

Public Relations Guidelines

For more information on the resources discussed in this guide, please view the PR Toolkit available on the [Resources page](#).

Congratulations on your grant award! We look forward to helping you publicize your award as broadly as possible. Please follow the steps in this guide to promote your award and to ensure that CTH funding is appropriately credited and publicized.

Please contact Dana Barcellos-Allen at dbarcellos-allen@cthumanities.org with any questions.

Next Steps



Communications Form

CTH will publicize your award through a press release and e-newsletter. Complete the Communications Form in the CTH Grants Portal to help us publicize your project.



Thank Your Legislators

Funding for your project is made possible by the State of Connecticut, which provides significant support to Connecticut Humanities. We encourage you to notify your state and federal legislators of CTH's funding, to share your public humanities work, and demonstrate the value of the humanities to your community. For sample letters of appreciation and recommendations for reaching out to your legislators, view the PR Toolkit.





Acknowledge Funding

Acknowledge Connecticut Humanities' support at public events related to the funded project.

Acknowledge Connecticut Humanities' funding on your printed materials, signage and other forms of promotion using a CTH logo or credit line. When CTH credit appears with other funders, the size and position of the credit should be in proportion to the amount of CTH funding. Find our logos and more information on how to use them on the [Logos page](#).



Press Release

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 is provided here:

Connecticut Humanities (CTH) is an independent, non-profit affiliate of the National Endowment for the Humanities. CTH connects people to the humanities through grants, partnerships, and collaborative programs. CTH projects, administration, and program development are supported by state and federal matching funds, community foundations, and gifts from private sources. Learn more by visiting cthhumanities.org.

A press release template is available in our PR Toolkit. If you would like us to review your release before you send it to the media, please email Dana Barcellos-Allen at dbarcellos-allen@cthhumanities.org.

We've also included a link to media outlets in the PR Toolkit. We hope this helps you find the right publications to contact.



Events Calendar

Submit your project events for inclusion in Connecticut Humanities' online cultural calendar at <http://cthhumanities.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.



➔ Social Media & Marketing

➤ Post on Social Media and Tag CTH

Posting on social media is one of the most effective ways to bring attention to your project and CT Humanities funding. CTH currently has social media accounts on Facebook, Instagram, Twitter/X, Threads, and LinkedIn. Be sure to tag us at @cthumanities – and you should also consider tagging other partners in the projects and your state and/or federal legislators.

➤ Take Photos and Videos

When your project/events are underway, get photos and videos to share for your own digital and print communications and to share with us here at CT Humanities. We are looking for high quality/resolution images and videos that show people visiting/interacting at your project or other visually interesting photos (for example, while getting a new router as part of a CT Humanities grant is very important for an organization, a photo of a router doesn't tell the story of your project or make for an engaging visual to share). You can send photos and videos to Dana Barcellos-Allen. Please provide us with details for a caption and let us know if we need to credit a specific individual or organization.

➤ Invite legislators/CTH/media to your events

Consider inviting your state and federal legislators 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.

If you would like to have a CTH representative on hand, please contact grants@cthumanities.org prior to your event and we will do our best to attend.

Questions?

Please contact Communications Manager Dana Barcellos-Allen:
dbarcellos-allen@cthumanities.org.

