



Media Guide

Media Contacts

All media contacts should be directed to Caroline Cardwell, UMFS Communications & Public Relations Manager, ccardwell@umfs.org, (804) 254-9463 (Direct Line), (804) 356-5675 (Cell), (804) 330-3675 (Home).

In the event Ms. Cardwell is unavailable, calls should be directed to Larry Powell, UMFS Director of Community Relations, lpowell@umfs.org, (804) 254-9662 (Direct Line), (804) 363-5453 (Cell), (804) 790-0192 (Home).

The UMFS Communications & Public Relations/Community Relations offices are located in the Walker House on the Richmond campus. When coming in the main entrance from Broad Street, the Walker House is the first building on the left, next door to Charterhouse School.

Client Privacy

To preserve the privacy and dignity of UMFS clients, UMFS must have express written permission from the child's parents or legal guardian to be interviewed or photographed by the media. Under NO circumstance will names or information about UMFS clients be used in media interviews. It is the UMFS staff's duty to fully explain to the client the nature of the interview and that their story will appear in the media. No pressure will ever be placed upon a client to conduct or not conduct an interview. This applies to clients of all UMFS programs at all UMFS locations.

The UMFS client and a parent or appropriate guardian of UMFS children must sign releases prior to any photographs being taken of them by the media. No release? No photography.

Our Name

Use "UMFS," the agency's operating name, instead of "United Methodist Family Services."

For clarity, it is acceptable to use "UMFS" followed by "United Methodist Family Services" in parentheses, with "UMFS" in subsequent references.

Do not refer to UMFS in writing or in speech as "United Methodist," "Family Services," "UM Family Services," nor as the "Children's Home," its name until 1980.

In speech, "UMFS" is pronounced "Yoo-em-eff-ess," like the letters, *not* "Um-fuss."

Statistical Information

UMFS is among the few family services agencies that publishes its outcomes, good and bad, on an annual basis. Current editions of the UMFS Annual Report and Outcomes are available as PDFs on the Resources page of the UMFS website, along with copies of UMFS program brochures and the most recent issue of *The Guardian* newsletter.

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