

The Humanities Council<sup>SC</sup>

*inspiring. engaging. enriching.*

Grantee

MARKETING MANUAL

# Table of Contents

I.	Overview .....	1
II.	Technical Instructions .....	2
III.	General Marketing Information .....	
	a. Preparing for your marketing/promotional effort .....	3
	b. Communication Tools .....	4
	c. Marketing Flow Chart .....	5
	d. Marketing and Publicity Checklist .....	6
IV.	Communication With Media .....	
	a. Effective Ways to Get Media Coverage for Programs .....	8
	b. Press Release .....	
	1. How to Write a Press Release .....	9
	2. Parts of a Press Release .....	11
	3. Press Release Format .....	12
	4. Press Release Sample .....	13
	c. News Advisory .....	
	1. Writing a News Advisory .....	14
	2. News Advisory Sample .....	15
	d. Tips for Working with Reporters .....	16
	e. How to Prepare for and Give Great TV and Radio Interviews .....	17
	f. How to Use Cable Television .....	18
	g. How to Produce and Air a PSA .....	19
	h. Checklist for Press Kits .....	20
V.	Additional Marketing Opportunities .....	21
VI.	Information and Sample for Printed Material .....	
	a. Graphics Standards for The Humanities Council <sup>SC</sup> .....	23
	b. Sample Program Flyer .....	25
	c. Sample Podium Sign .....	26
	d. Audience Questionnaire .....	27
VII.	Resource Lists .....	
	a. Media List .....	28
	b. Web Resources .....	29
VIII.	Marketing Package Evaluation Form .....	34

# Overview

Inside this packet you will find some of the tools needed to effectively market and promote your humanities program. This information is intended to increase the visibility of, awareness about, and attendance at your program and promote greater understanding and support for your program and its sponsor, The Humanities Council<sup>SC</sup>.

The media outreach strategies outlined in this guide are geared toward local newspapers, radio and television outlets. Other recommendations to market and promote the local event are included.

The information contained in this packet, along with any updated materials, can be found on our Website at [www.schumanities.org](http://www.schumanities.org).

We want your program to be as successful as possible, and we believe these tools will help you achieve that goal. In the evaluation packet you have the opportunity to let us know how this packet can be strengthened and keep it a useful tool.

**As a condition of your grant, you have agreed to promote this program in your community and provide evidence of this effort in your evaluation and final report.**

Congratulations on your grant award and for helping further the humanities in South Carolina.

# Technical Instructions

**In this package you will find hard copies of materials to help you market and promote your upcoming humanities program.**

Throughout this marketing packet, we have used a sample program (Islam In The South) to demonstrate formatting of event materials.

There is also a page entitled "Grantee Marketing Information" within The Humanities Council<sup>SC</sup> Web page ([www.schumanities.org](http://www.schumanities.org)) that contains this **information in downloadable electronic form**. The Web site link corresponds to the hard copy for easy reference.

A **press release** for the local media (based on the sample provided) and a flyer for posting in various locations in your community should be produced for each event or program. Detailed instructions on how to write a press release and a media advisory are included with the sample.

Images for signs or flyers (**Podium Sign, Sample Program Flyer**) may easily be taken from the hard copy or the web site and blown up in size. Please be sure to review the **Graphics Standards section** of this package for specific information that must be included in all printed materials related to The Humanities Council<sup>SC</sup> and its grant programs.

An **Audience Questionnaire** is included and should be copied and distributed to people attending the program. This template is on the Web site and may be adapted to fit your program and needs.

When preparing the **Final Project Report** for The Humanities Council<sup>SC</sup>, be sure to include examples of all publicity, signs/flyers, media coverage and other printed materials. We would also appreciate your filling out the **Marketing Package Evaluation Form**. This will help us keep this material relevant and helpful.

From time to time information will be amended or added to this manual. Check for updates on the Web site at [www.schumanities.org](http://www.schumanities.org)

# Preparing for Your Marketing/Promotional Effort

Now that you have your grant and your program is developed how are you going to market the program and let people know about it?

Here are some questions to get you started:

- 1 What are you promoting?**
- 2 What is the result you wish to see with respect to the audience? How will they be different?**
- 3 Who is the target audience for this program? Who will be most interested in what this program offers?**
- 4 What tool or method best fits the needs, audience, message and budget?**

You know what your program is. Now consider who in your community will want to know about this program. Think about organizations, religious groups, civic clubs, schools, libraries, book clubs, boards of these groups and/or organizations. These people are your target audience.

How do people in this targeted group of people get information? They get it from radio, television, libraries, schools, newsletters from organizations, newspapers, web sites and word of mouth. Where do they go each day that may be a good place or places to promote your program? They go to the library, grocery store, drugstore and church. These will be good places to put a flyer or brochure about the program.

Remember to include your regular program participants and supporters. Are active volunteers informed about the program? Ask them to invite their friends, associates and relatives to participate.

# Communication Tools

You have determined the target audience or group of people you want to reach and how and where they get information.

Next you need to think about what promotional tools you can use that will help you promote the event.

## **COMMUNICATIONS TOOLS:**

Radio announcement

-see Media List

Television public service announcement or calendar announcement

-see Media List and How to Produce & Air PSA

Press release

-see Media List & How to Write a Press Release

Calendar announcements

-Media and Web Calendar announcements

Web sites (yours and others)

-see Web Resources

-The Humanities Council<sup>SC</sup> Web Site Calendar of Events

Talk shows or interviews with media

-see How to Prepare For and Give Great Television and Radio Interviews

Flyers or posters

-see Sample Program Flyer and Sample Podium Sign

Post cards

Speaking engagements

Email listservs

Telephone/Personal Invitations

-see Additional Marketing Opportunities

# Marketing Flow Chart

## Three months

- Plan program, date, time and location
- Review media lists and other promotional outlets such as other organization's newsletters and prepare preliminary announcement
- Secure speakers or other logistical details
- Develop marketing plan

## Two months

- Send press release to appropriate newsletters
- Post flyers in strategic locations to promote program
- Put information on appropriate web sites
- Send announcements to television stations for calendars

## Six Weeks

- Direct mail your compiled mailing list

## One month

- Complete the media list for press releases
- Send news releases to non-daily newspapers and ask them to run it until event
- Send a calendar item to daily newspapers for weekend sections or other appropriate sections
- Contact The Humanities Council<sup>SC</sup> staff to remind them of your event and to be listed on our web site's Calendar of Events.

## Two weeks

- Send assignment editors a note regarding program
- Send news releases to radio, television and daily newspaper
- Call your telephone/personal invitation list

## One week

- Contact assignment editors with a reminder about program

## Day before

- Contact the media by email, telephone or fax to remind them about program

# Marketing and Publicity Checklist

Please use this as a guide to help you organize your marketing and publicity efforts.

**Program name and date:** \_\_\_\_\_

## News releases

- Sent to: \_\_\_\_\_
- Date: \_\_\_\_\_
- Ran: \_\_\_\_\_
- Comments: \_\_\_\_\_

## Posters/flyers

- Placed where: \_\_\_\_\_
- When: \_\_\_\_\_
- Comments: \_\_\_\_\_

## Television or radio talk shows

- Date: \_\_\_\_\_
- Station: \_\_\_\_\_
- Guest: \_\_\_\_\_
- Comments: \_\_\_\_\_

## Media Advisory (3-5 days before event as reminder)

- Date: \_\_\_\_\_
- Sent to: \_\_\_\_\_
- Response: \_\_\_\_\_
- Follow-up: \_\_\_\_\_
- Comments: \_\_\_\_\_

## Calendar announcements

- Date: \_\_\_\_\_
- Sent to (be sure to use web sites): \_\_\_\_\_
- Comments: \_\_\_\_\_
- Remind The Humanities Council<sup>SC</sup> staff of your program to be listed on our Calendar of Events on our web site

(continued on next page)

# Marketing and Publicity Checklist

**continued**

## **Signage for event**

- Podium sign
- Sign for entrance to location (auditorium, library board room etc.)
- Remember to check the **Graphics Standards** section for The Humanities Council<sup>SC</sup>

## **Marketing questionnaire** (can be printed on the back of the flyer for the seats)

- Printed: \_\_\_\_\_
- Placed in the hands of all attendees
- Place to return questionnaire

## **Final evaluation**

- Fill out evaluation forms
- Make copies of all press clippings
- List all radio or television appearances
- Provide any other marketing support materials
- Send The Humanities Council<sup>SC</sup> Program Officer your **Final Project Report, Marketing Package Evaluation Form and Supporting Materials.**

# Effective Ways to Get Media Coverage for Programs

- 1 Select times and dates for programs that are conducive to the largest audiences and that allow for maximum media coverage of your event.
- 2 Write releases to emphasize why a program is of interest to the local community.
- 3 Target media outlets that are closest to your community first.
- 4 Highlight participation of local scholars (or scholars with community ties). Also, highlight members of the community who are active volunteers or donors with your organization or who have a tie to your upcoming program.
- 5 Identify key personnel for each media outlet and distribute information to them. Contact the media outlet and ask who should receive press releases, who should receive calendar information (online, on air and print versions) and which editor or producer oversees coverage for your event.
- 6 Make sure to observe deadlines and preferred formats for delivery of press releases (email, in person, regular mail). Sending information in a timely fashion and in the preferred format helps ensure coverage.
- 7 Develop press kits (packets of material about your organization and your programs) and share them with the local media. The more familiar they are with your organization and the more information they have to use as background, the more likely it is that you will receive higher levels of coverage. See "**Checklist for Press Kits**".
- 8 Maintain a "News Opportunity" calendar. Collaborate with other local community groups to develop an extensive list of opportunities, which can be shared with local media outlets.
- 9 Be prepared for coverage of your event. Designate staff or volunteers who are comfortable speaking with reporters. Make sure you provide them with all details in case reporters call with questions. Set up the room to allow photographers good photo opportunities. Also, make sure that scholars/participants are willing to speak with the press.
- 10 Have a one-page bulleted sheet with key points about your program/project to give reporters. Be sure to include information for television reporters about visually appealing footage.
- 11 If possible, prepare a beta tape of footage to give television reporters.

# How to Write a Press Release

## **A press release is the most commonly used tool to promote an event.**

The purpose of a press release is to deliver your message in a comprehensive manner. Your press release should convey what you consider to be most important about the event. Remember, many newspapers will use your press release word-for-word as its article. Start with the most important information and finish with the least important.

- Use your organization's letterhead, if you have one. If not, make sure the name, address and telephone number of your organization are at the top of the page. Include your Web address if you have one. Use 8 1/2 x 11 paper.
- In the upper left corner, put "**For Immediate Release**" followed by the release date.
- Just below the release date put "**CONTACT:**". Then give the name, title and telephone number of someone from your organization who can be reached at any time to answer questions about the event. Include a number where a reporter can reach you after 5 p.m. Reporters do not always work 9-5 and may need to reach someone from your organization after normal business hours. Also put "**Page 1 of 2**" if the release is two pages. This helps keep the pages together when faxing releases.
- Begin typing the release about one-third down the page. Space between paragraphs or indent and double space paragraphs. Do not hyphenate words at the end of lines.
- Be sure all dates, times and places are accurate and all names are spelled correctly.
- The release should answer the questions who, what, when, where, why and how.
- The most important information should appear in the first paragraph.
- The paragraphs following this should include other information in order of importance. Do not exceed two pages in length (one page is preferred).
- At the bottom of the first page, type "**more**" centered on the last line, if the release is two pages long. In the top left corner of the next page, put a one or two word description of the release. Then type in "**Page 2 of 2.**"

(continued on next page)

# How to Write a Press Release

## **continued**

- At the end of the press release, type “###” centered on the last line. This tells the editor your release is finished.
- Contact the news organization or check their Web site for the appropriate person to send the release to. Ask if faxes or email releases are preferred and be sure to get the correct email address or fax number.
- Fax or email your news release to a newspaper, radio or TV station anywhere from three to five days before the event. Once the release has been sent, you will need to follow up with a phone call to make sure the right person has seen it and to ask if any additional information is needed.

# Parts of a Press Release

## a) **Heading**

- Contact information
- Release date
- Title/headline

## b) **Body**

- Lead (who, what, when, where, how)
- Quotes
- Supporting information

## c) **Ending**

- Boilerplate (background information on the sponsoring organization and information as required for The Humanities Council<sup>SC</sup>)
- End notation ### centered at the bottom of the page.

On the next page is an example of how to write a press release (**Press Release Format**) and following is a **Press Release Sample**.

# Press Release Format

**Example information is included in BOLD type.**

Your organization's logo/letterhead

- a) For immediate release  
**(day and date)**

**Contact: Name of person who can answer media questions**

**Title**

**Telephone number**

**Email address**

Headline that tells the news – announces something

**Islam in the South Topic of Spring Forum**

- b) Your first sentence, "the lead" should contain your most important news announcement providing the basic facts on who, what, when, where and why. Your second sentence can include whatever pieces of the important information you cannot fit in the first sentence. The lead should be only one sentence. Remember: who, what, when, where and why.

**"Islam in the South" is the topic of the Midlands Religion Council's Spring Conference, April 12 from 4:30 until 6:30 p.m. at the Lutheran Theological Seminary in Columbia. The event is free and open to the public.**

Continue with more information on the event in the second paragraph. Include interesting and relevant facts here that are part of the main message. You may include biographical information on the speaker or panel.

**Dr. David Doe, renowned expert on the Islamic faith, is the keynote speaker. A graduate of Duke University, Dr. Doe is the author of several books on the Islamic faith. The focus of his talk is the growing number of Muslims and how they are integrated into Southern culture. In addition to the keynote address, a panel discussion will feature Dr. John Smith of the Lutheran Seminary; Dr. Rashad Ameer of the Islamic Community Center and the Rev. Susan Johns of the University of South Carolina.**

- c) The last paragraph tells the public what you most want them to know about The Humanities Council<sup>SC</sup> and your organization. Be sure to refer to the Graphic Standards for the required information on The Humanities Council<sup>SC</sup>. Indicate how people contact the organization: phone, fax, email or internet.

**This program is sponsored by The Humanities Council<sup>SC</sup> a state program of the National Endowment of the Humanities; Inspiring, engaging and enriching South Carolinians with programs on literature, history, culture and heritage. Visit the Web site at [www.schumanities.org](http://www.schumanities.org). For more information contact Jane Doe at 222-3333 or email [jdoe@aol.com](mailto:jdoe@aol.com).**

# # #

# Press Release Sample

(page size 8.5" x 11")

(a) → **For immediate release** *Your Organization Stationary*  
**(day and date)**

**Contact: Name of person who can answer media questions**  
**Title**  
**Telephone number**  
**Email address**

*Headline* → **Islam in the South Topic of Spring Forum**

(b) → **"Islam in the South" is the topic of the Midlands Religion Council's spring conference, April 12 from 4:30 until 6:30 p.m. at the Lutheran Theological Seminary in Columbia. The event is free and open to the public.**

**Dr. David Doe, renowned expert on the Islamic faith, is the keynote speaker. A graduate of Duke University, Dr. Doe has studied the Islamic faith and is the author of several books on the subject. The focus of his talk is the growing number of muslims and how they are integrated into the Southern culture. In addition to the keynote address a panel discussion will feature Dr. John Smith of the Lutheran Seminary; Dr. Rashad Ameer of the Islamic Community Center and the Rev. Susan Johns of the University of South Carolina.**

(c) → **This program is sponsored by The Humanities Council<sup>SC</sup>, a state program of the National Endowment for the Humanities; inspiring, engaging and enriching South Carolinians with literature, history, culture and heritage. Visit our web site at [schumanities.org](http://schumanities.org). For more information contact Jane Doe at 222-3333 or email [jdoe@aol.com](mailto:jdoe@aol.com).**

*Do Not forget your ending notation* → **###**

# Writing a News Advisory

A news advisory is designed to attract the interest of the media so they will attend your event or cover your story. The advisory should be brief – never more than one page. It should provide all the preliminary information about an event, including the specifics about time, location and featured speakers/interviews.

## KEY POINTS

- Follow the format on the following page
- Fax your news advisory to a newspaper, radio or TV station three to five days before the event.
- Once the advisory has been faxed, you will need to follow up with a phone call to make sure the right person has seen it and to ask if they would like any additional information. Send the advisory again the day before and follow up with another phone call.

## NEWS ADVISORY FORMAT

- a) **News Advisory Headline** to tell that something will be happening
- b) The **first sentence should reveal information** about “news” that will be coming. It is always loaded with the who, what, when and where without giving away the entire story. You want to give just enough information so that the media will want to cover your event.
- c) Make the **event facts** in your media advisory easy to read by highlighting the facts with bullets or placing the facts in a box as shown below.

<b>WHAT</b>	Description of the event written in a uniquely newsworthy way
<b>WHO</b>	Names and titles of your spokes people (panel or speaker)
<b>WHERE</b>	Exact address of event, with additional directions if necessary
<b>WHEN</b>	Time, day and date of event

- d) End your advisory with a **brief description of your organization** and the program. This should be given in standard language referred to in the Graphics Standards section; this is often referred to as the organization's boilerplate.

# News Advisory Sample

(page size 8.5" x 11")

(a) → **Islam In The South**

(b) → **"Islam In The South" is the Midlands Religion Council's Spring Conference, April 12.**

(c) → **What: Midland Religion Council's Spring Conference**

**Who: Dr. David Doe, Duke University  
Dr. John Smith, Lutheran Seminary; Dr. Rashad Ameer, Islamic Community Center, and Rev. Susan Johns, USC**

**Where: Lutheran Theological Seminary, 4201 North Main Street, Columbia, SC**

**When: April 12; 4:30 - 6:30 pm**

(d) → **Brief Description of Your Organization**  
**Sponsored by The Humanities Council<sup>SC</sup>, a state program of the National Endowment for the Humanities.**

Do Not forget your ending notation → # # #

## Tips for Working with Reporters

- A reporter's life is governed by deadlines. Know them and respect them.
- Respond to a request immediately. This may mean breaking into another's routine to obtain necessary information. If you are unable to obtain the information by the deadline, call the reporter and explain why.
- Best time to call reporters:
  - Print:** Best between 10 am and 2 pm.
  - Television:** Planning editors generally take calls after 10 am and up until 3 pm, but not around noon when they are planning mid-day news shows.
  - Radio:** Best time around 7:30 am to 8:30 am and after 10 am
- Consider hand-delivering some press releases. If you are sending more than one release to the same newspaper, enclose a note saying so and who is getting the release.
- If you fax a news release to a daily newspaper, be sure each page is marked with the reporter's name. Also put on each sheet and the cover "Page 1 of 2, Page 2 of 2 etc." If you fax late in the afternoon you may encounter busy lines. Fax as early as possible.
- Call the media outlet and ask who the appropriate person is to receive a news release on X subject. Request that person's telephone number, fax number and email address if possible. When you send your release to a specific person you have a better chance of getting the story used.

# How to Prepare for and Give Great Television and Radio Interviews

Material courtesy of SCANPO

- 1** Never go to a media interview without reading the morning's newspapers. You should be very well informed.
- 2** Be sure to watch or listen to the program or host that will be interviewing you before you appear. Familiarize yourself with the style and format of the show.
- 3** Focus on no more than two or three major points to make during the interview. For each point, be sure to have two or three good facts to back it up. Do not let the reporter's questions get you off track. Keep coming back to your major points. Do not forget the reason you are there.
- 4** Listen carefully to the reporter's questions. Always answer by coming back to the main points you want to make. Never answer with a simple yes or no. Never say "no comment." It makes you sound guilty. The easier you make it on the reporter, the more likely she/he is to have you back.
- 5** Do not use technical jargon. Be friendly. Avoid long sentences. Remember, you want to be quoted.
- 6** Never get upset or lose your temper with a reporter. You want the media on your side. Maintain a sense of humor. If the reporter is antagonistic, use your charm. Keep cool.
- 7** Remember, you represent your organization. Do not give personal opinions that might compromise your group. Never go "off the record." And never make partisan statements - even if prodded - or your quote could end up as a headline in tomorrow's paper.
- 8** You have a serious message to deliver. Do not wear clothes that are too flashy. Stripes, checks and white are not good on TV. Do not wear dangling jewelry. Assume microphones are on at all times. Assume you are on camera until they tell you that you are not.
- 9** Maintain good eye contact with reporters. Ignore the camera. Speak clearly and distinctly in a normal conversational tone.
- 10** Remember, you know more about your program than the reporter. You have got the upper hand! If the reporter wants facts and figures you do not have - tell her/him that you will find out the information and go back to making your important points. If you are not sure about a fact or figure, do not use it! You want the media to rely on you as a credible source of nonpartisan facts.
- 11** If possible, try to obtain a tape of your performance. Review it. Ask a friend to critique it. Correct your mistakes in the next interview.

# How to Use Cable Television

Material courtesy of SCANPO

- 1** Seventy-five percent of all Americans have access to cable. Surveys show that about 50 percent of all cable subscribers watch their community public access channels on a regular basis. More and more Americans are tuning into cable.
- 2** Because of their activities and interests, community television viewers are an ideal target for nonprofit messages and nonprofit programming.
- 3** Cable access will allow you to control your program content, air during prime time and repeat frequently.
- 4** There are different kinds of cable stations. About two-thirds of communities with cable TV have at least one "public access" channel (non-commercial use by the public), and some larger cities also have "local origination" channels (similar to local commercial stations with paid advertisements), which are sometimes available for local programming.
- 5** Public access stations have less funding, fewer staff and fewer restrictions. Local origination channels have more money, more staff and more controls over program content.
- 6** Many public access and local origination stations offer production training at low cost. Once you are trained, these stations often allow you to use their production facilities. You also can use the cable access channel to publicize specific events.
- 7** Find out which channels you have in your area. Request a copy of their guidelines or regulations. In many cities, the cable system has a special office that helps community groups obtain access, find producers and publicize their program.
- 8** Your nonprofit agency could air educational videos, public service announcements and other programs to publicize projects and campaigns. Ask your cable stations if you can start your own monthly "Nonprofit Talk" public affairs show.
- 9** Find out if you have an origination channel in your area and monitor its programming. If it is airing programs with viewpoints that you oppose, you should have a good chance of getting your own program aired.

# How to Produce and Air a PSA

Material courtesy of SCANPO

- 1** Both radio and television stations commit a portion of their airtime to free public service spots on behalf of nonprofit organizations. Free Speech Messages (FSMs) are statements of opinion, while Public Service Announcements (PSAs) are announcements or reminders of events or services.
- 2** First call your radio or TV station and ask to speak to the Public Service Director. Find out what kind of spots they run, what rules apply, what their time limits and formats are and to whom and by when they should be submitted.
- 3** Your nonprofit's name should be heard and seen twice during a PSA. Some stations are very particular about identifying 501(c)(3) status. Check on this in advance. A phone number or address should also be given.
- 4** Beta SP or one-inch tapes are best choices for TV PSAs. Thirty-second (80 words) PSAs are aired often; 15-second and 20-second PSAs are also in demand. Every station has different preferences. Check first. Leave three to five seconds at the end of your PSAs for your logo (tagging).
- 5** TV PSAs can easily be made into radio PSAs. Most radio stations accept 7-1/2 inch reel or CD. Develop 15-second, 30-second and 60-second hard copy PSAs for local radio stations.
- 6** Submit your PSA at least one to two months before a specific event. Write a "Kill Date" (date on which PSA must be taken off the air) on your PSA. This is very important.
- 7** Be sure to make follow-up calls. Don't be pushy.
- 8** If the station is lukewarm to your PSA, suggest that you work together on one to encourage citizen participation in government or in important community events. Involve the station in your outreach effort - it might be more receptive.
- 9** If a station takes your PSA, ask if it is possible to get feedback on when and how many times it aired.

# Checklist for Press Kits

Material courtesy of SCANPO

- Cover memo or press release with contact name and phone number
- Fact sheets on the program
- History of the program or organization
- Quotes or comments by experts
- Selected press clippings
- Speeches, statements, or writings by the participating scholar (if available)
- Photographs
- Background biographies on participating scholars
- Annual report/newsletters
- Standard one-page description of your organization

**Date kit was sent:**

---

**List of reporters:**

---



---



---



---



---



---



---



---



---



---



---



---

## Additional Marketing Opportunities

- 1 Contact local community organizations, libraries, churches, colleges, universities and schools and ask them to share information about your event with their constituents. Many have newsletters or bulletins and will consider including brief blurbs about upcoming community events. Also, many offer community bulletin boards and will post signs about upcoming events. If you have created bookmarks, doorhangers or flyers, ask these groups to assist in distributing them.
- 2 Contact local county and municipal offices. Many produce online or print calendars of events. Also, ask about their policies for posting signs advertising community events in their offices. **SCIway**, an online directory of South Carolina sites and information, offers links to city and county Web sites. Go to **sciway.net** and follow links to "cities, towns" and "counties."
- 3 Contact the local chamber of commerce and tourism bureau. Many have online community calendars and will post events that are free or low cost. Tourism bureaus may also be able to include events in print materials they produce for visitors or event flyers for distribution. Inclusion of flyers or pamphlets generally requires approval from SCPRT. This requires some lead-time before the program. Check with local officials for specific guidelines to see if this is feasible for your organization. See **Web Resources** and **Media List**.
- 4 Distribute flyers to local businesses, which post events on shop windows or community bulletin boards.
- 5 Contact local media outlets about print, on-air and online opportunities. Many offer calendars of events in a variety of formats and you will want to make sure you take advantage of all that are available to your organization.
- 6 Some statewide organizations offer online calendars of events. These are listed in the **Web Resources** section of this manual.
- 7 Check out possibilities available through local internet service providers (ISPs). AOL, Roadrunner, Yahoo, MSN and Earthlink all offer local pages for subscribers that include community calendars. Smaller local ISPs also provide this type service. Check your local area to see what ISPs offer coverage and contact them about their community calendars or bulletin boards.

(continued on next page)

# Additional Marketing Opportunities

## **continued**

- 8 Solicit participation from prominent members of your community who can serve as "ambassadors" for your organization. Ask them to write letters to the editor in support of your program and your organization and to invite their friends and neighbors to participate. Personal invitations are one of the most effective ways to get audiences to your programs. Offer your "ambassadors" special recognition in printed materials.
- 9 Consider targeting special audiences. Host "zip code" parties (where invitations are sent to people in a particular zip code), "Single/Young Adult", and "Family" events. This is a good way to build participation with groups previously unreached by programming.

# Graphic Standards for The Humanities Council<sup>SC</sup>

**As The Humanities Council<sup>SC</sup> seeks to increase awareness of the Council, each grantee is responsible for assisting in this effort by doing local publicity for Council sponsored programs. The following list outlines what is required.**

- Each news release, poster, flyer, sign and program must include the following information:  
This program is funded by The Humanities Council<sup>SC</sup>; inspiring, engaging and enriching South Carolinians with literature, history, culture and heritage. Visit our Web site, [www.schumanities.org](http://www.schumanities.org).
- The logo of The Humanities Council<sup>SC</sup> must also be included. The logo is available in color and black and white from our Web site at [www.schumanities.org](http://www.schumanities.org). Below is the Humanities Council<sup>SC</sup> logo:

The Humanities Council<sup>SC</sup>

*inspiring. engaging. enriching.*

- For radio and television interviews be sure to state that the program is sponsored (funded) by The Humanities Council<sup>SC</sup>.
- When introducing the program be sure to state that the program is funded by The Humanities Council<sup>SC</sup>.
- Signage for the event should include the following information on each one:
  1. This program is sponsored by The Humanities Council<sup>SC</sup>.
  2. [www.schumanities.org](http://www.schumanities.org)
  3. Council logo
- The Humanities Council<sup>SC</sup> logo should be included on all printed material such as programs, flyers, signs etc.
- Correct reference in writing: The Humanities Council<sup>SC</sup>. Please refer to the council as The Humanities Council<sup>SC</sup> when speaking.
- **The Humanities Council<sup>SC</sup>** logo should be dominant when used on any printed materials .

Logo

# The Humanities Council<sup>SC</sup>



*inspiring. engaging. enriching.*

The Humanities Council<sup>SC</sup> identity incorporates color by use of a trademark graphic treatment of color bars. These color bars are available in a downloadable color and black and white version on our Web site at [www.schumanities.org](http://www.schumanities.org).

The Humanities Council<sup>SC</sup>  
*inspiring, engaging, enriching.*

## Sample Program Flyer

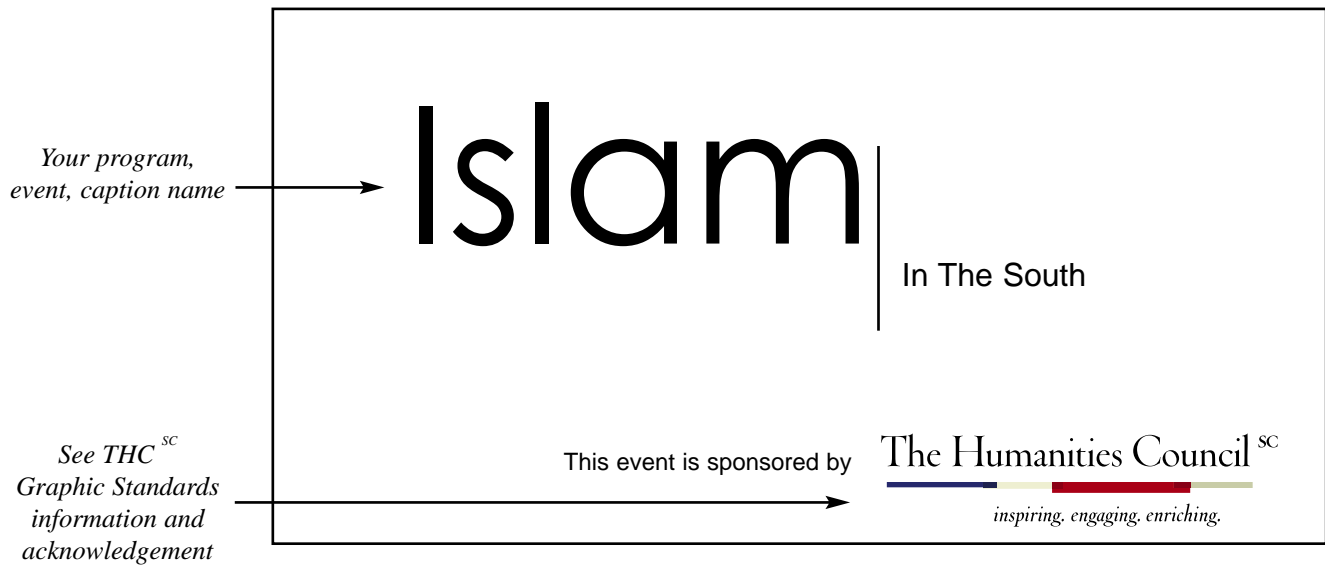
Here is a Sample Program Flyer that can be displayed at prominent locations prior to and at your event.



**SAMPLE LAYOUT**

# Sample Podium Sign

Below is a layout example which may be created and printed out to attach to the podium. The podium sign should have The Humanities Council<sup>SC</sup> logo on it.



# Audience Questionnaire

This should be handed out or placed on each chair before the program begins. Please remind everyone to fill out the questionnaire and have a place set up on the way out for them to leave the form. All marketing questionnaires should be returned to The Humanities Council<sup>SC</sup> with the Final Reports. It is very important that we be able to gauge the reactions of your audience, who they are, why they came, etc. to best serve our constituents.

**Please feel free to add questions relevant to your program.**

- 1 Program name, date and location
- 2 Where did you hear about this program? Check all that apply.  
 The Humanities Council<sup>SC</sup> Newsletter    Other newsletters  
 Newspaper    Radio    Television    Poster  
 Postcard or other direct mail    Web site (list applicable ones)  
 Other (please be specific)
- 3 Is this the first event sponsored by The Humanities Council<sup>SC</sup> you have attended? Yes \_\_\_\_\_ No \_\_\_\_\_
- 4 What interested you most about this program?  
 Subject    The expert    Other
- 5 How would you rate this program? Five being very good and one very poor. 5 4 3 2 1
- 6 Would you like more information on The Humanities Council<sup>SC</sup>?  
 Yes    No
- 7 How would you like to receive this information?  
 Newsletter (please provide address below)    Web site  
 Email (include email address)    Direct mail  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Email: \_\_\_\_\_
- 8 Would you like to be on our email list?  
 Yes    No   Email address \_\_\_\_\_

## Media List

These web links will connect you to a media resources in your area. Check the links and/or resource button for additional media outlets.

SC Broadcasters Association  
[www.scba.net](http://www.scba.net)

SC Press Association  
[www.scpres.org](http://www.scpres.org)

SCIway  
[www.sciway.net](http://www.sciway.net)

# Web Resources

## **Regional/County Web Sites** (with Community Calendars)

Most of these addresses are available as links through SCLway ([www.sciway.net](http://www.sciway.net)).

If your county is not listed, check with your local County offices to see what resources they offer. Check SCLway regularly to find any new resources, as this site is regularly updated. Also, remember to check with local media outlets, as many include community calendars on their Web sites.

### **1 Aiken**

#### **a) Aiken County Tourism**

828 Richland Avenue West  
Aiken, SC 29801

Aiken County's Web site has a community calendar and accepts event submissions. E-mail submissions (at least 2 weeks prior to event) to [tourism@aikencounty.net](mailto:tourism@aikencounty.net) or call Robbie Doying at (803) 642-7557.

**[www.aikencounty.net/tourism/events.html](http://www.aikencounty.net/tourism/events.html)**

#### **b) Thoroughbred Country** (Also covers other counties in this Tourism Region)

PO Box 850

Aiken, SC 29802

E-mail submissions to [tourism@lscog.org](mailto:tourism@lscog.org)

**[www.tbredcountry.org](http://www.tbredcountry.org)**

### **2 Anderson**

#### **a) Anderson On-line Community Calendar**

To post events or to create a free Web site for a nonprofit organization:

**<http://community.andersonsc.com/signup.wsi>**

Calendar address is **<http://community.andersonsc.com>**

#### **b) Electric-City.net**

E-mail calendar submissions to **[Calendar@Electric-City.net](mailto:Calendar@Electric-City.net)**

Calendar address is **[www.electric-city.net/web/calendar/default.asp](http://www.electric-city.net/web/calendar/default.asp)**

### **3 Beaufort**

#### **a) Beaufort.com**

E-mail calendar submissions to **[webmaster@beaufortsc.com](mailto:webmaster@beaufortsc.com)**

Calendar address is **[www.beaufort.com/calendar.htm](http://www.beaufort.com/calendar.htm)**

# Web Resources

## Regional/County Web Sites (with Community Calendars) continued

### 3 Beaufort

#### b) Beaufortonline.com

Calendar address is [www.beaufortonline.com/calendar/index.html](http://www.beaufortonline.com/calendar/index.html)  
Contact Scott for additional information. (The telephone number is available on the Web site)

#### c) Island Packet On-line

Contact Island Packet Staff for details (Information available on the Media List)  
Calendar address is <http://islandpacket.com/entertainment/>

### 4 Charleston

#### a) Charleston City Paper

E-mail calendar submissions to [calendar@charlestoncitypaper.com](mailto:calendar@charlestoncitypaper.com)  
Calendar address is [www.charlestoncitypaper.com/calendar.html](http://www.charlestoncitypaper.com/calendar.html)

#### b) Charleston.net

The online version of the Post & Courier.  
Contact Post & Courier staff for details (Information available on the Media List)  
[www.charleston.net](http://www.charleston.net)

### 5 Edgefield:

Edgefield County Chamber of Commerce  
416 Calhoun Street  
PO Box 23  
Johnston, SC 29832  
803) 275-0010  
[www.edgefieldcountychamber.org/events.htm](http://www.edgefieldcountychamber.org/events.htm)

### 6 Fairfield

Contact Fairfield County Chamber of Commerce for information at  
(803) 635-4242  
[www.rails-rocks-clocks.com](http://www.rails-rocks-clocks.com)

## Web Resources

### Regional/County Web Sites (with Community Calendars) continued

#### 7 Florence:

##### a) Florenceweb.com

Call (843) 664-9294 for details.

**[www.florenceweb.com/community.htm](http://www.florenceweb.com/community.htm)**

##### b) Florence Chamber of Commerce

An online submission form is available as a link from the current calendar.

Calendar address is **[www.calendar.florenceschamber.com/calendar/](http://www.calendar.florenceschamber.com/calendar/)**

#### 8 Georgetown:

##### a) Georgetown County Chamber of Commerce

Contact the Chamber for instructions at (843) 546-8436

Calendar address is **[www.calsnet.net/georgetownchamber](http://www.calsnet.net/georgetownchamber)**

##### b) Georgetown Convention & Visitors Bureau

Contact the Bureau for instructions at (843) 235-6595

Calendar address is **[www.visitgeorgetowncountysc.com/events.jsp](http://www.visitgeorgetowncountysc.com/events.jsp)**

#### 9 Greenville

##### a) Greenville Visitors Center

E-mail submissions to [visit@greatergreenville.com](mailto:visit@greatergreenville.com) or call 1-800-717-0023 for assistance.

Calendar address is **[www.greatergreenville.com/visitors/things-do-see.htm](http://www.greatergreenville.com/visitors/things-do-see.htm)**

##### b) Greenville Online (Division of The Greenville News)

Contact The Greenville News for information. (See the Media List for information)

**[www.greenvilleonline.com](http://www.greenvilleonline.com)**

#### 10 Greenwood

E-mail submissions to [uptown@co.greenwood.sc.us](mailto:uptown@co.greenwood.sc.us) or call (864) 942-8448 for assistance.

**<http://uptown.greenwoodsc.net/calendar.htm>**

# Web Resources

## Regional/County Web Sites (with Community Calendars) continued

### 11 Hampton

A form is provided on site for online submissions.

**<http://www.hamptoncounty.com/post.htm>**

### 12 Horry

Contact Myrtle Beach Area Chamber of Commerce for info on calendar submissions at 1-800-356-3016.

**<http://www.myrtlebeachinfo.com>**

### 13 Kershaw:

E-mail submissions to **[camden@camden.net](mailto:camden@camden.net)** or call (803) 432-2525 for assistance.

**<http://www.camden-sc.org/calendar/calendar.asp>**

### 14 Lancaster:

E-mail submissions to **[tgarrell@lancastercountysc.net](mailto:tgarrell@lancastercountysc.net)** or call (803) 285-6220 for assistance.

Calendar: **<http://lancastercountysc.net/calendar.asp>**

To list organization:

**<http://lancastercountysc.net/healthylancaster/RegistrationForm.asp>**

### 15 Lexington

Contact County Offices for Information.

Telephone numbers are available on their Web site.

**[www.lex-co.com/calendar/index.html](http://www.lex-co.com/calendar/index.html)**

### 16 McCormick:

McCormick County Chamber of Commerce

E-mail **[mccchamber@WCTel.net](mailto:mccchamber@WCTel.net)** or call (864) 465-2835 for assistance.

**<http://www.mccormickcountysc.com>**

### 17 Pickens:

Pickens County Cultural Commission

Call (864) 898-5963 for assistance.

# Web Resources

## **Regional/County Web Sites** (with Community Calendars) continued

### **18** Richland

#### **a)** Richlandonline.com

Call (803) 929-6000 for information.

**<http://www.richlandonline.com/viewevents.htm>**

#### **b)** Arts Daily

**<http://www.scern.org>** (click on Arts Daily)

### **19** Spartanburg

Spartanburg County Chamber of Commerce

Call (864) 594-5000 for information.

**<http://www.spartanburgsc.org/Ccindex.html>**

### **20** York

#### **a)** York Community Bulletin Board

Online submission form: **[http://www.yorko.com/bulletinbd\\_sub.htm](http://www.yorko.com/bulletinbd_sub.htm)**

#### **b)** Herald Online

E-mail submissions to **[webmaster@heraldonline.com](mailto:webmaster@heraldonline.com)**

**<http://www.yorkcounty.com/portal/calendar>**

# Marketing Package Evaluation Form

We ask that grantees complete this form to help us improve this marketing package. You may return it with your Final Grant Report.

- 1 Grant Number: \_\_\_\_\_  
 Name of program: \_\_\_\_\_  
 Date: \_\_\_\_\_ Location: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Telephone number: \_\_\_\_\_ Email address: \_\_\_\_\_
- 2 Number of people attending. \_\_\_\_\_
- 3 Describe all marketing and publicity done for this event and include samples.  
 \_\_\_\_\_  
 \_\_\_\_\_
- 4 Describe how you used the grantee marketing package.  
 \_\_\_\_\_  
 \_\_\_\_\_
- 5 What were the most helpful elements in the package?  
 Technical Instructions    Preparing for Your Marketing/Promotional Effort  
 Communication Tools    Marketing Flow Chart  
 Marketing and Publicity Checklist    How to Write a Press Release  
 Effective Ways to Get Media Coverage for Programs  
 Writing a News Advisory    Tips for Working with Reporters  
 How to Prepare for and Give Great Television and Radio Interviews  
 How to Use Cable Television    How to Produce and Air a PSA  
 Checklist for Press Kits    Additional marketing Opportunities  
 Graphic Standards for The Humanities Council<sup>SC</sup>    Media List  
 Audience Questionnaire    Web Resources
- 6 What were the least helpful elements?  
 Technical Instructions    Preparing for Your Marketing/Promotional Effort  
 Communication Tools    Marketing Flow Chart  
 Marketing and Publicity Checklist    How to Write a Press Release  
 Effective Ways to Get Media Coverage for Programs  
 Writing a News Advisory    Tips for Working with Reporters  
 How to Prepare for and Give Great Television and Radio Interviews  
 How to Use Cable Television    How to Produce and Air a PSA  
 Checklist for Press Kits    Additional marketing Opportunities  
 Graphic Standards for The Humanities Council<sup>SC</sup>    Media List  
 Audience Questionnaire    Web Resources
- 7 How can we improve this material to better help grantees?  
 \_\_\_\_\_  
 \_\_\_\_\_
- 8 Other comments and suggestions.  
 \_\_\_\_\_  
 \_\_\_\_\_