

**2023 ECONOMIC DEVELOPMENT WEEK**

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# COMMUNICATIONS TOOLKIT

MAY 8-12, 2023



# **ABOUT ECONOMIC DEVELOPMENT WEEK**

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Economic Development Week is May 8-12, 2023 and is an opportunity to educate the greater community about economic development and its impact on our region and Wyoming.

To help you recognize the week, Wyoming Economic Development Association (WEDA) has compiled a Wyoming - focused communications toolkit. These resources and information are meant to inspire and enable you to celebrate your communities work and accomplishments.

The Wyoming toolkit is meant to complement the International Economic Development Council's toolkit and assets. The IEDC resources include branding, graphics and more.

## **IEDC TOOLKIT**

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Celebrate Economic Development Week (EDW) with your community and IEDC! Economic Development Week gives economic development professionals a platform to showcase to their community the contributions made to their local economy throughout the year. Utilize IEDC's toolkit to help support your message and increase your impact.



Economic Development Week was created by IEDC in 2016 to increase awareness of local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere. Over the span of three years, more than 450 campaigns have been created throughout the United States and Canada, creating millions of impressions, hundreds of news stories, blog entries, videos, events and other activities. Campaigns occurred in all 50 American states in 2018, with more than 40 communities officially proclaiming Economic Development Week. Since 2016, technology has opened new doors for creativity, which EDOs have taken advantage of by creating and sharing videos, infographics, banners, and many other types of materials which were spread far and wide on social media, websites, and in print.

**[DOWNLOAD IEDC  
TOOLKIT](#)**

# PROCLAMATION TEMPLATE

Update the proclamation template with your local information. Any of the “whereas” lines can also be customized specifically for your community’s strengths and industries.

## **[INSERT YOUR CITY/TOWN] Proclamation**

**Economic Development Week**

May 8 -12, 2023

### **Proclamation**

WHEREAS the **[INSERT YOUR ORGANIZATION]** is the **[INSERT BRIEF INFO ABOUT WHAT YOUR ORGANIZATION'S MISSION IS]**, and

WHEREAS, economic development is critical to the productivity and sustainability of the **[INSERT COMMUNITY NAME]** and its people; and

WHEREAS, the **[INSERT COMMUNITY NAME]** values the work and partnerships necessary to make our communities more attractive and vibrant places to live; and

WHEREAS, economic development promotes the economic health, quality of life and viability in our community; and

WHEREAS, economic development involves supporting entrepreneurs as they establish the next generation of new businesses – a hallmark of American enterprise; and

WHEREAS, economic development requires engaging with rural communities, cities and towns, local, state and federal governments, public-private partnerships, chambers of commerce, and higher education to help businesses and people; and

WHEREAS, economic development means promoting innovation, attracting new businesses, retaining established businesses, and nurturing new businesses so they can provide high-quality jobs and contribute to the betterment of our communities; and

WHEREAS, economic development is vital to every county in Wyoming.

NOW, THEREFORE, I, **[INSERT NAME OF MAYOR]**, Mayor of **[INSERT COMMUNITY NAME]**, do hereby proclaim May 9 – 12, 2023 as

### **ECONOMIC DEVELOPMENT WEEK**

in the **[INSERT COMMUNITY NAME]** and remind individuals of the importance of this community celebration which supports the expansion of career opportunities and improves the quality of life.

IN WITNESS WHEREOF I have hereunto set my hand and caused the Executive Seal of the Mayor’s Office to be affixed this \_\_\_ day of May 2023.

\_\_\_\_\_  
**[INSERT NAME]**  
Mayor

**DOWNLOAD  
TEMPLATE**

# PRESS RELEASE

Update the press release template with your local information, quotes and project highlights.



Do you want a quote from WEDA to include about your community or work? Reach out, and we can provide a customized quote for your press release.

FOR IMMEDIATE RELEASE

**Contact:** [Insert your contact name]

[Insert your phone and email]

Month date, 2023

**[Insert Your Organization] to celebrate 2023 Economic Development Week**

*The international event will highlight local efforts to increase the quality of life in every community*

[CITY/TOWN, WYO] – [INSERT YOUR ORGANIZATION] is taking time in May to celebrate Wyoming’s thriving economy and the work of economic developers in [INSERT YOUR TOWN, COUNTY, AREA] by recognizing Economic Development Week. During May 8 – 12, communities across Wyoming be celebrating the international event by highlighting the work of professional economic developers and partners to create more vibrant and livable communities.

[QUOTE FROM YOUR ORGANIZATION: a quote that talks about why your organization brings value to your community, the reason your community is celebrating, or the importance of economic development work]

Created in 2016 by International Economic Development Council, the largest international professional trade association for economic developers, Economic Development Week aims to increase awareness for local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere.

[ADD A PARAGRAPH about your organization and highlight current initiatives or priorities]

[ADD QUOTE FROM A PARTNER/COLLABORATOR: an outside quote commenting on your work helps add more credibility to your release]

[ADD A PARAGRAPH about anything you’re doing to celebrate Economic Development Week or how the public can celebrate]

[ADD A QUOTE FROM YOUR ORGANIZATION: could be thanking partners to helping to support work, achievements as a community and the outlook for the future]

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[INSERT DESCRIPTION about organization here – known as your “bolilerplate”.]

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**DOWNLOAD  
TEMPLATE**

# **PRESS RELEASE AND REPORTER TIPS**

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**Timing matters.** Share with your local media about a week before, starting on May 1. Sharing early helps reporters plan for coverage especially if you want to work with your local newspaper. Those reporters need time to plan for your activities, conduct interviews and gather photos to publish during Economic Development Week.

**Include photos with your press release.** Send a few high-resolution photos with your press release. Include any names or relevant information. Smaller papers and lots of online news will rely on you to supply photos due to time or budget constraints. It helps get your news published, and it also help more people engage with your news.

**Make time for reporters.** If you send a press release, make sure you're available for interviews and to share more information.

**Need help connecting with reporters, practicing a media interview, writing your news release or developing talking points? Reach out – WEDA can help.**



# **PITCH YOUR STORY TO OTHER MEDIA**

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Economic Development Week is a great topic to pitch to your local radio and television stations, online news, bloggers or podcasters. It's an opportunity to discuss what is happening in your communities.

You could talk about:

- Your organization, board and staff
- Projects – past, underway and future
- What is an economic developer's job? How does someone become an economic developer?
- Your economic development partners and why they are important
- The building blocks of economic development



**DO: Focus on one or two topics per interview**



**DO: Bring talking points to stay focused**



**DO: Explain technical terms and acronyms**

# **ABOUT WYOMING NEWSPAPERS**

Here is when newspapers in Wyoming are published and their reach. Newspapers print deadlines are typically the late morning or early of the day prior to publishing. For exact times, you can ask the newspaper's reporters or editor.

The Wyoming Press Association notes that Wyoming newspapers are read by three people on average – that means your message often goes further than the circulation.

<b>Newspaper</b>	<b>Published</b>	<b>Circulation</b>
(Afton) Star Valley Independent	Weekly (W)	2,215
Basin Republican-Rustler	Weekly (Th)	800
Buffalo Bulletin	Weekly (Th)	4,375
Casper Star-Tribune	Daily	8,830
(Cheyenne) Wyoming Tribune-Eagle	(xM/Tu)	7,995
Cody Enterprise	Weekly (Th)	4,675
Douglas Budget	Weekly (Th)	4,190
Dubois Frontier	Weekly (Th)	965
(Evanston) Unita County Herald	Twice-weekly (W/F)	2,475
(Gillette) The News-Record	Twice-weekly (Tu/F)	3,695
Glenrock Independent	Weekly (W)	1,125
Green River Star	Weekly (Th)	2,905
Greybull Standard	Weekly (Th)	1,100
Guernsey Gazette	Weekly (Tu)	285
(Hulett) Wyoming Pioneer	Weekly (Th)	500
Jackson Hole News & Guide	Weekly (W)	7,575
Kemmerer Gazette	Weekly (Tu)	730
Lander Journal	Twice-Weekly (W/Su)	3,120
Laramie Daily Boomerang	Daily (xM/Tu)	3,145

<b>Newspaper</b>	<b>Published</b>	<b>Circulation</b>
Lingle Guide	Weekly (F)	135
Lovell Chronicle	Weekly (Th)	1,655
Lusk Herald	Weekly (W)	600
(Lyman) Bridger Valley Pioneer	Weekly (F)	530
Moorcroft Leader	Weekly (Th)	790
Newcastle News Letter Journal	Weekly (Th)	1,720
Pine Bluffs Post	Weekly (Th)	1,400
Pinedale Roundup	Weekly (F)	1,005
(Pinedale) Sublette Examiner	Weekly (Th)	500
Powell Tribune	Twice-weekly (W/F)	3,890
Rawlins Times	Twice-weekly (W/Sa)	1,235
Riverton Ranger	Daily (xM/Sa)	5,470
Rock Springs Rocket-Miner	Twice-weekly (W/Sa)	1,915
Saratoga Sun	Weekly (W)	1,315
Sheridan Press	Daily (xSu)	3,320
Sundance Times	Weekly (Th)	1,800
Thermopolis Independent Record	Weekly (Th)	1,555
Torrington Telegram	Twice-weekly (W/F)	1,740
(Upton) Weston County Gazette	Weekly (Th)	665
(Wheatland) Platte County Record-Times	Weekly (W)	1,035
Wind River News	Weekly (Th)	1,020
(Worland) Northern Wyoming News	Weekly (Th)	2,145
<b>Total Circulation (Per publishing day)</b>		<b>96,140</b>

# SOCIAL MEDIA

Plan an Economic Development Week social media series for the week.

Some ideas for topics that you could plan to feature:

- Your staff and board
- Partners, champions and advocates and share why they are important to you.
- Any resources or services you offer
- Annual reports
- Statistics/infographics on work
- Short stories on your success or ongoing projects
- Upcoming events

## WEDA BUILDING BLOCKS SOCIAL CONTENT

Download the Wyoming Economic Development Social Media Building Blocks of Economic Development series. Feel free to add your logo



[DOWNLOAD  
GRAPHICS](#)

[DOWNLOAD  
TEMPLATE](#)

## SUGGESTED HASHTAGS

If you decide to run a social media campaign, plan to use the following hashtags with any to help connect the celebration online – both in Wyoming and nationally.

- #WYEconDevWeek
- #EconDevWeek
- #WEDAccommunity





[wyomingeda.org](http://wyomingeda.org) | [info@wyomingeda.org](mailto:info@wyomingeda.org)