



**LATINO CENTER
OF THE MIDLANDS**

**Latino Center of the Midlands
Communication Guide**

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Introduction:

In the fall of 2012, Latino Center of the Midlands' Board of Directors approved three strategic initiatives to facilitate organizational growth. The strategic initiatives addressed the following issues:

- Ensuring financial sustainability and growth
- Achieving operational excellence
- Setting the agenda for systems change and increasing advocacy

In our first strategic initiative, **Financial Sustainability and Growth**, we made progress as our annual fundraiser earned nearly \$100,000 and allowed us to increase the number of corporate sponsors that support our mission. We also assigned a staff member communications functions and other responsibilities to assist the Executive Director and Board with fundraising activities. Moreover, the board identified metrics to track financial ratios important to our growth.

In its second strategic initiative, **Achieving Operational Excellence**, we hired two new directors to assume program leadership and oversight of adult basic education and truancy prevention/parental engagement activities. While core programming at the Latino Center of the Midlands (LCM) remained the same, the LCM expanded the youth-serving program to Bellevue Public Schools and the number of sites hosting the Joven Noble youth groups. The Adult Basic Education program partnered with four other organizations and expanded to new locations. The new Pathways to Success Program and Evaluation Director designed and implemented a performance review process for program goals and objectives.

Under our third strategic initiative, **Setting the Agenda for Systems Change and Increasing Advocacy**, the LCM has increased its communications to share more stories of impact with a wider audience. In the early fall of 2014, LCM launched a new collective effort, "Engaging Latino Families," with other agencies. The LCM convenes this group bimonthly with the participation of Omaha Public Schools' Board members, Anthony Vargas and Lacey Merica. In the last year, the LCM led new community engagement meetings to increase awareness around the OPS bond measure and civic engagement. By early 2016, the LCM will release the findings of a small research report on the unique needs of the immigrant adult learner.

Crisis and Risk Management Overview

Many events can move the Latino Center of the Midlands into a complete crisis. The purpose of this guidebook created by Capstone Communication is to train LCM staff to understand and recognize potential areas of crisis and risk.

The LCM is engaged in work that is inherently risky; the risks come with working with vulnerable populations. The LCM works with children, the elderly and other vulnerable clients. LCM must protect its clients at all times. We bring large numbers of people together, and therefore we must focus on safety and injury prevention. We take clients on trips or work locations and must address transportation risks. If we do not prepare for their inherent risks, they increase their chances for crises to occur.

Managing risk: The LCM should manage risk by engaging in the following activities:

- Screen volunteers to protect clients from harm.
- Checking motor vehicle records for employees and volunteers driving.
- Developing board orientation and training materials.
- Developing and consistently using employment practices.
- Negotiating the availability of bank credit and purchasing property and liability insurance to address the principal exposures.
- Addressing hazards associated with the fundraising events.
- Recommending policies and procedures that insulate the organization from liability when it enters into relationships with partner or affiliate organizations.

This list is not exhaustive; other areas exist for potential risks.

A: Risk Management Planning

Stakeholders expect that the LCM will protect program participants, volunteers, staff and property. They expect funds and resources to be appropriately managed. They expect that staff actions will uphold the organization's reputation. Risk management planning demonstrates that the LCM is proactively taking steps to meet these expectations. The LCM will take five key steps to risk management planning:

1. Assign responsibility for risk management planning by establishing a risk management committee.

Establish an effective committee to including members, employees and volunteers who are experienced in nonprofit operations and knowledgeable about the organization's programs, procedures and legal structure. The committee ensures that risk management practices are integrated across the organization.

2. Evaluate and prioritize risk.

Identify annually the organization's major risks and their potential costs. Major risks are those that have a high likelihood of occurring and, if they occur, would have a major impact on governance, operations, finances, external factors (such as public opinion or relationship with funders), or compliance with laws and regulations. Major risks can alter the way stakeholders and the public view and deal with the organization and therefore impact their reputation.

3. Organizational Management of Risk

Review risks and deal with each according to the most appropriate strategy:

- A. *Avoidance*: Do not offer or stop providing a service or activity considered too risky.
- B. *Modification*: Change the activity so that the chance of harm occurring and impact of potential damage are within acceptable limits.
- C. *Retention*: Accept all or part of the risk and prepare for the consequences.
- D. *Share*: Examples of risk sharing include purchasing insurance and sharing responsibility for a risk with another service provider through a contractual arrangement.

4. Implementing the Risk Management Plan

Adopt the crisis plan through a formal board vote. Implementation will include updating job descriptions for staff and volunteers and including relevant risk management information in participant handbooks.

Provide the necessary training to ensure that staff, volunteers and program participants understand their responsibilities and how they will be held accountable. The organization should also include incidents and trends related to risk management in its regular reporting.

5. Review and Revise the Plan as Needed.

Make adjustments to the plan if necessary in the event of a new program or new regulations. The plan will be reviewed annually.

B: Crisis Management Planning

The LCM will develop a crisis management plan through the following process:

1. The LCM will organize the proper crisis management team:
 - a. The LCM will organize people and teammates with specialties to handle the crisis.
2. Draft a Crisis Management Plan
 - a. Arrange board review and provide feedback.
3. Implement the LCM Crisis Management Plan
 - a. Identify the official response team
 - i. The official spokesperson for the LCM is the executive director or her designee (in her absence).
 - ii. All staff members will be trained to direct questions and inquiries to the executive board or designee.
 - b. Elaborate on Emergency procedures
 - i. Determine what *is* a crisis or emergency.
 - ii. Give directions to staff step by step.
 - iii. Emergency telephone numbers **must** be posted everywhere a crisis might occur. Publish emergency procedures and contact numbers.
 - iv. In the event the executive director is incapacitated, the board will authorize the designee.
 - c. Publish the LCM communication guidelines
 - i. The only person to communicate with the media during the event of a crisis is the official spokes person.
 - ii. Ensure consistency in delivering key messages.
 - iii. Publish what members, stakeholders and receptionists should say to visitors and callers.
 - iv. Separate Media Crisis Response Strategy and Plan will be formed (see pg.---)
 - d. Develop an evaluation process
 - i. Evaluate how the LCM staff handled the crisis and how the staff should improve.
 - ii. Revise the Crisis Management Plan as necessary.
 - e. Make the resources readily available
 - i. Ensure all resources, i.e. Crisis Management Plan, checklist and emergency numbers, are available to both staff and volunteers.
 - ii. Include information about additional resource material available through Internet-based links.
 1. Include first aid training, fire drill procedures, how to plan when hosting events off-premise, a protocol in the event of a workplace violence incident and any other information appropriate.
4. Create four separate disaster management plans

- a. Work with local officials and assistance agencies to work for every situation that could put the LCM or staff/clients at risk.
 - i. Create a drill for the LCM to go to the designated area in the event of a floor.
 - ii. Create a drill for the LCM to go to the designated area in the event of a fire.
 - iii. Create a drill for the LCM to go to the designated area in the event of a tornado.
 - iv. Create a drill for the LCM to go to the designated area in the event of an active shooter and the procedures which follow.

C: Media Crisis Response Strategic Plan

The LCM has adopted a comprehensive plan for communicating and responding during a crisis. The plan will be reviewed by the executive staff and Board of Directors annually.

LCM Crisis Management Policy

The principal spokesperson for the LCM is the Executive Director or Board Chairperson in her absence. All media interviews and inquiries are to be coordinated through the Executive Director (or Board Chair/designee in her absence). The Executive director (or Board Chair/designee) may direct specific staff members to serve as the media contacts or official authorized designees.

A communication crisis is defined as a problem that could endanger the LCM reputation and/or financial position and can occur as the result of a legal, management, advocacy, political or public relations issue. It could take one of two forms: sudden or smoldering. During a communications crisis, both internal and external, messages must be strategically written and consistently delivered.

During a communication crisis, it is always best to be available and accessible to the public in order to address concerns and answer questions. It is almost important to control the distribution of messages and documents from the organization.

The following procedure will be used in developing a crisis communication plan.

1. The Executive Director will consult the LCM staff, Board Executive Committee and other Board members to identify the key messages to be delivered to both internal and external audiences. The Board Chair may elect to consult an attorney for guidance in developing a crisis communications plan.
2. A briefing sheet will be prepared for the Board of Directors and the LCM staff providing instructions on how to handle questions regarding the crisis. Communication messages will focus on evidence.
3. The Board Chair may elect to proactively distribute information to the public in the form of media releases and/or letters to clients and constituents. The LCM staff, Board of Directors and any pertinent volunteers or community partners will be briefed prior to the external information releases and will have access to this information prior to the public release.
4. An LCM spokesperson will be designated. All media inquiries will be referred to the LCM spokesperson. Board members and the LCM staff are not to speak with the media unless specifically instructed.
5. Staff members will follow the media strategy procedure.

Talking to the Media during a crisis

*Note Each crisis situation is unique.

Proactive communication in a direct and timely manner is essential to dealing with the news media will be important in the situation. In addition, the LCM should create a specific plan for how to communicate with reporters during a crisis.

For Employees

Know the LCM's policies about contact with the news media. Be familiar with the crisis communication plans of the organization. Know your leadership's position on sensitive issues. Keep fact sheets, background materials and important contact information updated and accessible.

For Leaders

1. Convene a crisis management team.
2. Be familiar with the crisis communications plan of the organization.
3. Gather information.
 - a. Speak with key organizational stakeholders.
 - b. Connect with impacted constituencies.
 - c. Monitor news reports from a variety of sources, including relevant print publications, blogs and online news sources.
 - d. In some cases, it is helpful to pay attention to conversations and updates being posted on social networking sites like Facebook and Twitter.
 - e. Keep fact sheets, background materials and important information updated and accessible.
 - f. Maintain strong lines of communication with other affected offices/agency partners.
 - g. Take the time required to develop a consistent, coordinated message.
 - h. Identify the spokesperson for the specific issues and provide regular briefings to keep the spokesperson up to date. Prepare an official statement, if appropriate.
 - i. Consider possible questions and scenarios and determine how to handle them.
 - j. Prepare and distribute appropriate news releases and fact sheets.
 - k. Be sure to reach out to reporters and bloggers to give them the facts.
 - l. Update plans and messages as the situation develops.
 - m. Use social media to issue quick updates and fresh information. Let reporters know if you are using a Twitter hashtag.
 - n. Return calls and emails as promptly as possible.
 - o. Maintain a log of media inquiries, so you can easily get back to reporters and bloggers if you need to update them or give them corrections.

Media Strategy Check List

- Alert the spokesperson.
- Gather who, what, where, when and why of the situation.

- Confirm the facts.
- Clarify and verify technical information.
- Prepare a summary statement
- Prepare a fact sheet.
- Notify stakeholders.
- Tell volunteers and clients about the changes in services/operations.
- Respond to media inquiries.
- Keep a media log of callers, emails and questions.
- Update the media as situation develops.
- Follow up on implications to prevent backlash.
- Evaluate and tweak the system/plan.

General Media Guide:

Introduction:

The news media broadly consists of reporters, editors and bloggers. The LCM *will* actively engage with the news media to generate public dialogue and action.

A: Engaging the News Media

When interacting with the news media know the three rules, tell the truth, talk about what you know (or are supposed to say, in the event of a crisis) and know when is the proper time to discuss with the news media.

Before deciding to pitch an idea to local news stations the LCM will analyze if it has a local angle and how it impacts the local community entirely. Consider why the majority of people in the community would be engaged with the story. The better the story and local angle is developed, the better chance a reporter or blogger will be interested.

The LCM will aim all communications to a specific person or community within the area.

When the LCM sends a news release or advisory, call and find out the proper person to send it to, if unsure. The LCM will develop and keep a planned Media directory and keep it updated.

The LCM will be aware of the time constraints on bloggers and reporters. Identifying main points (and local angle) of the story is crucial when speak or emailing them. The first few lines of an email or the first few sentences of a call must communicate the main point of the story.

The LCM will be sensitive to deadlines. This includes responding to inquiries and requests for interviews (phone calls, in person or email) promptly, even a reassurance the LCM has received the message and is working on it is enough to tell the person contacting you received their inquiry or request.

When the LCM is contacting the news media to pitch a story or respond to an inquiry, they will identify main point to convey and find ways to make the main point the topic of conversation. It's important to answer questions, but don't wait to be asked the "right" question.

Don't speak before the LCM is ready. Before going for an interview, the LCM will get the necessary resources to prompt the speaker. The information includes the latest information, main points to be shared and what to do in case of an unexpected question. Good reporters will respect a request for more time.

When the LCM has a media success or the issue is in the news, use it to keep the dialogue going.

The LCM will use social media tools, blogs, Twitter feeds, social networking sites such as Facebook, videos sharing sites, wikis and more, to make it possible for anyone to join conversations involving the LCM. Reporters are quickly joining the social media trend to get pitched story ideas, the LCM will adapt as the news media.

The LCM will always correct any mistakes done by the media. Good reporters who are credible will want to know when they've made mistakes. If the LCM is misquoted or a name is misspelled, contact the reporter immediately.

B: Basic Media Communication Options:

Email

- Shown as the media preference in hearing from sources.
- It provides more space to organize pitches.
- Avoid sending email pitches to generic email accounts.
- The LCM won't attach files, instead they will embed them inside the email.

Telephone

- Shown as the most challenging means of communication.
- Respect the deadlines of reporters and won't call close to a deadline.
- The LCM won't start a conversation by asking, "Did you get my Email?"

Social Media

- Use social media platforms to the LCM's advantage in contacting news outlets, reporters and bloggers.
- Use social media to keep up-to-date on issues or events a reporter is covering and where the LCM could follow up with a newsworthy angle.
- Twitter is an informal way to make connections, share tips, stories or information about events.

C: Writing a newsworthy News Release

The LCM uses news releases to announce a new program, report new findings or make a statement about an issue.

1. News releases should be under one page in length.
2. Begin with a headline that captures attention.
3. A news release should *always* include, at the top left, a contact name, phone number, email address, the LCM logo and the date.
4. The first sentence should contain who, what, when, where and why in a way that captures attention.
5. Make sure the first paragraph summarizes the key, newsworthy point.
6. Use quotes and anecdotes only if they add context, importance or interest to the news release.
 - a. Use colorful language quotes. (Ex. The woman said she “slithered” down the hallway.)
 - b. Use an important anecdote. (Ex. A story of a client from the LCM who achieved great success from a program.)
7. Put general information about the LCM’s programs or office in the last paragraph.
8. Send news releases early in the day and avoid sending news releases on a Friday.
9. The LCM releases most news releases by email. In an email release remember to insert hyperlinks to important webpages referring back to the LCM.
10. Know when to use a news release and a media alert.

D: Interviews

Every interview situation is unique and requires tailored preparation. The LCM staff will practice basic answers to frequently asked questions and keep a briefing file to common interview topics.

The LCM won’t let a reporter in a hurry pressure a staff member into doing an interview before he/she is ready. If a reporter calls the LCM and launches into interview questions, politely tell them you’ll call them back and set up a time. It is always best with interviews to collect your thoughts and focus on the interview topics.

Preparation

1. Ask if you’re the right person to be giving an interview on behalf of the LCM, if not, direct to someone better qualified.
2. Nobody in the LCM should feel obligated to speak with the news media.
3. Do research on the news station or reporter asking questions; it’ll help prepare to understand their question style.
4. Take advantage of every interview. It is an opportunity for the LCM to convey a message. Focus on two or three major points from the LCM that are needed to be conveyed.
5. Determine possible questions and figure out how to answer them while keeping consistent with the main points of the LCM.

During an Interview

1. Carefully listen to each question.
2. Pause and think before answering, restate the question to the interviewer to ensure you understand the question and answer. Speak in short and complete sentences.
3. Focus on your points. Don't assume the reporter will know what you do on a topic. Be very clear and specific. Make sure you use examples or examples to illustrate points.
4. The LCM always answers questions truthfully and members only speak of what they know.
5. Don't wait for the "right" question to be asked; find a way to bridge back to the main points you want to convey.
6. The LCM does not say, "no comment."
7. Do not repeat opposing viewpoints or inaccurate information.
8. Don't be shy about stating the main points of the LCM.
9. Assume everything is *on the record* when speaking to reporters.
10. Don't feel compelled to answer a question you're not comfortable answering. Instead say, "I don't have an answer at the moment, I'll get back to you with an answer."
11. Never feel compelled to fill silence. After speaking, the interviewer will often wait to be sure everything has been said. Give the proper answer and stop.

After the Interview

The writer and editor are in charge of the direction the story will take and what information will be used. Remember to stay focused on your main points and your message. Never ask to see the draft of a story before it runs.

Maintain the relationship you have with the reporter. Keep in touch with the about topics they could be interested in covering.

Make sure to send any requested follow-up material promptly to the reporter or interviewer to ensure the accuracy within the story.

E: News conferences:

News conferences should be used very sparingly. Creatively decide on other ways to get the LCM's message out without constantly holding press conferences. A news conference should be reserved for the announcement of important and compelling

news and should involve a speaker with a celebrity status who will draw media attention.

Good reasons for the LCM to hold live news conferences include: the unveiling of a major program, collaboration, or initiative; publication of a major report with high-profile backers; or significant breaking news. Press conferences are substantial investments in time and energy. Make sure the LCM's news warrants it.

Tips for news conferences

1. Make the time convenient for the news media. Timing is important; mornings usually work best (around 9 am).
2. Enlist a compelling and interesting line of speakers. Ensure each person understands his or her role he or she need to play.
3. Do not schedule an LCM press conference during another known news event that could steal media attention.
4. Keep the press conference short, no longer than an hour.

Social Media Policy:

The policy primarily addresses the use of social media on behalf of the LCM. The LCM strives for best practices, listening to the online community and compliances with applicable regulations to ensure that the online social media guidelines remain current and reflect the most up-to-date and appropriate standards of behavior.

Tracking Media Relations Activities

Setting up good systems for tracking news, accessing information and monitoring activities is essential for effective media relations.

Create a simple system to track contact with the media so the LCM can have an idea of which reporters on social media are most responsive and what beats they cover.

Keep a file of relevant news clippings, especially any that quote you or someone else from the LCM. These are useful for sharing with the LCM Board.

The LCM will track interactions whenever possible on social media platforms by using current technologies such as Hootsuite for tracking clicks from Twitter and Facebook posts. Use Facebook Insights for tracking interactions and demographics and Google Analytics for tracking referrals to sites (current programs of Dec. 2015).

Do not post confidential information on the LCM's social media accounts or personal social media accounts. Including financial information not ready to be released to the public, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, team members or members' personal information.

Make sure when post on behalf of the LCM to do so respectfully and professionally represent the LCM. Adhere to the terms and conditions of any third-party site and take full responsibility for their communication.

Rules for Posting Content On Social Media

1. Adhere to the LCM's policies (see below section)
 - a. Including, restrictions on sharing confidential, proprietary and financial information. Policies forbidding LCM personnel to engage in discrimination, hate speech, personal threats or sexual harassment online or in the workplace.
2. Disclose your identity

- a. Avoid using pseudonyms online. Social media is a forum for humans to interact with one another, so do as you would in any social situation and introduce yourself.
 - b. If employees post content online anonymously. Employees should not discuss matters related to the LCM.
 - c. Disclose name and LCM affiliation from the first encounter, if LCM-related topics are mentioned on an employee's personal blog or other social media forum, or if the employees are blogging or commenting online in an official LCM capacity.
 - d. Understand the manner of disclosure can be flexible as long as it is clear to the average reader, directly connected to the relevant post or provides a means of communicating further.
 - e. Remember personal writing that doesn't mention work-related topics does not need to mention employment relationship.
3. Give credit to your sources. If you are referring to or citing research or opinions of others, acknowledge it with an attribution and/or a link to that person's blog or organization's website.
4. Be honest and accurate. Remember, the internet has a long memory. If you include factual information in your post, double-check it for accuracy. If you mistakenly post an inaccuracy, correct your error as soon as it becomes apparent to you. Also, before you post, spell check check and consider whether your information is complete or whether you're omitting facts that are crucial to put your post in proper context.
5. Be respectful and professional. RSS readers make it very easy for many people from all over the world to "subscribe" to your online content. You don't necessarily know who will be reading your post. Profanity and obscenity are *never* acceptable. Be respectful, even if you disagree with your follow commenters and avoid accusations. Your tone is important; remain professional at all times.
6. Be mindful of company time. Employees are allowed to participate in work-related social media engagement during normal business hours. However, if it is determined that your involvement online is distracting from or preventing you from performing your primary duties, your manager may choose to restrict or prohibit your online involvement at work.
7. Be yourself. The LCM has a talented and dedicated staff with unique personalities. This makes each individual very valuable to the organization. Let your personality shine through your posts by using a human, conversational voice.
8. Be interesting. The best way to be interesting is to write about what you know. The LCM has many experts with a deep understanding of relevant community and philanthropic issues. Share your expertise and avoid discussing that which falls outside your purview. If you think someone on the staff should respond to something but you don't have the knowledge to do so, please call it to the attention of the Executive Director. Also remember to participate but don't

promote. Bring value to our audience without “hard-selling” our services or organization.

9. Consider your audience. Each online community has different rules for engaging in conversations. Listen before speaking and learn the rules before you join the conversation.

Additional Social Media Policies:

1. Know copyright and trademark infringement. The LCM will refrain from copyright infringement due to an article, photo, music or video it posted on one of its sites without the permission of the copyright holder. Employees will read the fair use doctrine.
2. Fundraising and foreign state registration requirements. The LCM will register in any state in which it is engage in charitable solicitations.
3. Volunteers (and agents of the nonprofit) or independent supporters are not to engage in social media on behalf of the LCM un specifically directed by the executive director and they must follow the LCM social media policies.
4. Supervision of agents of the nonprofit (authorized communications, confidentiality and privacy issues, harassment/discrimination, defamation, bullying.) The LCM and employees, volunteers and others do not use the LCM’s social media sites to misrepresent what it does, divulge confidential or private information, violate laws designed to protect employees or defame others.
5. Advocacy and rules regarding lobbying and political activities (for agents of the LCM and users of the LCM’s social media and communication platforms). “Liking” political candidates or publishing unsolicited comments with political messages on a moderated site, either of which may jeopardize a charitable organization’s 501(c)(3) status for violating the prohibition against electioneering.
6. Ownership of the LCM social media accounts. The LCM has controlling rights over social media accounts it has instructed employees or volunteers to manage.
7. Employee use of social media and protected activities. The LCM’s employees have rights to engage in personal social media activities that are protected under law.
8. Violations of policies. The LCM’s policies will be fairly and reasonable enforced. The LCM will train employees and volunteers on the importance of social media.

Ethical Standards

The LCM will adhere to the highest ethical standards to gain public trust in our performance and legitimacy. Donors and volunteers for the LCM will expect nothing less. They trust us to carry out our mission and ethical in conduct.

It is up to the LCM staff members to demonstrate their ongoing commitment to the core values of integrity, honesty, fairness, openness, respect and responsibility.

Adherence to the law is the minimum standard of expected behavior. The LCM will do more than simply obey the law. We will embrace the highest standards of integrity, transparency, openness and responsiveness.

The LCM has adopted a code of ethics to guide the board members, committee members, staff and volunteers when acting. The policy is not all encompassing. It doesn't answer every ethical question that could arise but it's one element of a broader effort to maintain a quality LCM.

Board members, committee members, staff and volunteers will:

1. Listen to stakeholders and make reasonable efforts to satisfy their needs and concerns.
2. Make efforts to understand, respect and support the LCM's constituents from other cultures.
3. Respect the confidentiality of sensitive information about the LCM.
4. Comply with applicable federal, state and local laws, regulations and fiduciary responsibilities in an effort to create transparency in our operations.
5. For the board of directors, provide credible and effective oversight to the organization's work without personal bias.
6. We will not accept commissions, gifts, payments, loans, promises of future benefits or other items of value from anyone who has or may seek some benefit from the LCM in return. The only exception is occasional gifts of nominal value.
7. Abide by the governing documents and policies of the LCM.
8. Be accountable for adhering to this Code of Ethics.
9. Implement and follow a Conflict of Interest Policy.
10. Implement and follow a Whistleblower Policy.
11. Act, at all times, in accordance with the highest ethical standards and in the best interest of the LCM, its members, constituents, donors and reputation.
12. Openly and honestly tell the truth.
13. Honor our commitments and promises to the best of our abilities
14. Appropriately acknowledge contributions from other individuals and organizations who help facilitate our goals.

15. We will not be deceptive in our fundraising activities or in prospecting for new members to join the LCM.
16. Advocate for all nonprofit organizations, but not any specific initiative, be respectful to the entire sector.

BRANDING GUIDELINES:

Logo/Lockup:

- The full lockup (Logo and Company name) should be used together at the top of all publications.
- After the full lockup is used as a header, the logo without text may be used as a design element.



Colors:



CMYK: C=20 M=100 Y=100 K=12
RGB: R=179 G=21 B=37



CMYK: C=98 M=74 Y=10 K=1
RGB: R=10 G=84 B=153



CMYK: C=88 M=23 Y=100 K=10
RGB: R=0 G=132 B=62



CMYK: C=1 M=31 Y=85 K=0
RGB: R=251 G=184 B=65

- For use behind text or images, these colors should be used at 40 percent opacity.

Body Typeface:

- Primary Typeface: Adobe Devanagari
- Secondary Typeface (If primary is unavailable): Georgia

Header Typeface:

- Primary Typeface: Myriad Pro
- Secondary Typeface (If primary is unavailable): Arial



For Immediate Release

Name -Title

Email

Phone Number

Headline Headline Headline Headline Headline

Consequi beria debis inus dolum que perumquiate et porrorum repelitatur accum quid quo eiur, sita con commis simin res repreprationse quostio ium qui conseque pe voluptatur? Qui doles eumquas dest eosandi tamus-trum que peliam eaque eos doluptis et re aut et adis magni bero omnienet la pres explit, veliquissit, apel magnis nihilic to eium ex eliquate esserum hilis ex eariatur audae officiis eostio ea valorro rerovide pro bea as ut pren-to ipsae offici aut valorer sperionsequo tem repudae valoribus magnis eos ide occusanto te sedit as nulpa nia iume aut asint ilibusa verrovid ut re, ut venim nos as adit laboribeatur am, tem ipsani nima deles simagnis etur? Ribust quid magnis qui ommoloreri ad qui omnimilita consedici desti te perem seque venem fugiti imus, conse eum nus magnis culla veliqui ium re et remolor ant expliqui ut dolorec tustiam sequia cuptias distibusam vol-oribus sit hicime culparionse plis mo quiasse rovidit fugia quaeprem que

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MEDIA ALERT

HEADLINE HEADLINE HEADLINE HEADLINE HEADLINE HEADLINE HEADLINE HEADLINE HEADLINE

For Immediate Release

What:

Who:

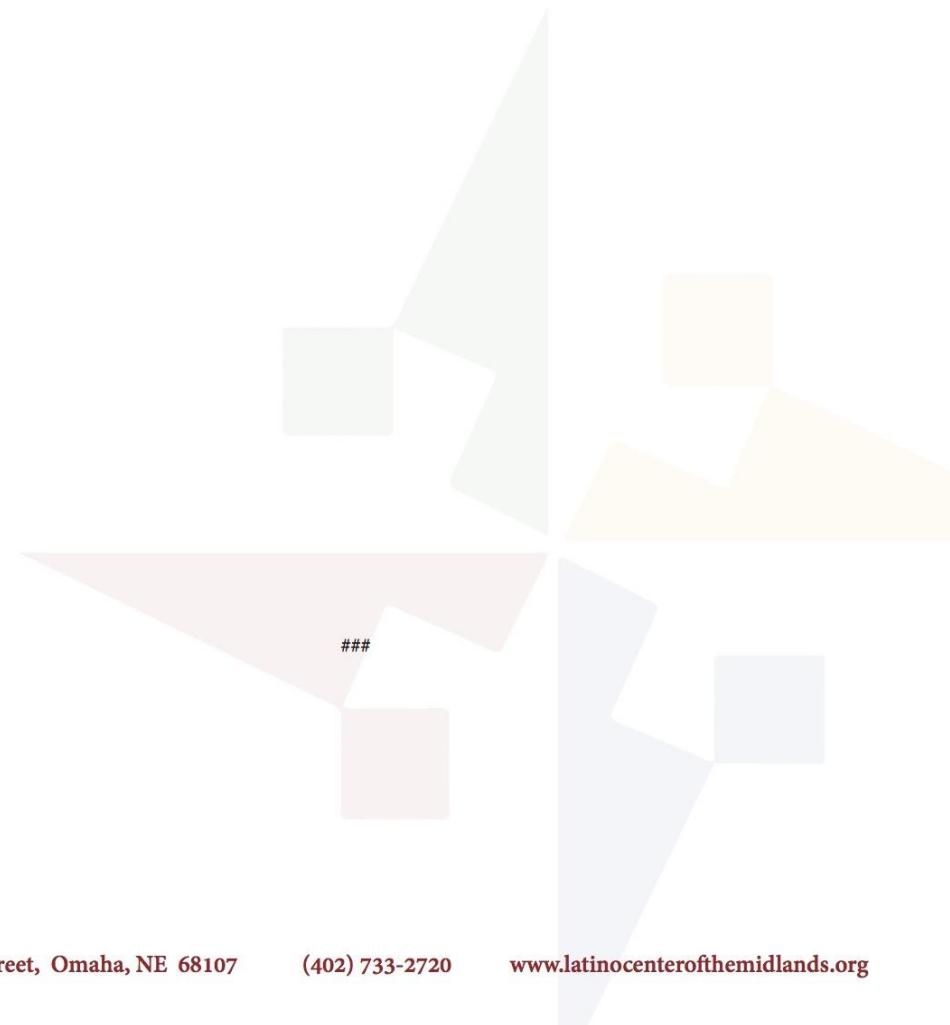
Where:

When:

Notes:

BOILER PLATE: MISSION STATEMENT, HOURS OF OPERATION, LOCATION, PROGRAMS, ETC...

###



4824 S.th Street, Omaha, NE 68107

(402) 733-2720

www.latinocenterofthemidlands.org

Nebraska Media Contact List:

See attached PRSA Nebraska 2015 Media Relations Summit Contact List for list of media outlets, names, phone numbers and emails.

This list was generously provided by Universal Information Services.