

Public Relations Guidelines for Programs Funded by Connecticut Humanities

Funding for your project is made possible by the State of Connecticut and the National Endowment for the Humanities, both of which provide significant support to Connecticut Humanities.

Please help us make a strong case for continued funding.

To do so, state and federal lawmakers need to hear from you about the importance of their support for CTH and Connecticut Humanities' support for your project must be visible in promotional materials and at public events. That way we can continue to advocate for the critical funds we reinvest in our communities.

To reinforce the value of your grant we ask that you follow the 7 steps below:

1. Draft and distribute a press release that describes the project and its significance to your organization and community, and credits Connecticut Humanities for its support.

For your convenience, an organization description appears below:

Connecticut Humanities, a non-profit affiliate of the National Endowment for the Humanities, provides opportunities to explore the history, literature and the vibrant culture that make our state, cities and towns attractive places to live and work. Learn more by visiting cthumanities.org.

A press release template is located in our PR Toolkit on the Grants Documents page. If you would like us to review your release before you send it to the media, please email a copy to Scott Wands (swands@cthumanities.org) or call him at 860.937-6535.

We've also included a list of media outlets in the PR Toolkit. We hope this helps you find the right publications to contact. Don't forget social media channels! You might also consider a letter to the editor of your local paper. *Please remember that your final report to Connecticut Humanities asks for copies of information that appears in print, so keep a copy once it's published!*

2. Notify the Governor's office, state legislators in your district and federal lawmakers of your Connecticut Humanities' funding. Consider inviting them to your events, and when your project is done, contact them again to let them know how your CTH grant helped you enrich your community with a humanities-based project. You'll see templates for grant award letters in the PR Toolkit.
3. Acknowledge Connecticut Humanities' funding, using a CTH logo or credit line, on your printed materials, signage and other forms of promotion. When CTH credit appears with other funders, the size and position of the credit should be in proportion to the amount of CTH funding. Logo files are available in the PR Toolkit on the Grants Documents page. Additional formats are available by contacting Scott Wands at swands@cthumanities.org or 860.937.6535.
4. If your project is about history, we may be able to help it thrive in cyberspace! Contact Gregg Mangan, Manager of Digital Humanities, at gmangan@cthumanities.org or 860.937.6516 to discuss the possibility of publishing your project on ConnecticutHistory.org
5. Acknowledge Connecticut Humanities' support at public events related to the funded project. If you would like to have a CTH representative on hand, please contact Scott Wands, Manager of Grants and Programs (swands@cthumanities.org or 860.937.6535), prior to your event.
6. Submit your project events for inclusion in Connecticut Humanities' online cultural calendar at <http://cthumanities.org/calendar/submitevent>. The sooner you submit the event the sooner we can add it to our website and help support it using social media outreach.
7. Send invitations for public events to legislators, Connecticut Humanities board members and staff, and media contacts. Find our staff list [here](#). We will send a list of board members' addresses upon request.

Questions or comments on these requirements? Please contact Scott Wands:
swands@cthumanities.org, or 860.937-6535.

Thank you for your participation and support!
