



## **Wi-SUN Alliance**

### **Policy and Procedures Press Release Policy**

**Marketing Team**



**Version 1V00**



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# 1 Release History

**Table 1 Revision History**

| <b>Version</b> | <b>Date</b>  | <b>Author</b>  | <b>Comments</b>  |
|----------------|--------------|----------------|--|
| 1.00           | 14 June 2018 | Marketing Team | Initial Version reviewed by Wi-SUN Alliance Board of Directors, May 2018 |
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## 2 Press Release Approval Process

The goal of a press release is to generate publicity and serve as a way to attract attention from the media. It also enhances our credibility and improves interest within the industry.

In order to make sure Wi-SUN member news is getting out in a timely fashion the following approval process has been put in place for announcement, which includes content solely, focused on Wi-SUN and/or the Alliance. Examples include: Wi-SUN is featured in the headline or sub-headline of a press release. A member is announcing the availability of a new Wi-SUN certified product or Membership within the Alliance, etc.

1. All press release drafts must be submitted to [media@wi-sun.org](mailto:media@wi-sun.org) five days in advance.
2. Provide details on timing and distribution channels.
3. The Wi-SUN Communications team and BoD will review and provide approval and/or edits within five business days.
4. If messaging changes during this time, please allow 72 hours for re-review, to provide edits and feedback.
5. Send final materials to Wi-SUN so we can amplify via our social media channels.

Member Press Releases that only mention Wi-SUN do not need to be submitted through the process, but please keep the following in mind:

### **Members may not:**

- Claim a product is Wi-SUN -certified or Wi-SUN -compatible prior to successfully completing certification

### **Members may:**

- State how your organization is implementing Wi-SUN technology through available Wi-SUN certified products and deployments.

### **The Wi-SUN Alliance will not:**

Endorse any certified product

Provide or approve subjective statements about member companies or their products. However, Wi-SUN will confirm that a company is a member of the Wi-SUN Alliance and if a product is certified.

Provide customized quotes for members' press releases announcing Wi-SUN certified products or for new members. Wi-SUN can provide one standard quote that members can include in their releases when a product becomes certified or for new members.

### 3 Presentations, Technical Papers Review Process

Presentations, white papers and contributed articles are great vehicles to educate and clarify an issue or a new technical development in the industry. To make sure that the materials being presented or published are representing the mission of the Wi-SUN Alliance the following approval process has been put in place.

1. Outlines for presentations, white papers and contributed articles specific to Wi-SUN are to be sent to [media@wi-sun.org](mailto:media@wi-sun.org).
2. Initial drafts of a presentation, white paper or contributed article are to be sent to the Technical committee to review for technical inaccuracies. (1 week for review)
3. Once material is updated per Technical Committee comments the presentation, white paper or contributed article is sent to marketing team for editorial review only. (5 days for review)
4. Final notification is then sent to the Board of Directors (FYI only)
5. Once presentation is presented at an approved venue it is then posted to the Alliance website for download. White papers and articles requested by a publication will be published prior to being posted to the Wi-SUN website.