



# APPLICATION INSTRUCTIONS

## HOW TO APPLY

- » Choose your program.
- » Select a speaker and topic. Choose a few alternates as well, bearing in mind that not all speakers are available at all times. Call THC<sup>SC</sup> at 803-771-2477 for the speaker's contact information.
- » Make arrangements with the speaker.
- » When you contact the speaker, be prepared to agree upon specifics: date, time, venue, topic, and—when appropriate—meals, travel, and lodging. THCSC will pay the speaker a \$150 honorarium: the sponsoring organization is responsible for any other cash expenses.
- » Complete and submit **Speakers Bureau: Humanities Out Loud Application Form**.
- » The application must be received by THC<sup>SC</sup> no later than four weeks prior to the date of the program. If you have any questions about the form or about estimating cost share, please feel free to contact us.

## APPLICATION REVIEW

- » Expect a response in approximately two weeks.
- » Awards are based on availability of funds, potential audience, and evaluations of previous programs. Also, sponsoring organizations are eligible for two speakers per year, and each speaker is limited to eight presentations per year, both of which will factor into the application valuation and approval.
- » Approved applications will receive an award packet.
- » Your award packet will contain an award letter, evaluation forms, and publicity materials. The speaker will receive a separate letter of confirmation and a program evaluation form. Payment of honorarium is made directly to the speaker by THC<sup>SC</sup>.

## BEFORE THE PROGRAM

- » Organize well and make all necessary arrangements.
- » Be sure to contact the speaker to confirm dates and times, obtain any necessary audio/visual equipment, make room reservations, and coordinate volunteer or staff help for the event.
- » Publicize your event.
- » To attract the biggest audience possible, start by utilizing traditional methods such as brightly-colored flyers distributed throughout your community, press releases for local media outlets and organizational/community newsletters, and word-of-mouth advertising through staff and colleagues. You should also investigate localized Internet promotions, such as community-based Web sites, events calendars posted by local media, and public library sites. Also, call your local cable company and ask about submitting an event announcement for their public access channel.
- » Acknowledge THC<sup>SC</sup>.
- » Remember to acknowledge the support of THCSC in all publicity and promotional materials.

## DURING & AFTER THE PROGRAM

- » Acknowledge THC<sup>SC</sup>.
- » Please be sure to acknowledge THC<sup>SC</sup> support when the speaker is announced.
- » Complete evaluation forms.
- » Please complete and return all project forms by the date specified in your award letter. If you have any questions about the forms, feel free to contact THC<sup>SC</sup>.



# APPLICATION FORM

(PHOTOCOPY THIS FORM AS NEEDED)

## SPONSORING ORGANIZATION (MUST BE NON-PROFIT)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

## PROJECT DIRECTOR

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

## SPEAKER REQUESTED

NAME \_\_\_\_\_

TOPIC \_\_\_\_\_

## PROGRAM DETAILS

DATE \_\_\_\_\_ TIME \_\_\_\_\_

TOPIC/NAME OF PROGRAM \_\_\_\_\_

ESTIMATED AUDIENCE SIZE AND DESCRIPTION \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## PUBLICITY PLANS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## COST-SHARE

Your cost-share amount will consist of the cost incurred by the sponsoring organization in presenting the program. It may include in-kind contributions of donated time, cost of promotion, refreshments, rental space, telephone, and supplies and/or actual money spent on the program.

DESCRIPTION	COST
Salaries/Volunteer Time	\$ _____
Meeting Facilities	\$ _____
Travel	\$ _____
Supplies/Telephone	\$ _____
Miscellaneous	\$ _____
Total (must equal at least \$150)	\$ _____



**THC<sup>SC</sup> must receive this form at least 4 weeks prior to the program date.  
Mail to: The Humanities Council SC, P.O. Box 5287, Columbia, SC 29250.**