

Getting the word out is the key to ensuring that your program draws the audience it deserves.

- Your local media will need written information from you **at least two weeks before the event**, ideally four to six weeks. If you don't already have a media list, go to www.nh.gov/nhnews/#skip for a list of newspapers in New Hampshire sorted by location. Search on-line for other media outlets (radio stations, community TV stations) in your area.
- Send a **press release** to media outlets in your area. You'll find a press release outline enclosed in this packet. It can be easily adapted to fit your circumstances. It is a good idea to check with your speaker(s) first. They may provide additional details and a photo for the release. Remember to double space to allow for edits. You can also send your press release electronically, ideally in the body of the e-mail. You can find e-mails for submission of press releases and community events on the news outlet's website. Be sure to include detailed information in the subject line and label attached photos with a caption and credit to the photographer or organization allowing use of the photo.
- **Post your event** in as many on-line events calendars as possible. Statewide papers also have on-line as well as print event calendars. Others to consider:
 - NH Travel and Tourism: <http://visitnh.gov/industry-members/login.aspx>
 - NH 365: <http://nh365.org/>
 - NH.com: <http://nh.com/nh/events/>
 - NHPR: <http://www.publicbroadcasting.net/nhpr/events.eventsmain>
- Your venue may also have its own events calendar in print or on-line. Contact the venue's staff or volunteers to see if they can help publicize your event. Many Chambers of Commerce have an on-line event calendar as well.
- **Social media** is a free and easy tool to use for event publicity. You and your partners can post and share information on your event to your social media networks, and ask your supporters to share them with their friends. For calendar and social media listings, provide a succinct who, what, when and where synopsis of your event. Be sure to include a contact name and phone number for members of the press and the public to obtain more information. A photo makes these postings much more likely to be noticed. And please include a mention that the event is made possible by a grant from New Hampshire Humanities. Please tag us in all social media posting about your project on Facebook (New Hampshire Humanities) and Twitter (#NHHumanities).
- **Local radio stations** will broadcast brief (free!) public service spots that describe your event. A 20-second spot is about 45-50 words; a 30-second spot is about 65 words. Write the spot in simple, conversational style, time the reading, and indicate the length accurately on the copy, so that the station can tape and log it properly. Send it to the radio station at least three weeks before the event for the best chance of getting it on the air.
- **Local cable access TV stations** will also list your event free of charge. Check beforehand for preferred format, and get your material to the station well in advance of airtime.
- Include the **New Hampshire Humanities logo** in all publicity materials such as posters, flyers, brochures, events calendars, bookmarks, etc. Please post our logo with the event listing on your website or in your e-newsletter. We prefer that you use our logo in color whenever possible, but we understand that color printing can be costly and we provide both a color and black and white version of our logo on the **Administer a Grant** page and the **Humanities to Go toolkit** page of our website.
- When you use our logo or name electronically please make it a live **link to our website:** <http://www.nhhumanities.org>.

- **Posters** are effective wherever there is heavy pedestrian traffic (libraries, banks, grocery stores, malls, post offices, town halls). Fliers can be posted, too, and/or distributed at public events, enclosed with organizational mailings, handed out at library circulation desks, etc.
- **Contact** your local library, Rotary Club, bookstore, high school or college about the program; ask if you can send a poster or flier. Your librarian can also provide a list of local officials, state senators, and representatives from your area. You can also find this information at <http://www.nh.gov/government/state.html>. Send your local representatives and state senator and other public officials an invitation.
- Remember, **New Hampshire Humanities will list your event** in our monthly paper *Calendar* which is mailed to more than 3,000 people, on our website, and in our monthly e-newsletter, which is sent to a list of more than 15,000 people. It is imperative that you notify New Hampshire Humanities immediately if there are any changes to the date, time, or venue of your event. Contact Rebecca Kinhan at 224-4071 x16 or rkinhan@nhhumanities.org.
- **If a problem arises** the day of an event, please CALL New Hampshire Humanities and speak with a staff member in addition to emailing Rebecca, in case she is not in the office. Please feel free to contact Rebecca with any questions about publicizing your event.
- Take a moment to **mention New Hampshire Humanities support** for your project at each event. The ideal way to provide credit is to invite a New Hampshire Humanities Board or staff member to attend your event and make very brief remarks about our work and mission. Contact us for names and contact information.
- **Send a letter** to our United States Senators, Jeanne Shaheen and Kelly Ayotte, and your member of Congress, Frank Guinta if you are in District 1 or Anne Kuster if you are in District 2, and let them know about your event(s) and that it was made possible through a grant from New Hampshire Humanities, which receives funding through the National Endowment for the Humanities. A sample letter and contact information is included in this packet. The strongest letter will be one where you put your thoughts on the value of New Hampshire Humanities support to your organization in your own words.
- **Send us copies of your publicity** along with the final report on your grant. Be sure to see the Administer a Grant page of our website for other information on administering your grant.

Thank you!

Sample Press release

FOR IMMEDIATE RELEASE

(Date)

CONTACT: (Your Name)
(Address)
(Telephone number and Email address)

(Your organization's name) RECEIVES NEW HAMPSHIRE HUMANITIES GRANT

(NAME OF YOUR TOWN) - The (name of your organization) has received a grant from New Hampshire Humanities to present (title of program). (Title of program) will be presented on (day, date), at (time), at the (venue).

(Include a one-paragraph description of the project or event here.)

This program is free and open to the public. (Note whether pre-registration is required and whether refreshments will be provided).

New Hampshire Humanities nurtures the joy of learning and inspires community engagement by bringing life-enhancing ideas from the humanities to the people of New Hampshire. They connect people with ideas. Learn more at www.nhhumanities.org. Additional local support is provided by (any other sponsors, contributors or donors to thank).

For more information, contact (list the name of the program organizer, his or her phone number and e-mail address).

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SAMPLE thank you letter to members of NH's Federal Congressional delegation

CUSTOMIZE TO DESCRIBE YOUR PROJECT AND YOUR MESSAGE

(Date)

(Senator/Representative _____)

Dear Senator/Representative _____,

This letter is to inform you that our organization, _____, has just received a generous grant of \$_____ from New Hampshire Humanities, our state's independent affiliate of the National Endowment for the Humanities, to support our efforts to (briefly describe your *Humanities to Go* program or Community Project Grant project).

(Briefly describe why this program or project is important to your organization and the people you serve. If you are writing before an event, invite the member of the Delegation and/or members of her or his staff to attend. If you are writing after a grant event include how many people came, feedback you received, plans for future programs, and any other details you'd like to share).

We are grateful to our Representatives who support institutions such as New Hampshire Humanities through support for the National Endowment for Humanities. Their humanities speakers and grants make it possible to bring live, cultural and educational programs to New Hampshire residents in every town in the state. Thank you!

Sincerely,

(your name and title, name of your organization, contact information)

NH Federal Congressional Delegation Contact Information

Senator Jeanne Shaheen

United States Senate
506 Hart Building
Washington, DC 20510
Phone: 202-224-2841

Local:

2 Wall Street Suite 220
Manchester, NH 03101
Phone: 603-647-7500

340 Central Avenue Suite 205
Dover, NH 03820
Phone: 603-750-3004

50 Opera House Sq.
Claremont, NH 03743
Phone: 603-542-4872

961 Main St.
Berlin, NH 03570
Phone: 603-752-6300
Fax: 603-752-6305

60 Main Street
Nashua, NH
03060
Phone: 603-883-0196

12 Gilbo Ave. Suite C
Keene, NH 03431
Phone: 603-358-6604

Senator Kelly Ayotte

144 Russell Senate Office Building
Washington, DC 20510
Phone: 202-224-3324

Local:

1200 Elm Street, Suite 2
Manchester, NH 03101-2503
Phone: 603-622-7979
Fax: 603-622-0422

19 Pleasant Street Suite 13B
Berlin, NH 03570
Phone: 603-752-7702
Fax: 603-752-7704

144 Main Street
Nashua, NH 03060
Phone: 603-880-3335

14 Manchester Square Suite 140
Portsmouth, NH 03801
Phone: 603-436-7161

Representative Frank Guinta (1st Congressional District)

326 Cannon House Office Building
Washington, DC 20515
Phone: (202) 225-5456
Fax: (202) 225-5822

Local:

33 Lowell Street
Manchester, NH 03101
Phone: (603) 641-9536
Fax: (603) 641-9561

Representative Anne McLane Kuster (2nd Congressional District)

137 Cannon House Office Building
Washington, DC 20515
Phone: 202-225-5206

Local:

33 Main Street, Suite 202
Littleton, NH 03561
Phone: (603) 444-7700

18 North Main St. 4th Floor
Concord, NH 03301
Phone: 603-226-1002

70 East Pearl St.
Nashua, NH 03060
Phone: 603-595-2006