



318 Latino Colectivo
A New Way to Connect With Our Community

The 318 Latino Colectivo is an exclusive network of Spanish-speaking professionals, business owners, and community leaders who want to become recognizable voices within the communities they serve.

This is not a traditional advertising package:

- Advertising puts your business in front of people.
- The Colectivo puts you in front of people.

The goal is to help members establish familiarity, credibility, and trust by consistently sharing useful information while contributing content that benefits the community.

Two Brands, One Media Network

318 Latino — Main Platform

Focused on:

- News
- Original content
- Community information
- Entertainment
- Advertising
- Events
- Produced content

Traditional advertising remains separate from Colectivo membership.

318 Latino Colectivo — Live Platform

Members broadcast through 318 Latino's Restream system to:

- 318 Latino Colectivo Facebook
- 318 Latino YouTube

Selected portions may be professionally produced and distributed through:

- 318 Latino Facebook
- Instagram
- TikTok
- YouTube and YouTube Shorts

Live → Produce → Distribute → Build Recognition

2027 Annual Membership

\$2,500 per year

Membership includes:

- Exclusive representation in one approved professional category
- Up to three live broadcasts per week
- Facebook and YouTube live distribution
- Opportunities for selected broadcasts to become professionally edited Reels and short-form content
- Mandatory broadcaster orientation and training
- 318 Latino Colectivo identification and branding
- 50% off qualifying 318 Latino advertising during active membership
- Opportunity to renew for 2028 beginning in August 2027

Category Exclusivity

Only one Colectivo member will be approved per professional category during the 2027 membership term.

Exclusivity applies only to Colectivo membership and representation. It does not prevent 318 Latino from accepting:

- Traditional advertising
- Sponsorships
- Event participation
- News content
- Other commercial relationships with businesses in the same industry

Community Commitment

The Colectivo is not intended to become a page filled with commercials.

Members should use regular programming to educate and inform viewers. Each member must also contribute at least **one community-focused livestream per month**.

Examples include:

- Covering a local event
- Introducing a nonprofit
- Interviewing someone the community should know
- Visiting a local attraction
- Highlighting another entrepreneur
- Sharing a community resource
- Showing families something to do
- Telling a positive local story

Membership Is Not Advertising

Colectivo Membership

Designed to build the member's voice through:

- Platform access
- Live programming
- Content opportunities
- Category exclusivity
- Training
- Colectivo participation

318 Latino Advertising

Designed to promote the business through:

- Social graphics and videos
- Live news mentions
- Morning-news commercials
- Online-radio spots
- Directory placement
- Rotating website advertising
- Other digital opportunities

Active Colectivo members receive up to **50% off qualifying advertising.**

Content and Brand Protection

- Every broadcaster must complete orientation.
- Sponsored or partner-generated content must be clearly identified.
- 318 Latino maintains editorial and operational control.
- 318 Latino may decline topics or broadcasts that conflict with its standards, platform requirements, or community interests.
- Membership does not make the member an employee, journalist, spokesperson, or news reporter for 318 Latino.
- Members represent the **318 Latino Colectivo.**

The 318 Latino Pledge

318 Latino pledges to:

- Put the community first
- Protect community trust before protecting an advertising dollar
- Provide partners with tools, training, platforms, and opportunities
- Separate advertising and partner content from independent editorial content
- Encourage members to teach, inform, connect, and contribute
- Produce content worthy of its businesses and community

The Colectivo's mission is to:

Inform. Educate. Connect. Entertain. Serve.

Broadcaster Rules

1. Provide Value — Don't Just Sell

Content should educate, inform, entertain, or help the community.

2. Identify Yourself and Your Business

State your name, organization, and Colectivo membership.

3. Identify Sponsored Content

Use required branding and disclosures.

4. Maximum Three Lives Per Week

Broadcasts remain subject to scheduling and platform guidelines.

5. Give Back to the Community

Produce at least one community-focused livestream monthly.

6. Stay Within Your Expertise

Do not guess or present speculation as fact.

7. High-Risk Topics Require Approval

This includes medical treatments, medications, financial products, legal matters, politics, elections, breaking news, giveaways, accidents, deaths, and sensitive subjects.

8. Protect People's Privacy

Never show private documents, IDs, medical information, financial details, private messages, customer records, or confidential information.

9. Respect Copyright

Do not broadcast music, television, videos, photographs, or materials without permission.

10. Keep It Professional

No hate speech, threats, harassment, graphic or sexually explicit content, personal attacks, discrimination, deceptive information, or illegal activity.

11. Don't Fight With the Comments

Do not argue with trolls or allow comments to derail the broadcast.

12. Members Are Not 318 Latino Reporters

Members may identify themselves as Colectivo members or partner broadcasters only.

13. Breaking News Belongs to 318 Latino

Do not use Colectivo access to broadcast crime scenes, accidents, deaths, emergencies, or breaking news. Contact 318 Latino first.

14. Never Share Broadcast Access

Additional broadcasters must be approved and trained.

15. Check Your Environment

Confirm internet, lighting, audio, background, privacy, and removal of copyrighted background media.

16. Follow the Approved Format

Stay within the approved time and topic, introduce yourself, disclose the partnership, provide value, and close professionally.

17. Mistake? Stop and Report It

End the broadcast when appropriate and immediately contact 318 Latino.

18. 318 Latino Has Final Broadcast Authority

It may decline topics, interrupt broadcasts, remove content, require corrections, suspend privileges, or permanently revoke access.

The rule above all rules:

Protect the trust of the community.

Professional Categories Sought

Real estate agent or Realtor
Mortgage lender or loan officer
Financial advisor
Insurance agent
Tax professional or accountant
Attorney — **Taken**
Car sales professional
Mechanic or auto repair
Tire or automotive specialist
General contractor or construction
Roofing or home improvement
HVAC professional
Electrician
Plumber
Landscaping or outdoor services
Dentist or dental professional
Healthcare clinic or medical professional
Optometrist or eye care
Fitness professional or gym — **Taken**
Beauty or salon professional
Barber
Restaurant or food professional
College, university, or trade school
CDL, trucking professional, or driver
Oilfield or industrial professional
Staffing or employment professional
Furniture or home furnishings
Technology or communications
Photographer or videographer
Entertainment or event promoter
Travel or tourism professional
Property management or apartments
Nonprofit or community organization

Member Coaching and Media Training

Briant Garcia is your personal consultant.

Training includes:

- Speaking confidently without sounding scripted
- Structuring a 10–15-minute livestream
- Turning professional knowledge into engaging content
- Explaining complicated subjects simply
- Storytelling and audience retention
- Developing an on-camera personality
- Creating strong hooks and openings
- Interviewing guests
- Handling live questions and comments
- Dealing with trolls and criticism
- Using Restream
- Improving lighting, sound, camera setup, and presentation
- Planning a content calendar
- Turning one topic into multiple content pieces
- Promoting a business without making every video feel like an advertisement
- Building credibility
- Understanding sponsored-content disclosures
- Recognizing prohibited or high-risk topics
- Developing community-focused stories
- Finding guests and locations
- Reading basic analytics
- Improving through feedback

2028 Renewal and Category Availability

- Current members may secure their categories for 2028 beginning in **August 2027**.
- Categories not renewed by the deadline may be offered to other applicants.
- If multiple organizations want the same category, 318 Latino may use an application, bidding, or auction process.
- This gives existing members an opportunity to protect the position they built while allowing others to compete for available categories.

Closing Statement

Your business already has an expert. Let's give them a voice.



318 Latino COLECTIVO

VOCES • NEGOCIOS • COMUNIDAD • IMPACTO

MEMBERSHIP AGREEMENT

YOUR EXPERTISE. A BIGGER PLATFORM.
A STRONGER COMMUNITY.

*Local Experts.
Real Conversations.
Lasting Impact.*



ON AIR


EDUCATE


INSPIRE


CONNECT


IMPACT

1 MEMBER & BUSINESS INFORMATION

REAL PEOPLE. REAL EXPERTISE.

Business / Organization: _____

Member / Broadcaster Name: _____

Professional Title: _____

Phone: _____ Email: _____

Business Address: _____

City: _____ State: _____ ZIP: _____

Website / Social Media: _____

2 MEMBERSHIP DETAILS

INVEST IN YOUR VOICE.

- \$2,500 Annual Membership
- 12-Month Membership (from activation date)
- Exclusive Category Representation
- Non-Renewing (renewal by invitation)

Approved Professional Category: _____

3 MEMBERSHIP INCLUDES

MORE THAN A MEMBERSHIP. A MOVEMENT.

- Exclusive representation in your professional category
- Up to 3 live broadcasts per week
- Multi-platform live distribution (Colectivo Facebook + 318 Latino YouTube)
- Opportunities for selected content to be featured as Reels and short-form videos
- Broadcaster orientation and ongoing media support
- 318 Latino Colectivo member branding
- 50% off qualifying 318 Latino advertising

4 COMMUNITY COMMITMENT

COMMUNITY FIRST.

- Agree to provide at least one community-focused live segment per month
- Commit to share valuable, educational, and useful content
- Understand this is not a traditional advertising package
- Agree to follow the 318 Latino Colectivo Broadcaster Rules & Content Standards

5 PAYMENT METHOD

SECURE. SIMPLE. CONVENIENT.

☐ ACH / Bank Draft ☐ Credit / Debit Card ☐ Check ☐ Invoice

6 AGREEMENT & AUTHORIZATION

TOGETHER, WE MAKE A STRONGER TOMORROW.

- I have read, understood, and agree to the 318 Latino Colectivo Terms & Conditions.
- I understand that membership is subject to approval and category availability.
- I agree to comply with all Colectivo rules, policies, and platform requirements.
- I authorize 318 Latino, LLC to process payments according to the selected method.
- I understand that 318 Latino retains editorial and broadcast authority.
- I am an independent business/professional and this agreement does not create an employment, partnership, or agency relationship.

Member Name (Print): _____

Title: _____

Signature: _____

Business / Organization: _____

Date: _____

7 APPROVAL (318 LATINO)

APPROVED TODAY. A BRIGHTER TOMORROW.

Authorized Representative: _____ Title: _____

Signature: _____ Date: _____



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**JUNTOS HACEMOS
UNA COMUNIDAD
MÁS FUERTE.**