



*Creating Jobs. Building Communities. Improving Lives.*

# Delta Regional Authority Communication and Outreach

## *Funding Recipient Protocol for Awards through SEDAP and RCAP*

## **Communications Objectives**

1. Delta Regional Authority is recognized as the leading agency in the Delta region with the tools to grow our small business and entrepreneurial community, help create good-paying jobs, and drive investments into Delta communities.
2. Build public awareness of the importance of DRA investments.
3. Increase public knowledge of DRA projects and funding priorities.

The Delta Regional Authority Communications Plan contains strategies to achieve all three of these objectives. One of these strategies requires that all of the activities of our programmatic areas – such as DRA initiatives and projects – be appropriately branded and follow procedural communication channels. This is where the funding recipients have an important role.

The Delta Regional Authority Public Affairs Office can be used as a vital resource for promotion of your project or program. If in need of communications assistance, please feel free to contact the Public Affairs Office at 202-434-4842 or [slucker@dra.gov](mailto:slucker@dra.gov) and we can work with your organization to develop a strategy that works for the project/program and DRA.

## **DRA Brand Requirements for SEDAP and RCAP projects across the Delta**

All programs and projects funded by the Delta Regional Authority must be recognized as such and all written and oral communications that reference the Delta Regional Authority shall be consistent.

Attached are a list of detailed requirements, when to use the DRA seal, and the DRA Communications approval process.

The DRA seal and Web address should be used on all projects and programs funded by the DRA, and all those materials need to go through the DRA Public Affairs office for approval, to ensure consistency.

## **Who is a “FUNDING RECIPIENT?”**

The term funding recipient applies to any entity which is receiving funds at any time through a Delta Regional Authorities Funding Program. This includes: Local Development Districts (also known as PDDs, RPCs, COGs, ADDs, etc.) as well as projects and programs that are awarded funds in any given cycle or through emergency/contingency applications.

## **What should be submitted for approval?**

Any items listed under the “Funding Recipient Requirements” and any communications that reference the Delta Regional Authority (such as press releases, public events, Web language, presentation templates) must be submitted for approval and must also include the DRA seal

We recognize that you may also have internal policies that require support and collaboration. In addition, we realize that we are often working in partnership with other government agencies and private entities that require support and collaboration. When working together, issues that prevent compliance with these protocols will be addressed on a case-by-case basis.

As a DRA partner, we appreciate your assistance in complying with these requirements.

## **Web**

Funding recipients must include links to the DRA Web site from their Web site. The DRA Web address is [www.dra.gov](http://www.dra.gov). It is up to the individual funding recipient where the DRA link can appear on the site, but the language used for the link needs to be as follows:

**SEDAP Investment:** (Funding Recipient or Project Title) is funded in part by the Delta Regional Authority (hyperlink). The DRA, a federal-state partnership, is congressionally mandated to identify and provide economic development investments to the 252 counties and parishes of the Delta. The investments come through the DRA's States' Economic Development Assistance Program to support job creation and community development projects.

**RCAP Investment:** (Funding Recipient Title) is funded in part by the Delta Regional Authority (hyperlink). The DRA, a federal-state partnership, is congressionally mandated to identify and provide economic development investments to the 252 counties and parishes of the Delta. Through the Rural Communities Advancement Program the DRA funds regional initiatives like (Funding Recipient Title) with the guiding principal to build communities and improve lives in the Delta region.

## **Printed Collateral Materials and Signage**

### **Printed/Digital Collateral:**

Include the DRA seal – approved seal will be provided. A descriptive paragraph on the DRA (pre-approved 29, 70, and 118-word paragraphs are located at the end of this section). The DRA Web address in the following format: “For more info about DRA: [www.dra.gov](http://www.dra.gov)”

### **Exterior Signage:**

If the project involves construction that is visible to the public, signage must also be included in a conspicuous area. Seal may be included on existing signage for projects also funded by USDA, EDA, etc. The project contractor shall supply, erect, and maintain in good condition a project sign according to the specification set forth below:

**Size:** 4' x 8' x 3/4”

**Materials:** Exterior grade/MDO plywood (APA rating A-B)

**Supports:** 4” x 4” x 12’ posts with 2” by 4” cross branching

**Erection:** Posts shall be set a minimum of three feet deep in concrete footings that are at least 12” in diameter.

Paint: Outdoor enamel

Colors: Gold, Stark White, Royal Blue, and Jet Black. Specifically, on white background the following will be placed: “DRA Logo” in Gold/Black; “Provided by Equal Opportunity Employers in partnership with the” in blue; “DELTA REGIONAL AUTHORITY” in black; the words “and the” and the name of the “Funding Recipient” in blue; “Creating Jobs. Building Communities. Improving Lives.” in Black; and “Barack Obama President of the United States of America” in Black

Project signs will not be erected on public highway rights-of-way. If any possibility exists for obstruction of traffic line of sight, the location and height of the sign will be coordinated with the agency responsible for highway or street safety in the area.

The Delta Regional Authority may permit modification to these specifications if the conflict with state law or local ordinances.

Program offices providing DRA-funded services also must display a window decal (provided).

**Provided by Equal Opportunity Employers in partnership with the  
DELTA REGIONAL AUTHORITY  
and the “Funding Recipient”**

***Creating Jobs. Building Communities. Improving Lives.***



**Christopher Masingill  
Federal Co-Chairman  
of the Delta Regional Authority**

**Barack Obama  
President of the United States**

***Rough Depiction of Approved DRA External Signage***

## **Media Relations**

Prior to any press outreach on a project or program that is funded in whole or in part through the Delta Regional Authority; the funding recipient must contact the DRA Public Affairs Office. The Delta Regional Authority may select certain projects and programs to highlight and shall drive communications strategies internally with support from the funding recipient.

In the event that the DRA does not choose to hold an event, the funding recipient/LDD shall keep the DRA Office of Public Affairs abreast of any and all activities and outreach.

All press releases and press kits that reference DRA-funded activities should include a reference to the fact that this project or program is made possible through a DRA investment.

Following any press inquiries to LDDs or Funding recipients – the DRA Office of Public Affairs should be notified immediately so that we can accurately track visibility in the region.

Press release DRA wording:

SEDAP: “The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives in the 252 counties and parishes of the Delta. The investments come through the DRA’s States Economic Development Assistance Program. With 45 Local Development Districts as front-line project managers, these investments by the Delta Regional Authority support job creation and community development projects. Through the past twelve project cycles, the Authority is helping to create and retain more than 41,000 jobs. They leveraged \$2.7 billion in other public and private investment with DRA projects that are training nearly 17,000 for a 21st century workforce and affording more than 61,000 families access to clean water and sewer services.”

RCAP: “The Delta Regional Authority, a federal-state partnership, is congressionally mandated to identify and provide economic development investments to the 252 counties and parishes of the Delta. Through the Rural Communities Advancement Program, the DRA funds regional initiatives with the guiding principal to build communities and improve lives in the Delta region.”

All press releases and outreach that mentions the Delta Regional Authority requires approval from the DRA Office of Public Affairs.

## **Submitting Items for Approval**

All items submitted for approval should be sent to the DRA Communications Office at [slucker@dra.gov](mailto:slucker@dra.gov). **Once the communications team receives the request, please allow 2-3 full business days for approval.**

## **DRA Descriptions for SEDAP**

29 words: The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives for the people of the eight-state Delta region.

70 words: The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives for the people of the Delta region. The DRA works to identify and provide economic development investments to 252 counties and parishes across the eight states of the Delta region. These investments come through the DRA's States' Economic Development Assistance Program to support job creation and community development projects.

118 words: The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives in the 252 counties and parishes of the Delta. The investments come through the DRA's States Economic Development Assistance Program. With 45 Local Development Districts as front-line project managers, these investments by the Delta Regional Authority support job creation and community development projects. Through the past twelve project cycles, the Authority is helping to create and retain more than 41,000 jobs. They leveraged \$2.7 billion in other public and private investment with DRA projects that are training nearly 17,000 for a 21st century workforce and affording more than 61,000 families access to clean water and sewer services.