



## Minigrants Publicity Guidelines

All Kentucky Humanities funded grant projects must credit Kentucky Humanities and the National Endowment for the Humanities in all written, oral, and visual materials. We encourage use of the following acknowledgement: "This program was funded in part by Kentucky Humanities and the National Endowment for the Humanities." Logos and other marketing materials are available on the [Grantee Resources](#) page. If you need additional materials, please reach out to Zoe Kaylor. The following tips will help you spread word about your project, attract participants, and help your project succeed.

☐ **Press Release.** The basic method of communicating with all media is through a press release. It provides the who, what, when, and where of your news. Often it is picked up by a newspaper and run in its entirety. In other cases, it introduces a reporter to your news and provides a contact for getting more information. Address your release to local and online media, newspapers, radio stations, television stations, and more. Don't limit yourself to one press release. You can use press releases for announcement of the award, upcoming events, and final impact of your project.

☐ **Grant Announcement.** You can attract additional attention by tying the announcement of your award to an event or to a current news issue. If you can link your award announcement with other activities or events (local, regional, or national), you increase the chance of capturing media attention and community involvement.

☐ **Go directly to your community.** Spread the word to partner organizations, local government, members, community groups, board members, and more. Be sure to inform your national and state congressional delegations about your program. Don't forget to utilize social media, newsletters, and your website.

☐ **Share events with KH and its board members.** We would love to share your events in our newsletter and on our socials. We feature grantees in our messages to our board and to the Federation of State Humanities Councils. You can reach out directly to board members using the Board List on the Grantee Resources page.

For questions, please reach out to Zoe Kaylor at [zoe.kaylor@uky.edu](mailto:zoe.kaylor@uky.edu)