

COMMUNICATIONS SUPPORT REQUESTS: PHILOSOPHY + PROCESS

The Institute of the Environment and Sustainability (IoES) has a lot going on, and as such there are a lot of stories we want to tell and amplify. While the Communications team may be mighty, we are still small.

We must make decisions about which stories to prioritize, when, and through which channels.

Our guiding principle is to do our best, within the constraints of time and resources, to tell all the great stories about IoES' work, in service of building its reputation as UCLA's central hub for sustainability research, education, and engagement.

We welcome your requests, pitches, and suggestions for stories. Jason monitors the comms@ioes.ucla.edu inbox daily and will make a concerted effort to respond to your requests in a timely manner.

PROCESS

The best way to request stories is to **email comms@ioes.ucla.edu**.

- All requests are given equal consideration.
- Requests are placed into a workflow based on several factors, including:
 - Comms team bandwidth,
 - the time sensitivity of story,
 - and how it supports IoES' broader strategic communications goals.
- We will also consider what the best channels for the story are based on those and other considerations:
 - Social media, Newsletter, website, UCLA Newsroom, media outreach, etc.

When submitting Comms support requests, please answer the following questions:

- Is this story time sensitive? i.e. a forthcoming paper publication, new research, an important announcement
- How does this tie into one of the three pillars of IoES? i.e. research, education, engagement
- Who is/are the audience(s)? i.e. UC leadership, general public, students (graduate, undergraduate)
- In one sentence, what is the goal of communicating this story out?

This will help us better understand the context, needs, and desired outcomes of Comms support.

Reminder: Because a story isn't immediately prioritized does not mean it is not important. We are working with limited resources and have to prioritize our work accordingly. Our goal is to get to all Comms requests, even if some are acted on later rather than sooner.