



North Carolina Humanities Council Publicity Requirements

Congratulations on your project approval and thank you for helping support the public humanities in North Carolina! **As a condition of funding, you have agreed to credit the North Carolina Humanities Council and the National Endowment for the Humanities (NEH) in all of your press releases, publicity materials, and promotional activities.** You should also acknowledge the North Carolina Humanities Council on your website by linking it to www.nchumanities.org.

The North Carolina Humanities Council is a steward of public funds and as such, has a responsibility to ensure programs are promoted per the Council's guidelines. Follow the publicity requirements in this document to help promote your organization, your program, and the essential role the North Carolina Humanities Council plays in support of cultural work in North Carolina. Providing a visible record of program impact in the state is essential as we make a case for continued funding. **Grantees and program beneficiaries play a critical role in ensuring North Carolina Humanities Council funds continue to be available by fulfilling these requirements.**

Official North Carolina Humanities Council Acknowledgment

You must use the following credit line verbatim in all your promotions (including but not limited to, press releases, flyers, posters, brochures, podium signs, newspaper and TV interviews, and Internet announcements) whether printed, electronic, or broadcast:

This project is made possible by funding from the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities.

The acknowledgment of Council support must also include the following statement: "Any views expressed in this program do not necessarily represent those of the North Carolina Humanities Council." The statement does not need to be in the same size font as that of the Council logo and tag line, nor must it be located immediately adjacent to the logo. The policy statement requirement will be waived in instances when it is not feasible or appropriate to include it, such as on acknowledgment plaques for buildings or objects.

Use of Official Council Logo with Tagline

Prominently display the North Carolina Humanities Council's official logo with tagline ("Many Stories, One People") **in all promotions.** The North Carolina 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 [HERE](#). Do not reproduce the logo from photocopied or faxed images.

Use the North Carolina Humanities Council's full name in all your promotions: 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 staff if you have any questions.

Advocate for Continued Funding - Contact Elected Officials

The North Carolina Humanities Council receives 88% of our funding from 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.** In order to ensure

continued funding for our programs **the North Carolina Humanities Council asks Project Directors to call, email, or write their elected officials** at the local, state, and federal level to share the impact of your council-supported events and projects. Project Directors should also encourage program participants (audience members, partners, etc.) to call, email, or write their Senators and House Representative to encourage them to continue supporting the essential, ongoing cultural work of the North Carolina Humanities Council.

The following links provide additional resources to help you advocate for continued federal funding for the National Endowment for the Humanities and the North Carolina Humanities Council.

- **Write** – Use this advocacy letter template and tips to write your elected officials [Support Public Humanities: Preserve NEH Funding in NC - Letter Template](#)
- **Call** - Use [this tool](#) created by the Federation of State Humanities Councils to call your members of congress and tell them you support continued funding for the NEH.
- **Email** - Use [this tool](#) created by the Federation of State Humanities Councils to call your members of congress and tell them you support continued funding for the NEH.
- **Join in the national conversation on social media** by using the hashtag #SavetheNEH and share why the humanities matter to you. If you don't already, please [like us on Facebook](#) and [follow us on Twitter](#) stay in touch. We will have advocacy updates in the coming weeks and months.

Tips and suggestions for writing your elected officials are provided below:

- **Describe** how a program you directed/attended was enlightening, educational, or inspiring to your community.
- **Thank** elected officials for the funding that made the program possible.
- **Urge** elected officials to make the humanities a cornerstone of public life by continuing to support funding for the NEH
- **Four reasons why NEH funding is so important to North Carolina:**
 - We provide opportunities for small towns and rural communities
 - We support military personnel and their families
 - We ensure a strong return on public investment
 - We provide in-state oversight that benefits North Carolina citizens

COUNCIL ACKNOWLEDGEMENT: *Please read this introduction to the North Carolina Humanities Council before the introduction of the program:*

The North Carolina Humanities Council is a statewide nonprofit and affiliate of the National Endowment for the Humanities. The 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.

Additional North Carolina Humanities Council programs are Museum on Main Street, which brings Smithsonian Traveling Exhibitions to small town museums in North Carolina; Literature & Medicine: Humanities at the Heart of Health Care and the Road Scholars lecture series. The North Carolina Humanities Council also offers Grassroots and Large grant opportunities for community-based programs.

The North Carolina 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.