciting year for our campaigns, and WORC's communications program has supported the campaigns at each step, including press work that's resulted in our members being quoted in the Washington Post, the Boston Globe, The Hill, and even Wonkette, a humorous, progressive newsletter with over 23,000 subscribers.

Here are a few other highlights from the last six months:

- Action alerts have driven 1,636 people to take action on our campaigns since December
- Created "No Farm Bill without COOL" graphics that have been made into web page banners, social media memes, and stickers
- Press strategy, including using Meltwater's suite of press relations tools, to build more targeted press lists) that put WORC's members' quotes in front of more than 300 million readers/listeners
- Amplifying WORC's (and the network's) wins through social media, the website, newsletters, and targeted email updates
- Redesign of the Western Organizing Review to update the look, make it easier to read, and create opportunities for more in-depth storytelling of the network's organizing efforts

Member Group Assistance

Over the last six years, member group assistance has been one of the Communications Program's biggest priorities. From helping with very time consuming or technical projects like video production and annual reports layout to updating each group's Communications Responsible Persons (CRPs) on updates to Google and Meta's algorithm changes, the WORC's Comms Program has been ensuring that the member groups have what they need to be effective.

More highlights from the last six months of member group assistance:

- Connected reporters directly to member groups working to place stories nationally
- Prepped with WCA oil and gas organizer on her editorial meeting with Sentinel, then attended the meeting in a supporting role
- Used Meltwater to create targeted press lists for member groups
- Offered trainings for NDNV, DRA, IORC, and WCA on using EveryAction/Bonterra for email and list building as they've transitioned into the new database
- Offered IORC support on several critical aspects of communications including website updates and designing newsletter and annual report layouts

- Helped DRA set up welcome email series to nurture the new contacts into becoming members, action takers, and donors
- Provided photo and video support to WNV for two conferences, and has continued to work with Tracie on longer term video projects as well as assisting with new camera set up
- Created social guidance, graphics, and video content for Northern Plains' Soil Week
- Delivered helpful materials to member groups including AARC's narrative guides
- Updated CRPs on changes to Google, Facebook, and Instagram that will affect visitors and social media reach
- Worked with ORA on email newsletters and strategy
- Consulted with WNV on press strategy
- Created an email invitation to Northern Plains' Soil Week virtual event and sent to WORC's supporter list
- Helped WCA set up and run Google's new GA4 analytics system
- Future assistance for groups includes a CCS video, solar co-op video, and photo and video support for the Nebraska Organizing Project in the fall

Narrative projects

Our narrative projects continue to be an integral way we get our stories out into the world.

Homegrown Stories: We've published two new Homegrown Stories so far this year. One covered a young farmer in Sheridan, WY, and the other covered Western Colorado Alliance's grant writing workshop. HGS has had three stories featured on Farm Aid's website so far this year with more to come. Several stories are in the planning process including farm-to-school and solar co-op programs in Colorado, as well as Country of Origin Labeling stories from DRC and Northern Plains.

Living with Oil and Gas: Following the June meeting, WORC's creative content producer and the DC Oil and Gas rep. plan on taking a trip to visit members in Colorado and Wyoming to capture oil, gas, and coal impacted areas as well as conducting video interviews.