



Let's Talk About It Publicity Requirements

Congratulations on your grant award and thank you for helping support the public humanities in North Carolina.

As a condition of your grant, you have agreed to include mention of the **North Carolina Humanities Council** and the **National Endowment for the Humanities** (NEH) in all of your press releases, publicity materials, and promotional activities. The North Carolina Humanities Council also should be acknowledged on your website, if applicable, and a hyperlink to the North Carolina Humanities Council website provided.

The North Carolina Humanities Council has a responsibility as a steward of public money to request that you follow the publicity requirements summarized in this document. Please honor these requests and view them as an opportunity to promote your organization, your program, and the North Carolina Humanities Council's support of cultural work in North Carolina. Continued availability of North Carolina Humanities Council funds depends largely on your fulfillment of these requests.

Official Humanities Council Acknowledgment

In all your promotions, whether printed, electronic, or broadcast, you must use this credit line verbatim:

This project is made possible by a grant from the North Carolina Humanities Council, the state affiliate of the National Endowment for the Humanities, in partnership with the North Carolina Center for the Book, a program of the State Library of North Carolina.

"Promotions" include, but are not limited to, press releases, flyers, posters, brochures, podium signs, newspaper and TV interviews, and Internet announcements.

Use of Official Council Logo with Tagline

Whenever possible, in all promotions prominently display the North Carolina Humanities Council's **official logo with tagline** ("Many Stories, One People"). Note that the Humanities Council logo and tagline should be used in addition to, not instead of, the above credit line.

High-resolution versions of the logo, in color and black and white, are available at www.nchumanities.org/grant_forms.html. Do not reproduce the logo from photocopied or faxed images.

In all your promotions, use the North Carolina Humanities Council's **full** name: the **North Carolina Humanities Council**. Do **not** abbreviate any portion of the full or shorter versions: such as, NCHC or NC Humanities Council.

Please contact Jennifer McCollum, Communications Officer, at jmccollum@nchumanities.org or 336.334.5704 if you have any questions.

North Carolina Humanities Council Board Members

At least one month prior to the start of your series, it is important to invite North Carolina Humanities Council board members who live in or near the area in which your program will occur to your events. Your packet contains county information and emails for every North Carolina Humanities Council board member. The North Carolina Humanities Council board members live across North Carolina, so one is likely to be your neighbor. Board members enjoy participating in programs they help fund. If board members attend your program, introduce them at the onset of the event and suggest that they say a few words.

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Contacting Elected Officials

The North Carolina Humanities Council ***strongly encourages*** you to visit, call, email, or write your elected officials – local, state, and federal – about any council-supported event that you have directed or attended to express your appreciation for the North Carolina Humanities Council and the funders who make its programs possible.

The North Carolina Humanities Council receives funding from both the General Assembly of North Carolina and the National Endowment for the Humanities, a federal agency. ***Without these crucial dollars***, the North Carolina Humanities Council would not be able to offer many of its programs that transform lives through public humanities.

► Program coordinators should encourage program participants (audience members, partners, etc.) to write their elected officials, thanking them for the funding that helps make humanities programs possible and urging them to continue to support the humanities.

Project participants may use the letter template “**Thanking Your Elected Officials – Template for Project Participants**,” provided on the North Carolina Humanities Council’s website at http://www.nchumanities.org/documents/REVThankYourElectedOfficialLetterTemplateWebPage_000.doc. Project directors are welcome to *adapt* this template to write elected officials from their own perspective.

Advocacy Links

To find out who represents you at the state level, go to the **North Carolina General Assembly’s** Citizen Guide at www.ncga.state.nc.us/GIS/RandR07/Representation.html#byCounty. The page is easy to navigate and searchable by voter registration, district, county, or zip code.

To find out who represents you at the federal level, go to the **Federation of State Humanities Council’s** advocacy page site at <http://www.congressweb.com/cweb4/index.cfm?orgcode=FSHC>.

COUNCIL ACKNOWLEDGEMENT

Please read this introduction to the North Carolina Humanities Council before the introduction of the scholar:

The North Carolina Humanities Council is a statewide nonprofit and affiliate of the National Endowment for the Humanities. The Humanities Council serves as an advocate for lifelong learning, thoughtful dialogue about all facets of human life, and the exploration and celebration of the many voices and stories of North Carolina’s cultures and heritage.

The Humanities Council also offers grant opportunities for community-based programs; the “Road Scholars” speakers bureau; the “Teachers Institute,” which is a professional development program for the state’s public school educators; “Museum on Main Street,” a Smithsonian Traveling Exhibition; and the “Let’s Talk About It” library discussion series.

The Humanities Council’s programs are free and open to the public; however, making these programs happen is not free. We invite you to be a partner. To contribute to the work of the North Carolina Humanities Council, please visit www.nchumanities.org.