MANY STORIES, ONE PEOPLE

Let's Talk About It: Publicity Requirements

Congratulations on your grant award and thank you for helping further the 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 as a sponsor 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 Council Acknowledgement

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, a statewide nonprofit and affiliate of the National Endowment for the Humanities.

"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 of 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 jmmccollum@nchumanities.org or 336.334.5704 if you have any questions.

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.

►Project directors 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.