



Publicity Tips for Civic Life and Belonging Grants

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 where 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 desks, 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. Contact information: <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). Local media will need event information from you at least 2 weeks before the event, ideally 4-6 weeks.
- NHH will list your event in our web calendar as well as our quarterly printed *Engage!* which is mailed to 3,000 people and emailed to 17,000. **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) receives New Hampshire Humanities Civic Life and Belonging grant for (your project)

(NAME OF YOUR TOWN) - (Name of your organization) has received a Civic Life and Belonging grant from New Hampshire Humanities to present (title of program). (Title of program) will occur on (day, date, time) at (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, or other pertinent information).

New Hampshire Humanities' Civic Life and Belonging Grants fund events that improve civic life by bringing together community members and supporting meaningful discussion and perspective sharing through a cultural or humanities lens.

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, with support from New Hampshire Charitable Foundation. For more information, contact (list the name of the program organizer, his or her phone number and e-mail address).

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(Please be sure to attach and label any photos with the photo credit)