

# THE MIAMI LIGHTHOUSE FINAL MEDIA KIT

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**Through education, training, research and vision enhancement, Miami Lighthouse for the Blind and Visually Impaired provides hope, confidence and independence to people of all ages.**

# THE MEMO





# Final Media Kit

## I. Client Information

### **Background:**

This semester I had the pleasure to work with the Miami Lighthouse for the Blind and Visually Impaired, a nonprofit organization located in the heart of Miami, FL at 601 SW Eighth Ave., 33130. I had the pleasure of meeting Cameron E. Sisser, Vice President of External Relations (telephone (786) 362-7515, email [csisser@miamilighthouse.org](mailto:csisser@miamilighthouse.org)), at the Miami Lighthouse on Aug. 20<sup>th</sup>, 2020 for 45 minutes, where we discussed the details of the coursework that I will be completing this semester for the organization.

The Miami Lighthouse for the Blind and Visually Impaired is Florida's largest and oldest nonprofit serving the needs of the blind and visually impaired. Through education, training, research and vision enhancement, Miami Lighthouse is a center for learning that provides hope, confidence, and independence to people of all ages, transforming the lives of over 90,000 blind and visually impaired people annually. The Miami Lighthouse mission statement is "to provide vision rehabilitation, eye health services and education that promote independence, to collaborate with and train professionals, and to conduct research in related fields." Their programs' impact is statewide, national, and international and have been adopted by many other states. They also have had a history of collaboration. In the late 1920's, they worked together with a dedicated group of Floridians, to find the Florida Association of Workers for the Blind. The Miami Lighthouse has been a staple in the South Florida community and they have been able to shed light on the issue regarding the blind and visually impaired for 90 years.

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## **Restrictions:**

The Miami Lighthouse has a style guide that they follow for different types of print or digital media. The main colors used are:



Hex code: #0053A1

Hex code: #9F7829

Hex code: #FFFFFF

The Miami Lighthouse also uses the same fonts throughout all of their publications which are:

1. Montserrat

Miami Lighthouse

**Miami Lighthouse**

Miami Lighthouse

2. Open Sans

Miami Lighthouse

Miami Lighthouse

**Miami Lighthouse**

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### **Previous Documentation:**

I was able to receive some sample flyers and brochures that the Miami Lighthouse has created as well as being able to see how their online retail store will look like and they all seem to follow the same format. They use royal blue, white, and gold as their main colors on most of their publications. They also use a serif font for most of their headings and sans serif font for their body text. When dealing with those who are blind and visually impaired they also make sure to use a large point size for text and the word spacing cannot be too close. From the flyers and brochures, that they provided me I was able to rework their current style and give it a bit of a modern twist. I added some more colors since most of their publications I believe did not use all of the main colors to their advantage.

### **Work created and kit:**

The work that I created for the Miami Lighthouse will not be used. Never the less these items were great practice for me and I would send each assignment that I created to the Miami Lighthouse and received great feedback. The kit is used mainly by the Miami Lighthouse for their publications since they do mostly everything themselves. If any outside media want to find their kit they need to reach out to the external relations head at the Miami Lighthouse.

## **II. Skills**

While working with the Miami Lighthouse, I was able to improve many of my skills throughout the semester through my work. Some of the skills that I learned these past couple months were:

- Time management
- Design
- Creating content for those who are blind and visually impaired
- AP style
- Learning how to use email services such as Mailchimp

All the skills I have mentioned were developed throughout the semester as I was working on these assignments. Time management was the biggest skill I improved on. I needed to be in communication with the Miami Lighthouse prior to working on the assignment that week to see what content they wanted me to use. When I received that information, I needed to start the assignment right away, so I wouldn't fall behind. I had to schedule weekly calls with them so that way they knew where I was on my assignments during the week, what else was needed and to

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talk about the next assignment. I needed to balance my time and make sure that each assignment had my undivided attention.

When designing for the Miami Lighthouse, I was introduced to Canva. Canva is an online service that anyone can use to create brochures, newsletters, flyers and much more. Using Canva allowed me to incorporate many modern designs into my assignments. This was a main issue that I wanted to address while working on the brochure, flyer and newsletter. I wanted to update the style that the Miami Lighthouse was originally using and Canva played a major role in helping me do that. By using Canva, this helped me in bettering my graphic design skills and also helped me in creating content very quickly.

The Miami Lighthouse is a nonprofit organization for the blind and visually impaired. This meant that most of their content was created for those who are blind and visually impaired as well as their families. I was fortunate to learn ways on how to make my content easier to understand by those who are blind and visually impaired. From simple things such as using bigger fonts and using colors that stand out to creating content that would be delivered electronically and be read out loud by a screen-reader. Each assignment I had to make sure my content was eligible to be read by a screen-reader for those who are blind.

AP style played a big role throughout my assignments this semester as well. While practicing AP style in class, I was able to transfer that knowledge to my assignments for the Miami Lighthouse. Practicing my AP style allowed me to create content with no grammatical mistakes, this was very important since some of my assignments would be read through a screen-reader. If my grammar was incorrect it would result in an incorrect reading and my message could be misunderstood to one of my target audiences.

While working on my newsletter assignment I was introduced to different email services that you could use to distribute a newsletter and were free to use. I was introduced to Mailchimp a marketing platform that I could use to engage with my target audience. The Miami Lighthouse currently has their newsletter online on their website, both an audio and electronic version. By using Mailchimp I was able to learn how to use email services where I can send a newsletter that I created with hyperlinks to my target audience.

The skills that I learned during the time I worked on this project will be skills that I take with me forever. Some of the reasons that these skills will help me in the future are:

- Being able to balance my client needs, my work and also begin to think of my next will help me in the future as I will need to manage my time wisely if I were to have multiple clients. Creating a routine with my client helped me in managing my time and not falling behind.
- Being a good designer is a necessity. Learning how to take your organizations ideas and wants and create an eccentric piece of media will be a plus. Being able to design content using platforms like Canva and Adobe will help me standout by showing potential client's things that I have created.
- While learning ways to create content for those who are blind and visually impaired will help me in creating content for an audience that is many times left out by many organizations and companies. I can bring insight to a huge demographic that is constantly left out to my client. It also makes me aware that there are people who are being left out due to a disability and I know that I can create content that would be able to reach them.
- AP style will always play a big role in my PR career. Since I will be writing a lot keeping up to date with the AP style guide will keep me on track grammatically.
- Learning new services such as Mailchimp and many more will help me in discovering new ways to reach my target audience. It will allow me to reach more people in this digital age and share content that they usually do not see on social media.

### **III. Individual Documents**

#### **Media Advisory:**

- a. The target audience of the advisory is to local reporters who wanted to attend the event and cover it. We sent out this advisory to all local news and radio stations to gain coverage on it. It was also being put on the website, so our clients could also see it.
- b. The design choice of the advisory was standard. The advisory had a brief introduction at the top under the headline. It would then go on and explain what the event is, who would be in attendance, when and where it would happen and why the event is happening. The advisory followed the color scheme of the organization.
- c. The choice of content for this media advisory was information about the See the Light Luncheon. I provided a brief description of the events history and then spoke about when the event would be happening.
- d. This advisory would be sent out electronically to media outlets.
- e. The purpose of this publication was to help remind the public that out annual See the Light Luncheon was still occurring. Due to the ongoing pandemic many people assume that the Miami Lighthouse had cancelled their annual events, but with this media advisory being sent out it will remind the media that the event was still happening just virtually.
- f. No changes were made to the final media advisory.

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**News Release:**

- a. The target audience for the release is to reporters, past attendees of the event and to people who would like to participate for the first time. Since the event was now being held virtually we wanted to open the event to more people outside of the organization.
- b. The news release had a consistent style, very similar to previous news releases that the Miami Lighthouse has released. I kept the same color scheme throughout and included images of the White Cane Day logo that the Miami Lighthouse had created.
- c. The content of this news release was the annual White Cane Day celebration. In the news release I provided a description about the event and its history. I also included information on how people who are interested could join the event.
- d. This news release was delivered electronically to the local and national media and it was posted on the Miami Lighthouse website for the clients and donors to see.
- e. The purpose of this release was to give reporters and the public a bit more information and a background on the event. The Miami Lighthouse wanted to let the public know that the event will still be happening this year and what it entails of.
- f. In the final version of the news release I corrected some AP style mistakes and re arranged my content order to have the 5 W's answered in the first paragraph.

**Pitch:**

- a. The target audience for my pitch was politics writers. I was looking for writers who had experience in writing about issues that deal with those who are blind and visually impaired. The person who I chose to write my pitch for was TIME writer, Abigail Abrams.
- b. The pitch design was done through email.
- c. The content choice for the pitch was a recent campaign the Miami Lighthouse has done in regard to the 2020 election and how many candidates do not have websites that are ADA (Americans with Disabilities Act) compliant.
- d. The pitch was delivered electronically via email.
- e. The purpose of the pitch was to get coverage on a campaign that was done. It was urgent to get the pitch sent out quick to reporters since election season was coming to an end and voting was about to commence. The pitch being sent out to the right reporter will help us in gaining that news coverage that we feel our campaign deserves.
- f. No changes were made to the final version of the pitch.

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**Flyer:**

- a. The target public for the event/flyer was for those who are currently clients of the Miami Lighthouse, past attendees of the event, our donors, the media and to anyone who wants to participate in the event. We needed to communicate to them that the event was happening and how they could attend it.
- b. For this flyer I wanted to keep it as simple as possible. I looked at previous flyers that the Miami Lighthouse has put out to see what kind of style they use and wanted to add my own kind of twist to it. I wanted to put the graphic the Miami Lighthouse has created for the event on the flyer, as well as to use the organizations color scheme since I felt that many of their past flyers didn't use color to the best of its ability. I also used a stripped overlay over the blue background, which would allow the center of the flyer which is a white rectangle that holds all the information to pop out. The flyer was intended to have a welcoming/exciting vibe, it was also meant to be a flyer that you can see from far away.
- c. The content choice for the flyer was to provide information on their Virtual White Cane Day celebration. The flyer included the date of the event, how the event will be conducted and how you can join the event.
- d. The flyer was mainly going to be sent to the public, but they were also going to be displayed at the Miami Lighthouse for those who are currently able to enter. The flyer was being sent out by email to the target public as well as being posted on all of the social media accounts.
- e. The purpose of the flyer is to serve as a reminder for our clients that the event was still going to occur. By using the flyer, I was able to get my message across and tell individuals who received the flyer how they could RSVP to the event and other information.
- f. Only one change was made on the poster and that was the kerning of some words.

**Brochure:**

- a. The target audience for this brochure is the Miami Lighthouse community (both clients and donors) as well as those in the country who are blind and visually impaired.
- b. It was designed as a tri-fold brochure. I decided to make the color scheme that of the organizations. I felt that the Miami Lighthouse did not use their color scheme to its potential in previous brochures and I wanted to change that. The typeface used in the brochure was a bigger font than usual.
- c. This brochure will focus on The Lighthouse Shop, it is a webstore and physical store that sells items for those who are blind and visually impaired. The contents of the brochure fit the target audience because they are the ones who are purchasing these items generally. Items such as magnifiers, mobility canes and low-vision products.

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- d. This tri-fold brochure will be sent out in two ways. First, the brochure will be printed and kept at the Miami Lighthouse location. This will allow our own clients, donors and walk-ins to find the brochure. It will also be sent out to local optometrist's offices where those who are not members of the Miami Lighthouse can also find the brochure. The second way this brochure will be sent out will be electronically. Due to the ongoing pandemic the Miami Lighthouse has cut back on many events where they would release this information in-person. In result, the brochure will be also sent out electronically to recipients of our newsletter, families of our clients and donors.
  - e. The purpose of the brochure is to share information on the new web and physical shop the Miami Lighthouse launched this year: The Lighthouse Shop. We want to give recipients on this brochure a brief introduction on the Lighthouse Shop, what products are available to purchase, where they can purchase these items and include some client testimonials on these products. Brochures will allow our clients to get a brief summary on a certain issue or place without giving too much information.
  - f. No changes were made to the final brochure.

#### **Newsletter:**

- a. This newsletter will be intended for clients of the Miami Lighthouse, the donors of the organization, anyone who follows the blind and visually impaired community and the local Miami community. The newsletter will be sent electronically to recipients, some will be printed out and kept at the Lighthouse for those who are currently able to enter the building. The items that the newsletter addresses will be useful to both clients of the Lighthouse and to those who are not.
- b. I intended for the design of the Miami Lighthouse newsletter to be modern but also playful. I used the color scheme of the organization, with yellow being my main color. I put the name and issue of the newsletter at the top and under that I had a quick summary of what is being discussed in the newsletter. The first page of the newsletter I dedicated to our main story which was the recap of our Virtual White Cane Day celebration, here I included pictures and a link to watch the virtual celebration. The next page was where I placed my other stories, these needed to be spaced equally, that way I have ultimate use of my white space. The bottom of the newsletter is where my masthead is.
- c. The content for this newsletter will show a recap from our Virtual White Cane Day, it will also include a link to the YouTube video recap of the event. It will also include a client testimonial from one of the members of the Miami Lighthouse and how they are handling the pandemic. It will have a section which will announce the virtual See the Light Luncheon, another annual event the Lighthouse hosts that has gone virtual. Recipients of the newsletter will find out how they will be able to attend the luncheon and when it will happen. The newsletter will also show at the top what the contents of the newsletter are. This content will follow the goals of the newsletter by recapping an event that was hosted and by showing recipients what is next. It will also include news on the Miami Lighthouse's response to the pandemic and how its clients are dealing with it.

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- d. The newsletter will be sent out twice a month, once at the beginning and again at the end. The Miami Lighthouse does this so that it can tell its followers what they can expect at the beginning of the month and the newsletter that they receive at the end of the month would be a recap of what they did and will look at what is upcoming for the organization. The content on the newsletter will be timed by when they occurred.
  - e. The purpose of this publication is to deliver information that is released by the Miami Lighthouse on events and current events that are happening in the blind and visually impaired to community. This information then would be shared with members of the blind and visually impaired community on the national level, current members of the Lighthouse and as well as the Miami community. With many of the Lighthouse events going virtual, they want to share information on when their next events will be happening and highlight the past events they have done and other events they did. The newsletter will provide clients, donors and other recipients information on what the Lighthouse has done during the month.
  - f. The only changes made needed to be done while using the Mailchimp server. It seems my masthead was put in the center of the page and not at the bottom. The layout of the newsletter did not need to be changed.

### **Social media plan:**

a.

#### Facebook

The target audience for the Miami Lighthouse Facebook is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### Twitter

The target audience for the Miami Lighthouse Twitter account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### Instagram

The target audience for the Miami Lighthouse Instagram account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### LinkedIn

The target audience for the Miami Lighthouse Facebook is our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### YouTube

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The target audience for the Miami Lighthouse YouTube account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

- b. The color and design choices for the social media plan are different for every platform. Majority of the platforms will have an image along with a caption, only one different is YouTube which will have a video, a title for that video and a description of it.
- c. The content choice for each platform is displayed differently but will mainly be the same information. Posts will be on the ongoing pandemic, being ADA compliant, coverage on our events/campaigns, information on our Lighthouse Shop and client testimonials.
- d. These messages will be delivered across social media platforms. The main ones used by the Miami Lighthouse are LinkedIn, Instagram, Facebook, Twitter and YouTube.
- e. The purpose of this is due to the fact that we as people are gradually shifting to an online world, we need to communicate more with our target audiences on these platforms that are widely used. Using social media platforms can help you get trending and project your message across the world. By creating social media posts for the Miami Lighthouse consistently, will allow us to gain more followers, more interaction on our posts and spread our message of the blind and visually impaired community further.
- f. Nothing was changed from my final social media analysis.

### **Strategic plan:**

- a. For my strategic plan my audience was the Miami Lighthouse. I went through each assignment early on in the semester with the team and discussed what target audiences and topics they wanted me to focus on with each assignment.
- b. I wanted most of the assignments to follow the Miami Lighthouse color scheme. I wanted to have them be related to one another so that way our clients will be used to the color scheme and will be able to spot out one of our flyers, brochure, or newsletters without even having to see the name.
- c. The content choices for the strategic plan was our annual events which were being held virtually in October. We also wanted to focus on the Lighthouse Shop and the ongoing campaign that was being conducted on the 2020 election candidates and their websites.
- d. Since the pandemic was still taking place, all of these assignments were going to be delivered electronically to the clients, donors and public. Some of them would be printed out and put on display at the Miami Lighthouse.
- e. The purpose of creating a strategic plan allows me to stay on track and since it was done at the beginning it gives me an insight of what I will be doing throughout the semester.
- f. What I needed to change in my strategic plan was I needed to make it more specific to what media I would send it to. I wanted to focus on more local media, so I made the appropriate changes to reflect that.

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## IV. Summary

### Impressions

My overall impression of working on this project was that it was eye-opening. Being able to have a real-world client and create content for them is a great form of practice. I was fortunate enough to work alongside a nonprofit here in Miami that I would pass by every day in elementary school. It was amazing how it came back full circle and how I would be now be working hand-in-hand with this organization. The assignments that we needed to create throughout the semester was great practice for the real world, creating items such as brochures and newsletters, to creating content such as news releases and memos, and to practicing how to pitch. By having real world experience on how to create these assignments, it will allow me to further my PR skills and become an amazing PR specialist.

### Working with the Miami Lighthouse

The Miami Lighthouse is considered to be one of the top nonprofit organizations in the state and as I was working with them I was able to see that excellence at first-hand. The Miami Lighthouse takes pride in all of their work and care deeply about their own clients who feel as if many times they are left out and it's a sad truth. While creating content for the Miami Lighthouse I quickly realized how the blind and visually impaired communities are very often left out on many things. One of the biggest things I worked on this semester was on their campaign which dealt with the 2020 election. Seeing how this year's election was going to be an important one, you would think that candidates would keep all of the people in mind, but I was quick to find out how that wasn't the case. Seeing how most of the candidate's websites were not ADA compliant which means that most people who are blind and visually impaired won't be able to have access to campaign websites. The blind and visually impaired community is one of the biggest, but if they don't have easy access to simple things such as campaign websites they won't be able to have their own views represented. This is especially important during the ongoing pandemic.

I had a great time working with the Miami Lighthouse. It was such a great learning experience. Not just for the development of my PR skills, but great to learn about my own community and the people who live in it. I have realized that the blind and visually impaired community in South Florida is large and are tired of being overlooked. Working with the Miami Lighthouse will allow me to make sure that the blind and visually impaired community or any other community that feels that they are being left out will have their voices heard.

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### What would I change?

While working with the Miami Lighthouse I was quickly able to realize what will work and what would not. One of the main things I would've liked to do differently would be to visit the Miami Lighthouse more often throughout the semester to get a feel of the clients. Due to the ongoing pandemic I was not allowed to enter the building, this restricted me from being able to go inside the actual building and see the clients and how the day-to-day operations at the Lighthouse were done. I know that this was out of my control and I hope that when this pandemic is all over I can go inside of the Lighthouse and see it for myself. What I would do again is the constant communication with the Lighthouse. Setting up weekly emails was a great tactic for me since it allowed me to show my client the assignment that I was working on that week, gather information or feedback on it. As well as being able to talk about the next assignment. Doing this helped me stay on track and hit deadlines. Being in constant communication with my client was a big help and it is something I will continue to do.

### What did I learn?

Everything that I learned from completing this project, I will take with me into my professional career. The constant AP style practice, the designing and the content creation process have been super beneficial to me. This class has been a great form of preparation since I do not have much PR work in my portfolio, this media kit could serve as a great starter piece in my portfolio. This class from the start I knew was going to be a lot of work. This was mentioned many times and at first, I was a bit intimidated, but it was nothing to take lightly. The PR world is a fast-paced environment and I need to be ready for it. Each week I had an assignment due and I needed to make sure that I was on the right track and not falling behind. I was given some great tips on how to balance all of my work and it really helped me out. All of these assignments were great practice, they are mainly the most important PR pieces that someone needs to know how to do. With each draft I felt that my skills were improving, I can see it right in front of me.

### Something special!

Due to the pandemic we had to complete this assignment electronically. This meant that we could not do our usual theatric when it comes to presenting this media kit. What I wanted to do was to show my classmates how someone who is blind and visually impaired would do day-to-day tasks. I was going to bring in a mobility cane and other items that are available at the Lighthouse Shop to show my classmates and for them to use it. I would have loved to do this because I wanted to show my classmates how hard it is for someone who is blind and visually impaired to do things that come natural to us. I also wanted to ask them to navigate their favorite sites while simulating being blind and visually impaired to see if their favorite sites follow ADA regulations. I would then compare this to a site that is ADA compliant and show them the differences. By showing my classmates how someone who is blind or visually impaired does their day-to-day task, it will

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remind them in the future that they should not overlook the blind and visually impaired community.

# BROCHURE



*It's possible to see  
without sight!*



## Contact Us



[LighthouseShop.org](http://LighthouseShop.org)

Miami Lighthouse for the Blind and Visually Impaired

@TheMiamiLighthouse [Twitter](#)

[info@miamilighthouse.org](mailto:info@miamilighthouse.org)

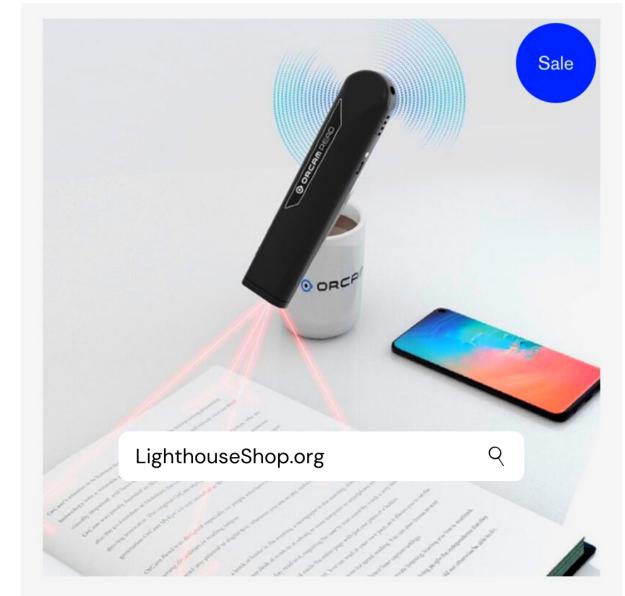
[www.miamilighthouse.org](http://www.miamilighthouse.org)

601 SW 8TH AVE. MIAMI, FL 33130

TEL: (305) 856-2288



## THE LIGHTHOUSE SHOP



#1 in Low Vision  
Assistive Technology  
Devices

# The Lighthouse Shop

The Lighthouse Shop offers a variety of products for all your vision needs including the latest in assistive technology devices, glasses, and much more.

The Miami Lighthouse is committed to bring you the latest technology to meet all your low vision needs. Do you need something for your parents? Your child? Check out our catalog of devices!

*A center of excellence in vision rehabilitation!*

## Our Products

Our catalog ranges from a wide variety of items. As of right now, we sell:

- Magnifiers/electric magnifiers
- Mobility canes
- Talking watches
- Orcam devices
- Low-vision products
- Games and much more.

### WHERE TO BUY?!

Items can be ordered at our webshop [www.lighthouseshop.org](http://www.lighthouseshop.org). You can also visit the store, which is located at 601 SW 8th Ave. Miami, FL 33130. We take all major credit cards and cash.



## Client Testimonials



*"Without the OrCam I would not be able to do my job to the best I can. It helps me succeed every day."*



- "The technology that I was able to purchase at the Lighthouse shop helped me in learning how to read and write in Braille." - Marin B., Miami Lighthouse client.
- "Shopping at the Lighthouse webshop was easily accessible. They had a great range of products for me to purchase to help me in my day-to-day tasks!" - John M., Lighthouse Shop customer.

# **FLYER**



**THE MIAMI LIGHTHOUSE  
PRESENTS THE**

# **2020 VIRTUAL WHITE CANE DAY**

**For the blind and visually impaired.**

**October 15, 2020 | 11 a.m. to 3 p.m. | Contact us  
at [info@miamilighthouse.org](mailto:info@miamilighthouse.org) for more info**

Join us to celebrate the many achievements of people who are blind and visually impaired. Due to the ongoing pandemic the event will be held virtually via zoom. RSVP with us by email at [info@miamilighthouse.org](mailto:info@miamilighthouse.org) or on our website at [www.miamilighthouse.org](http://www.miamilighthouse.org) to receive the zoom link the day of the event!



**MIAMI LIGHTHOUSE FOR THE BLIND  
MARY M. AND SASH A. SPENCER CAMPUS**

# MEDIA ADVISORY





# Media Advisory

**FOR IMMEDIATE RELEASE**

Tuesday, Sep. 15, 2020

Contact: Nicolas Sampedro  
(305) 336-7351 (Phone)  
[nxs310@miami.edu](mailto:nxs310@miami.edu)

## *Miami Lighthouse for the Blind celebrates 90 years of excellence in vision rehabilitation at this year's See the Light Luncheon*

**MIAMI** – The Miami Lighthouse for the Blind and Visually Impaired will be celebrating its 90 years of excellence at this year's See the Light Luncheon fundraiser. All are welcome to join the first ever virtual See the Light Luncheon on Oct. 29. You will not want to miss an exciting program featuring Miami Lighthouse client Marin Baumer, a special performance by Willie Chirino and Chirino Sisters and a keynote speech by blind Paralympian Danielle Ustead.

**WHO:** Virginia Jacko, CEO and president of the Miami Lighthouse  
Grammy Award winner Willy Chirino and the Chirino Sisters  
Paralympian Danielle Ustead

**WHAT:** The Miami Lighthouse for the Blind and Visually Impaired will be celebrating its annual See the Light Luncheon virtually this year on Oct. 29.

**WHEN:** Oct. 29, 2020  
Beginning at 11:30 a.m.

**WHERE:**  
Due to the ongoing pandemic, it will be held virtually on Zoom  
Please send an RSVP email to [nxs310@miami.edu](mailto:nxs310@miami.edu) to receive the invite link the day of

**WHY:** The See the Light Luncheon helps raise money for the Miami Lighthouse and allows them to showcase the amazing work the Miami Lighthouse has done over the year as well as their clients.

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# MEDIA PITCH



To: Abigail A.

Cc:

Subject: Disabled voters are once again being left out of a critical 2020 election

Hi Abigail!

Loved your article on the 30-year anniversary of the Americans with Disabilities Act. Reading about how even after 30 years since the ADA's passage, disability-related complaints remain the largest category filed with federal agencies. That is mind-boggling and such a sad truth. Even now with the pandemic, it feels as if we are going backward in time.

The Miami Lighthouse for the Blind and Visually Impaired has just completed an accessibility report on this year's candidates for the 2020 election and found that none of the candidates had websites that were fully accessible or ADA compliant.

The study was conducted by our own IT team (most of whom are blind), they analyzed all of the presidential candidates' websites for accessibility to those who are blind and visually impaired. They then ranked each candidate in order of accessibility based on 10 criteria. This showed that campaign websites have lacked in having the basics in accessibility such as screen-reading software or text that could be viewed in high-contrast colors. I would love to share the full results of the study with you via a zoom call when available.

Let me know if you found our study interesting or want to use it in one of your upcoming articles!

Looking forward to your next piece.

Thanks,

Nicolas Sampedro  
Miami Lighthouse for the Blind and Visually Impaired, Inc.  
601 SW 8<sup>th</sup> Avenue  
Miami, FL 33130  
Phone: (305) 336-7351



# **NEWS RELEASE**





WHITE  
CANE DAY  
**2020**  
MIAMI LIGHTHOUSE FOR THE BLIND  
MARY M. AND SASH A. SPENCER CAMPUS

## The Miami Lighthouse will be celebrating its first-ever virtual White Cane Day on Oct. 15

### EMBARGOED FOR

October 10, 2020

Nicolas Sampedro  
(305) 336-7352  
Nxs310@miami.edu

**MIAMI (Sept. 15, 2020)** – The Miami Lighthouse for the Blind and Visually impaired has announced today that it will be celebrating its first ever Virtual White Cane Day on Oct. 15, 2020 via zoom. The celebration will take place virtually via Zoom at 11:30 a.m. until 2 p.m. Participants must send an email to [nxs310@miami.edu](mailto:nxs310@miami.edu) to RSVP for the event. Two days before the event they will be receiving an email with a zoom link for the event. We will be having live performances from our very own clients throughout the event, including a performance from the children in the Learning Center. This is the one time of year the Miami Lighthouse asks their grateful clients to give back to this remarkable place that many call their second home

White Cane Day is a national observance, established by President Lyndon Johnson in 1964. The day is set aside to celebrate the many achievements of the blind and visually impaired. In previous years, the Miami Lighthouse has held a procession of more than 100 blind and visually impaired Miamians walking with white canes and guide dogs, as well as, many sighted volunteers, beginning at 601 SW Eighth Ave. and proceeding down Eighth Street and then back to the Miami Lighthouse's campus to commemorate the national observance. This year, however, in keeping with the times and social distancing, the event will be held virtually. A White Cane Day page has been published on [www.miamiclighthouse.org/VirtualWhiteCaneDay2020.asp](http://www.miamiclighthouse.org/VirtualWhiteCaneDay2020.asp), where you will find participants testimonials to raise funds for the Miami Lighthouse. Christina De Leon, a Miami Lighthouse client says she "feels at home because everyone she came in contact with was caring, informed, and professional." Her testimonial asks for donations which will help continue the many life affirming programs Miami Lighthouse offers. This year's White Cane Day is sponsored by the Blue Cross and Blue Shield of Florida.

The Miami Lighthouse will commemorate all of its clients in this one of a kind ceremony and show everyone that it is possible to see without sight!

###

Miami Lighthouse for the Blind and Visually Impaired, Inc. Florida Heiken Children's Vision Program, LLC  
601 SW 8th Avenue

Miami, FL 33130

Phone: 786-362-7515

Cell: 305-582-0445

**It's Possible to See Without Sight TM**

Visit our website to donate: [miamilighthouse.org](http://miamilighthouse.org)

# NEWSLETTER



# THE LANTERN



A Regular Publication by the Miami Lighthouse for the Blind and Visually Impaired

YOU'RE INVITED TO  
THE CELEBRATION  
OF OUR  
**VIRTUAL**  
**WHITE**  
**CANE DAY**  
**2020**

MIAMI LIGHTHOUSE FOR THE BLIND  
MARY M. AND SASH A. SPENCER CAMPUS

SPONSORED BY

**Florida Blue**  
Medicare



## OUR FIRST-EVER VIRTUAL EVER VIRTUAL WHITE CANE DAY!

[Click here](#) to visit our White Cane Day testimonial page. In previous years, we have held a procession of more than 100 blind and visually impaired Miamians walking with white canes and guide dogs to raise awareness about the white cane. This year however, due to the Coronavirus pandemic and in keeping with the times of social distancing, we had to forgo a 56-year tradition and bring you White Cane Day virtually.

This is the one time of year we ask our grateful clients to give back to this remarkable place that many call their second home, and you did. The 2020 White Cane Day event was a phenomenal show of support from our community and because of their generosity this year's event raised more funds than ever before. We hope you enjoy the program video which can be found by [CLICKING HERE](#).

## ISSUE 1 HIGHLIGHTS

- 1 White Cane Day
- 2 See the Light Luncheon
- 3 Lighthouse response to COVID - 19



# DON'T FORGET TO TUNE INTO OUR VIRTUAL SEE THE LIGHT LUNCHEON!

Miami Lighthouse's annual signature event, our "SEE THE LIGHT" Luncheon, is one of our most important fundraising opportunities during the year. In past years, we've welcomed over 250 guests from our philanthropic family to a luncheon with music, entertainment and heartfelt remarks from program participants.

In keeping with the times of social distancing we are going virtual, so instead of 250 guests in a ballroom, we can now have unlimited attendees. Visit this web page on October 29th we will have a 30 minute program at 12:00pm featuring an exclusive performance by Latin superstar Willy Chirino and Chirino Sisters. We will also feature students in our Lighthouse Learning Center for Children™, Miami Lighthouse client Marin Baumer and a few more surprises!

**[CLICK HERE](#)** to view our Virtual See The Lunch page.

Join us virtually for our



PERFORMANCE BY

**Willy Chirino & Chirino Sisters**

Click here to see the  
Miami Lighthouse  
response to the  
coronavirus.



## TESTIMONIAL FROM A GRATEFUL PARENT

Dear Miami Lighthouse Community, My four-year-old daughter Naaya was born with a rare genetic disorder, CHARGE syndrome, stealing her sight and hearing. As Naaya ventures out into the world, she is often seen and treated as different. Not at the unmatchable magic that is Miami Lighthouse. There, she is treated the same as everyone else, never ushered to the back of a line or made to feel less in any way. Since the moment my wife and I set foot on Miami Lighthouse's Learning Center campus over a year ago, all we've witnessed is progress and continue to be in awe of how everyone is treated with love and equality. They never focused on what Naaya couldn't do.

It reminds me of the spirit of Helen Keller, a world-famous advocate and author. Though blind and deaf, she challenged the stigma that often comes with a disability. As she once said, "The best and most beautiful things in the world cannot be seen or even touched – they must be felt with the heart." My daughter will never know what she does not have. Thanks to Miami Lighthouse, her heart will be full.



WORLD  
BLINDNESS  
AWARENESS  
MONTH

**SALE  
10%  
OFF**

 [LighthouseShop.org](http://LighthouseShop.org)  
Miami Lighthouse for the Blind and Visually Impaired

# **STRATEGIC PLAN**





## TA/Topics Outline Memo

Nicolas Sampedro

Nxs310@miami.edu

### Media Advisory

The media advisory will be focusing on the See the Light Luncheon. An annual fundraiser that is held by the Miami Lighthouse. This year they will be celebrating 90 years of excellence in vision rehabilitation. The objective of this advisory is to let journalist and other news media outlets know that we will be continuing the annual luncheon and it will be done virtually due to the ongoing pandemic. The target audience for this piece is both donors and clients of the organization. The media advisory will be distributed to journalists and news outlets both locally and nationally. Some key ideas we want to cross in the advisory is to explain how the luncheon will take place, what will be taking place in the program, and what the Miami Lighthouse will be focusing on the rest of the year. The advisory will be released a couple days before it is scheduled to occur on Oct. 29. It will be one page in length.

### News Release

For the news release, the Miami Lighthouse has asked for me to create a release on their annual White Cane Day event. White Cane Day is a national observance, established by President Lyndon Johnson in 1964. The intended audience for this release is to donors and clients of the organization and to those who have participated in past White Cane Day walks. What the organization generally wants to get across in this news release is to showcase what they have done in the past years and to show what the clients of the Miami Lighthouse are capable of. This year the event will be held virtually and will have performances from Miami Lighthouse clients and a White Cane Day page is being created and published soon with participants testimonials to raise funds. Each participant can then share it with each of their family members and friends. The angle we want to take in this news release is to celebrate the many achievements of the blind and visually impaired. This news release will be distributed to both journalist, local news outlets and the National Federation of the Blind. It will be released five days before the event which is held on Oct. 15. It will be one page in length.

### Pitch



The Miami Lighthouse recently conducted a campaign that revolves around the 2020 election and how this year's candidates campaign websites are accessible to those who are blind and visually impaired. The campaign was called "Seeing 2020 Clearly". The group's IT team (most of whom are blind) analyzed the websites of the presidential candidates for accessibility for those who are visually impaired and discovered that none of the candidates had websites that were fully accessible or Americans with Disabilities Act compliant. The organization also issued a challenge for all candidates to ensure their websites were fully ADA compliant. My goal would be to share these findings with a national news outlet. To show the work the Miami Lighthouse had conducted on this national issue. I plan on distributing this to various news outlets since the election is a very hot topic at the current moment. The pitch will be released immediately, it would need to fall in the same timeframe as the 2020 election. The pitch will be a page in length.

### **Newsletter**

The subject for the newsletter is the launch of the Lighthouse Shop, an accessible online retail website for those who are blind or visually impaired. The objective is to release this internally to help in preparing the staff for the launch of the website. The intended audience for this newsletter is our internal staff and donors. My angle is to inform the internal staff of the launch of the website and the items that the website will offer. Key ideas to mention is to refer to the website for clients who want to purchase items that will help them. The website will be selling an array of items to help those who are visually impaired or blind.

### **Brochure**

The Miami Lighthouse is home to some amazing programs, I will be creating a brochure to give some more information on each program they offer. My objective is to showcase these programs to families who have someone who is blind or visually impaired and hoping to gain some more attention to the programs. My intended audience for this brochure is potential Miami Lighthouse clients. My angle for this brochure is to be informative, I want to show these programs off to potential clients and include testimony from clients of the Miami Lighthouse who are currently in these programs. The brochure will be a threefold with the logo in the front, the four pages inside the brochure will be for the programs and photos, and the back will be where the potential client will find social networks for the Miami Lighthouse and contact info.



The brochure will be released immediately after it is published. The brochure will be distributed within the Miami Lighthouse, local hospitals and opticians.

### **Poster/Flyer**

The subject for the flyer will be the new Miami Lighthouse Shop which will launching. The objective of the flyer is to promote the new website and to showcase what items the Miami Lighthouse will be selling. The intended audience for this is the clients and donors of the Miami Lighthouse, as well as to any who is visually impaired across the nation and wants to purchase items from the site. Our angle is to be informative of what the site has to offer to those who are visually impaired and their families. Some key ideas we want to get across is how the website is very accessible to those who are blind or visually impaired and how it follows the Americans with Disabilities Act guidelines. Since this is an online webstore we want to promote it nationally as a place for anyone to buy items for those who are visually impaired. The timing of the release of this poster will be on the week of the launch. The poster will on 8.5 x 11" paper and will follow the color scheme of the Miami Lighthouse. This will be distributed both online and in-person to clients of the Miami Lighthouse, their families and donors.

# **SOCIAL MEDIA PLAN**





## Social Media Strategy

### Memorandum

To: Professor Marcia Gomez  
From: Nicolas Sampedro *NS*  
Date: Oct. 19, 2020  
Subject: Social Media Strategy

**Purpose:** The purpose of the Miami Lighthouse social media strategy is to increase followers, likes, retweets and user engagement on Twitter, Facebook, Instagram, LinkedIn and YouTube.

### Target Audiences:

#### Facebook

The target audience for the Miami Lighthouse Facebook is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### Twitter

The target audience for the Miami Lighthouse Twitter account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

#### Instagram

The target audience for the Miami Lighthouse Instagram account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

## LinkedIn

The target audience for the Miami Lighthouse Facebook is our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

## YouTube

The target audience for the Miami Lighthouse YouTube account is Miami Lighthouse clients, as well as members of the blind and visually impaired community, our donors, faculty and other nonprofits. The target audiences age range is from 18-55.

## **Current Social Media Analysis:**

The Miami Lighthouse currently has a Facebook, Twitter, Instagram, LinkedIn and YouTube, using the handle @miamilighthouse. Instagram, Twitter, Facebook and LinkedIn are the most active platforms used by the organization. The organizations YouTube page posts around 3-5 videos a month, usually the videos relate to a client, an event recap or self-help videos for the blind and visually impaired.

### **Facebook:**

- The Miami Lighthouse currently has 3,377 likes on the page and 3,651 followers. 2,114 people have checked in at the Miami Lighthouse.
- The content of the page is usually event information, client pieces, and news regarding the blind and visually impaired.
- The page is very active, posting almost every day and at least three times a week

### **Instagram:**

- The Instagram page is also very active. Posting no less than three times a week.
- Posts reach no more than 25 likes and very little comment engagement. The goal will be to boost likes and comments on posts.

- The current content on the page ranges from event coverage, recap photos, client testimonials, news on the blind and visually impaired and upcoming events.

### **Twitter:**

- The Miami Lighthouse Twitter page currently has 1,197 followers. They joined Twitter in March of 2009 and have only made 1,534 tweets.
- The content is identical to what they post on Facebook. They also retweet tweets from other organizations and on news regarding the blind and visually impaired.
- Most tweets get little engagement, averaging 0-2 likes on tweets and no comments.
- They do not engage much on this platform, only posting around two times a week.

### **LinkedIn:**

- The Miami Lighthouse LinkedIn page has 1,323 followers.
- One of the two least active social media pages from the Miami Lighthouse.
- The content deals with events that are being hosted, news and lifestyle content for the blind and visually impaired and news the organization produces.
- Now much interaction on the posts, usually get around five likes or less.

### **YouTube:**

- The second least active platform the Miami Lighthouse uses.
- Mainly is used for the clients of the Miami Lighthouse, they post workout videos and other self-help videos for the blind and visually impaired.
- They currently have 75 subscribers and post 2-3 times a month.

## **Weekly Social Media Platform**

### **Facebook**

The Facebook page is updated very frequently. Facebook posts need to be more engaging with the audience. Currently the Facebook page has the most followers and we need to capitalize on it. We need to promote more about the activities and events we hold for donors and our clients.

Promoting more about what the Miami Lighthouse does in regard to ADA compliance in the election and for businesses is also a newsworthy subject and needs to be promoted more. Even though Facebook is losing the younger demographic, we need to gain more interaction with the current followers.

### **Twitter**

This is the second biggest social media page the Miami Lighthouse has, and it has the least amount of engagement compared to other platforms. Twitter is the biggest platform for the younger generation and it is ideal for us to tap into that market. The account is very active, but tweets are not receiving much traffic. Twitter is traditionally a more “newsy” platform and the Lighthouse needs to capitalize off of that. By posting more of the studies they have done during the ongoing election in regard to ADA compliance with candidates must be pushed more on this platform.

Pushing more of the political content the Miami Lighthouse is part of will do great on twitter and create lots of engagement through retweets and likes.

### **Instagram**

The Instagram account is the most active platform the Miami Lighthouse uses, but just like Twitter very little engagement with their followers. The Instagram page is also updated frequently but posts are the same as the Facebook page. Would be ideal to post different content on the Instagram, content that shows the clients of the Miami Lighthouse and what they do. The Miami Lighthouse has many amazing programs that aren't in the spotlight, by posting what clients are doing in these programs it will allow others who are blind and visually impaired an insider's look on what the clients are doing.

## **YouTube**

The YouTube page is the least active, but it is mainly used for event coverage and for self-help videos to those who are blind and visually impaired. The views fluctuate but no video has reached over 1,000 views.

## **Assignment posts:**

### **Facebook posts:**

#1



THANK YOU TO OUR GENEROUS SPONSOR



We are officially 10 days away from our virtual White Cane Day 2020! You won't want to miss it on Oct. 15, 2020. Thank you, Florida Blue & Florida Blue Medicare, for being our Presenting Sponsor. We can't wait to celebrate and raise funds for our amazing programs at #MiamiLighthouse. Click here for more information:

<http://www.miamilighthouse.org/VirtualWhiteCaneDay2020.asp>  
#ItsPossibleToSeeWithoutSight

#2

Do you think your website is ADA compliant!? It is essential that the web be accessible in order to provide equal access and equal opportunity to people with disabilities. Request a website audit today for free by highly qualified assistive technology IT specialists, most of whom are blind, to ensure website accessibility for users with disabilities. Send us an email at ADACompliance@miamilighthouse.org or call 305-856-4176.

#ItsPossibleToSeeWithoutSight

#3

Miami Lighthouse is committed to bring you the latest technology to meet all your low vision needs. Visit us at Lighthouseshop.org to check out our catalogs of devices and for all your vision needs!

#Accessibility #VisuallyImpaired #ItsPossibleToSeeWithoutSight

## #1 in Low Vision Assistive Technology Devices

**Blog posts:**

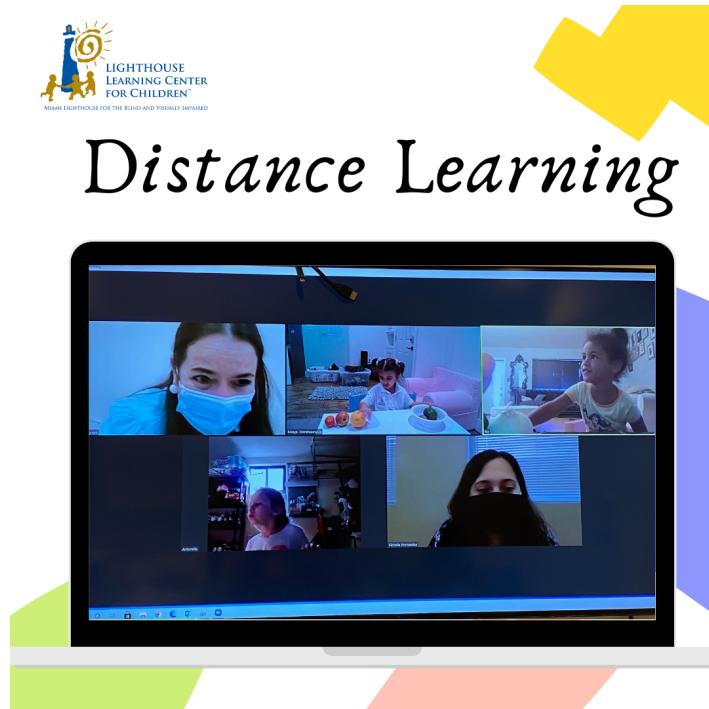
#1



Can you believe that it has been 30 years since the Americans with Disability Act was passed and still today we see problems with

accessibility for those who are visually impaired and those with other disabilities. The Miami Lighthouse for the Blind and Visually Impaired this month conducted a study that found that election websites for 12 battleground states do not meet web accessibility guidelines. In what many people consider to be one of the most important elections of our lifetime we are leaving out millions of visually impaired voters who want their voices heard!

#2



With the ongoing pandemic the Miami Lighthouse Learning Center for Children Pre-K, Kindergarten and First Grade continue their virtual school year. The students are learning with shapes, sizes and counting with everyday items from home. Even though the pandemic has brought on this obstacle, the teachers and students at the Miami Lighthouse Learning center are able to overcome this challenge and continue to better themselves through learning.

## Other social media platform posts:

### Instagram:

#1



THANK YOU TO OUR GENEROUS SPONSOR



We are officially 10 days away from our virtual White Cane Day 2020! You won't want to miss it on Oct. 15, 2020. Thank you, Florida Blue & Florida Blue Medicare, for being our Presenting Sponsor. We can't wait to celebrate and raise funds for our amazing programs at #MiamiLighthouse. #ItsPossibleToSeeWithoutSight #WhiteCaneDay #Blind #Visuallyimpaired

#2

Video for workout Wednesday

Caption: It's #WorkoutWednesday! Check out how Ajay from the Miami Lighthouse stays active at home. The #MiamiLighthouse wants to make sure our #blind and #visuallyimpaired participants are practicing #selfcare. Watch how our very own Social Group Activates Program instructors Aaron and Michelle, are keeping our clients active. Let us know in the comments any other at-home workouts you have been doing! To join our #BlindTimeWorkout, click the link in our bio!

#3



Did you forget to purchase an item for #BackToSchool? As students begin to transition back into the classroom you can shop online today at our Lighthouse Shop and still receive 10% off! From the latest tech devices to school necessities to help the visually impaired you can find it all at [www.lighthouseshop.org](http://www.lighthouseshop.org) #tech #ItsPossibleToSeeWithoutSight

**Twitter:**

#4

We continue to see how those who are blind and visually impaired are being left out of this historic election. Disabled voters in 12 battleground states could be sidelined following the analyzation of the election websites of the 12 states, a study done by the @Miamilighthouse. See our findings on accessibility featured today in @BusinessInsider #vote #ADACompliance

#5

Do you know someone living with low vision? RT the link below and check out our Virtual Living with Low Vision series on our YouTube page! Thank

you @FLBlue Foundation for supporting our #Visuallyimpaired community every year! #Vision #Healthcare

[https://lnkd.in/eEEyu\\_f](https://lnkd.in/eEEyu_f)

## **Publishing calendar:**

	Monday	Tuesday	Wednesday	Thursday	Friday
Instagram	Share a post reminding followers about White Cane Day.		Post a client testimonial and include a quote from the client.	Post job openings at the Miami Light House.	
Twitter		Tweet about disabled voters and latest ADA finding on swing states before VP debate.		RT with quote on new Abby Abrams TIME article about mail-in ballot accessibility.	
Facebook	Share a post about the Lighthouse Shop sale for back to school.	Post a Miami Lighthouse program highlight that is showcasing distant learning.		Post a TBT about last year's White Cane Day. Post info about 2020 WCD.	