

Creative Washtenaw

arts+creative industries=impact

Communications Manual & Style Guide

Updated 02.2024

CONFIDENTIAL

FOR BOARD AND STAFF USE ONLY

Communications Manual

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*For any questions on the contents of this manual, please contact:
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marissaconniff@creativewashtenaw.org*

Style Guide: *The Associated Press Stylebook*

<https://www.apstylebook.com/online>

The following is a guideline of presentation, writing standards and usage for Creative Washtenaw. Adherence to these guidelines will present a clear and uniform communications message.

Creative Washtenaw

- The official and legal organization name is **Creative Washtenaw**
- Familiar name is **Creative Washtenaw**
- **Creative Washtenaw** should always be used. Creative Washtenaw should be used by all staff as part of their electronic signature block. (see reference to signature block below)

AP Style Guide Resource

Consult this resource to confirm usage.

<https://www.apstylebook.com/online>

Below are some examples of The Associated Press Style

1. Use **one space** after a period.
2. Conjunctions and phrasing:
 - a. In a series, use commas to separate the elements, but do not put a comma before the conjunction in a simple series (i.e., trains, railroads and art).
 - b. Do use a comma before the conjunction if it is a complex series of phrases.
3. Capitalization of titles:
 - a. You should make titles lowercase and set them off by commas when the title follows the person's name.
 - i. Deb Polich, president/CEO of Creative Washtenaw, will speak Friday.
 - b. Capitalize a person's title when the title precedes a name.
 - i. President Polich will speak Friday.
 - ii. The vice presidents will meet Tuesday.
 - iii. The students met with President Deb Polich.
 - iv. Hannah Baiardi, communications manager for Creative Washtenaw, will speak Monday.
4. Capitalization after a colon:
 - a. The first word should be in lowercase unless it is a proper noun *or the start of a complete sentence*.
 - These are some of my favorite things to have for dinner: ravioli, Ethiopian food and breakfast.
 - She told me her secret ingredient: It was butter.
5. Whenever possible write in the active rather than passive voice
 - a. Examples

- Passive: We were seated on the front row. (Doer unknown)
 - Active: The usher seated us on the front row.
 - Passive: Your call will be answered in the order in which it was received (Doer irrelevant)
 - Active: An operator will answer your call in the order in which we received it.
 - Passive: Prizes will be awarded to the winners.
 - Passive: The winners will be given prizes.
 - Active: The judges will award prizes to the winners.
6. Names that have acronyms should always be spelled out the first time it is mentioned followed by the acronym in quotes. Thereafter the acronym is used.
- a. Example
- *The Michigan Council for Art and Cultural Affairs (MCACA) was founded in 1966. MCACA is now 49 years old.*
7. Avoid using ALL CAPS to emphasize something, use italics. Do not bold, underline or use all caps.
8. Italicize names of exhibitions, books, magazines, movies, etc. Only use quote marks if formatting does not allow for italics or to indicate a subset of a title; for instance, the name of a chapter within a particular book.
9. A reminder: commas and periods go inside quote marks; colons and semi colons on the outside; question marks depend on the context.
10. Words or sentences in a foreign language should be italicized and not in quote marks.
11. If ending a sentence with an email or website address, do not include period.
12. If ending a sentence with a phone or fax, do include period.
13. Email should be capitalized only if it begins a sentence, otherwise it should be email.
14. Website should be capitalized only if it begins a sentence, otherwise it is one word: website {As opposed to website or website}
15. States should be spelled out within an article, but not in the “For more information” sections at the end of articles.
16. Numbers nine and under should be written out; over 10 just the number. Exceptions: Spell out numbers if beginning a sentence: “Fifty-three people attended the conference.”
17. Year numbers should have commas before and after.
- On July 4, 2020, I am going camping.
18. Percent sign should be symbolized (%), unless the word is at the beginning of the sentence.

CREATIVE WASHTENAW STANDARD DOCUMENTS

Please note: Standard documents do not include graphic design or collateral materials.

- General correspondence: letters, emails, etc.
- Media releases
- Descriptive documents for projects, programs, etc.

Set your *MS Word Normal Template* to these standards.

Font & Point Size

- Standard Font: Calibri
- Point size for body text: 11 pt.
- Exceptions: occasionally a document may use a smaller point size and/or spacing to fit a document onto a specific number of pages. Please, if at all possible, refrain from using a font size smaller than 10 for documents.

Page Margins & Spacing for Standard Documents

- **Page margins**
 - Top: 1.0" margin
 - Bottom: 0.5" margin
 - Left : 1.0" margin
 - Right: 1.0" margin
- **Header & Footer Margins from edge**
 - Header edge setting: 0.5"
 - Footer edge setting: 0.3"
- **Line Spacing**
 - Single spaced
- **Paragraph Spacing**
 - Before paragraph spacing: 0 pt.
 - After paragraph spacing: 6 pt.

Header Options

- Option 1 – for standalone documents that should include the address (typically for external use)
 - There is a header document that can be found here: [..\..\3. Administration\Office Documents\Forms\Stationery & Letterhead\A3 Arts logo header.docx](#) USE [THIS](#) LINK.
 - If making your own:
 - Logo size: 0.8" high and 2.93" wide
 - Justification: Left

- **Option 2 – for standalone documents primarily for internal use**

- Logo size: 0.8" high and 2.59" wide
- Justification: Left



- **Option 3 – for standalone documents primarily for internal use**
 - Logo size: 0.8" high and 2.93" wide
 - Justification: Left

Footer Option

- Font: Calibri
- Point Size: 9 pt.
- Justification: right

Bullets & Outlines

1. Bullets - Black & White

- First indent
 - Second indent
 - Third indent

2. Bullets - Color Bullet & for B&W or Color Text

- First indent
 - Second indent
 - Third indent

3. Outline numbering - Up to four indents

1. First indent
 - a. Second indent
 - i. Third indent
 - Fourth indent

DOCUMENT TITLE(S) – (assuming one of the two header options above are used)

- Font: Calibri
- Justification: Left
- Capitalization – either UPPERCASE or Capitalize Each Word
- Underlining is not preferred but is optional

TITLE – 16 PT. BOLD

SUBTITLE – 14 pt.

Title – 16 PT. Bold

Subtitle – 14 pt. RGB 130/130/130

TITLE – 16 PT. BOLD**SUBTITLE – 14 pt.****Title – 16 PT. BOLD****Subtitle – 14 pt.**

CREATIVE WASHTENAW LETTERHEAD & STATIONARY

- **Letterhead**
 - **Board** – used only if board member or president/CEO is a signatory.
 - **Nonboard** – use for all staff other than president/CEO.
- **Second page** – for use with both board and nonboard letterhead
- **Margins**
 - First page (logo)
 - Top: 1.75" margin
 - Bottom: 0.5" margin
 - Left : 1.75" margin
 - Right: 1.0" margin
 - Second page +
 - Top: 1.0" margin
 - Bottom: 0.5" margin
 - Left : 1.0" margin
 - Right: 1.0" margin
 - Header & Footer margins from edge
 - Header edge setting: 0.5"
 - From edge footer: 0.3"
 - Line Spacing
 - Single spaced

EMAIL SIGNATURES

Set up your outlook and Gmail emails to adhere to the following standardized guidelines.

- **Font:** Calibri. GMAIL = San Serif
- **Size:** 11 point.
- **Color:** black or RGB: 48/42/126
- **Response font** should also be Calibri, 11 point.
- **Response color** may be either **Black** or **RGB: 48/42/126**
- **Comments:** When reconfiguring your signature, be sure to also check the "Mark comments with" box and in the area provided use your initials (for example, DP) for this purpose. This will allow your

comments and/or edits within the body of an original email to be seen by the reader with your bolded initials preceding your remarks/edits.

▪ Signature Block

- Signatures must use the **LUCINDA HANDWRITING** font; it can be your choice of a formal signature (i.e., Debra Polich) or informal first name (Deb Polich).
- Email and websites are hyperlinked.

<p>Sincerely, Deb Deb Polich President/CEO <u>Creative Washtenaw and Artrain, Inc.</u> Co-host of <u>creative:impact</u> on WEMU 89.1 FM <u>deb.polich@creativewashtenaw.org</u> o. 734.213.2733 c. 734.395.9868 <u>www.creativewashtenaw.org</u> 1100 North Main Street #A Ann Arbor, MI 48104</p>	<p>Sincerely, Deb Deb Polich President/CEO <u>Creative Washtenaw and Artrain, Inc.</u> Co-host of <u>creative:impact</u> on WEMU 89.1 FM <u>deb.polich@creativewashtenaw.org</u> o. 734.213.2733 c. 734.395.9868 <u>www.creativewashtenaw.org</u> 1100 North Main Street #A Ann Arbor, MI 48104</p>
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Creative Washtenaw

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creativewashtenaw.org
info@creativewashtenaw.org
734.213.2733

Mailing address:
1100 North Main Street · #A, Ann Arbor, MI 48104

Logos & Typefaces

Find logos and images here:

https://drive.google.com/drive/folders/1Yt_j7e5FD2C4ss8GqfZiQa6OEZcUaXPK?usp=sharing

Logo tagline Arts + creative industries = impact	Myriad Pro
Creative Washtenaw	Segoe UI
Votes	Ariel Rounded MT Bold
CREATIVE WASHTENAW	Myriad Pro
Alternative Typefaces	Pea Becki
Creative Washtenaw – Maiola bold	
arts + creative industries = impact	Myriad Pro
Color logo with tag	
Block logo options	
	

CREATIVE WASHTENAW **VOTES** LOGOs

Creative Washtenaw Font

Segoe UI

Votes

Ariel Rounded MT Bold

Preferred - Square



Alternate (gradient)

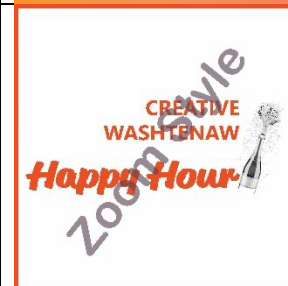


CREATIVE WASHTENAW **Happy Hour** LOGOs

CREATIVE WASHTENAW -
Myriad Pro expanded



Happy Hour – Reklame Script



CREATIVE WASHTENAW marketplace logos

CREATIVE WASHTENAW

Myriad Pro

CREATIVE WASHTENAW
marketplace

marketplace

Arial rounded pro bold



CREATIVE WASHTENAW AID

CREATIVE WASHTENAW

Myriad Pro

CREATIVE
WASHTENAW
AID

AID

Arial rounded pro bold

CREATIVE
WASHTENAW
AID

CREATIVE
WASHTENAW
AID

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Mailing address:

1100 North Main Street · #A, Ann Arbor, MI 48104

BRAND COLOR PALETTE

Violet

RGB: 48 42 126

CMYK: 98 100 8 10

HEX: #302a7e

Text Use Order

Violet

Red Orange

Prince Purple

Red

Orange

Light Blue

Red Orange

RGB: 240 76 35

CMYK: 0 86 100 0

HEX: #f04c23

Prince Purple

RGB: 75 56 76

CMYK: 67.08 75.9 46.61 39.38

HEX: #4b384c

Red

RGB: 189 35 49

CMYK: 18 99 88 8

HEX: #bd2331

Grey

RGB: 130 130 130

CMYK: 52 42 42 6.8

HEX: 828282

Orange

RGB: 247 148 38

CMYK: 0 50 96 0

HEX: #f79426

Light Blue

RGB: 83 183 232

CMYK: 60 10 0 0

HEX: #53b7e8

Creative Washtenaw Votes, Marketplace-----

Purple

RGB: 105 43 142

CMYK: 73 99 2 1

HEX: #692b8c

Magenta

RGB: 233 34 125

CMYK: 2 96 17 0

HEX: #e9227d

Creative Washtenaw

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creativewashtenaw.org

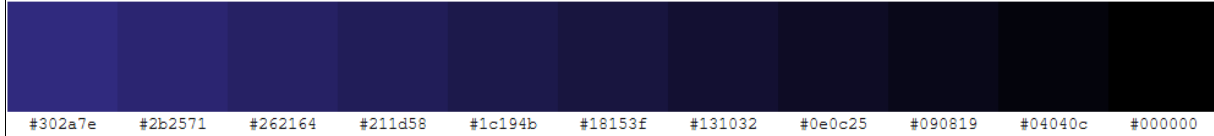
info@creativewashtenaw.org

734.213.2733

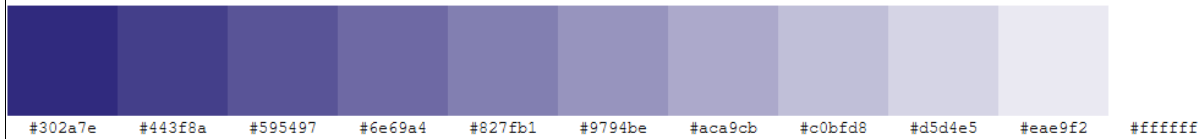
Mailing address:

1100 North Main Street · #A, Ann Arbor, MI 48104

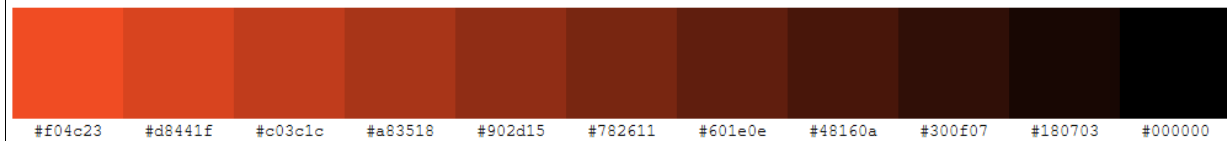
Shades of #302a7e



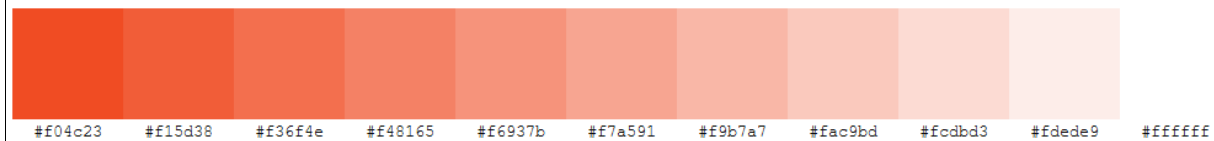
Tints of #302a7e



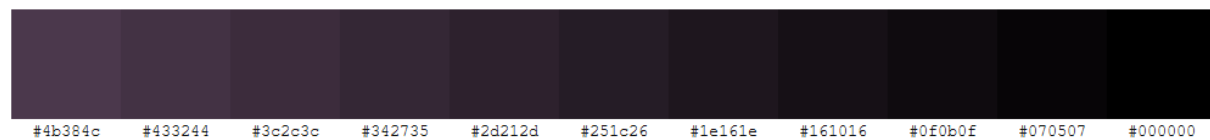
Shades of #f04c23



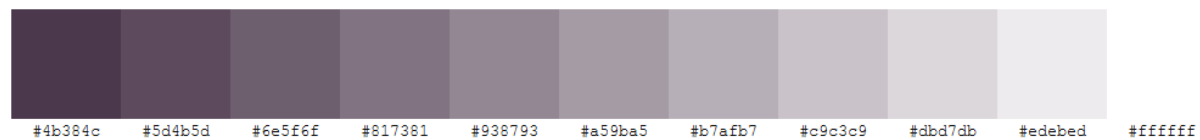
Tints of #f04c23



Shades of #4b384c



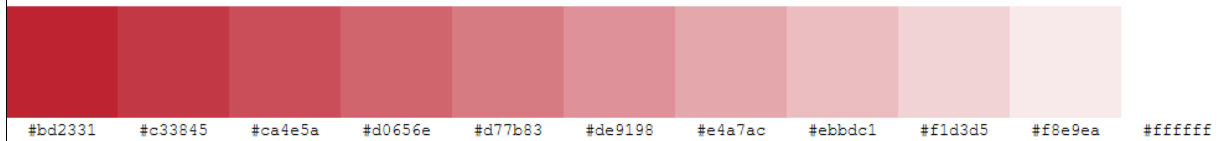
Tints of #4b384c



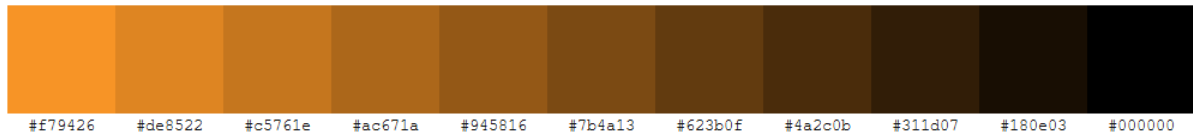
Shades of #bd2331



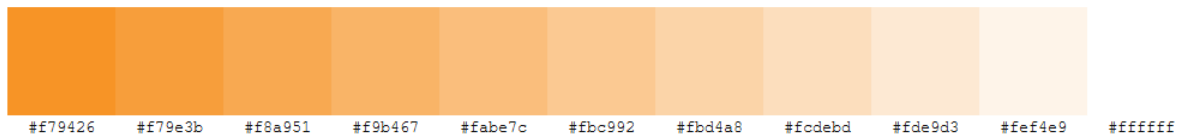
Tints of #bd2331



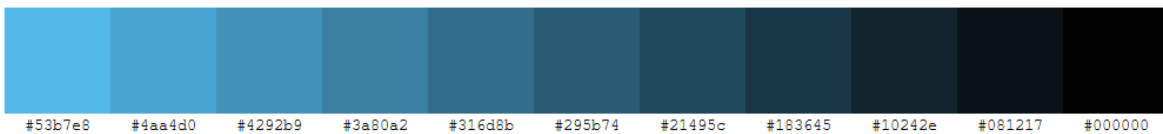
Shades of #f79426



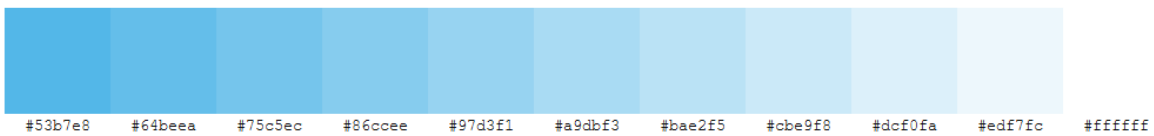
Tints of #f79426



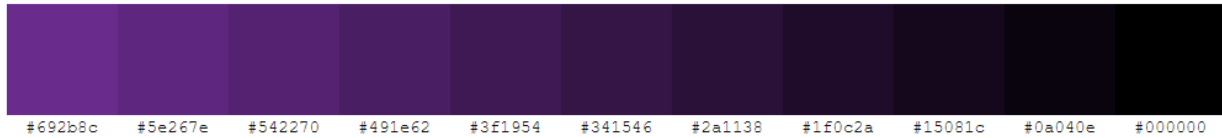
Shades of #53b7e8



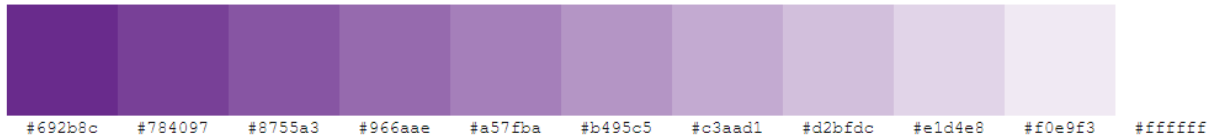
Tints of #53b7e8



Shades of #692b8c

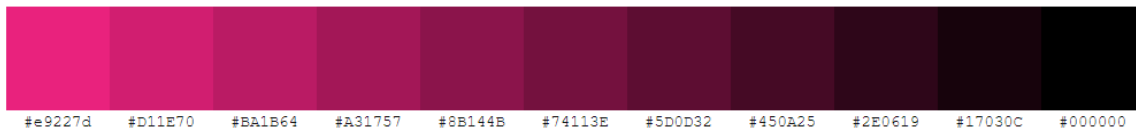


Tints of #692b8c

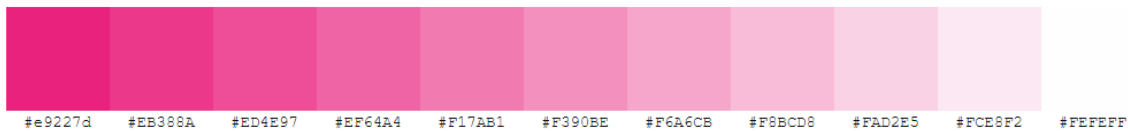


zunny

Shades of #e9227d



Tints of #e9227d

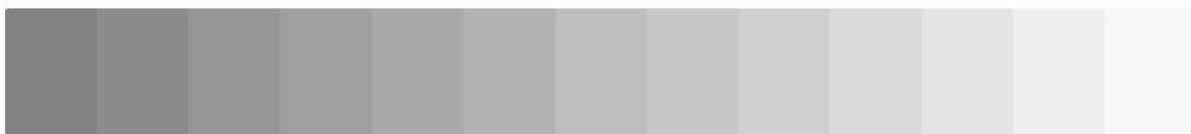


Shades and Tints of #828282

A shade is achieved by adding black to any pure hue, while a tint is created by mixing white to any pure color. In this example, #020202 is the darkest color, while #f8f8f8 is the lightest one.



Shade Color Variation



Tint Color Variation

General Communications Procedures

The following procedures encompass the daily activities for Creative Washtenaw. If an emergency occurs, the Crisis Communication Procedure supersedes the information below until the incident is resolved.

Communications Manager

The communications manager is responsible for fulfilling requests from the media including but not limited to scheduling interviews and distributing Creative Washtenaw promotional materials.

Media representative(s)

- Primary: president/CEO
- Secondary: board chair
- As assigned: any other assigned member of the staff or board
- On location: if the president/CEO or the board chair are not available or prepared to address the media, the on-site manager has the authority to serve as Creative Washtenaw representative if the president/CEO is not on-site to handle the request.

Media Interaction

If media calls the home office requesting interviews, quotes or any company information, they should be directed immediately to the communications manager. Even if the request seems small or simple, it is best to direct them to the communications manager. This ensures that information being delivered is consistent from contact to contact. Please do not answer questions. Please direct all calls to the communications manager's mobile number (first) or voicemail (second). If immediate attention is needed and the communications manager is unavailable, contact the president/CEO immediately. Media calls should be returned by the communications manager or president/CEO as soon as possible.

Creative Washtenaw in the Media

If you come across any information about Creative Washtenaw in any media (newspapers, magazines, television, radio, internet), inform the communications manager. If possible, try to provide a hard copy (preferably an original or website link) of the materials. If it is electronic media, provide the communications manager with the date, time and source so that a copy can be recovered from the source.

Media Materials

Any request for communications materials, whether promotional or media-related, should go directly to the communications manager. This ensures that ONLY the most accurate and appropriate information is released. If a request is made, collect a name and phone number/email address and relay the information to the communications manager. The communications manager will follow up on the request and fulfill it as best as possible.

There are many resources that are available on request:

- ❑ Digital images
- ❑ Collateral materials

Social Media Marketing

If it is happening now, post it!

Social media is a great way to keep people up to date and keep Creative Washtenaw in the view of our community while broadening our audience base. One of the nice things about social media marketing is that it is inexpensive and can connect organizations with an actively engaged audience. Still, it is important to know that managing social media does require a fair amount of time. Below are Creative Washtenaw's recommendations for how to build and maintain successful social media for your organization/business.

Recommended Social Media Networks



www.facebook.com

About - Facebook is a social media network that allows you to create a page for an individual, organization, event, artist, venue, etc. On these pages you can post content such as text, photos, video and more. You can also “tag” people or other pages in posts and photos. As an individual, you can “friend” and be friended by other individuals. As a page you can “like” other pages to follow their content.

- **Costs** - Facebook is a free network. You are given an option to extend the reach of your free post by paying a fee that “boosts” your post to reach beyond your Facebook network.
- **The Network** - Who can see your posts and whose posts do you see?
 - Individual pages may be set to limit who is able to see their site and what content flows to their site.
 - Organizational pages are public and can be viewed by anyone who visits the site.
 - Facebook operates on an algorithm to show you the content that is most applicable to your interests. The more posts you like from a particular individual or page the more their posts will show content in your news feed (your homepage). Encourage your followers to like your posts to continue to get up to date posts from your page in their news feeds.



Instagram

www.instagram.com

▪ **About** - Instagram is a social media network that allows you take, edit, share and post photos. Each photo you post is cropped to a square with the option of image effects such as scaling and cropping, adding filters, borders, focus, contrast and leveling. Tagging and sharing features are also available on Instagram.

- **Costs** - Instagram is a free network.
- **The Network** - You can follow and be followed by other individuals and organizations' accounts. Instagram allows you to have a public or private account. To view images on a private account you must request to follow the individual/organization and be approved.



www.youtube.com

About - YouTube is a social media network that allows you to post, watch and share videos.

- **Costs** - YouTube is a free network.

- **The Network** - When signed into YouTube (using a Google account) you can “Subscribe” to YouTube channels. This will allow you to view the most recent content from the pages you subscribe to on your YouTube homepage. Encourage others to subscribe to your channel to keep up to date with your videos.

Become Friends, Like and Follow!

Don't be shy! The more friends, likes and followers you have for your social media accounts, the better opportunity you have to spread the word about Creative Washtenaw.

- **Individual Likes**
 - **Your Individual and others' Accounts** - Encourage staff, board members, interns, volunteers and members to “become friends” on social media accounts. Then everyone can post, like and share others' posts with their own network.
- **Account Likes** - Be sure to have your social media accounts “like” and “follow” the following:
 - **Your Accounts:** Encourage all the steering committee chairs and volunteers to like and follow your Facebook, YouTube and Instagram accounts.
 - **Creative Washtenaw Social Media Accounts**
 - <https://www.facebook.com/creativewashtenaw>
 - <https://www.linkedin.com/company/74541651>
 - <https://www.instagram.com/creativewashtenaw/>

Posting about contests:

The following are guidelines for posting content about contests:

OK to post

- If it's a voting contest being presented by one of our member organizations
- If it's a call for submissions to a contest anywhere
- If it's a voting contest that features a member organization or individual, provided that voting is not a fundraiser technique
- If it's a news article about a contest that features a member, but does not have a public vote

Not Okay to post

- If it's a voting contest being presented locally by a nonmember organization

Social Media Posting Frequency

It is recommended that you keep a regular (at least 3x per week) presence online to keep your followers up-to-date with current information. Social media is about being in the moment. Avoid repeating posts, news or images especially if you post multiple times per day or on multiple networks. Vary your content and don't repeat news.

Suggested Content for Social Media:

- **Mix it up! The rule of thirds.**
 - One-third of post content should consist of material directly from or about your organization.
 - One-third of post content should consist of shares, reposts or retweets from affiliate organizations.
 - One-third of post content should consist of outside information or lighthearted content.

- **Post before, during and after events.** If the event is open to the public continue to invite people to come down and join in throughout the event.
- **Vary the language!** The same message can be posted repeatedly as long as the language varies slightly.
- **Include photos of your staff, volunteers, audience and visitors.** People like to see you and the people you serve! Posts with images reach more people.
- **Create photo albums.** Have a lot of photos? You can create photo albums on Facebook. Upload your photos in bulk and keep them organized. **Keep in mind that you need signed releases to post photos of children online.**

***Permissions, Rights to Privacy and Copyrights - All media** Social media makes it very easy to post pictures and share images on the internet. What about privacy and permissions? Generally people like to have a picture of them in the newspaper or posted on a website, but not always. Parents can be especially cautious when it comes to posting pictures of their children. Artrain uses a permission release form for children under 18 and as often as possible when people in pictures are clearly identifiable. See the form section for an example. This form also makes sure that you are spelling people's name correctly.*

You absolutely need permission to post works or images that are under copyright. Make sure you get permission in writing from the owner of the work.

- **Invite your audience to comment.** Post a question for your social media followers to share their opinion or voice. Once you have a couple of comments on a post it is called a 'thread.' Threads are a great way to get your network engaged in conversations with each other. Be aware that any content can be posted, therefore you need to have someone who can continually monitor and approve comments before they are actually posted. Anything inappropriate to your site can easily be removed by you, the page owner.
- **Shoutout to the other organizations, businesses or press that recognize you.** Be sure to visit those organizations or businesses pages and press the "like" button. See more about this below under Tagging.

Tagging on Social Media – Extend Your Reach

Tagging is an important component of social media. It allows you to acknowledge others through their networks and thereby, broaden your reach. When you tag someone, their followers also see the post thus boasting your reach and messaging.

When tagging someone in your network in a social media post type the @ symbol before mentioning their name (i.e., @creativewashtenaw) and it will pop up automatically for a tag. Select the appropriate name and they will be tagged and notified once your post is live.

Instagram allows you to tag people in photos who have Instagram accounts. You can click the Tag People button before posting your photo, tap on the photo where you'd like to place the tag, and type in the name of the person. If he/she is on Instagram, you can choose his/her name from the list of available options and they will be sent a notice of the tagging.

YouTube tags work like hashtags. Rather than tagging a person in a video you can place content tags beneath a video to help users search for the video.

Additional Social Media Networks

There are many social media networks available. Explore the recommended ones above as well as the additional networks below to see which ones work best for your organization.

- Tumblr, <https://www.Tumblr.com/>

- WordPress, <http://wordpress.org/>, <https://wordpress.com/>
- Reddit, <http://www.reddit.com/>
- Pinterest, <https://www.Pinterest.com/>

Interview Tips

The following tips have been compiled to help you effectively manage an interview with a member of the media. These tips will help you maintain an effective relationship with the interviewer so that you can properly relay Creative Washtenaw's message on to the public.

Pre-Interview

- ❑ Find out:
 - Media source (print, electronic, television, radio etc.)
 - How long is the interview?
 - Who is the audience?
 - What is the angle of the story?
 - Is this a live or taped interview?
 - If it is taped, can you restate answers?
 - When will the story run?
- ❑ Prepare a "talking paper" of primary points you want to make.
 - Have three key messages to convey
- ❑ Be yourself. Remember, you know more about the subject than the reporter, so be confident, collected, courteous and cool.

Preparation

- ❑ Prepare and attempt to anticipate a reporter's basic who, what, when, where and why questions of a story.
- ❑ Practice answering questions and, if there are any, review and have clear responses to any potentially provocative or contentious subjects or topics in advance.

During an Interview DOs

- ❑ DO reconfirm with the reporter what you know about the interview: how long it will be, whether it is live or taped, the focus of the conversation etc.
- ❑ DO be yourself.
- ❑ DO use positive body language.
- ❑ DO listen to the reporter.
- ❑ DO build bridges - establish a personable relationship with the reporter – yet be aware.
- ❑ DO be courteous, accurate, complete and as prompt as possible in your dealings with reporter.
- ❑ DO be aware of the reporter's deadline and try to give him or her enough time in which to do the best reporting job.
- ❑ DO choose your words carefully, especially in crisis situations.
- ❑ DO use specifics, analogies, contrasts, comparisons and anecdotes.
- ❑ DO make sure you understand the question before you answer it.

- ❑ DO if the reporter's question contains inaccuracies, correct them politely.
- ❑ DO know that you do not have to answer every question(s). Especially if you don't have an answer.
- ❑ DO ask when the piece will run and whether or not you can get a copy or tape.

During an Interview DO NOTs

- ❑ DO NOT question a reporter on the newsworthiness of a story. Deciding whether a story is newsworthy is the responsibility of the media representative and his or her editor.
- ❑ DO NOT become too relaxed and let misinformation slip out. Stay focused on a message.
- ❑ DO NOT say something is "off the record." If you do, don't be surprised if a reporter uses your statement anyway.
- ❑ DO not say "no comment."
- ❑ DO not make up an answer. If you don't have the answer, admit it and offer to get or look up an answer after the interview.
- ❑ DO accept "A or B," "laundry list," or "what if" questions.
- ❑ DO not speak or answer questions for anyone else. Avoid, saying anything like "I think she would say ..."
- ❑ DO NOT lie, speculate or exaggerate when responding to questions. Stick to what you know and the facts. Note: while there is no need for you to disclose intimate details that may be uncomfortable, honesty is always the best policy, no matter how painful and difficult the truth may be.
- ❑ DO NOT ask to see a reporter's notes or story before it is aired or published to confirm accuracy. Some publications do make it a policy to fact-check a piece before it is published. If that is the case, do take advantage of the opportunity to fact-check!
- ❑ DO NOT complain about the media or other reporters to reporters. NOTE: this is not to say that you should not challenge an "inaccurate or unfair" treatment of a story. If the story is inaccurate, move to correct the miss information immediately.
- ❑ DO NOT let the reporter wear you down. Journalists will often use techniques like asking the same question a number of ways to get you to say that sound bite they are seeking.
- ❑ DO NOT use jargon or professional expressions unless you are willing
- ❑ DO NOT go over a reporter's head to stop a story.

Print & Electronic Media Interviews

- ❑ Get advance knowledge of the interview topics.
- ❑ Be prepared in detail. Have your key messages, facts and contact information with you for reference.
- ❑ Begin interview by making your point in statement form.
- ❑ Maintain control of the interview.
- ❑ Set a time limit in advance.

Radio Interviews

- ❑ Know the details about the interview.

- ❑ Know whether it is a “live” or “tapped.” Each has its benefits. When you are “live” you can state something and it will not be edited out but you do not get a “redo” when you flub. If you are being taped, you can stop and restate a comment.
- ❑ Always visualize your audience. Talk *TO* them and not *AT* them.
- ❑ Put a smile on your face. It reflects in your voice.
- ❑ Be conversational.
- ❑ Use picture words to describe what you are talking about.
- ❑ Be enthusiastic.
- ❑ Be anecdotal.
- ❑ Be prepared to add anything that you didn’t get to talk about if the reporter asks “is there anything you would like to add?” It’s a great chance to complete your key messages if you missed any.

Television

- ❑ Know the details about the interview.
- ❑ Know whether it is a “live” or “tapped.” Each has its benefits. When you are “live” you can state something and it will not be edited out but you do not get a “redo” when you flub. If you are being taped, you can stop and restate a comment.
- ❑ When approached by any reporter, attempt to determine the focus and scope of the interview.
- ❑ Dress appropriately do not wear striped clothing; grays, browns, blues are good. Avoid a haircut right before an interview.
- ❑ Qualify your position. Tell the reporter who you are (title) and what you’re prepared to respond to or discuss.
- ❑ Eye contact is important. Don’t be distracted. Keep your eyes focused on the reporter when listening and responding, and *NOT AT THE CAMERA*.
- ❑ Speak slowly, especially when dealing with a crisis situation.
- ❑ If the interview is to be taped and edited, stop if you would like to rephrase something.

News or Press Conferences

- ❑ Do not call unnecessary media conferences. Only the communications manager or the president/CEO has the authority to do so.
- ❑ Notify the media as to what kind of event you are holding. *News conferences* announce something for the first time; *press availabilities* are held to make individuals available to answer questions or demonstrate something.
- ❑ Reserve space accordingly. It is better to have more room than too little.
- ❑ Decide format and lineup in advance.
- ❑ Prepare handouts if necessary.
- ❑ Check and see what else is happening in the community before scheduling a media conference for a particular day in order to avoid conflicts.
- ❑ Determine whether other organizations should be invited or should participate.
- ❑ Establish who will oversee the camera locations and other set up issues.
- ❑ Plan the length of the news conference, but be flexible.

- ❑ Plan the conference time to allow plenty of time before the next news airing (Noon, 6 p.m., and 11 p.m.)
- ❑ If there are limitations (i.e., photo access), put them in writing and inform the media at least 24 hours in advance.

Public Presentations - Tips to DO

- ❑ DO know the facts about your setting-size, demographics of the audience, location, etc.
- ❑ DO know and plan if you are using any equipment (i.e., overhead projector, slide, television and computer).
- ❑ DO use a full script with large type for easy reading.
- ❑ DO leave wide margins in your script for notes to yourself.
- ❑ DO highlight and mark your script to guide your delivery.
- ❑ DO leave your script pages unstapled for easier handling at podium. Pick up the page you have finished and move it to the side.
- ❑ DO time your presentation to fit the program schedule of the group you will address.
- ❑ DO practice, practice, practice read aloud using a mirror and a tape recorder until it sounds like you are talking, not reading.
- ❑ DO know how to use a microphone. Too often people assume that having a microphone anywhere close to them means their voice gets picked up. It does not. Lean into the mic if it is on a stand or if you are holding it, place it close to your mouth.
- ❑ DO test the microphone to see how “live” it is. Practice saying “p” and “s” words to see if the microphone pops. If so, be careful and back off it
- ❑ DO stay on script
- ❑ DO look out at your audience. If there is stage lighting or a spotlight on you, you probably cannot see your audience – however you still need to look out.
- ❑ Remain long enough afterward to give individuals a chance to talk with you.
- ❑ Assure that materials you bring are appropriately distributed amongst audience members.

Public Presentations - Tips to NOT DO

- ❑ DO NOT EVER “WING IT”- almost no one can do it well. Unless you have memorized your script, use a script, talking points and practice!
- ❑ DO NOT mumble or speak too loudly into the microphone (see testing the microphone above.)
- ❑ DO NOT read your script from the page. Because you have practiced, practiced and practiced, you should be able to refer to your script without actually reading it.
- ❑ DO NOT let one person dominate asking questions. Encourage them to continue their concerns/interest after the meeting and look for others with questions.
- ❑ DO NOT become defensive or emotional during the question and answer, period.
- ❑ DO NOT assume that tough questions are personal.
- ❑ DO NOT answer more than the question itself.

Creative Washtenaw Crisis Communications Procedures

Objectives:

The following Crisis Communication Procedure is a public relations plan to execute in the event of a crisis at Creative Washtenaw. It is to be used as a supplement to the existing crisis plan, and is intended to help protect the short- and long-term image of Creative Washtenaw. This will be accomplished by:

1. Following the appropriate plan of action as laid out in this procedure.
2. Executing the plan with the pride and integrity under which Creative Washtenaw operates.
3. Ensuring that all parties involved are informed and protected as best as possible.
4. Providing the media with information in an appropriate and timely manner.

Failure to adhere to the Crisis Communication Procedure will result in discipline as determined by the president/CEO and Creative Washtenaw's board of directors.

On-site Plan of Action:

Hierarchy of Incidents

Level 1

- *Small incidents, little to no media attention*
- *Handled during daily activities*
 - bad press
 - graffiti
 - incorrect information released
 - misdemeanor during Creative Washtenaw event

Level 2:

- *Large crisis, heavy media potential*
- *Crisis Communication Procedure implemented*
 - burglary / robbery
 - death
 - legal matters pertaining to Creative Washtenaw
 - human-made disasters
 - natural disaster

1. Find the highest ranking staff member on duty and inform them of the incident. The manager on duty is defined as Creative Washtenaw staff member who is supervising the event in progress. This person becomes the "manager on duty."
2. After adhering to emergency procedures, the manager on duty will assess the situation and, based on the *Hierarchy of Incidents* (see below), will determine whether the Crisis Communication Procedure should begin. If it is determined that the incident is not Level 2, do not continue with the Crisis Communication Procedure.
3. The manager on duty will contact the president/CEO. In the event the president/CEO is unavailable, the program director, communications manager and/or the board chair should be contacted so that they may oversee the Crisis Communication Procedure.
4. The Crisis Communication Team (herein referred to as CCT) is contacted and assembles at a specific location to address the situation. CCT consists of:
 - ☐ President/CEO
 - ☐ Chair of the board of directors
 - ☐ Program director
 - ☐ Communications manager
 - ☐ Manager on Duty (remains at site of incident)

If any of the members are not able to meet, they should be available via phone to participate. If they cannot participate in any regard, the committee will continue their work without that member. CCT will be responsible for following the Crisis Communication Procedure through its completion as well as creating timely and appropriate statements on behalf of Creative Washtenaw as needed.

5. CCT designates a primary representative for Creative Washtenaw to make official statements and answer questions throughout the crisis. A backup representative should also be designated in case the primary representative becomes unavailable.
6. A media center is designated. The media center is a place where the media receives updates and official statements are given. The site should be a fair distance from CCT's meeting area and other staff meeting areas, ensuring that the media is not in the middle of internal activities. If there is a visual to the incident, the media center should be near this and not in a remote site. An alternate location can and should be selected for interviews and later media briefings.
7. CCT assigns a representative to contact staff members by quickest method possible (text, phone, email, etc. to:
 - ☐ Inform them of the situation and name of designated representative
 - ☐ Remind them not to handle any media requests
 - ☐ Politely direct inquiries to the main office or representative
 - ☐ Let them know that they will receive updates as often as possible
 - ☐ Assign duties if necessary

The representative will also contact any organizations and sponsors that are involved in the incident and provide information on what has transpired.

8. CCT compiles all known information on the incident. This includes speaking to all staff members that have witnessed the incident. From this information, CCT will determine the company's position on the incident. The position should consider: the individuals involved, consequences to Creative Washtenaw (financial, public relations, operational), and target audiences (media, families, sponsors, communities). Based on the incident, technical experts should be called in to assist in providing additional support to CCT.
9. CCT, through the communications manager, briefs the primary and secondary spokespersons, as well as the technical experts. This includes practicing tough questions with each to help simulate upcoming media inquiries, remembering that nothing said is "off the record." The communications manager will run this exercise, unless this person is assuming a representative role.
10. The representative delivers initial statements and follow statements to the media at the media center. The prepared statement is read and then questions are taken if so decided by CCT. Interviews may follow if so determined by CCT.
11. CCT assesses media and response to the incident and the information that has been available and make appropriate adjustments if necessary.
12. Determine if the incident has been handled to its completion. If other incidents rise out of the original incident, return to #1 and repeat the steps if appropriate.
13. Release a post-mortem statement about the incident, including its current and future status. A similar release should be delivered to Creative Washtenaw's board of directors, members and other involved parties.
14. Within 10 days of the incident, CCT should meet again to review all of the actions that occurred in executing the *Crisis Communication Procedures* and determining the efficiency and effectiveness of the operations. This meeting should be documented by the office manager to ensure appropriate documentation of the findings. If necessary, CCT will discuss any changes that need to be made to

the *Crisis Communication Procedures*. By a majority decision (4 of 6 votes), changes can be made to the *Crisis Communication Procedures*.

Creative Washtenaw Contact Information

Deb Polich	President/CEO	Work	734-213-2733
		Cell	734-395-9868
Colby Spencer Cesaro	Board chair	Cell	(734) 646-4670
Hannah Baiardi	Communications Manager	Cell	501-350-0781

Interview Preparation & Information Sheet

Who is to be interviewed? _____

Day _____ Date _____ Time _____

Media Name _____ Website _____

☐ Newspaper ☐ Magazine/Monthly ☐ Television ☐ Radio ☐ Blog ☐ Podcast

Reporter's Name _____

Reporter's Phone _____ Reporter's Email _____

Planned date of publication or broadcast _____

☐ In Person Interview ☐ Live ☐ Taped ☐ How Long (in minutes) _____

☐ On-site ☐ In-Studio ☐ Remote

Location Name _____ Phone _____

Address _____ City _____ ST _____ Zip _____

☐ Telephone Interview ☐ Live ☐ Taped ☐ How Long (in minutes) _____

☐ Reporter to call you at (phone number) _____

☐ You are to call reporter at (phone number) _____

Focus of interview/what is the reporter interested in covering?

Key Messages

1. _____

2. _____

3. _____

4. Sponsors _____

Important Facts

Event Name(s) _____

Date(s) & Time(s) _____ Location(s) _____

Tickets, Admissions and/or Registration

☐ Free ☐ Ticketed Ticket price(s) _____ ☐ Must register in advance ☐ Sold Out

Where to get tickets or register

Website _____ Phone _____

For More Information Contact _____ Phone _____

Website _____ Email _____

COMMUNICATION PROJECT TEMPLATE

1. What is the communication project?
2. Project team:
3. Project goals:
4. Project strategies:
5. Project objectives:
6. Project tactics:
7. Who is it intended to reach (audiences/users)? Briefly describe each.
8. What action/impact do you want taken by the audience/users?
9. What is the message?
10. What/who is the source for content?
11. Is it stand-alone or coupled with another communication piece?
12. How is the message disseminated?
 - a. If person – verbally
 - i. Who is delivering the message?

- ii. Strengths to consider when writing/preparing for them.

- iii. Weaknesses to consider when writing/preparing for them.

- b. If text

- i. By what method? Print, electronic, internet, blog etc.

- ii. Benefits

- iii. Limits

- c. If video or audio

- i. Benefits

- ii. Limits

13. Tools needed (images?)

14. Available resources (standard text, b-roll, previous examples etc.)

15. Who else on staff can assist and/or be review team?

16. Any outside assistance needed?

17. When is final product due?

18. What is the timeline?

19. When will it be distributed?

20. Cost and budget for production & distribution (perhaps a spreadsheet template?)

21. Evaluation

Did the project meet its goals?

What did/didn't work?

Recommendations?