



Publicity Guidelines

Credit Language and Logo

Utah Humanities requires the following credit language on all event publicity materials, press releases, PSA's, social media posts and all other publicity efforts for your funded grant event. Appropriate Utah Humanities logos are included with these guidelines.

This event is made possible through a grant from Utah Humanities. Utah Humanities strengthens Utah communities by cultivating connections, deepening understanding, and exploring our complex human experience.

- Please send us copies of your publicity along with the final report on your grant.
- Use our color logo on all materials, both printed and electronic. When color printing cost is a challenge, please use our B&W logo. Both logos can be located on our grants webpage.
- Our logo should be at least as large as the logos for your other comparable funders/partners.
- Please use our logo as is. Do not alter or distort in any way.
- Please mention the Utah Humanities support at each event. When feasible, the ideal way to provide credit is to invite a Utah Humanities board or staff member from your area to attend your event and make very brief remarks about our work and mission. Contact us for names and contact information.

Publicity Timeline

Utah Humanities will lead out on the statewide, general publicity for events, but your local media will want to hear directly from you, and your local publicity efforts are imperative to success. We suggest this general timeline:

- **Eight weeks** before your grant event, turn in your program funding request. This includes details of all your local activities, with dates, times, and short descriptions. We will use this to publish your events to our web calendar and state-level sites such as Now Playing Utah.
- **Six to eight weeks** before your event, create your publicity materials (fliers, posters, invitations, etc.). See "Publicity Materials" below. Be sure to include Utah Humanities credit language on all collateral.
- **Four to six weeks** before you host the grant event, start contacting your local media. You can use the local press release template we provide. One-page releases are best. Remember your logo, as well as the Utah Humanities credit line and Utah Humanities logo.
- **Four weeks** before your event, create an event on Facebook and start promoting, sharing, etc.
- **Four weeks** before your event, distribute printed publicity materials.
- **Monthly**, the UH newsletter can document your event stories. Feel free to send photos, quotes, coverage, your own stories about the experience of creating and hosting the event, comments from attendees, how it influenced and improved your community, etc.
- **Weekly**, post events and links on your social media accounts.
- **Weekly**, try using a social media scheduler such as Hootsuite (free version, www.hootsuite.com) to plan out and schedule posts. If you are using Facebook as your single social media channel, use its built-in scheduler to plan and schedule posts.

- **Daily-Weekly**, check for media coverage of your event (consider setting up a Google alert containing your organization and/or event name) and begin collecting all links, clippings, etc.
- **Daily**, check your social media sites for questions, comments, etc., and respond.

Contacting the Media

Your local newspapers, magazines, radio stations, and television stations are interested in your events. They would especially be interested in how the events influence your community, how they may be tied to another national or local story, and are especially interesting when you can include someone's personal story, photos, and quotes. Here are some tips:

- Find Utah media sites here: <http://www.utahmediadirectory.com/>
- Be sure to include Utah Humanities credit language in all media outreach (press releases, PSA's, calendar submissions, etc).
- A basic press release template is included at the end of these guidelines.
- Local radio stations will often broadcast brief, free public service spots (PSA) 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 often also list and possibly even broadcast your event free of charge. Check beforehand for preferred format and get your material to the station well in advance of airtime.
- Post your event in as many online events calendars as possible. Statewide papers, radio stations, television stations all generally have online calendars. For calendar and (social media listings covered below), 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.

Website and Social Media

Our digital and social media channels can work for all of us 24/7. They are the hardest-working publicity agent we could ask for, and they work for free.

- Specific Utah Humanities hashtags and @names to use in your social media posts and events:
@utahhumanities #Humanities #IdeasInAction
- Social media sites for Utah Humanities... follow us, mention us in your posts, and share on our page so we can share with our contacts.
 - www.facebook.com/utahhumanitiescouncil
 - <https://twitter.com/utahhumanities>
 - www.instagram.com/utahhumanities
- Include at least one photo in each post and focus on a "who, what, where, when" description, contact information, link to your website and, where appropriate, our website (www.utahhumanities.org).
- Whenever you use our logo or name electronically please make it a live link to our website: www.utahhumanities.org.

Publicity Materials

- 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 your event and ask if you can send a poster or flier.
- Send your local representatives and state senator and other public officials an invitation. Find contact information here: <https://www.utah.gov/government/contactgov.html>.

[Add your logo here]

For Immediate Release

Media Contact: [Customize for your media contact]

Name

Phone

Email

[Your organization's name] receives Utah Humanities Grant for [your project]

[Your City], Utah, February 28, 2024 – [Your organization] has received a grant from [Utah Humanities](#) to present [title of event]. [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].

[Add your additional details, bullet points, quotes, etc]

Utah Humanities strengthens Utah communities by cultivating connections, deepening understanding, and exploring the complex human experience. Find out more about their range of humanities programs at www.utahhumanities.org.

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