



Publicity Policies & Tips for US@250: Big Watch

POLICIES

Program Descriptions:

- **Title:** Please refer to the series title as “**US@250: Big Watch.**”
- **Film Screening & Discussion** - Please use this official program description to promote your *film screening & discussion*: [Click to view the official film screening & discussion program description.](#)
 - *This program description includes all required credit lines.*

Credit Lines & Logos:

- **Credit line:** Please include the following credit line in any publicity about the program, *including your event description for your community event(s)*:
 - **“This event is made possible by New Hampshire Humanities, in partnership with NHPBS, with additional support provided by Cogswell Benevolent Trust. By the People: Conversations Beyond 250 is a series of community-driven programs created by humanities councils in collaboration with local partners. The initiative was developed by the Federation of State Humanities Councils and the Smithsonian Center for Folklife and Cultural Heritage.”**
 - Please use this credit line to give verbal recognition of the program prior to your activities.
 - *Proper crediting of the US@250: Big Watch supporters and partners is an essential part of your grant award.*
- **Logos:** Please use **both New Hampshire Humanities’ logo and the Federation for State Humanities Councils logo** on all your publicity.
 - [NHH logos](#)
 - [Federation of State Humanities Councils logo](#)
 - Improper use of logos:
 - Do not crop, rotate, or alter the logo in any way.
 - Do not separate elements of the logo to reorganize format or appearance.
 - Do not distort the logo horizontally or vertically.

Social Media

- Please include New Hampshire Humanities in your social media promotion of US@250: Big Watch by tagging us on:
 - Facebook (@newhampshirehumanities)
 - X (Twitter) and Instagram (@nhhumanities).”
- Hashtags:



- #ByThePeople2026 | #SmithsonianFolklife | #2026Folklife | #MyHumanitiesCouncil

TIPS

Getting the word out will ensure your program draws the audience it deserves!

- **Social media** is a free and easy tool to use for event publicity. You can share your event, picture, and details and ask your supporters to share them with their audiences.
- **Local radio stations and/or local cable access TV stations** may broadcast a brief (free) public service spots that describe your event. Contact your local radio/TV station to find out if they will run a brief spot, and what their requirements for submission are.
- **Posters/flyers** are effective wherever there is heavy pedestrian traffic (libraries, banks, grocery stores, malls, post offices, town halls), distributed at public events, enclosed with your organization's mailings, and handed out at library circulation desks, front desk, etc.
- Contact your **local library, Rotary Club, bookstore, high school or college** about the program. You can also send an invitation to your local officials, state senators, and representatives in your area. You can also find this information at <http://www.gencourt.state.nh.us/>.
- **Post your event** in as many online events calendars as possible. Statewide papers also have online as well as print event calendars. Others to consider:
 - NH 365/NH Union Leader: <http://nh365.org>
 - NHPR: <https://www.nhpr.org/community-calendar>
 - Visit-NewHampshire.com: <https://www.visit-newhampshire.com/submit-event>
 - WMUR-TV: <https://www.wmur.com/article/wmur-community-calendar/5281838>
- **Press release:** Email a simple press release to media outlets in your area along with a photo if available (see below for a sample press release). Include a clear subject line and label attached photos with a caption and credit to the photographer or organization allowing use of the photo. Please include the credit line from above. Local media will need event information from you at least 2 weeks before the event, ideally 4-6 weeks.
- New Hampshire Humanities will list your event in our web calendar as well as our quarterly printed *Engage!* which is mailed to more than 3,000 people, posted on our website, and shared on social media. **Please notify New Hampshire Humanities immediately if there are any changes to the date, time, or venue of your event.** Contact NHH at info@nhhumanities.org or call (603) 224-4071.



Sample Press Release

(insert your logo here if you choose)

FOR IMMEDIATE RELEASE

(Date)

CONTACT:

(Your name)

(Organization name)

(Telephone number and email address)

Heading: (Your organization's name) participates in New Hampshire Humanities' US@250: Big Watch.

(Name of your organization) has received support from New Hampshire Humanities to participate in US@250: Big Watch, a statewide series of community events based around a shared "watch" and discussion of a segment of THE AMERICAN REVOLUTION, a new film directed by Ken Burns, Sarah Botstein and David Schmidt.

The film screening and following facilitated discussion will be presented on (day, date), at (time), at the (venue).

The featured segment from THE AMERICAN REVOLUTION, "The Spirit of Service," explores service as a core American value, from the nation's founding through to the present day – examining volunteerism, civic participation, public leadership, and more. Immediately after viewing the segment, expert facilitators will guide thoughtful conversations about "remembering together." (Edit this description for a press release about your community event)

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

New Hampshire Humanities connects people and ideas by funding and supporting statewide programs that inspire curiosity, foster civil dialogue, and explore big questions. Learn more at www.nhhumanities.org. This event is made possible by New Hampshire Humanities, in partnership with NHPBS, with additional support provided by Cogswell Benevolent Trust. By the People: Conversations Beyond 250 is a series of community-driven programs created by humanities councils in collaboration with local partners. The initiative was developed by the Federation of State Humanities Councils and the Smithsonian Center for Folklife and Cultural Heritage. For more information, contact (list the name of the program organizer, his or her phone number and e-mail address).

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