



**HUMANITIES  
KANSAS**



## Public Relation Guidelines

Use these guidelines for developing your local publicity

### Sponsors

To ensure that all state and national sponsors of *Crossroads* are recognized in your 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 *Crossroads* 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](mailto:abigail@humanitieskansas.org) or send by FAX to 785-357-1723.

### Credit Language

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

***Crossroads: Change in Rural America* has been made possible in [name of your town, state, or institution] by Humanities Kansas.**

***Crossroads: Change in Rural America* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and State Humanities Councils nationwide. 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:

***Crossroads: Change in Rural 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 *Crossroads* logo, and the Smithsonian logo.**

Digital versions of these logos are included on a disc in your Exhibition Support Manual and at [humanitieskansas.org](http://humanitieskansas.org).

Questions about public relations? Contact Abigail Kaup, HK Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org) or 785-357-0359.