

PUBLIC RELATIONS/COMMUNICATIONS

E-mail Communications and eNews

Receiving Electronic Notifications and Updates

SOTX conveys information primarily through electronic communications, which requires you to first register on the SOTX website: www.specialolympicstexas.org. To begin receiving “E” notifications, all you need is a current e-mail address. You can easily manage your “E” subscriptions online at www.specialolympicstexas.org and obtain monthly eNews and electronic communications. Once you have registered and are logged in, you will be able to select the e-mails you wish to receive.

For privacy reasons, SOTX cannot make changes to your account. If you need to change your email address on file, or would like to remove yourself from our mailings, you must make the change. At the bottom of every email communication, there are links to visit the “Subscription Management Page” and “Remove” to make those changes to your account. You may also update your subscription at any time by visiting our website at www.specialolympicstexas.org and clicking the “Registered User Login” link. Contact your program/area director, or contact the chapter communications department at communications@sotx.org for further assistance.

SOTX Stories

We are always looking for stories about the great things happening in the lives of our SOTX family. If you know an athlete, coach or volunteer who has accomplished something extraordinary or is deserving of recognition, please let us know. We want to hear from you! Please e-mail items of interest to communications@sotx.org.

Athletes are at the heart of our movement; therefore, we want to highlight them as much as possible. By completing an Athlete Profile Form and submitting it to the communications department, you can help us accomplish that goal. Athlete profiles are used for eNewsletters and for stories on our website. If you would like to submit an athlete for inclusion on our website or in our eNews, please complete the Athlete Profile Form and submit it, along with a high resolution (3MB or larger) jpg photo of the athlete, to the chapter communications department.

Social Media Guidelines

Social media plays an important role in the lives of Special Olympics Texas athletes, coaches, volunteers, families and fans. We would like to invite everyone to join the conversation on Facebook, Twitter and YouTube.

Join us on Facebook at www.facebook.com/SpecialOlympicsTX.

Follow us on Twitter at www.twitter.com/SOTexas.

Watch videos at www.youtube.com/specialolympicstexas.

Comments and Posting on Social Media Sites

As a friend and member of the SOTX social media communities, we encourage you to join the conversation and do so by leaving comments, posting pictures, tweeting about your experiences and sharing your thoughts with us. However, social media provides a global stage that knows no bounds and reaches all audiences. We ask that when you do post comments, pictures, tweets, etc., that you do so in consideration of the mission and vision of Special Olympics Texas. All comments are monitored and if comments, photos, tweets, or any other form of online contact with SOTX are not constructive and do not align with the below standards, it is at the discretion of SOTX to delete any such comment/post and/or ask you to remove it from your page. It is not our intention to discourage conversing with SOTX and any of its friends/followers, but to ensure that material is appropriate for and relevant to the SOTX audience. When commenting or posting material it is important to remember to:

- Be Respectful – Please use respectful and appropriate language. Comments will be removed that use obscenities, personal insults, ethnic slurs or other disparaging language. Refer to the language guidelines on page U-5 for appropriate terminology.





- Stay on Topic – Special Olympics Texas is a sports organization that provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. Social media is an ideal place to share stories and celebrate athletes’ accomplishments. We need your help and stories to shine a light on athletes’ successes within SOTX and in their communities. The goal of our social media sites is to promote conversation around these topics and address issues that affect our population. An example of an issue is the R-word campaign and using social media as a channel to reach new audiences.
- Protect Your Privacy – Comments, posts and pictures are visible to the public, so it is important that you refrain from sharing personal information such as your email address, telephone number or home address. It is not the responsibility of SOTX to monitor what information users share; we ask that you be diligent and cautious when sharing any personal information.
- Observe Copyright and Trademark Policies – There is no way to prevent the logo from being downloaded from social media sites, therefore it may not be uploaded or used on social media pages.

Using Social Media for Fund Raising

Many people use and enjoy social media communities because they are not advertisements, but rather a venue for authentic conversation that is relative, informative, often beneficial and not commercial. It is not our intent to discourage commenting or posting about SOTX team events in order to raise awareness and encourage participation; however, teams may not use social media sites to solicit donations. Furthermore, athletes, teams, coaches, family members and other individuals or entities may not solicit funds through social media sites in the name of Special Olympics Texas. For further information about fundraising guidelines, please refer to Section 5.

Facebook pages may not be created for SOTX events. This rule is for two reasons: 1) we want people to see other events and opportunities in the area to keep them engaged in more than one event; and 2) we do not want a page that is inactive for months out of the year, and numerous pages for events will be cumbersome and difficult to maintain/differentiate.

Personal/Team Social Media Sites

When creating your own or your team’s social media page, we encourage you to be yourself. We have created Special Olympics Texas communities for you to join; however, you may not use our logo and/or name “Special Olympics Texas” when creating your own personal or team pages and profiles, to avoid confusion over identity and ownership. If a team would like to create a page independent of the SOTX page, please follow the guidelines for logo usage and trademark policies available in this section.

- Groups – Many Facebook users utilize groups to show their affiliation to groups. If you would like to create a group involving Special Olympics Texas, it is likely there are others that would join, so please send those suggestions to communications@sotx.org and we will work with you to organize groups and members. Groups may not be created using the name or identity of Special Olympics Texas (SOTX).
- Logos – The logo may not be used under any circumstances on social media sites, since there is no way to protect it from being downloaded by users.

We hope that you will join our social media community. As friends of Special Olympics Texas, we ask for your help in monitoring pages and alert us to content that may be inconsistent with the SOTX mission, so that we can continue to protect our organization and athletes. If you have any questions or if you see anything inappropriate or disrespectful on our pages or on pages of others, please email communications@sotx.org.

Athlete Profile

To submit an athlete to be highlighted in our eNews or featured on our website, please complete this form in its entirety and submit it with a high resolution photo (3MB or larger) to the chapter communications department via email or mail using the below contact information:

Special Olympics Texas
Attn: Communications Department
7715 Chevy Chase Drive, Suite 120
Austin, TX 78752

E-mail: communications@sotx.org

Athlete Profile Form

Please submit a high resolution photo with this form.

Athlete Name: _____

Area: _____ Delegation: _____

Age: _____ Gender: _____ Ethnicity: _____

Phone: _____ E-mail: _____

Name of Athlete Parent/Guardian: _____

Phone: _____ E-mail: _____

Address: _____

Sports in which the athlete participates: _____

Year the athlete got involved in SOTX and how: _____

What kind of impact has the athlete's involvement had on his/her life? _____

Please list SOTX accomplishments. _____

Has the athlete attended National or World Games? If so, please list year, sport competed in, and competition results. _____

Athlete Profile Form (Page 2)

Is the athlete a trained Global Messenger? (Y or N) _____

If yes, how many speeches has he/she given? _____

Is the athlete fluent in a language other than English? Are family members? (Y or N) _____

If so, what language? _____

Is the athlete enrolled in school? (Y or N) _____

If yes, what school and grade? If no, did the athlete graduate and when? _____

Does the athlete have a current job or internship? (Y or N) _____

If yes, please elaborate. _____

Does the athlete volunteer? (Y or N) _____

If so, please provide details. _____

Does the athlete have any talents, accomplishments, hobbies or attributes that are interesting or remarkable? Please describe.

Is the athlete's family involved in SOTX? (Y or N) _____

If so, who and in what capacity? _____

Recommended by: _____ Date: _____

Relation to athlete: _____

Phone: _____ E-mail: _____

Language Guidelines

It is critical that you use appropriate terminology when speaking about Special Olympics Texas. In doing so, you help us educate the public and reinforce our organization's brand. Please notify the Vice President of Communications of all media interviews and speaking opportunities prior to completion. We can then provide you with the most up-to-date information about SOTX to ensure we are communicating a consistent message.

Appropriate Terminology

- A person has intellectual disabilities, rather than is mentally retarded; is suffering from, is afflicted with, or is a victim of mental retardation or intellectual disabilities.
- Individuals or people with intellectual disabilities.
- A person uses a wheelchair rather than is confined or restricted to a wheelchair.
- Distinguish between adults and children with intellectual disabilities. Use adults or children, or older or younger athletes.
- "Down syndrome" has replaced "Down's Syndrome" and "mongoloid."
- Refer to participants in Special Olympics as athletes. In no case should the word appear in quotation marks. Do not refer to athletes as Special Olympians, rather Special Olympics athletes.
- When writing, refer to people with a disability in the same style as people without a disability: full name on first reference and last name on subsequent references. Resist the temptation to refer to an individual with intellectual disabilities as "Bill," rather than the journalistically correct "Bill Smith" or "Smith."
- A person is physically challenged or disabled rather than crippled.
- A person is visually impaired rather than blind.
- Use the words "Special Olympics" when referring to the worldwide Special Olympics, Inc. program, SOI may be used on second reference.
- Use the words "Special Olympics Texas" when referring to the Texas Chapter of Special Olympics. "SOTX" may be used on second reference.
- The three statewide competitions for Special Olympics Texas are called the "Special Olympics Texas Summer Games," the "Special Olympics Texas Fall Classic," and the "Special Olympics Texas Winter Games."

Terminology to Avoid

- Do not use the label "kids" when referring overall to Special Olympics athletes. Adult athletes are an integral part of the program.
- Do not use the adjective "unfortunate" when talking about people with intellectual disabilities. Disabling conditions do not have to be life-defining in a negative way.
- Do not use the word "the" in front of Special Olympics unless describing a specific Special Olympics event or official. Saying "the" Special Olympics implies that Special Olympics is a once a year event when, in fact, it is a year-round movement.
- Do not sensationalize the accomplishments of people with disabilities. 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 refer to Special Olympics Texas as "Texas Special Olympics" or "Special Olympics of Texas". The ONLY correct reference is Special Olympics Texas.
- Do not use the word "Olympic" when referring to our athletes, programs, games, etc. The word should always have an "s" on the end (e.g., Special Olympics Texas, Special Olympics athletes, Special Olympics games, etc.).
- Do not refer to your team by listing "Special Olympics" after your team name (e.g., El Paso Special Olympics is incorrect usage). You may put the words "Special Olympics Texas Team" after your name (e.g., correct usage examples would be El Paso Longhorns or El Paso Longhorns, A Special Olympics Texas Team).
- Do not use the word "special" when talking about people with intellectual disabilities.





The term is distancing and inappropriate and describes that which is different about any person.

- If a team is its own 501(c)(3), it may NOT use the Special Olympics Texas name except to say "XYZ is an independent team that participates in Special Olympics Texas competitions."

Photographic Representation

Every athlete and volunteer who participates in Special Olympics gives his or her permission to be photographed and to have those photographs reproduced by Special Olympics in its promotional pieces. The permission is included on the Athlete Medical Form (pages B-7 to B-8) and the volunteer registration forms (pages C-15 to C-21).

The athlete wording is as follows: In permitting the athlete to participate, I am specifically granting permission to you to use the name, likeness, voice and words of the athlete in television, radio, films, newspapers, magazines, other media and in any form not heretofore described for the purpose of advertising or communicating the purposes and activities of Special Olympics and in appealing for funds to support such activities.

The volunteer wording is as follows: As a volunteer member of Special Olympics Texas, I agree to grant Special Olympics permission to use my likeness, voice and words in television, radio, film or in any form to promote the activities of Special Olympics.

Logo Usage

The official Special Olympics logo has evolved from elements of the original symbol and logo. The logo with its contemporary colors symbolizes the joy and freedom of sports and fitness, with a representation of Special Olympics' global outreach.

The statement the logo makes depends heavily upon the quality of its appearance and the quality of the applications on which it appears. The logo must be used exactly as it is provided to you. The logo must be reproduced in its official form, enlarged or reduced. It may not be distorted in any way.

Use of the logo requires a completed usage form, and must be approved by the Vice President of Communications before printing. You must fill out a Logo Usage Form for each use of the logo. When you submit the Logo Usage Application and receive the logo from the communications department, you are only allowed to use the logo for the purpose listed on the form. You must fill out the form for each separate use to help us ensure that it is being used properly.

SOTX teams may apply for a SOTX team logo (see example on page U-8). This logo should be used by teams instead of the standard SOTX logo. If a team is its own 501(c)(3), it is NOT permitted to use the Special Olympics Texas logo under any circumstance.



Official Seal

(the official seal may only be used if the official logo also appears somewhere on the piece as well)



Official SOTX Logo

(seal, logotype and chapter designation)



Official Area Logo

(seal, logotype, chapter designation and area designation)

Rio Grande Valley - Area 1

Registered Trademark Policies

The Special Olympics logo is the official trademark of the worldwide Special Olympics program. The logo is registered with the U.S. Patent Office and in many other countries around the world. Use of this logo may only be granted by Special Olympics, Inc. Headquarters, or its duly authorized agents. (Chapter Programs accredited by Special Olympics, Inc. Headquarters are considered authorized agents to authorize logo use within the geographic boundaries of their programs. Therefore, logo designs and uses must be approved by the chapter communications department. The application for logo usage is included in this section.)

The trademark symbol ® on the logo must appear in a legible size, and in its proper position as shown on the following page. This is to protect the logo's trademark registration and to prevent individuals and organizations from using it without the express permission of the Special Olympics organization.

The Following are Registered Trademarks of Special Olympics

- Special Olympics Symbol (single figure within logo)
- Special Olympics Multiple Figure Symbol (critter ball, official logo)
- International Law Enforcement Torch Run logo
- A Very Special Christmas®
- Be a fan™
- Cops on Doughnut Shops®
- Cops on Top®
- Flame of Hope™
- Global Law Enforcement Torch Run™
- Guardians of the Flame™
- Healthy Athletes®
- Inspire Greatness®
- Law Enforcement Torch Run®
- Medfest®
- Opening Eyes®
- Partner's Club®
- Polar Plunge®
- Plane Pull®
- SO Get Into It®
- Special Smiles®
- Team Advantage®
- Tip A Cop®
- Torch Run®
- Truck Convoy®
- Unified Sports®
- Young Athletes™ program

The "Olympic Rings" are five interconnected circles which form the official logo of the International Olympic Committee. **The Olympic Rings may not be used in any way by any Special Olympics program.** The usage is expressly forbidden under Special Olympics, Inc.'s agreement with the International Olympic Committee.





Logo Usage Samples

Do not reproduce these logos. A logo will be provided to you or your vendor electronically in the correct format upon completion of logo application.

Vertical Logo Usage



***Special Olympics
Texas***

*Chapter or Program Name/
goes below the logo.*

Example



***Special Olympics
Texas***

***Greater Houston - Area 4
XYZ Team***

Horizontal Logo Usage



***Special Olympics
Texas***

*Chapter or Program Number
goes below the logo.*

Example



***Special Olympics
Texas***

***Greater Houston - Area 4
XYZ Team***

Type faces

Special Olympics appears in Serpentine Bold Italic and chapter/program name is in Times New Roman Italic.

Use of color

Two color Special Olympics Texas is PMS 485 and chapter/program name and art are PMS 327

One color

Art and type are PMS 485 or PMS 327 or black.

PMS 485



PMS 327

***Special Olympics
Texas***

PMS 327

PMS 485 or

PMS 327 or

Black



PMS 327









***Special Olympics
Texas***



Logo Formatting

- Do not replace logo typography with a different type style.
- Do not alter the relationships of logo typography.
- Do not reformat components of the logo.
- Do not display the logotype without the official seal. The logotype may not be used except as part of the official seal.
- Do not change the relationship between the official seal and the logotype.
- Do not replace the official seal with any other symbol.
- Do not allow other imagery to encroach upon the logo's clear area. The boundaries of the clear area are set away from the logo the equivalent of the cap height of the letter "S" in "Special," referred to here as "X." Always allow a generous amount of open space, especially in printed applications.
- Do not allow awkward or confusing format relationships between sponsor and Special Olympics logos.
- Do not allow positive logos to appear against backgrounds darker than a 40 percent value of black.
- Do not allow inadequate color contrast between the positive logo and its background.
- Do not allow reverse logos to appear against backgrounds lighter than a 60 percent value of black.
- Do not allow inadequate color contrast between the reverse logo and its background.
- Do not switch official logo colors.
- Do not substitute either color in the two-color logo.
- Do not allow background imagery to obstruct the logo.
- Do not allow inadequate color contrast between the positive logo and its background.
- Do not allow unapproved adaptations of official Special Olympics colors.

Examples of Poor Logo Usage

 <p>Special Olympics Texas</p> <p>Do not replace logotypography with a different type style.</p>	 <p>Special Olympics Texas</p> <p>Do not alter the relationships of logotypography.</p>	 <p>Special Olympics Texas</p> <p>Do not reformat components of the logo.</p>	 <p>Special Olympics Texas</p> <p>Do not display the logotype without the official seal.</p>
 <p>Special Olympics Texas</p> <p>Do not change the relationship between the official seal and the logotype.</p>	 <p>Special Olympics Texas</p> <p>Do not replace the official seal with any other symbol.</p>	 <p>Special Olympics Texas</p> <p>Do not allow other imagery to encroach upon the logo's clear area. Always allow a generous amount of open space, especially in printed applications.</p>	 <p>Coca-Cola Special Olympics Texas</p> <p>Do not allow awkward or confusing format relationships between sponsor and Special Olympics logos.</p>

Logo Usage

As an accredited program of Special Olympics, Inc., Special Olympics Texas pays for the right to utilize the trademarked logo of the movement. As a result, Special Olympics Texas is required to protect that logo. This is a role that Special Olympics Texas takes seriously. Any use of the logo within Texas must be granted by Special Olympics Texas, according to the following guidelines:

All uses of the logo require prior approval by the Vice President of Communications.

Logo applications for teams must be submitted by a certified coach. Logos may only be used for the following purposes: team uniforms, promotional materials and banners. If a team is its own 501(c)(3), it is NOT permitted to use the Special Olympics Texas logo under any circumstance.

Upon approval of the logo usage, an appropriate logo will be provided to the requester or directly to the vendor. This logo may not be altered in any way and must adhere to logo formatting guidelines presented on the previous pages.

Each item with a logo on it must have an approved application on file, or the party will be asked to cease and desist. Continued disregard for the policy could result in legal action.

Sponsors may only utilize the logo after approval of the Vice President of Resource Development, in accordance with the partnership agreement, and the Vice President of Communications.

Special Olympics Texas Use of Logo Application

Any use of the SOTX logo must be approved by the Vice President of Communications.

Please attach a mock-up of your requested logo usage. This application will not be reviewed unless accompanied by an example of logo usage.

Area: _____ Application Date: _____

Submitted By: _____

Address: _____

City, State, ZIP: _____

Official Delegation Name: _____

Phone: _____ Fax: _____

E-mail: _____

Describe How Logo Will Be Used: _____

Requested Color: (black or 2-color) _____ Requested Format: (vertical or horizontal) _____

Recommended By: _____ Date: _____
Development/Program Director

Approved By: _____ Date: _____
Vice President of Communications

Approval must be granted by the Vice President of Communications.

Fax to: 512.835.7756 or e-mail to vp_pr.chp@sotx.org.

Website

As with the logo, Special Olympics Texas also has the responsibility to protect the name of the movement. Therefore, if you are going to create a website and utilize the Special Olympics name within that site, you must adhere to the following guidelines:

Website applications must be approved by the Vice President of Communications. This application must be accompanied by all content that will be on the site **prior to the site going live**. Upon approval of the content for a new website, the communications department will provide a thumbprint to be placed prominently on the home page to verify it is an approved site. Every site will be reviewed for validity and accuracy on an annual basis (in June/July), regardless of which month the site was initially approved. If your site requires changes to be in compliance, the changes must be made immediately upon receiving notification, or the site must be taken down until the changes are made. Each year, you will receive a new thumbprint once your site is reviewed and approved.



Only certified coaches may apply for a team site.

Only teams with a centralized bank account may have a website advertising their Special Olympics Texas affiliation and activities.

If the logo will be used on the site, a logo application must accompany the website application.

Team websites may be informational only. They may not be used for fund raising.

Content on the website must be in agreement with SOTX's language and logo usage guidelines. Any significant changes or additions to the site after approval must be reviewed by the Vice President of Communications.

Team websites must be linked to the Special Olympics Texas website. **Team websites may not use the name Special Olympics within the web address.** All team websites which reference the Special Olympics name/program within the site must adhere to approval guidelines given by the communications department. Failure to comply could result in legal action.

Special Olympics Texas Website Application

All websites must be approved by the Vice President of Communications prior to implementation.

Application Date: _____ Submitted By: _____

Address: _____

Delegation: _____ E-mail: _____

Phone: _____ Fax: _____

Company or Person(s) Responsible for Updates: _____

Phone: _____

Describe Purpose of Website: _____

Provide URL of Website: _____

(Attach printouts of all website pages)

Fax form to: 512.835.7756 or e-mail to vp_pr.chp@sotx.org.

Approved By: _____ Date: _____

(Vice President of Communications)



Crisis Communications Plan

This crisis communications plan provides Special Olympics Texas standards for communication within the organization and between the organization, the media and the public in the event of an emergency situation. The purpose of this plan is to give guidelines for communicating during an emergency that protect those involved as well as the organization. Special Olympics Texas has an excellent image in the community. It is the organization's intent to protect and preserve that image along with the integrity of the movement during any emergency or crisis situation.

Please familiarize yourself with the Crisis Communications Plan. Should an emergency, disaster or crisis occur during or associated with Special Olympics Texas, please take the following steps:

1. Contact appropriate agencies; if there are health risks dial 911.
2. Call the Special Olympics Texas crisis line at 800.685.2560 and notify your program/area director or development director
3. Collect all available information. Do not speculate; factual information is what is needed at this point. Gather the facts, including statements from witnesses whenever possible. Collect names and addresses of everyone you speak with regarding the incident.
4. The Special Olympics Texas Crisis Team will determine the next steps and delegate responsibilities to staff, volunteers, etc. The Crisis Team will work in conjunction with outside officials involved, such as the police department, emergency services, facility managers, sponsors, attorneys, etc.
5. **Do not speak to the media or issue any statements, formally or informally.** Special Olympics Texas will have a single designated spokesperson. A spokesperson will be identified through the Crisis Team. All information will be funneled to the designated spokesperson and an official statement will be issued, if need be.
6. Remember that everything counts. Nothing is "off the record."
7. Check and re-check all information for accuracy.
8. Keep a daily detailed journal of events surrounding the crisis – who you talked to and what activities occurred.

Defining the Crisis

There are two major kinds of crisis, the sudden crisis, which we are all most familiar with, and the smoldering crisis.

Sudden crisis situations could include:

- Serious accidents involving athletes, volunteers and/or staff.
- Natural disasters during an event.
- Criminal actions taken by athletes, volunteers, spectators or staff.
- Internal and external security threats.
- Improper use of funding and gifts.
- Any athlete missing (for more than two hours).

Smoldering crisis situations could include:

- Action by a disgruntled volunteer, spectator or staff.
- Prior criminal activity by volunteers, staff and athletes.
- Use of our name, logo and 501(c)(3) without our knowledge or incorrect usage.
- Improper set-up at facilities for events.
- Public perception.

Smoldering crises are always in the air. It is the responsibility of all Special Olympics Texas staff to uphold the policies and procedures of the organization to help alleviate such situations. At all times, Special Olympics Texas staff and volunteers should be mindful of situations that could escalate, and address them with appropriate Crisis Communication Team members.