



<b>Employ Milwaukee Administrative Memo</b>			
Issue Date:	8-22-17	#	17-2
Routing:	CEO	Ex. VP	CFO
	CPO	CMO	ALL STAFF

**TO:** Employ Milwaukee Staff

**FROM:** Scott Jansen, Executive Vice President/COO

**RE:** Communications Protocol – Media Relations and Brand Management

**PURPOSE:** To ensure that all communications and external messages are consistent with Agency guidelines.

**BACKGROUND:** Agency communication standards require that the Employ Milwaukee brand be properly managed through all external communications, including media interviews, collateral materials and digital communications. Our communications process requires that all materials and messages be reviewed with and approved by the Marketing and Public Relations Manager (MPRM) and CMO *prior* to developing draft materials or committing resources to requests from external partners or stakeholders. It is therefore recommended that employees allow adequate time for the MPRM to evaluate messaging and brand standards when requesting communications products. It is the MPRM’s responsibility to ensure that all Employ Milwaukee communications and products reflect agency brand standards and consistency of message in support of Employ Milwaukee’s vision and mission.

**ANALYSIS:** Timeliness and relevancy are the hallmarks of successful messaging campaigns, brand initiatives and stakeholder relationships. It is understood that our Employ Milwaukee staff routinely interacts with external stakeholders, clients and customers through media releases, public presentations, collateral materials, event flyers, participation on panels and one-on-one or group conversations. The CEO and Executive Team have therefore determined that our **Communications Protocol** must address both our Agency brand requirements and the needs of our staff, partners and customers.

Agency staff shall use the Work Order Form established and maintained by the MPRM to effectively and efficiently request the design or review of communication materials and messages. Graphic design considerations and deliverable dates will be managed through the Work Order Form request. To ensure consistency of message, the MPRM shall develop standard messaging principles, brand management guidelines and boilerplate messages for use by agency executives and authorized employees.

Customized messages and communications products must be approved by the Chief Marketing Officer (CMO) and Chief Operating Officer (COO) prior to committing resources to the request. To ensure the quality of work product, the MPRM shall develop templates and standard formats for marketing materials and presentations. Agency executives and directors shall require their staff to adhere to the communication protocols identified herein.



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**POLICY:**

The ***requestor*** shall review all agency brand standards, approved messages and communication protocols to ensure that the request is consistent with Agency guidelines and policy before submitting a request. Furthermore, the requestor shall be responsible for identifying all communication requirements, including external partner/stakeholder expectations and funding/resource requirements. All potential agency risks/consequences associated with the request should be identified by the requestor. Requests must be approved by the requestor’s supervisor before submitting the request to the MPRM for consideration.

The ***Marketing and Public Relations Manager*** shall review the request to ensure consistency of brand standards and messages, identify potential agency exposure, and estimate resource requirements and availability prior to seeking the approval of the Chief Marketing Officer. The MPRM shall create and maintain a library of communications templates, messages and standards, including the list of approved collateral materials, on the shared drive for use and access by agency employees.

The ***Chief Marketing Officer*** shall serve as the final approver of the Work Order Form and will review requests with the Executive Team when appropriate prior to approving the request or committing agency resources.

**PROTOCOLS:**

The following Agency protocols are established for the products identified below:

1. ***Media requests and opportunities*** – Any Employ Milwaukee news or event that has not been released to the public by other agencies/sources, including awards, program news, upcoming events, public/private collaborations, business successes, etc., must be submitted to the MPRM for consideration, content and approval.
2. ***Brand Consistency*** - To ensure that all Employ Milwaukee forms, online products, including the intranet site, and other materials are branded appropriately, the following process must be followed. The review of all existing materials shall be completed by October 13, 2017:
  - I. ***Review of existing collateral and materials*** – Each department will review all materials and collateral, forms, and communications products, and inform the MPRM when updates are required.
  - II. ***Needed Updates List*** – Each department will develop a list of materials that need updating.
  - III. ***Updating Timeline*** – Each department will develop a timeline to complete updates, listing the item needed to be updated and date of update completion.



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- IV. **Communications Department assistance** – If departments need assistance in implementing updates, an email request for assistance can be submitted to Jill Lintonen. The request needs to include the following:
  - a. A sample of what needs to be updated
  - b. What is the purpose of the product?
  - c. As specific request as possible for what is needed, a certain size or format of logo, etc.
  
- V. **Update Spreadsheet** – The Comms Dept will compile a master spreadsheet listing agency-wide updates from each department. Once the comprehensive list of all updates is assembled a deadline for all products and materials to be updated will be determined.
  
- 3. **Brand Standards Manual** – Attached the Brand Standards Manual. It provides direction on style, color and logo usage. Please follow the recommendations in this document.
  
- 4. **Graphic design requests** – We are very pleased to have graphic design interns to support our organizational branding! If you need graphic design support in the form of flyers, one pagers or other materials, please fill out the attached Work Order Form completely and forward to Jill Lintonen.
  
- 5. **Event planning assistance** – Please provide ample notice for assistance with events. To successfully plan events, even small ones, a minimum of 10 to 12 weeks are needed.
  
- 6. **Calendar of Events** – We will compile a comprehensive monthly calendar of events. Please respond to monthly requests for a list of all Employ Milwaukee events, including those being held at Employ Milwaukee by outside organizations.
  
- 7. **Human interest/success stories** – Can be an effective way to communicate Employ Milwaukee’s good work and demonstrate the significant organizational impact on the community. When you encounter an individual success story you find remarkable, please share it with communications staff.
  
- 8. **Unsolicited media inquiries** – A member of the media may contact you at any time, for almost any reason. Often they are looking for a quick source to quote because they are on deadline. If you should receive a call from the media asking you to comment, please do not comment at that time. Take down the person’s name, number and reason for the call, note any deadlines, and tell them we will get back



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to them shortly. **Please communicate with Jill Lintonen immediately.** Providing the most thoughtful and Employ Milwaukee beneficial response is the highest priority.

- 9. Crisis situations** – If a situation arises that may potentially elicit negative publicity for Employ Milwaukee **contact Jill Lintonen (cell: 414-587-2499) immediately.** If after office hours, please call the cell number. Please do not comment until we have discussed and strategized the best course of action.

**CONTACT:** Jill Lintonen, Marketing and Public Relations Manager, [jill.lintonen@employmilwaukee.org](mailto:jill.lintonen@employmilwaukee.org), 414.270.1712

**ATTACHMENTS:** Brand Standards Manual  
Graphic Design Work Order Form