



# **Marketing & Communications Manual for Local Programs**

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# WORKING WITH THE MEDIA

## DEVELOPING A MEDIA LIST

1. Develop a comprehensive media list for your local program by becoming an avid media watcher. Read as many daily papers as possible and become familiar with who is covering sports, special events or writing captivating human interest stories. A key to getting coverage is learning which reporters cover Special Olympics. Watch editorial pages, columns, and letters to the editor, as well. These are all outlets for program publicity. Also become familiar with local radio programs and sports talk programs in your area.
2. Put together a comprehensive mailing list which contain the names and addresses of journalists and broadcast reporters in your area who are most likely to cover a Special Olympics story.
3. Your list for radio and television should also consist of assignment editors, sports editors, producers who book guests for talk shows, and producers of public affairs and community related programming.
4. To assist, you will find a statewide media list at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox). You will, however, need to call each outlet in your area to confirm the names and contact information on the list. This is also a great way to introduce yourself and establish contact with your local media representatives. Ask them if they would like to receive information on Special Olympics. If they are not the right person, then ask who the appropriate person to send your information to is.
5. Create your media list in a computer data base. Every few months review it for updates.

## DEVELOPING A RELATIONSHIP WITH THE MEDIA

1. Be available to the media. Let them know how you can be contacted, even if it means offering your cell phone number or your program's voicemail. Establish yourself as a valuable resource. Always respond to a reporter's call.
2. Always be credible. Never say anything that isn't true or can't be backed up. Don't be afraid to get back to the reporter if you have to research an answer. This is an example of when it will pay off to be familiar with your program and program facts.
3. If the media inquiry results in a favorable story, be sure to send a thank you note and recognize their story contribution via social media, if applicable.

## EXECUTING MEDIA EVENTS

When you have established some on-going media relationships and have received some good coverage at various events, you may want to consider including a **specific media event** as part of your next competition. This can include a **press conference** to announce that a fundraising goal has been reached or to announce a new important community partnership or sponsorship. Just remember that to actually hold a press conference – **the announcement must have great news value to stand alone separate from the competition itself**. You will need a location for the press conference, a podium and sound system, a banner or podium sign with your local program logo, an audience of supporters, a short program of speakers and a visual activity (i.e. --- a presentation of an award, etc... that generates interest.)

# BRAND CONSISTENCY

## LOGO GUIDELINES

1. The Special Olympics logo is the official trademark of the global program. The logo must always be reproduced in its official form when enlarged or reduced.
2. Make sure the trademark symbol appears in legible size and in its proper position.
3. Place the logo on all official materials including stationary, correspondence, forms, checks, press information, brochures, games programs, posters, ads, athlete numbers and uniforms, flags, banners, games signage, medals and ribbons.

### Standard Logo:

- Are you using the correct brand mark artwork? Use only official master artwork files that are found in the New SOPA Brand Marks and Tools Dropbox file. **DO NOT photocopy, scan or attempt to recreate your own version of the mark.** Resources can be found at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox)
- **Color references:** The primary color palette consists of Special Olympics Red (Pantone 186) and Grey (Pantone 418). The two colors are supported by Black (RAL 9017), Biscuit (Pantone Wam Grey 1), and White for core applications of the brand visual identity such as stationary and signage. Check out the Primary Color Palette in our Brand Guidelines folder via the Dropbox.
- **Lock-up options:** There are a number of lockups of the mark that provide flexibility for different layout situations.

#### Two Line Lock-up (Standard Version)



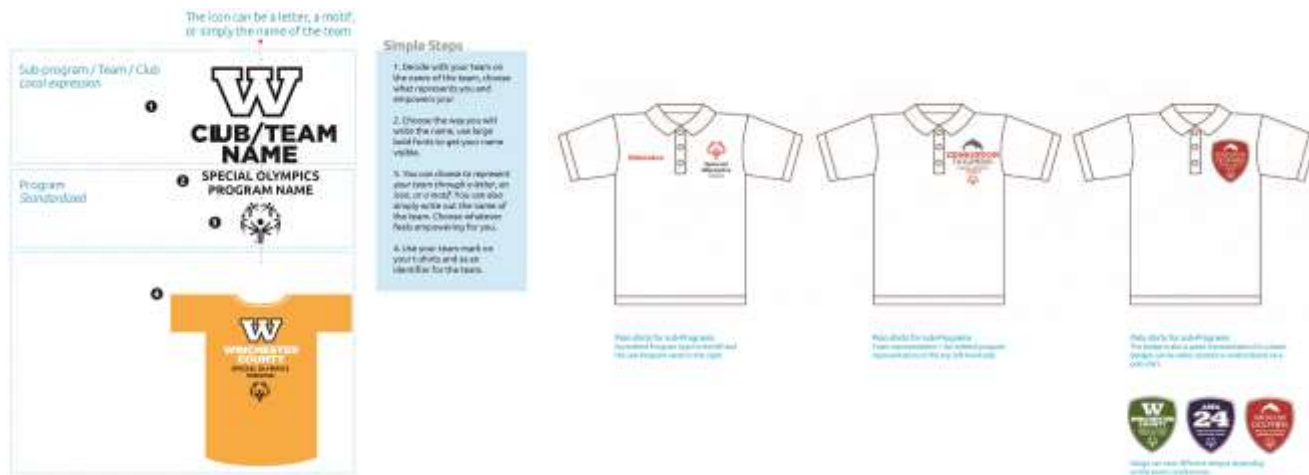
#### Centered Lock-up



#### Single Line Lock-up



Use of the logo in Team/Office/Employee Representation and more can be found online.  
([www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) – Brand Guidelines folder):



## **CREATING PUBLIC RELATIONS MATERIALS**

1. Use the Special Olympics logo on all appropriate printed materials. All materials must reflect the name change - Special Olympics Pennsylvania - XYZ County.
2. Gather together facts about your program, including mission statement, history, sports offered, number of athletes, how to get involved, etc... and develop a one-page fact sheet. **(See enclosed fact sheet sample on pg. 7.)**
3. Talk to athletes, coaches, families and volunteers about what Special Olympics means to them. Keep notes to utilize in pitching stories to your local media or in developing testimonials.
4. Attend events and get a flavor for what is going on in your program.
5. Keep in touch with management team members and keep abreast of what coaches and athletes are up to in your community.
6. Develop marketing materials that will help your program recruit athletes and volunteers. For Word templates, visit [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) and look for the folder titled, "Marketing Toolkit." You can mail them, fax them, tuck them beneath windshield wipers, stack them on counters at local businesses, libraries and schools, and hang them on walls and bulletin boards. (Obtain proper permission where necessary)
  - a. Materials can be used to promote your local program's fundraising activities, competitions, and can solicit the help of volunteers for either event.
  - b. Use clever catch phrases and attention grabbing visuals. Check your computer for electronic clip art or an office or art supply store for clip art books. Be sure to leave plenty of white space.
  - d. Print them with one or two colors on a relatively cheap grade of paper. Choose light or bright colored paper.
  - e. Most flyers are printed on standard 8 1/2" x 11" paper – but 11 x 17" can act as a mini billboard – providing high visual impact, at a relatively inexpensive price.
7. Produce program-specific brochures using the Word template available via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) - look for "Word Templates" in your program folder. **(See enclosed example on pages 9 – 10)**

8. Produce local program specific letterhead and business cards for volunteer use. **(See enclosed letterhead example on pg. 8 and business card below)**



## MARKETING RESOURCES / BRAND GUIDELINES

There are many resources available to local programs for use in branding, marketing and recruiting. These resources are customizable for each program and can be edited as needed. Some very important materials have been made available to every local program via our SOPA website, but can also be accessed through our Local Program Dropbox at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox).

In addition to housing Local Program folders that contain design files to assist with new brand guidelines (banner, web, social media, uniforms, and Word templates), the SOPA Dropbox also contains folders with helpful materials in the following categories:

- Marketing & Communications Manual for Local Programs
- Marketing Toolkit (containing athlete and volunteer recruitment materials)
- Messaging (brochure copy, talking points, style guide)
- Brand Guidelines (PowerPoint slides explaining our changes)
- Professional Business Card InDesign Folder (for professional printing)
- Professional Business Card Microsoft Word (files for in-house printing)
- Professional Letterhead, envelopes (for professional printing)
- Social Media Policy, Guide and "How-To" documents
- SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
- Special Olympics Sports Icons (stick figure icons for each sport)
- Organization "Snapshot" Documents/Facts Sheets
- Press Release Templates
- Media Contact List... And More!

If you have any questions about the above documents, or would like to see some additional tools developed to assist you with brand transition, please contact Nicole Jones at [njones@specialolympicspa.org](mailto:njones@specialolympicspa.org) or Hailey Fuzak at [hfuzak@specialolympicspa.org](mailto:hfuzak@specialolympicspa.org).



## **Monthly Update**

The [Monthly Update](#) is a tool to enhance communication between Special Olympics Pennsylvania's state office and its volunteer program management team members. Around the beginning of each month, an email update will inform volunteers of the latest news available and accessed via our SOPA website. Just visit our website at [www.specialolympicspa.org](http://www.specialolympicspa.org) and click on Volunteer Resources/Center to access our Monthly Update.

Use the Monthly Update to stay “in-the-know” about any additional resources or general organizational information. As tools are added to the SOPA Dropbox, they will be announced in the Monthly Update.





## Fact Sheet Example

### Fact Sheet

**Special Olympics**  
Pennsylvania



***Let me win. But, if I cannot win,  
let me be brave in the attempt.***

**Mission** -- Special Olympics Pennsylvania provides year-round athletic training and competition in 21 Olympic-type sports for individuals with intellectual disabilities and provides them with continuing opportunities to develop physical fitness skills, express courage, and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Athletes** -- Nearly 20,000 children and adults with intellectual disabilities or closely related developmental disabilities participate in over 260 local, sectional and state events. Athletes range in age from 8 to 80 and are of all ability levels.

**Volunteers** -- More than 30,000 volunteers provided the manpower for Special Olympics Pennsylvania last year. Volunteers of all ages serve as coaches, escorts, organizers, fund-raisers, entertainers, or sports officials. Volunteers are always needed!

**Competitions** -- Special Olympics Pennsylvania competitions are offered year-round in 56 local programs across Pennsylvania. Special Olympics Pennsylvania conducts four statewide competitions -- Fall Festival, Summer Games, Winter Games, and the State Floor Hockey Tournament.

**Current Sports** -- Special Olympics Pennsylvania offers training and competition in the following events:

#### **SUMMER**

Athletics (Track & Field)  
Basketball  
Equestrian  
Golf  
Gymnastics  
Softball  
Swimming (Aquatics)  
Tennis

#### **FALL**

Bocce  
Bowling  
Long Distance  
Running/Walking  
Powerlifting  
Roller Skating  
Soccer  
Volleyball

#### **WINTER**

Alpine Skiing  
Cross Country Skiing  
Speed Skating  
Figure Skating  
Floor Hockey  
Snow Shoeing

**Emerging Sports** -- The following sports are new to SOPA: Cycling, Flag Football and Kayaking. Training and local competitions may be taking place, but competition will not be offered at the State Level until the training numbers meet the requirement for adding a new sport.

**Benefits** -- A 1995 study by Yale University confirmed that Special Olympics contributes to the physical, social and psychological development of people with intellectual disabilities. Through successful experiences in sports, they gain confidence and build a positive self-image that carries over into the classroom, the home, the job, and the community.

**Funding** -- Special Olympics Pennsylvania is a nonprofit, tax-exempt organization that raises the funds through the generosity of individuals, companies, and foundations.

#### **Contact Us:**

##### **Eastern Office**

2570 Blvd. of the Generals  
Norristown, PA 19403  
(800) 235-9058

##### **Western Office**

Cedar Ridge Business Park, 200 Cedar Ridge Drive, Suite 214  
Pittsburgh, PA 15205  
(800) 233 5161

**Sub-Program Name**

**Special Olympics**  
Pennsylvania

The Special Olympics logo consists of three stylized human figures in red, arranged in a circle with their arms raised and hands touching at the top, forming a circular shape.

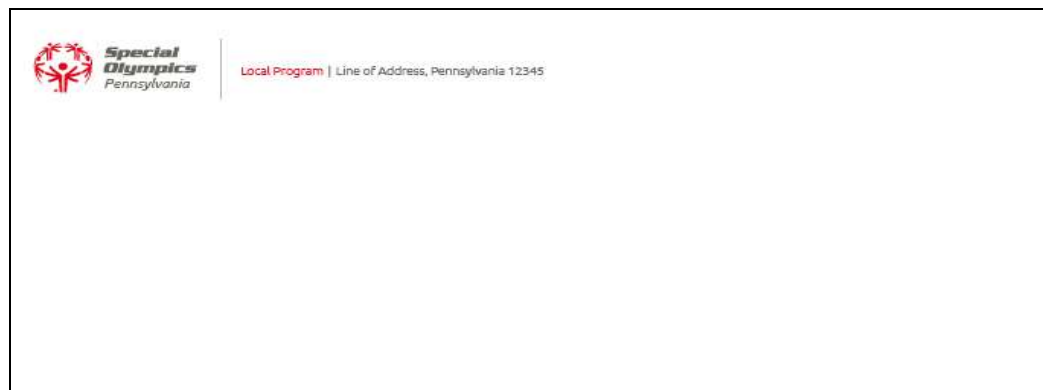
**Special Olympics Pennsylvania - Program Name**

First Line of Address, Town/County, PA 12345

Tel +X 123 123 1234 Fax +X 123 123 1234 www.SpecialOlympics.org

Email info@SpecialOlympics.org Twitter @SpecialOlympics

Directors: A.N. Other (Chairperson), A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N.  
Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other,  
A.N. Other, Registered Charity or any additional legal information should be placed here.  
Created by the Joseph P Kennedy Jr Foundation. Authorized and accredited by Special  
Olympics, Inc for the benefit of persons with intellectual disabilities



## A Word About How to Become A Special Olympics Volunteer

Volunteers are the backbone of our Special Olympics local programs. The program is administered by a volunteer management team and all of our coaches are also volunteers.

There is a place for everyone in our organization to play a wide variety of roles. For example, the sports-minded can find a place as a dedicated coach. The business person can lend their talents as an event organizer. The retiree can offer support as a coordinator and the student may want to invest their enthusiasm as a fundraiser.

### Many Volunteer Opportunities Exist Including:

Managers, Coaches and Assistant Coaches,  
Public Relations and Fundraising  
Coordinators, Training and Competition  
Coordinators, Outreach and  
Medical Coordinators, Special Events and  
Family Coordinators, just to name a few.

### Want More Information?

Visit [www.SpecialOlympicsPA.org](http://www.SpecialOlympicsPA.org)  
and click the "Volunteer" button at  
the top of the page.

### OUR HISTORY Continuing the Legacy

The movement known worldwide as Special Olympics began simply as an idea of one extraordinary woman with vision. Eunice Kennedy Shriver believed that people with intellectual disabilities were far more capable in sports and physical activities than many experts thought. And so, the world's largest amateur sports organization began in 1962 as a day camp in the backyard of Eunice and Sargent Shriver, with the first International Games taking place in 1968. Today the movement thrives in more than 170 countries throughout the world.

Special Olympics Pennsylvania (SOPA) soon followed suit continuing Shriver's legacy in May 1970 when 135 brave athletes participated in the first official Pennsylvania event – a small track and field competition at West Chester University. Currently, SOPA trains nearly 20,000 athletes who compete annually in 21 Olympics-type sports at over 300 local, sectional and state level competitions.



**{Your County}**  
Contact Information

P. O. Box 14  
Strabane, PA 15363

[www.specialolympicspa.org](http://www.specialolympicspa.org)  
Click Local Program s– Washington County  
724-745-9434  
E-mail –[cmazutis@comcast.net](mailto:cmazutis@comcast.net)

*Created by the Joseph P. Kennedy Jr. Foundation  
for the benefit of persons with intellectual disabilities*



**Special Olympics  
Pennsylvania  
{County Name}**

**Volunteer Opportunities**





## Volunteer Interest Form

### OUR MISSION Transforming Lives

The mission of Special Olympics is to provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. Our goal is to build a more civil society one athlete and one attitude at a time – creating a world of inclusion and mutual respect, without bias or prejudice.

### By participating in Special Olympics Pennsylvania, volunteers:

- Gain a sense of personal pride knowing they are changing the lives of individuals with intellectual disabilities.
- Experience life changing interactions that lead to personal satisfaction, increased tolerance, and the re-examination of personal values.
- Fuel our movement and make our athletes' dreams a reality.
- Make a genuine impact by promoting inclusion, respect and acceptance on and off the playing field.

### COACHES

Our Special Olympics athletes need proper training from devoted coaches and assistant coaches. Coaches go through a short training/certification sessions that will explain what is expected and what to expect from participants.

**Time Commitment:** 1-2 times per week for 8-12 weeks prior to competitions.

**Skills:** You **DO NOT** need to be an expert in the sport you coach. You only need a desire to work closely with the athletes.

### Sports Offered

#### Fall Sports

*{List local program sports}*  
Bocce

#### Winter Sports

Skiing

#### Spring/Summer Sports

Aquatics, Basketball, Bowling,  
Golf, Softball

### LOCAL MANAGEMENT TEAM MEMBERS:

The State is divided into 56 local programs. We need volunteers who are interested in providing leadership through service on management teams. These teams organize and efficiently run the local or area Special Olympics program.

**Time Commitment:** 2-3 days per month

**Skills:** Desire to lead and be creative!

### Team Members Needed:

**{List Open Volunteer Positions} PR**  
Coordinator, Coach, Family Coordinator, etc.

## VOLUNTEERS NEEDED

- ☐ General Volunteer
- ☐ Coach
- ☐ Unified Partner
- ☐ Committee Member
- ☐ Area Management Team Member
- ☐ Other:

NAME: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
CELL: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
COUNTY: \_\_\_\_\_

Your information will be  
processed and you will be  
contacted within 2 weeks.

Thank you!

Please send interest form to:

**{Your County}**

Contact Information

Address line  
City, PA 15363  
724-745-9434  
E-mail – emailaddress.net



## FLYER EXAMPLE



# Volunteer With Us!



## Join the Inclusion Revolution, Volunteer Today

**Every new volunteer enables 4 more athletes to join a team!**

Special Olympics Pennsylvania provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes and the community.

### Volunteer Opportunities for Coaches:

Special Olympics athletes need proper training from devoted coaches and assistant coaches. Coaches go through short training/certification sessions that explain what is expected from participants.

**Time Commitment:** 1-2 times per week for 8-12 weeks prior to competitions.

**Skills:** You DO NOT need to be an expert in the sport you coach. You only need a desire to work closely with the athletes.

### To Volunteer Contact:

Contact Name, Local Program Title  
Phone Number  
Email Address

For more information, visit our website: [www.SpecialOlympicsPA.org](http://www.SpecialOlympicsPA.org)

## MEDIA ADVISORIES & PRESS RELEASES

1. A news release is an overview of an event and contains the details including dates, time of the event or activity. Prepare your release ahead of time and have them available to give to the media at your event. In case a media outlet cannot attend the event, a good release may guarantee some coverage if it is received in a timely manner and is well-written. **(See PR example on pgs. 15 – 16)**
2. Include all key information in the first two paragraphs. It is important to have the key facts at the top of the release as well as any key quotes from key participants. Send out releases at least two weeks before your event and follow it up with a phone call. You can also fax and email releases, which may be preferred.
3. A media advisory alerts the media about an event and invites them to cover the story (send 1 week in advance). Format for a media advisory is pretty straight forward. It does not tell a story, it just gives the facts as to the “who, what, where, when, and how” of your event. **(See enclosed example of a media advisory on pg. 17.)**

### Format of a Good Press Release

1. Use your local program, chapter or regional letterhead (provided via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox))
2. Leave 1-1 1/2” margins on either side
3. At top of the page write CONTACT: (your name, title, phone number and email address)
4. Two lines below, write FOR IMMEDIATE RELEASE
5. Space down another two lines and write a headline in all CAPS. The headline gives the overview of what you are trying to communicate. Include a sub headline directly underneath the headline in upper and lower case, if necessary.
6. Begin the first paragraph with a dateline and the city where the news originates, as well as the date the news is released followed by a space and two dashes.
7. Try to keep your press release to one page, if you must go to two pages type **(more)** at the bottom of the page. On the final page, type **###** to indicate “the end.”
8. Assume that most readers don’t know the mission of Special Olympics. Conclude a release with the following “boiler plate,” paragraph describing our organization as a whole or include local program specific facts:

***Special Olympics Pennsylvania provides year-round training and competition in 21 Olympic-type sports to nearly 20,000 children and adults with intellectual disabilities. For more information about how you can help “Reveal the Champion Inside” thousands of Special Olympics athletes, visit our web site at [www.specialolympicspa.org](http://www.specialolympicspa.org).***

9. Follow up your release with a pitch call or email. Be brief and to the point. Ask the reporter if it is a good time for the call. A writer may be on a strict deadline and may need to call you back at a better time. Get to the point of your call or email quickly, but make it as



interesting as possible. Make sure your story is newsworthy. Your opening lines should be dramatic and interesting enough to tell it all.

10. Be ready to email or fax additional information or set up an interview.
11. At your event reserve a few parking spaces for the media, if feasible, so they will not have to carry their equipment or walk far.
12. Make up some press kits containing your event news release, schedules, participating athlete rosters, maps, program facts, and additional background information. Place the press kits at your event registration table and make sure volunteers are aware that they are to be given to your media visitors.
13. If able, secure a place for your media representatives to sit and write on your event.
14. Have knowledgeable and well-spoken athletes and coaches on stand-by for your reporters to interview. Secure athlete and coach permission ahead of time and ensure that all are willing to be photographed.

### **HOW TO PITCH A STORY**

Whether you have breaking news or want to publicize an event, pitching a story to local media is a great way to promote your cause and can help you in the area a fundraising by increasing awareness. Newspapers, magazines and radio and television stations count on receiving pitches. But, they are often flooded with pitches, so take the time to make yours really unique.

#### **Step 1**

Research the media outlets in your area. Make a complete list of the publications and broadcast stations that might be interested in covering your story. Target the growing number of Internet and mainstream print and broadcast media outlets that reach your intended audience. Use media directories to create a customized media list.

#### **Step 2**

Visit local media websites to obtain a good idea of which reporters cover the topic you are pitching.

- *Daily Newspaper* - it is most likely a reporter covering a specific beat such as sports or health care or an editor who would assign the story to a reporter.
- *Weekly Newspaper* or a monthly magazine - contact the editor.
- *TV Station* - contact a specific beat reporter and/or the assignment desk.
- *Radio Station* - you should contact either the News Director or the producer of a specific talk show.

#### **Step 3**

- Ask yourself questions about your pitch, so that you'll be prepared to answer similar questions from the reporters you contact. For example, why is your topic or event newsworthy and how is it different from topics or events that the media outlet has covered in the past? Consider news criteria. Having one or more of these news criteria will help sell the story idea:
  - *Timeliness* - did it happen recently? Is it connected with a current trend?
  - *Proximity* - is it in the geographical area targeted by the media organization?



- *Impact* - will it affect a lot of people? Does it have consequences for the audience?
- *Prominence* – is someone famous involved? Is it important to the audience?
- *Conflict* – does it involve conflict, which captivates the attention of the audience?
- *Novelty* - is it unusual?
- To develop your “news angle or hook,” determine specific PR goals to produce the best results. For example, are your PR goals to:
  - Introduce your target audience to new services?
  - Increase your visibility to increase volunteers, and/or charitable contributions?
  - Enhance the reputation of Special Olympics to get more volunteers, athletes, etc.?
  - Counteract misconceptions about your organization?

#### **Step 4**

- Send a press release. By mailing, faxing or emailing the press release before you call with your pitch, you're giving the reporter a chance to read up on the issue or event. This is both courteous and effective. If applicable, put your media materials and/or media kit, news releases, etc. in a special, but easy-to-find section on your website (if applicable) and keep it updated.

#### **Step 5**

- Call members of the media a week before your event, if possible. Media outlets, particularly magazines and newspapers, schedule their coverage days or even weeks in advance. If you have breaking news, direct it toward a daily newspaper, a radio station or a television station.

#### **Step 6**

- Sell the reporter on your idea. He/she receives pitches all of the time, so make sure yours stands out. Be thoroughly informed about the topic before you pick up the phone or send an email, and offer to put the reporter in touch with leaders and experts from your organization.

#### **Step 7**

- Give the reporter your contact information and assure him that he can contact you any time. When you establish a good relationship with a reporter, he is likely to get in touch with you about future issues and events.

#### ***Elements Essential to the Media:***

- **TV** - Offer easy access to elements needed in a TV news story. Every story requires information, interviews and video. Provide the information. Be sure the interviewee is available. Provide video opportunities. The lack of any of these elements will kill your story.
- **Radio** - Invite a radio journalist to do a live remote or on-site interview if you are publicizing an event or newsworthy piece where quotes and opinions could be an important part of the report.
- **Newspapers** - Write a brief proposal for the story. This does not have to be a formal piece, but it should entice the editor, and convince him/her that the story would be a good fit for the newspaper. Include your contact information and name. Email the proposal with a subject line that makes it clear this story is local. Editors get hundreds of junk emails every day, so it's important to grab their attention. Follow-up with a phone call and make a list of contacts for the story, photos, etc.

## **SAMPLE NEWS RELEASE TEMPLATE**

*Competition Event*

### **FOR IMMEDIATE RELEASE**

**Contact:** <First Name> <Last Name>, <Job Title>, <Phone Number>, <Email Address>

## **Special Olympics PA's < Program Name> <Event/Games> to Take Place <Date> at <Location> <Secondary Headline if necessary>**

**(City, State, Date)** - Special Olympics Pennsylvania's <Local Program Name> will host its <Event/Games Name> at <location> on <date>. Athletes from <City or State> will compete in <number> different sports including <list sports>. Over <number> athletes will be supported by more than <number> coaches and volunteers.

**<INSERT QUOTE>**: "We invite members of the community to come out on <date> to share in the victory of competition and joy of victory," said <insert name and title of spokesperson>. "Our event is the evidence of what can happens when athletes, coaches, volunteers, and donors work together to inspire greatness."

<Insert name and hometown of athlete, coach, or volunteer> exemplifies the kind of courage that will be represented at the <event/games>.

### **<INSERT ATHLETE, COACH, OR VOLUNTEER'S STORY>**

This year's event will also include <list opening ceremony details, health initiatives, Olympic village info, etc.>. Volunteers from <county/surrounding counties> are welcome and spectators are encouraged to visit any of the competition venues to cheer on the athletes. Additionally, volunteers are needed to serve in numerous capacities including as officials, athlete escorts, award presenters, and administrative support services. For more information on volunteer opportunities, visit (or contact) <contact info>.

### **About <Local Program>**

**<DESCRIBE LOCAL PROGRAM>**: Special Olympics Pennsylvania is managed through 56 local programs, most of which are county or city-based. All of our programs need a full complement of talents and skills. For more information, visit <website> or contact <contact info>.

### **About Special Olympics Pennsylvania**

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in a variety of Olympic-type sports to nearly 20,000 children and adults with intellectual disabilities, giving them opportunities to develop physical fitness, demonstrate courage, and experience joy. For more information, visit our web site at [www.specialolympicspa.org](http://www.specialolympicspa.org).

###

**SAMPLE NEWS RELEASE TEMPLATE**  
*Fundraising Event*

**FOR IMMEDIATE RELEASE**

**Contact:** <First Name> <Last Name>, <Job Title>, <Phone Number>, <Email Address>

**Special Olympics Pennsylvania's <Program Name> Program  
to Host Annual <Name> Fundraiser**  
<Secondary Headline if necessary>

**<City, State, Date>** - Special Olympics Pennsylvania's < Program Name> Program will be hosting its <fundraiser name> at <location>, on <date>. The proceeds of the <fundraiser name> will support the <number> athletes that <local program name> serves.

**<FUNDRAISER DETAILS>**: this year's <fundraiser name> will bring together <number> of people for a day of <event activities>. Event sponsor <sponsor name/s> will be <list their involvement>.

**<INSERT QUOTE>**: "This event has been the highlight of the year in our county," said <insert name and title of spokesperson>. "I always look forward to volunteering with this local program and to helping to raise funds for such a great cause."

The <fundraiser name> is open to the public and we invite the community to join us by <list registration/signup details>. Event participants will receive <list event benefits (if any)>. Volunteers from <county/surrounding counties> are also welcome. For more information on <event name> or volunteer opportunities, visit (or contact) <contact info>.

**About <Local Program>**

**<DESCRIBE LOCAL PROGRAM>**: Special Olympics Pennsylvania is managed through 56 local programs, most of which are county or city-based. All of our programs need a full complement of talents and skills. For more information, visit <Website> or contact <contact info>.

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###

## **SAMPLE MEDIA ADVISORY TEMPLATE**

### **MEDIA ALERT**

**<Date>**

## **Special Olympics PA's **<Program Name>** **<Event/Games>** to Take Place on **<Date>****

**WHAT:** **<Event/Games>** will host **<number>** athletes who will compete in **<number>** Olympic type sports including **<list sports>**.

**WHEN:** **<Date>**  
**<Time>**

**WHERE:** **< Event Address >**

**WHO:** More than **<number>** athletes, coaches, and volunteers from **<local name>**

**WHY:** Special Olympics sports fill a critical need in the lives of people with intellectual disabilities by providing opportunities for physical activity and social interaction. Special Olympics events and competitions raise awareness while simultaneously bringing out pride, joy, and courage in the athletes.

**MEDIA ARE WELCOME** – Media are welcomed to attend any portion of the event. Contact the below for more information or to arrange interviews.

**Media Contact:** **<First Name>** **<Last Name>**, **<Job Title>**, **<Phone Number>**, **<Email Address>**

### **About **<Local Program>****

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###

## USING PSAS & LETTERS TO THE EDITOR

- PSA's are a great way to get your event information broadcast free of charge on TV and radio stations. Television and radio stations often have bulletin board announcements. These PSA's describe an upcoming event and are usually part of a "community bulletin board," or "neighborhood news," segment. Send a fact sheet or script of your local event to TV and radio stations, containing the (who, what, where, when of your event) so that the information can be announced in less than 15 seconds. Include a phone number that someone can call for more information. PSA's should be sent to stations at least 3 weeks prior to your event and directed to the Public Service or Public Affairs Director.
- Live PSA scripts that are read by an on-air personality are a second option. They should be emailed or mailed to the Public Service or Public Affairs Director in a variety of formats for 15, 30 and 60 second announcements.
- The announcement should be typed, double spaced. Be sure to include the run dates of the PSA. For length, use the following approximations: 15 second spot – 36 words, 30 second spot – 75 words, 60 second spot-150 words.
- Keep the message short. Use short, snappy words. Place important words at the beginning and end of the message and include a call to action.

### Using Taped PSA's for radio and television

- These are similar in content to live PSA's except the spot is **recorded** by your organization before it's sent to stations. Recording them ahead of time gives you control of the look and feel of the PSA. Have a local celebrity record your PSA. Recognizable celebrities from your community are most effective. Contact stations before hand to make sure they accept pre-recorded PSA's. Ask what format they prefer (i.e. tape, CD or MP3 file for radio; beta SP or 1 inch tape for TV.) Or, ask if they will record a PSA on your program's behalf.
- Find corporate partners to underwrite the cost of your spot or seek out a partnership with a local production company or cable station. Investigate whether a local high school or community college has a television production class in need of a project.
- Television and radio stations receive an average of 100-150 PSA's per week and only use 20 - 30. To get yours aired, be sure that you state a clear purpose and call to action. Provide lots of collateral material. Submit PSA's with a short cover letter to the Public Service Director clearly stating a start and stop time. Phone the Public Service Director to ask about deadlines and be sure to get your spots there on-time. Send PSA's of different lengths (15, 30, 60 seconds.) This gives the Public Service Director a chance to fill holes in the station's programming with your spot. After the spot airs, send a thank you.

### Bulletin Board Announcements (Radio and TV)

PSAs that describe an upcoming event heard on the radio between commercials and seen on local TV newscasts, often called "Neighborhood News," "Community Bulletin Board," etc. Send radio and TV stations a fact sheet containing basic info (who, what, where, when) so your event can be announced in less than fifteen seconds. Stick to the basics and include a phone number to call for more info. Get them to the stations three weeks prior to your event.

***SAMPLE PSA: Special Olympics Pennsylvania -Allegheny County's Basketball Tournament will be held on Saturday, September 29 at Fitzgerald Field House. Opening Ceremonies begin at 11:00 AM. For more information, call 1-800-233-5161.***

## **LETTERS TO THE EDITOR**

For an organization such as Special Olympics, letters to the editor are also an effective means of communicating your views and getting your message across.

A letter to the editor that comments on a current news story is a good way for an organization to gain recognition for your local program and is an excellent way to inform the public about what the program has to offer. A letter is also an effective way of recognizing a paper if they did cover your event and of thanking the community for their involvement.

The letter should be neatly typed on your local program's letterhead in standard letter format, with the salutation "To the Editor." It should be brief, clearly written and focused. The tie-in with a news item can be handled in the introductory sentence. When you're responding to a particular newspaper editorial or article, refer to it by date and title. The person who signs the letter should be identified by name and position, with a phone number included. Consider submitting letters written by your athletes or coaches, who reap the benefits of Special Olympics first hand.

Adhere to the proper format of the individual publication. Often there are word-length limits (typically 200-300 words) and other standards to follow. The publication has the right to edit your letter, but an editor will probably check with you first. An editor will often also check to make sure you actually wrote the letter and that someone did not falsely sign your name or organization. Remember to include your phone number.

The letter should be sent to the editor of the editorial page. Follow up by phone to verify that he/she received it. Policies about telling you whether a letter is being considered for publication vary from paper to paper. It doesn't hurt to ask if your letter will be published, but you won't necessarily get an answer.

### **Sample Letter to the Editor – March is Intellectual Disability Awareness Month**

To the Editor:

March is Intellectual Disability Awareness Month. Unaware to most, there are approximately 200 million people with intellectual disabilities worldwide, many in our own community.

Through Special Olympics, we serve over 4.9 million athletes with intellectual disabilities in more than 172 countries providing year-round sports training and competition in 30-plus Olympic-type summer and winter sports. Yet to reach the millions more who could benefit from this program, we need more volunteers and contributors to help.

Through Special Olympics and other programs, we've come to see the potential – instead of the limitations – of people with intellectual disabilities. We've witnessed the true Olympic spirit shine in the athletes we serve. You would be amazed by the ability of some athletes and inspired by the sheer courage and determination of others.

We've seen people with intellectual disabilities gain the self-confidence, self-esteem, and social skills to succeed both on and off the playing field. Across the world, stigmas are being lifted, people with intellectual disabilities are successfully relocating from institutions into communities, and individuals once thought burdens to society are proving themselves productive citizens.

During Intellectual Disability Awareness Month, if you'd like to support our mission and keep positive trends going, call your local office of Special Olympics and volunteer today.

[NAME OF SPECIAL OLYMPICS REPRESENTATIVE] [TITLE] [PHONE NUMBER]

### **Sample Letter to the Editor – National Volunteer Week in April**

To the Editor:

With this week being National Volunteer Week, it provides the perfect opportunity to thank all the volunteers who have given so willingly of themselves to Special Olympics.

Each year over 500,000 volunteers in the United States alone, hundreds in our own community, give of their time helping Special Olympics athletes train and compete – inspiring them to greatness both on and off the playing field. They coach, help run competition events, raise funds and much more. Volunteers are the backbone of the Special Olympics movement. They make all we strive to do on behalf of people with intellectual disabilities possible.

[INSERT LOCAL VOLUNTEER STORY]

During this week, make it a point and look around you. Thank those who volunteer. And, if you don't currently volunteer, get involved yourself.

Special Olympics offers many volunteer opportunities including coaching, fundraising, and assisting with competition events, just to name a few. Whether you have a little time or a lot, we could use your help. You will make a big difference in the lives of the people you help. And, it will make a big difference in your life, too.

Again, thank you to all the Special Olympics coaches and volunteers for inspiring greatness in over a million Special Olympics athletes worldwide.

[NAME OF SPECIAL OLYMPICS REP.]

[TITLE]

[PHONE NUMBER]

## **DEVELOPING NEWSLETTERS**

Newsletters can allow you to reach a variety of audiences. You will need a computer, a printer or printing company/service, and ideas for content. It is also wise to put one person in charge of the newsletter to oversee content and insure deadlines are met.

### **NEWSLETTER – DIRECT MAIL vs. E-MAIL**

#### **PROS & CONS:**

##### **Electronic Mail**

Pros: Quicker, less expensive, more flexible, no postage costs, link to web site

Cons: Less personal, easy to ignore or delete, bulk e-mails can be illegal if used improperly, lower percentage response, good e-mail addresses are needed

##### **Hard Copy Mail**

Pros: Ability to stick around for a day or two longer, more tangible/credible, broader reach and higher response

Cons: Expensive, time consuming to execute

### **Newsletter Best Practices**

- Use a program such as Word, Microsoft Publisher, Adobe InDesign, Canva or Constant Contact (email) to layout your newsletter. These programs contain newsletter templates that can easily be used by simply inserting text.



- Areas to cover in your newsletter include upcoming events, coaches' corner, a family section, message from the manager, athlete activities and volunteer opportunities.
- Gather information on your program such as reports on events, schedules of upcoming trainings, competitions and fundraisers. Talk to coaches, athletes, family members and the fundraising coordinator to obtain information. After you write and edit the materials, double check dates, spellings and accuracy of your information. Have one other person (in addition to yourself) proofread the newsletter.
- Keep layout simple and easy to read. Use the correct Special Olympics logo/branding and credit line.
- You can save money by photocopying your newsletter, but the drawback is that you will not be able to display high quality photos. Consider printing a one-color newsletter with photos, using black or dark blue ink to keep photos sharp.
- Distribute your newsletter to your existing data base of athletes, donors, and volunteers. You can build this database by using medical and volunteer forms. Include addresses of local media, civic organizations and other groups of interest.
- Go to your post office and open a bulk, non-profit permit account. Or, opt to distribute your newsletter via email, using services like Constant Contact ([www.constantcontact.com](http://www.constantcontact.com) if financially feasible) or Feed Blitz ([www.feedblitz.com](http://www.feedblitz.com))
- Bring extra newsletters to all events for distribution.
- As your program grows, you may want to consider expanding your efforts to include a **specific newsletter** to **each of your audiences**. Each newsletter would contain more in-depth information that speaks directly to the specific needs of each group.

### **How to Start a Newsletter**

#### ***Email Newsletter:***

1. Starting a newsletter online is actually very easy. For example, you could use an online service like [www.feedblitz.com](http://www.feedblitz.com) or [www.constantcontact.com](http://www.constantcontact.com) (monthly charges apply – do a cost-benefit analysis between this and printing).
2. Once you are registered. You can begin to build your campaign(s). Here, you can manage individual subscriptions and subscribers to your newsletter. You can schedule when mailing are sent and how often.
3. You manage the entire process from their site. You can even write each newsletter on their easy to use templates or upload an existing document.
4. Pick the audience that you want to target. This determines the content you include in the e-newsletter. You wouldn't send the same type of information to prospective volunteers that you would send to current volunteers.
5. Project a personal, informal and honest tone. The point of the electronic newsletter is to be inviting, not intimidating.

6. Build the electronic newsletter around a lead article. The main article should be the longest and most detailed in the issue and it should relate to some important aspect of your program. The lead article also can report the latest program news or offer problem-solving tips. Include links to your website for additional information, if applicable, and one to SOPA's site.
7. Use secondary pieces to complete the email newsletter. Add program update information. Announce special events, etc.
8. Post contact information to let constituents know that support is available. Create interest in the upcoming issue by using teasers to reveal valuable news you plan to publish in the next issue.
9. Keep all of the e-newsletter articles brief. Post short teasers that link to in-depth articles on your website or SOPA's site. Subscribers receiving electronic newsletters are typically looking for material that is quick and easy to read.
10. Give subscribers the ability to opt-out of the e-newsletter subscriber list in every issue. You are legally responsible to remove subscribers who request removal from the subscriber list.

***Hard Copy Newsletter:***

1. Find the purpose for creating this newsletter by deciding the subject matter.
2. Decide who you want this newsletter to be for and who you want to inform.
3. Decide how often you will print. You may want to start small at first, planning to print quarterly or twice a year. Once you become familiar with the process, you may want to print your newsletter monthly or even weekly.
4. Decide what features you will include. You need to plan what information will be in your newsletter. There can be sections like event calendars, birthdays, special events, general features, advice column—anything that is of interest to your readers.
5. Become familiar with necessary software. Depending on how nice you want your newsletter to look, you may need to do a little homework to get familiar with a layout program. Some possible programs to consider are Microsoft Word, Publisher, Adobe InDesign or Canva. A really simple design template in Word can be found via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) in the "Word Templates" folder.
6. Give the newsletter an interesting title. Enlist the aid of others in your organization (PR Coordinator). Write content. Take the category features that you decided in Step 4 and start writing content for them. You will want to write your content as far in advance of printing as you can so that you can leave yourself plenty of time to tweak the layout and edit as needed.
7. Find sources for your pictures. A good newsletter will need some graphics. But do not simply take copyrighted images, especially if you plan on distributing your newsletters commercially. You will need to find a resource like [microsoftclipart.com](http://microsoftclipart.com) to download images for print. Keep fonts consistent and use images from program events. And of course, use pictures of program athletes and volunteers (with their permission).

8. Determine your print method. You can try printing in-house (depending on the number), at your local copy shop (though that will take your time, effort and money). If you can afford the cost, you can send your newsletter to a printing company. They can often lay out your newsletter for you at an extra cost. For simplicity, consider using the Word newsletter template provided in the SOPA Dropbox via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox).
9. Distribute your finished product. Whether it be via mail, at events, at trainings, or anywhere else, get your product out there.

For more information on starting a newsletter, use these links.

<https://bizfluent.com/how-2103872-create-email-newsletter.html>

<https://bizfluent.com/how-5121094-make-good-newsletter.html>

## UTILIZING GLOBAL MESSENGERS

Special Olympics athletes have the most impact on those who watch them compete or hear their stories. There's no better way to engage potential sponsors or volunteers than to have athletes share their Special Olympics experiences. Utilize our **SOPA Global Messenger Program** that has trained athletes in place as spokespersons for our organization. You can use a Global Messenger for a media interview, a PSA, at a school assembly, a civic group meeting, or as a speaker at a local fundraising event. For more information, contact Jordan Schubert, ALPS Coordinator, at the Norristown office at 610-630-9450 ext. 236 to schedule a Global Messenger if one does not already exist within your program.

## DIGITAL PROMOTION OF YOUR PROGRAM

1. Special Olympics Pennsylvania currently has a Local Program page on its website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) that lists each program's contact information. Please help us to ensure that content posted on this page is up-to-date. Plans are underway to expand the local programs page on our site to include more program details and functionality.
2. If you consider designing and hosting your own site, please consult with SOPA's Communications Department. In order to have your independent site linked with our site; it must be reviewed and approved by SOPA. (All site links should be sent to Director of Communications in the Norristown Office, prior to the site going live.) SOPA plans to offer website template options for independent sites to ensure brand consistency. Inquire about the status of this offering or for guidance with respect to creating a web presence outside of the existing SOPA website **BEFORE** making plans to do so.
3. Use official logos on your site. Original photos and graphics can also be used, but the Special Olympics logo needs to stay intact. (visit [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) for the appropriate files)

## Program Promotion

The Internet has revolutionized the news business. Reaching into even the smallest of communities, the Internet is increasingly where people get their news for the day. With it comes an exciting medium for Special Olympics to better spread the word about our athletes. The Internet offers two opportunities: Having new venues to have stories written about Special Olympics, and hosting a digital presence via social media, a website, blog posts, etc. for outreach efforts. In addition, SOPA has a blog page and is always looking for good news to share via this medium. Contact the Communications Department to learn more.

## Finding New Venues

Most local newspapers, radio stations, and TV stations have websites. This is an excellent place to get events published and stories run. These sites are often looking for stories to supplement their main stories. Often the sites for papers are an electronic reprint of the newspaper, but with radio and TV station sites you have a whole new vehicle for coverage. You should check out other local web sites as a place to list events and volunteer opportunities: Chambers of Commerce, Colleges and Universities, Community Websites/Bulletins, and Area Companies.

## Social Media

Special Olympics PA defines social media as including all forms of public, Web-based communications and expressions made public to many audiences. Social media includes social networking sites (Facebook/Twitter), video and photo sharing websites (Flickr, YouTube, etc.), blogs, discussion boards/forums (Google groups, Yahoo! Groups, etc.), bookmark sites, and Linklog sites. All images used on any social networking page must be approved by the subject in the photograph. When medical releases are signed by an athlete's parents/guardian, permission to use their athlete's photo is granted by default. However, if at any time a request is made by the subject for a photo to be taken down, it must be done so promptly.

We have branding and policy guidelines for social media available via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox).



Social Media Avatar  
Only Folder –  
“Program Name” in  
this case would be  
the local program  
name



These guidelines and policies apply to Special Olympics employees or volunteers who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media in their professional and/or personal lives.

1. **Be Transparent.** State that you work for Special Olympics. Use your real name; be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. **Do not Deceive.** Never misrepresent yourself, your identity, or present information about Special Olympics in a false or misleading way. If you make a statement, be prepared to substantiate it with a documented source.
3. **Be Relevant.** Your posts should add value to an ongoing conversation. Comments should be respectful of others. Please, no spam and no remarks that are off-topic or offensive.
4. **Be Polite.** Use common sense and common courtesy. Ask your co-worker if it's okay to post about a conversation from a meeting. Make sure your efforts to be transparent don't violate any privacy, confidentiality, or legal guidelines.
5. **Be the Expert.** Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Special Olympics. Do not speculate in areas of which you are not "in the know." It's okay to say, "I don't know, but I can help you find the answer."
6. **Be Respectful.** When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Either ask your immediate supervisor for advice on how to disengage, or disengage in a way that does not damage Special Olympics brand, image or message.
7. **Do not Gossip.** If you want to write about other organizations that do similar work to Special Olympics, be sure you behave diplomatically, know the facts, and have appropriate permissions.
8. **Don't play Lawyer.** Never comment on anything related to legal matters, litigation, or any parties Special Olympics may be in litigation with.
9. **Avoid Crisis.** Do not engage in a conversation about Special Olympics when the topic being discussed may be considered a crisis communications situation. Even anonymous comments may be traced back to your or Special Olympics' IP address. Refer any social media activity around crisis communications topics to your Program Manager, Field Director, or the Marketing and Development department.
10. **Be Smart.** Protect yourself, your privacy, and Special Olympics' confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

**Information about our Social Media Policy and Social Media How-To Guide can be found via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) in the folder entitled, "Social Media Policy."**

**Facebook:**

- Special Olympics PA's Main Page: [facebook.com/specialolympicspa](https://facebook.com/specialolympicspa)
- Law Enforcement Torch Run: [facebook.com/SOPALETR/](https://facebook.com/SOPALETR/)



- Beaver Stadium Run: [facebook.com/BeaverStadiumRun/](https://www.facebook.com/BeaverStadiumRun/)

**Twitter:**

- @SpecialOlympiPA or [twitter.com/SpecialOlympiPA](https://twitter.com/SpecialOlympiPA)
- @SOBeaverStdRun or [twitter.com/SOBeaverStdRun](https://twitter.com/SOBeaverStdRun)

**YouTube:**

- [youtube.com/user/SpecialOlympicsPA](https://www.youtube.com/user/SpecialOlympicsPA)

**Blogspot:**

- <https://specialolympicspa.wordpress.com/>

**Flickr:**

- [flickr.com/photos/specialolympicspennsylvania/](https://www.flickr.com/photos/specialolympicspennsylvania/)

**Instagram:**

- [instagram.com/specialolympicspennsylvania/](https://www.instagram.com/specialolympicspennsylvania/)



## CREATING A PR SUB-COMMITTEE

A PR Sub-committee is an opportunity for you to get additional members of your community (especially those in the fields of marketing and communications) to be a part of an advisory or PR team. They can help provide valuable ideas for additional exposure for your athletes and your program. Ask PR directors of local corporations and colleges, media representatives that you have developed a good relationship with; someone from a local PR firm, radio or television station. Keep the group small between 5-10 people and have them meet with you quarterly to help brainstorm ideas or to get their assistance with upcoming events. They can also do more than just act in an advisory capacity. Perhaps you assign different aspects of the work that needs to be accomplished: one person writes the newsletter; one person writes press releases; one person coordinates all the publicity for an event. You can also form a sub-committee of people for larger events. By getting more media volunteers involved, the more you can spread the word about your program within your community.

## DONOR RECOGNITION

1. Recognize sponsors on banners and signage for local events. Always include the sponsor's name following the Special Olympics program name and logo. Banner signage design files can be found via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox)
2. Write a feature story in your local newsletter, post it on your website (if applicable), or share via social media (tagging the sponsor) about the recent donor. This effort can go a long way to fostering good will.
3. Make sure that all publications, brochures, as well as your web site (if applicable) contain a listing of all your major local sponsors and supporters. Incorporating sponsor representatives (such as) the CEO or Marketing Director into a local press event can also highlight their support.

## SPECIAL OLYMPICS FOR EVERY MONTH OF THE YEAR

For most of us at Special Olympics, publicity is much easier when it is centered on a competition. Anytime you have a large group of athletes in one place at one time doing what they do best, there are

stories just waiting to be told. You can invite reporters out to the competition, email results after the event, or take photos and send them into the local newspaper.

What about the rest of the year? Athlete outreach, volunteer recruitment and fundraising are ongoing challenges for any Special Olympics program, and the primary reasons you seek press coverage. With some creative thinking and an awareness of what is happening around you, there are ways to keep Special Olympics at the front of peoples' minds from January 1 through December 31.

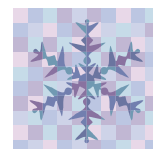
### **January: New Year's Resolutions**

How many times have you heard friends or family members resolve that this is the year they are going to become more active in their communities? Help them along by giving them an outlet for that volunteer spirit! Post volunteer recruitment flyers on community bulletin boards. Place a call for volunteers in the community page or upcoming events column in your local paper. Better yet, set up a meeting with the advertising director and see if the publication might be willing to donate some ad space to Special Olympics!



### **February: Winter Games/Activities**

Here's the first of those big competitions mentioned above. Invite a reporter to a training session to see how Special Olympics athletes get ready for statewide competition. This is a great time to explain the strong emphasis your program places on training and coaching. After Winter Games ends, send results and some good photos from the week to local reporters.



### **March: Spread the Word Inclusion as a part of Intellectual Disability Awareness Month**

During the first week of March, it's time to Spread the Word to End the Word. Use various media outlets to inform supporters of our movements to eliminate the use of the r-word in everyday speech. Invite followers to take a personal pledge to stop using the word themselves. Also, the media love "awareness month" activities, because it gives them a chance to put a local spin on a nationwide campaign. Consider sending a letter to the editor explaining the history and life-changing benefits of Special Olympics. Also, arrange to have your program's Global Messengers do talks at schools, community organizations and Intellectual Disability Awareness Month activities to tie-in this theme.



### **April: Volunteer Recognition Month**

This provides a great opportunity to thank your volunteers publicly and encourage others to inspire greatness through volunteerism. Submit a letter to the editor to your local program newspaper celebrating the contributions of your volunteers. Almost every program that submits it to the local paper gets it placed, so give it a try!

### **May: Local Spring Games**

Most local programs have a large spring competition in preparation for the statewide Summer Games. Judging from the press clippings we receive in the state office, these events almost always generate some good coverage. Invite media to attend, set up interviews with athletes and coaches and take lots of photos to send out to local reporters who can't make it to your Games.

### **June: Summer Games**

This is SOPA's largest competition of the year, and we get many calls from local reporters wanting to talk to local athletes who will travel to Penn State. An event like this really demonstrates the scope of the Special Olympics program here in Pennsylvania. Don't be afraid to call the media and let them know that a delegation from your community is going to compete at the state level. It's a big accomplishment.



### **July: Independence Day**

Although most programs enjoy a bit of a break after Summer Games, there's no rest for the weary PRC! While freedom and independence are at the front of everyone's mind, remind your community that individuals with intellectual disabilities deserve the same freedoms that we all enjoy. Write an editorial explaining how far this population has come since the founding of Special Olympics in 1968. Cite specific examples from your area, like Global Messengers, USA and World Games athletes, athletes on the local management team or





an athlete-turned-coach. Also, don't forget to get your local program involved with Eunice Kennedy Shriver (EKS) Day, which occurs every July, by organizing activities for this day that demonstrate the impact of five key values EKS embodied - Love, Justice, Faith, Hope, and Courage! Share your planned event with reporters in your area for some local coverage!

### **August: Back-to-School**

Take advantage of the back-to-school sales and promotions to remind your community that Special Olympics is also back in session. Fall training programs will be starting up again, and it is a good time to look for volunteer coaches and assistants. Help your local outreach coordinator to contact area sports organizations and take some of your athletes to speak with potential volunteers.

### **September: Fundraising**

Now is the time when many businesses are either getting ready for a new fiscal year or preparing budgets for the next calendar year. Your fundraising coordinator might be in need of some assistance with designing fundraising materials or writing proposal letters. Use specific examples of what a sponsor's help can provide, e.g. "Your donation of X dollars can buy uniforms for an entire soccer team." Encourage both current and prospective sponsors to visit a training site and meet some Special Olympics athletes.

### **October: World Series**

Professional sports are increasingly being cast in a less-than-admirable light. From players' behaving badly to stadiums' hiking prices, at this time of year (or around any pro championship series) you are sure to see columns and editorials pointing out the negative. Why not put a positive spin on the topic by highlighting Special Olympics athletes as role models for others? Call one of your media contacts and pitch a story about a specific athlete who is taking an active role in the community – maybe one who volunteers outside of Special Olympics or is recognized as a leader among fellow athletes.

### **November: Fall Festival**

As your exhausted coaches look forward to the final state-level competition of the year, use your last burst of energy to get results and photos out to your local media. Before you travel to Villanova for Fall Fest, talk to a local newspaper about the possibility of having one or two athletes keep a journal of their experiences at a state competition. After they return home, the reporter and athletes can work together to publish an article. It is also a good time to start reminding the public about year-end giving.

### **December: Holiday Thank You**

As if you don't have enough to think about during the holidays! Don't forget to thank everyone – athletes, families, coaches, volunteers, sponsors and media – who played a part in another successful year for your program. Have athletes write thank you letters to sponsors and media while you write a letter to the editor celebrating the many contributions of your volunteers and families. If your program has the resources, throw a holiday party and invite some reporters who might have missed some of your athletes' accomplishments. Share the highlights of the year and show them what's on tap for the New Year! Don't forget to remind the general public about year-end giving!



- Bonus: Remember that every two years, the media are bombarded by Olympics marketing. Use this natural tie-in to your advantage and pitch a story about local Special Olympics heroes who inspire greatness every day.

## **CRISIS MANAGEMENT / POLICIES & PROCEDURES**

### **STEP #1 – Define “crisis” - What is a “crisis”?**

Some examples of crises in which SOPA must be notified include:

- serious injury or death at an event (athlete, volunteer or special event participant)
- delegation of athletes traveling to competition or practice is involved in an accident
- damage to facilities where an event is taking place (i.e., gym roof collapses)

- weather-related hazards (i.e., lightning hits field where athletes practice)
- allegations of wrong doing / negligence / fault
- protests/demonstrations
- criminal activity or abuse

**ASK YOURSELF, DOES THIS HAVE THE POTENTIAL TO DAMAGE SOPAs REPUTATION?**

**STEP #2 - Plan**

Prepare in advance of our event (sports or otherwise) with the following information. Fill in the blanks per event with the following details;

- Emergency Medical Plan: Designated Roles
- Emergency Medical Plan: Required Information
- Emergency Medical Plan: Procedures for Calling 911
- Emergency Plan Telephone List

**STEP #3 - On-Site Management**

The first response to a crisis is the most crucial time period. If you have prepared well, you will be able to quickly and calmly manage even the most serious crises.

**Survey the Situation**

STOP! Assess the situation before you take any actions. If a roof has collapsed, don't go running into the building until you look to see if it is safe -- you aren't doing anyone any good if you get hurt as well. Another important note:

Analyze the situation and don't create an unnecessary crisis if one does not exist!

**Bring the Situation under Control**

Now it is time to act. Be sure that you delegate tasks to people. One of the most common incidents at a Special Olympics event is that an athlete is seriously hurt. Everyone runs to the athlete. So you should assign people to

(1) Gather the other athletes and take them to safety, (2) call 911, and (3) control the crowd.

**Protect People First and Property Second**

This sounds as simple as it is. If in doubt, take care of the athletes and volunteers!

**Contact the Appropriate Individuals**

Assign someone to contact the families of the athletes, spouses of the coaches, local manager, liaison at facility, and other key personnel.

**Institute Internal Rumor Controls**

When a crisis occurs, everyone wants to talk about it. Don't let them. Maintain confidentiality, don't give out names of victims or parties involved, and don't speculate to anyone.

**STEP #4 - Crisis Communications**

In the event a crisis does occur, you will need help in communicating about the crisis. As soon as any type of **Level 2 or 3 Emergency** occurs, you must immediately call Special Olympics Pennsylvania and they handle all communications. Call **(610) 630-9450** during business hours or our emergency number at **(855)701-9030**. To help the state office, you should:

- Establish one contact who knows what happened.
- Have phone numbers of any experts who were there (fire chief, police, etc.).
- Don't speculate. Please provide facts.

**Conclusion**

When faced with a crisis situation, preparation will be the key, followed by calmly following the above steps to ensure everyone's safety and well being. In the moment of crisis, try to slow your thoughts down, think about the big picture, and proceed calmly one step at a time. It must be stressed again that if the situation has the potential to damage SOPAs reputation, you must contact the state office of Special Olympics Pennsylvania as soon as possible.

## **EMERGENCY PLAN TELEPHONE LIST**



**Emergency Number (After Business Hours)**  
**1.855.701.9030**

### **EMERGENCY PLAN TELEPHONE LIST (COMPLETE PRIOR TO ACTIVITY/EVENT)**

#### **PART 1: Emergency Relief Organizations**

General Emergency \_\_\_\_\_

Police Department \_\_\_\_\_

Fire Department \_\_\_\_\_

Poison Control \_\_\_\_\_

Department of Health \_\_\_\_\_

Closest Hospital \_\_\_\_\_

#### **PART 2: Special Olympics Numbers**

Local Manager \_\_\_\_\_

Field Director: \_\_\_\_\_

Special Olympics Pennsylvania  
Main Office: (610) 630-9450

Special Olympics Inc.  
Emergency Claims: (855)701-9030

**NOTE: Provided the situation is under control** and all physical emergencies are fully addressed and if the issue is **NOT** relating to the reputation and image of SOPA, and/or all local programs, information will be disseminated in the following line of communication: *local county committee member to local Manager to assigned Field Director*. If the assigned Field Director cannot issue a directive or needs further direction, he/she will contact the Vice President of Programming. If the issue can potentially affect SOPA, and/or its local program, the Vice President of Programming will contact the Director of Communications. If issues commence at the state level, all information will be disseminated in the reverse line of communication: *Director of Communications to Vice President of Programming to assigned Field Director to local program Manager to local program committee members*.

## **SOPA POLOCIES AND PROCEDURES**

### **I. Final Authority on Reputation and Image of SOPA**

#### **Policy:**

In order to preserve the reputation of SOPA and the local programs, if situations arise at the local level that can be construed as being potentially harmful to SOPA, the Office of Communications is the final authority on all issues pertaining to the image and reputation of SOPA, and all local programs.

#### **Procedure:**

In the event that the Office of Communications is made aware of such potentially harmful issues beforehand or the Office is made aware that a local program is not promoting SOPA, in accordance with its mission and principles, the Office reserves the right to intervene to protect the reputation and image of SOPA. If a situation has already occurred, the Office of Communications shall step in and assume responsibility for the dissemination of all information after the fact.

### **II. Confidentiality of Athlete/Volunteer Records**

#### **Policy:**

The state and all local programs will at all times respect the confidentiality of all athlete and volunteer information. No phone numbers or home addresses will be given to anyone outside of SOPA without prior verbal or written consent of concerned parties. Further, SOPA, and all local programs will not provide names and addresses in SOPA databases to any outside organizations for solicitation.

### **III. Public Relations Crisis**

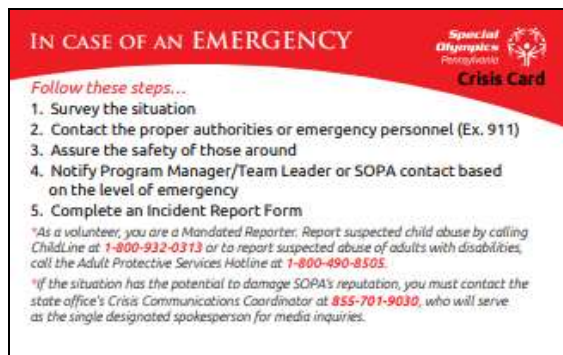
#### **Policy:**

All local programs shall adopt the SOPA Crisis Communications procedures and adapt to incorporate the respective positions of authority within the local program.

#### **Procedure:**

In the event of an emergency that may have damaging effects on the image and reputation of SOPA, the local program Manager shall ensure the situation is under control and all physical emergencies are fully addressed. They shall then contact SOPA's Director of Communications. If the emergency occurs (1) during normal business hours, the program Manager should call (610) 630-9450 or (2) when the state office is not open, the program Manager should call the emergency number at (855)701-9030 that is manned by the state Director of Communications.

**Provided the situation is under control** and all physical emergencies are fully addressed and if the issue is not relating to the reputation and image of SOPA, and/or all local programs, information will be disseminated in the following line of communication: *local county committee member to local Manager to assigned Field Director*. If the assigned Field Director cannot issue a directive or needs further direction, he/she will contact the Vice President of Programming. If the issue can potentially affect SOPA, and/or its local program, the Vice President of Programming will contact the Director of Communications. If issues commence at the state level, all information will be disseminated in the reverse line of communication: *Director of Communications to Vice President of Programming to assigned Field Director to local program Manager to local program committee members*.



**\*Crisis Cards, pictured above, can be requested through your Field Director.\***

## MEDIA GUIDELINES

### LANGUAGE GUIDELINES

The following language guidelines have been developed by experts in the field of intellectual disabilities for use by anyone writing or speaking about persons with intellectual disabilities or closely related developmental disabilities, to ensure that all people are portrayed with individuality and dignity. [Reporting and language guidelines](#) can also be found on the SOPA website.

#### **Use the following correct terminology:**

- A person has intellectual disabilities, rather than is suffering from, afflicted with, or a victim of mental retardation. It is preferred terminology not to write or say that a person is mentally retarded.
- Down syndrome has replaced Down's Syndrome and mongoloid.
- Physically challenged or disabled rather than crippled.
- Someone who is partially sighted is visually impaired rather than blind.
- A person has a seizure rather than a fit.
- A person has a seizure disorder or epilepsy, rather than is epileptic.
- Distinguish between adults and children with intellectual disabilities, and older or younger athletes.
- Refer to people in Special Olympics as athletes. The word athletes should not appear in quotation marks.
- When writing, refer to persons with a disability in the same style as person without a disability: full name on first reference and last name on subsequent references.
- A person uses a wheelchair rather than is confined or restricted to a wheelchair.

#### **Do not use the following terminology:**

- Do not use the word kids when referring to Special Olympics athletes. Adult athletes are an integral part of the program.
- Do not use the adjective unfortunate when talking about persons with intellectual disabilities.
- Do not use the word "the" in front of Special Olympics unless describing a specific Special Olympics event.

- Do not sensationalize the accomplishments of people with a disability. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of physically or mentally challenged people with excessive hyperbole. Do not overuse the word special when referring to persons with intellectual disabilities. Their accomplishments should not be trivialized by using cute words to describe their efforts.
- According to Special Olympics Inc.'s charter with the International Olympic Committee, we are not to use the term Olympian. This means that we must not refer to the athletes as Special Olympians, but rather as Special Olympics athletes.
- SOI Style Guidelines can be found via [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox) in the "Messaging" folder.

## **PHOTOGRAPHY GUIDELINES**

Photographs tell a thousand words, and photos of our athletes and volunteers truly tell the Special Olympics story.

**The best photos are good action-packed, emotion-evoking images of the following:**

- Athletes competing or training in approved Special Olympics sports.
- They should be properly outfitted for the sport in which they are participating. It is preferred that the athletes' uniform and banners in the photograph identify the event as Special Olympics and follow brand guidelines.
- Athletes interacting with other athletes, parents, volunteers, coaches, and so on.
- Athletes receiving awards.
- Athletes of a variety of ages, race, and gender representing individual and team sports.

**Make an effort to avoid:**

- Too many photos of athletes competing in track and field.
- Too many photos of athletes on crutches or walkers or using wheelchairs. (There is a broad public perception that Special Olympics is a program only for people with intellectual disabilities and physical disabilities.)
- Athletes participating in non-Special Olympics sports such as football, bean bag toss, or Frisbee throwing.
- Athletes with clowns or athletes wearing clown makeup.
- Children who appear to be younger than 8 years old, unless referring to our Young Athletes program.

### **Photography Release Statement**

No athlete may compete in any Special Olympics event without having a signed parent/guardian release statement on file with Special Olympics. The statement grants permission for Special Olympics and the media to use the athlete's name, likeness, voice and words in television, radio, films, newspapers, magazines, and other media for the purpose of promoting and publicizing Special Olympics, educating the public about Special Olympics and raising funds for Special Olympics.



## **MEDIA INTERVIEWS**

- Basically, feel free to comment during a media interview about factual things related to events and Special Olympics activities – we want to share the good news about our athletes and the great things we do! However, if the questions should turn to other potentially image damaging issues or if they ask for your opinion about a particular incident or issue, then those questions should be referred to SOPA's spokesperson.
- We do not want to avoid the press (or give them the impression that we're trying to hide something), but we do want to ensure that we speak with one clear voice about whatever matter is at hand. In the event of a crisis situation, make sure you provide the contact information for Communications Director (information via the Crisis Card pg. 32) to the media so that they can get in touch and SOPA can provide them with information on the matter they are inquiring about.
- Keep appointments and return phone calls. If you can't keep an appointment, don't schedule/arrange it.
- If there is something in your background that the interviewer doesn't know (relevant to the question), you might want to volunteer that fact.
- Feel free to ask the reporter who he or she is covering for. It may help you to know if it is a hometown newspaper or a wire service. It will help you put faces with different areas of the country. It also may influence your answers. You may have gone to school in the paper's area, or have relatives in the city. If you can tie in a local angle, you will make a friend for life.
- Ask the reporter his or her name. Write it down. Next time you see him or her say, "hi." You don't have to be best friends, but recognition is a courtesy.
- You have a right to know how long an interview will be, what will be the setting, will you terminate the interview if it has gone past the allotted time and you have another appointment.

### **Interview Do's & Don'ts**

1. Never respond with "no comment." Instead answer, "We are assessing the situation and will furnish information when it is available."
2. If asked a question to which you do not have a factual official answer, do not speculate. Tell the reporter you will get an answer and will get back to him/her as quickly as possible.
3. You have no obligation to answer any questions you do not want to answer. Be courteous, be calm and be firm. Remember, "I don't know at this time" is a perfectly acceptable answer.
4. Never tell the media anything that you are not prepared to see printed or broadcast. There is no such thing as "off the record."
5. Do not provide damage estimates, discuss responsibility for the incident or discuss legal liability in any way.
6. You drive the interview, not the reporter (highlight your agenda)
7. Talk about the most important things first.
8. Avoid jargon and don't be defensive.

*Remember, every interview is an opportunity...*

- *For coverage*
- *For branding*



- *For sponsor awareness*
- *For consumer awareness*

## **WEB SITES OF INTEREST**

### **Web Sites of Interest**

Following are some sites that may be useful to you in your outreach and publicity efforts:

SOPA site	<a href="http://www.specialolympicspa.org">http://www.specialolympicspa.org</a>
Special Olympics Inc.	<a href="http://www.specialolympics.org">http://www.specialolympics.org</a>
Every newspaper in PA	<a href="http://www.mondonewspapers.com">http://www.mondonewspapers.com</a>
PA Radio Stations	<a href="https://radio-locator.com/cgi-bin/finder?sr=Y&amp;s=T&amp;state=PA">https://radio-locator.com/cgi-bin/finder?sr=Y&amp;s=T&amp;state=PA</a>
PA TV Stations	<a href="http://www.newslink.org/patele.html">http://www.newslink.org/patele.html</a>

## **PUBLIC RELATIONS TERMINOLOGY**

Find SOL's Latest style guide via our Dropbox's "Messaging" folder

The terms defined below are commonly used in the field of public relations, journalism, graphic art, and printing. You may want to discuss their meanings with PR professionals in your area as you begin to develop a more thorough knowledge of public relations.

<b>Assignment Editor:</b>	Member of newspaper or broadcast staff who assigns stories to be covered in a given day.
<b>Blue-line:</b>	Final proof of printed material submitted before printing. A photographic image of a job that is ready to print. Comes on light blue paper and the ink is dark blue, no matter what colors of ink or paper will be in the final product. Changes made at this stage are costly.
<b>Camera-ready:</b>	Art work or copy which is ready for print; doesn't require conversation to half-tone by the printer.
<b>City Editor:</b>	Newspaper executive who oversees handling of all general news stories. Decides what is newsworthy.
<b>Clip:</b>	One-page clean copy of any printed coverage received with name of publication and date included. Good clips can be used in information kits or collected to highlight your program.
<b>Clipping service:</b>	A service which provides clips of all articles appearing with organization's name mentioned. The clipping service charges the organization per clip.
<b>Copy:</b>	Written text material, such as press releases, the text of booklets, brochures, newsletters, or a magazine article.

<b>Cropping:</b>	Changing the proportions or size of an illustration to eliminate unnecessary or undesirable background, or to enable the reproduction to fit into limited space.
<b>Caption:</b>	Short paragraph used below a photograph to identify and comment on.
<b>Dummy:</b>	A rough layout used to plan a mailer, flyer, or pamphlet so as to estimate roughly the areas where text, headlines, illustrations, etc. should appear.
<b>Exclusive:</b>	A release or article distributed to a newspaper or TV/Radio for their use only.
<b>Follow-up:</b>	A further contact with a media contact—either by news advisory or telephone—after news release or announcement is sent. The follow-up provides background material not supplied in the main story, and is used to further persuade the contact to cover the story.
<b>Half-tone:</b>	The format in which a black and white photo can be printed. Photo is “screened” to be reduced to closely-placed dots varying in density to create image.
<b>Mechanical (boards):</b>	Stage in printing production after layout and before blue-line; copy and artwork are pasted onto cardboard and presented to the client for approval.
<b>Off-set Printing:</b>	Photo image transferred to plate, and reproduced from there. Several colors are possible.
<b>Pitching:</b>	Calling a media contact (radio, television, newspaper, etc.) to inform them of a story or event you think they should cover.
<b>Placement:</b>	The appearance of an article or ad in any media outlet.
<b>Press Break:</b>	A publicity story or portion of a story that is picked up and run by a newspaper or magazine.
<b>Press Kit:</b>	Collection of releases, fact sheets and other information usually distributed to the media in conjunction with an event or sent in advance to people asking for information.
<b>PSA:</b>	A public service announcement, “commercial,” which is aired for free by TV/Radio stations. Promotes a non-profit organization or a good cause. For TV, it is prepared by organization, with room for local tag which the station may add. For radio, it can be produced by the organization, or can be a script read on the air by a deejay.
<b>Release Date:</b>	Time and day on which information issued to the press and broadcast media is to be released to the public.
<b>Screen:</b>	Process by which a photograph is prepared for printing. Photo is converted to a halftone, consisting of a series of dots, by photographing the original through a grid.

## INCLUSION REVOLUTION CAMPAIGN

For 50 years, Special Olympics has been building a movement to break down barriers – both on and off the field in health and education – all through the power of sport. As Special Olympics International (SOI) celebrates its 50th Anniversary, it has launched a 5-year campaign to inspire action and ultimately end discrimination for people with Intellectual Disabilities. The Revolution Is Inclusion.

Special Olympics and over 5 Million of our athletes are leading the charge for full inclusion of people with Intellectual Disabilities (ID).

The movement is rooted in the spirit of our founder, Eunice Kennedy Shriver, who took a rebellious stand against the injustices faced by people with Intellectual Disabilities in 1968. Today, the fight for inclusion is more relevant than ever. People of all ages, races, genders, cultures, backgrounds, and abilities continue to face discrimination, ignorance, and disparagement. Just as Eunice Kennedy Shriver did 50 years ago, Special Olympics is setting a stake in the ground to create change and, this time, our athletes are leading the way.



### The Inclusion Pledge

In November of 2017, students and faculty at Ponaganset High School USA embraced the "The Revolution Is Inclusion" movement to improve school culture. Their goal is for students to actively search for and reach out to anyone feeling left out and not included. Everyone's gifts should be freely shared and celebrated at Ponaganset High School. Their pledge, below, captured the spirit of the movement and has become SOI's Inclusion Pledge to activate everyone to join our movement.

Inclusion Pledge:

I pledge. To look for the lonely. The isolated. The left out. The challenged. The bullied.

I pledge. To overcome the fear of difference. And replace it with the power of inclusion.

I #ChooseToInclude

[Join us now by taking the Inclusion Pledge.](#) Be a revolutionary and help end discrimination against people with Intellectual Disabilities.

***Join our movement as we launch into the next 50 years of the Inclusion Revolution and join us as we celebrate Special Olympics Pennsylvania's very own 50th Anniversary this year!***

# GLOBAL INITIATIVES

## **SPREAD THE WORD INCLUSION**

### **WHAT**

In 2019, Spread the Word to End the Word became Spread the Word, with a focus not just on the elimination of a word but on the creation of a new reality: inclusion for all people with intellectual and developmental disabilities. The global engagement campaign remains committed to empowering grassroots leaders to change their communities, schools, and workplaces, now through a call to their peers to take action for inclusion. With this change, Spread the Word will give community leaders around the world the tools needed to create socially inclusive places to learn, work, and live.

### **WHEN**

Most activities are centered annually during the first week in March, but people everywhere can help spread the word throughout their communities and schools year-round thru pledge drives, youth rallies and online activation.



### **WHO**

The effort is spearheaded by college students, Special Olympics athletes and Best Buddies participants across the country.

### **WHY**

Our belief is that the world would be better if all people were valued, respected, embraced, included. Included in the games we play and the friends we make. Included in our schools, our workplaces, and our communities.

Our observation is that despite the best efforts of many, groups around the world remain left out. One of these groups is people with intellectual and developmental disabilities, a group made of more than 200 million people, representing every country, belief system, sexual orientation, gender expression, race, and ethnicity.

Our goal is to disrupt this cycle of isolation and exclusion with grassroots action for inclusion.

### **HOW**

Visit <https://www.spreadtheword.global/> to learn how you can **Spread the Word Inclusion**.



## **EUNICE KENNEDY SHRIVER DAY**

### **WHAT**

Eunice Kennedy Shriver Day is an annual celebration of her life and a global call to action for people to live in a more unified society -- in sport, in the community and in the work place. By committing acts of inclusion, acceptance and unity for and with people with intellectual disabilities, we will continue to build on Eunice Kennedy Shriver's legacy.

### **WHEN**

On July 10th, Special Olympics commemorates Eunice Kennedy Shriver Day, bringing together people with and without intellectual disabilities to give ever new life to Eunice Kennedy Shriver's vision and to honor Mrs. Shriver's inspiration, impact and indomitable spirit.



### **WHO**

Eunice Kennedy Shriver Day is celebrated around the world in an effort to honor her life and impact and share her story to inspire new fans. We hope to inspire people of all ages to follow her example and commit themselves to improving the world for people with intellectual disabilities. Please join the athletes of Special Olympics, the real heroes of this movement that are unifying communities and expanding opportunities around the world.

### **WHY**

Eunice Kennedy Shriver's actions helped open the minds of all people to the gifts and talents of individuals with intellectual disabilities. She believed in their possibilities, which fuel hope in all of us to make a difference. Eunice Kennedy Shriver demonstrated an unrelenting indomitable spirit in action that one person could make a difference and change the world. Her lasting legacy must be our continued commitment to improve and transform the lives of the up to 200 million people worldwide with intellectual disabilities who still live with diminished opportunities and social disrespect, and are often neglected and hidden away.

### **HOW**

We invite you to celebrate this extraordinary woman's legacy, and take part in the day's demonstration of inclusion, acceptance and unity. You can participate by:

- Joining a Unified Sports team, or even starting a team of your own!
- Volunteering as a coach in your community
- Sharing your story of playing unified or making friends with individuals with intellectual disabilities
- Helping to continue the legacy of Eunice Kennedy Shriver by educating and informing others of her mission and goals
- [Taking the pledge to Spread the Word to End the Word®](#) and to promote the principle of respect throughout your community

### **For More Information**

Eunice Kennedy Shriver Day is an opportunity to celebrate the impact that one dedicated individual can have on the world. Become an agent of acceptance and action throughout the world. Embrace the spirit of Eunice Kennedy Shriver Day and "*Play Unified.*"

Visit [www.eunicekennedyshriver.org](http://www.eunicekennedyshriver.org) to learn more.