



WORLD
MONUMENTS
FUND

Advocacy Guidelines

FOR 2014 WORLD MONUMENTS WATCH SITES

Welcome to the 2014 World Monuments Watch! The Watch is the primary advocacy program of World Monuments Fund (WMF). Through it, WMF brings international attention to the challenges facing cultural heritage sites around the globe. Inclusion on the list provides nominators and site owners with an important opportunity to promote their sites locally and internationally, to work towards improved site-protection, and to build community engagement in their preservation efforts.

The following guidelines outline the ways in which WMF can work with you to maximize advocacy efforts during the 2014 Watch cycle.

WMF OFFICIAL ANNOUNCEMENT

To announce the 2014 World Monuments Watch, WMF will hold an invitation-only press conference at **9:00 A.M. (New York EDT) on Tuesday, October 8, 2013**, in its New York City headquarters.

PLEASE NOTE: It is essential that you keep your site's inclusion on the 2014 World Monuments Watch STRICTLY CONFIDENTIAL until after WMF's press conference in New York City.

WMF will distribute press materials on the 2014 World Monuments Watch to participants at the October 8 press conference. Immediately following the conference, it will distribute the materials via email to several thousand journalists and outlets internationally, in order to generate broad interest in the Watch program and the sites on the list. This broad distribution will be followed by outreach to several hundred individual members of the media for whom the program and/or particular sites are likely to be of interest. Also immediately after the conference, WMF will post substantial information on its website www.wmf.org. A video of the press conference will also be available on the WMF website later the same day.

WMF Press Coordinators

Ms. Jeanne Collins, WMF Communications Consultant, +1 917-680-2871 or jeanne.collins.llc@gmail.com
Mr. Ben Haley, WMF Communications Manager, +1 646-424-9594 or bhaley@wmf.org

Site Spokespeople

Please identify a spokesperson for your site who can serve as a media contact and field inquiries from the press. Please send the name and contact information of your spokesperson to Mr. Ben Haley.

WMF Spokespeople

WMF President Bonnie Burnham and WMF program officers will also be available to speak with the media about Watch sites and issues. Interviews with WMF spokespeople, whether in person or via telephone or email, should be arranged through Mr. Ben Haley.

LOCAL ANNOUNCEMENT

Following WMF's Official Announcement of the 2014 World Monuments Watch, WMF strongly encourages you to reach out to your local and national press to publicize the inclusion of your site on the Watch. Please keep the following in mind:

Site Press Conference

If you would like to hold a press conference at or regarding your site, please wait at least 24 hours after the WMF Official Announcement in New York. This will give WMF time to reach out to international media, and to ensure the greatest impact for both individual sites and the Watch list as a whole.

Press Coordination & Materials

Please coordinate your local press outreach through Mr. Ben Haley, who will be available to work with you to identify WMF field officers and WMF spokespeople who can speak with local press. Please also send copies of any of your press materials that include reference to WMF or the Watch program to Mr. Haley for review. Please note "World Monuments Fund" and "World Monuments Watch" are registered trademarks and should not be translated into other languages.

Copies of Press Coverage

Please forward copies of any print or electronic coverage your site receives about its inclusion on the 2014 World Monuments Watch, including articles, blogs, interviews, etc., to Mr. Haley.

Press & Advocacy Kit

To assist you with your local announcement efforts, WMF will provide a link to a "Press & Advocacy Kit" on its website at <http://www.wmf.org/watch/about-watch> immediately following the October 8 New York press conference. The Kit will include the following:

- WMF Press Release
- WMF/Watch Backgrounder
- 2014 Watch Site Descriptions & Images
- 2014 Watch Facts & Figures
- Watch Selection Panel Bios
- WMF Staff Bios
- Downloadable/Printable 2014 Watch Brochure
- Downloadable/Printable 2014 Watch Posters for each site
- Downloadable/Printable 2014 Watch Exhibition

LOCAL FOLLOW-UP

In addition to providing the materials in the Press & Advocacy Kit, WMF will use a variety of other channels to advance public engagement with the 2014 World Monuments Watch and the listed sites. Each Watch site will have its own page on WMF's website, which you will be able to access by exploring the map of 2014 Watch sites at <http://www.wmf.org/watch/project-map>

The pages will go live on the morning of October 8, immediately following the WMF Official Announcement. Each page will initially include a brief illustrated description of the site. In addition, we strongly encourage you to send us information over the course of the two-year Watch cycle, so that we can enhance your site's webpage and tell the world about what's happening at your site. To boost public outreach and draw more attention to your site, please also consider the following:

Link to the WMF 2014 Watch website

See <http://www.wmf.org/content/2014-watch-link-specs> for information on linking to the 2014 World Monuments Watch website.

Send images & video

Submit videos and additional images of your site to WMF. Over the course of the Watch cycle, WMF may update photos on your site's webpage, add video, or highlight select sites with a slideshow.

Send media links and press clippings

As requested above, if your site receives local press coverage about its inclusion on the Watch or about new developments, please send copies of the articles to Mr. Haley at bhaley@wmf.org.

Write about what's happening at your site

Write a blog post about events and progress at your site for inclusion in WMF's Journal at <http://www.wmf.org/get-involved/wmf-journal>.

Follow WMF and the Watch sites on Facebook

Encourage your constituents to sign up on Facebook at <http://www.facebook.com> and "like" WMF's Facebook page by visiting <http://www.facebook.com/WorldMonuments> and pressing the "Like" button. Throughout the Watch cycle, WMF will feature a different 2014 Watch sites on WMF's Facebook each week. We will be in touch to work with you when your site is featured as our Facebook Watch Site of the Week.

Follow WMF on Twitter

Follow WMF on Twitter by visiting <http://www.twitter.com/WorldMonuments> and clicking the "Follow" button. "Tweet" about the 2014 Watch by using the hashtag **#worldmonumentswatch**. Here are some sample Tweets:

- We're very excited that [site name] has been chosen for the WMF **#worldmonumentswatch** www.wmf.org/watch
- WMF **#worldmonumentswatch** has been announced and [site name] made the Watch list! www.wmf.org/watch

Fill in the name of your site and keep the total character count under 140.

Subscribe to WMF's YouTube channel

Encourage your constituents to join YouTube and subscribe to WMF's channel at <http://www.youtube.com/worldmonumentsfund>

Join WMF's Flickr group

Suggest that your constituents upload images of your site to WMF's dedicated Watch Flickr group pool at <http://www.flickr.com/groups/wmf/>

Join WMF

Encourage your constituents to join the WMF.org website community by visiting <http://www.wmf.org/user/register>. Benefits include:

- Special, members-only content, such as downloadable wallpaper for your computer
- Sharing photos on our website <http://www.wmf.org/photo-set/member-photos>

Plan a 2014 Watch Day

Watch sites are strongly encouraged to organize a local Watch Day event in 2014. For information about the Watch Day 2012 activities, visit: <http://www.wmf.org/watch-day-2012>. WMF will be in touch with more information about Watch Day 2014, so stay tuned!

WMF thanks you for your participation in the 2014 World Monuments Watch. We hope that inclusion on the list will have a positive effect on your site, and we look forward to working with you to ensure that current and future generations benefit from its preservation.

SPECIFICATIONS FOR SENDING MATERIALS TO WMF

Materials may be sent via email to watch@wmf.org or uploaded to WMF's secure sharefile at: <https://watch.sharefile.com/r/re71543d7d6a42bc8>.

Images

Images should be in JPEG and TIFF formats only. The minimum resolution is 300 dpi and the minimum dimensions should be approximately 5 x 7 inches. Images submitted must be clear of copyright restriction.

Each image must be submitted as an individual file. Images should be free of text and watermarks. Images embedded in PowerPoint, Word, PDFs, or other documents will not be accepted.

Please provide the following information for each image:

- Site name
- Date image was taken (include month if possible)
- Brief caption describing image content (example "East façade of Building 3 with fire damage")
- Name of photographer and/or institution or organization

Videos

Videos must be free of copyright restrictions, including any music that serves as background. If you can adjust the video resolution on your recording device, set it to record at 16:9 HD, 1280 x 720. This will record your video at the best resolution for use on the internet, and will keep your files smaller and your upload times faster. To maximize WMF's ability to use your video in a variety of ways, please submit uncorrected, unedited footage.

Blogs

Topics: Blog posts can be on any topic related to the site and/or the 2014 Watch. Some suggestions for topics include:

- Stories and issues related to your Watch site and community.
- How inclusion on the 2014 Watch has affected your site.
- Heritage protection issues in your country.
- Your overall experience with the 2014 Watch.

For more ideas, please consider browsing through past blog posts at WMF Journal (<http://www.wmf.org/get-involved/wmf-journal>).

Length: The ideal length for contributions is 300-400 words, although shorter or longer posts can also be effective.

Images: Please submit one image to illustrate your blog post.

Language: Blog posts should be submitted in English. WMF's program and communications staff can help you edit your post if English is not your first language. Please contact WMF if you would prefer to contribute a blog post in a different language.

Title: Please be sure to suggest a title for your post.

Byline: The blog posts will appear under a byline containing the author's name and title. Your byline may also contain a single link to your organization's website or social media page.

Editing policy: Posts may be further edited by WMF for clarity.