

## Public Relations Guidelines for CT Summer at the Museum

Note: these are for use beginning June 30 (after the Governor's press release on June 29). We don't want to "scoop" the Governor!

### **1) Update your website with the 2022 CT Summer at the Museum Logos.**

You can find the logos in the grantee resource section on the [CT Summer at the Museum Grants webpage](#).

*It is extremely important that you also clearly provide on your website the specific information visitors need to know about how the program is being implemented at your museum.*

### **2) Update your Social Media Channels (if applicable).**

A social media tool kit can be found in the grantee resource section on the [CT Summer at the Museum Grants webpage](#).

For more promotional information watch a replay of our meeting with representatives from DECD's Marketing and Branding team found in the grantee resource section on the [CT Summer at the Museum Grants webpage](#).

### **3) Send an email to your state legislators and Governor Lamont thanking them for supporting the CT Summer at the Museum program in 2022.**

A sample can be found in the grantee resource section on the [CT Summer at the Museum Grants webpage](#). Invite them to visit your museum!

Find your state legislators [here](#) and instructions on how to email Governor Lamont [here](#).

### **4) Draft and distribute a press release.**

A sample can be found in the grantee resource section on the [CT Summer at the Museum Grants webpage](#).

*Be sure to note that your participation in CT Summer at the Museum is Supported by Connecticut Department of Economic and Community Development's Office of the Arts in partnership with Connecticut Humanities with funding from the federal American Rescue Plan Act as allocated by the state legislature.*

Find lists of media outlets [here](#) and [here](#).

## **Thank you!**

### **Questions?**

Please contact Aimee Cotton Bogush: [abogush@cthumanities.org](mailto:abogush@cthumanities.org)