

## ACTION & INCUBATION GRANTS ACKNOWLEDGMENT AND PUBLICITY GUIDELINES

The New Jersey Council for the Humanities would like to support you in getting the word out about your grant award and the work it enables. This document outlines both requirements and simple tips to help you think through sharing your story with us, your community, and the world at large.

NJCH collects useful resources for grantees and program partners on the Resources page of our website: <https://njhumanities.org/resources/>. It is also linked in the sticky footer on every page. Most of the materials you need are available on that page.

### **Logo Usage**

Please include NJCH's logo on all print and electronic materials. **Please do not alter the logo other than to change the size proportionally.** Examples of correct (and incorrect) logo usage are included below. In circumstances where there is limited visual space—for example, a flier with multiple funder logos—usage of NJCH's logo should always be prioritized over the written funding acknowledgement and disclaimer (see below).



Our logo is available in multiple file formats (.eps, .png, and .jpg) on the Resources page of our website: <https://njhumanities.org/resources/>

### **Written Funding Acknowledgement and Disclaimer**

Grant recipients should acknowledge the New Jersey Council for the Humanities (NJCH) and the National Endowment for the Humanities (NEH) in written and promotional materials related to Incubation and Action Grants, and when speaking about the grant.

*This (insert project type: publication, program, exhibition, film, etc.) was made possible by a grant from the New Jersey Council for the Humanities, a state partner of the National Endowment for the Humanities. Any views, findings, conclusions, or recommendations expressed in this (insert project type: publication, program, exhibition, film, etc.) do not necessarily represent those of the National Endowment for the Humanities or the New Jersey Council for the Humanities.*

The phrasing can be adjusted so it makes sense in the context where it is used. The disclaimer (second

sentence of the acknowledgment) may be placed separately or in smaller text and does not need to be included in places where it doesn't make sense (for example, on a donor acknowledgment wall in an exhibition or when verbally acknowledging funding).

In circumstances where there is limited visual space—for example, a flier with multiple funder logos—usage of NJCH's logo should always be prioritized over the written funding acknowledgement and disclaimer.

## **Publicity and Outreach**

NJCH encourages grantees to keep your local communities informed about your award and to share widely the successes and vibrant projects that enhance our collective cultural life in New Jersey. To that end, NJCH disseminates press releases announcing upcoming grant awards. All press releases are collected in the News section of our website: <https://njhumanities.org/news/>. You are welcome to utilize text from any press release sent out by NJCH in creating your own press releases or to send NJCH's full press release on to local news outlets in your town.

Grantees also may consider raising the public profile of your work by connecting with federal, state, and local government officials, local papers or neighborhood or community conduits for news, or other networks and organizations that serve your NJ audiences. A communications and outreach guide, as well as sample letters and tips for how to publicize your work effectively, are available on the Resources page of the NJCH website: <https://njhumanities.org/resources/>. If you have any other questions about publicity and outreach, please contact the NJCH staff at [grants@njhumanities.org](mailto:grants@njhumanities.org).

## **Event Submission**

Throughout your grant period, please send details for in-person and online events associated with this grant project via email to [grants@njhumanities.org](mailto:grants@njhumanities.org). In the email indicate whether the events are public or private (e.g., a discussion group with a specific group) and include the date, time, location, registration information, and a short description of the event. Please submit events at least one month in advance. NJCH will publicize your event alongside the work of our other grantees and partners on our [Events Calendar](#).

## **Social Media**

NJCH uses Facebook, Twitter, LinkedIn, and YouTube. We encourage all grantees and program award recipients to connect with us on social media. We will tag or link to social media accounts for relevant posts about these grants and awards when possible and ask that you tag or link to NJCH in return. Remember that sharing social media is a great tool for increasing engagement beyond your followers.

Please use the following hashtags: #njch and #publichumanities.

## **Contact**

NJCH staff is always happy to answer questions, provide guidance, or hear your updates. Please don't hesitate to reach out to us at any time. Email is usually the fastest way to get in touch. If you would like to set up a phone call, please suggest a couple of dates and times that work well for you so we can put it on our calendars.

Please contact us at [grants@njhumanities.org](mailto:grants@njhumanities.org).