

Publicity and Promotions Guidelines

Use these guidelines for developing your local publicity

Sponsors

To ensure that all state and national sponsors of *Voices and Votes* are recognized in tour publicity, please provide HK with drafts of publicity materials for review **before** you distribute them. This includes but is not limited to:

- Press Releases
- Social Media Ads
- Posters
- Flyers
- PSA Copy
- Ads

HK will continue to fundraise for *Voices and Votes* over the next few months, so it is possible that additional Kansas (state and local) donors and their logos may need to be added to the credit statement before the exhibition opening.

The quickest way to share materials is to email Abigail Kaup, HK Program Officer, at abigail@humanitieskansas.org or send by FAX to 785-357-1723.

Credit Language

All press releases and printed materials for *Voices and Votes* in your community must have the following credit paragraph:

***Voices and Votes: Democracy in America* has been made possible in Kansas by Humanities Kansas.**

***Voices and Votes: Democracy in America* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and State Humanities Councils nationwide. It is based on an exhibition by the National Museum of American History. Support for Museum on Main Street has been provided by the United States Congress.**

[Smithsonian logo] [Humanities Kansas logo]

You may use the abbreviated credit line when promoting the exhibition:

***Voices and Votes: Democracy in America* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and Humanities Kansas.**

Logos

All printed materials must include the HK logo, the *Voices and Votes* logo, and the Smithsonian logo.

Digital versions of these logos are included on a disc in your Exhibition Support Manual and at humanitieskansas.org.

Social Media

Hosts are encouraged to identify HK as a cosponsor in Facebook events related to the *Voices and Votes* exhibition as well as related social media posts using the handles:

Twitter: @humanitiesks

Instagram: @humanitieskansas

Facebook: @humanitieskansas

Questions about public relations? Contact Abigail Kaup, HK Program Officer, at abigail@humanitieskansas.org or 785-357-0359.