



**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, Partner Sites are encouraged to provide HK with drafts of publicity materials for review **before** distribution. 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.

The quickest way to share materials is to email Murl Riedel, HK Director of Grants, at murl@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:

Funding is provided by Humanities Kansas. Crossroads: Change in Rural America is a partnership between Humanities Kansas and the Smithsonian Institution's Museum on Main Street program.

[Humanities Kansas logo] [Crossroads logo]

You may use the abbreviated credit line:

Funding is provided by Humanities Kansas

[Humanities Kansas logo]

Logos

All printed materials must include the HK logo, but may also include *Crossroads* logo, and the Smithsonian Institution logo.

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

Questions about public relations? Contact Murl Riedel, HK Director of Grants, at murl@humanitieskansas.org or 785-357-0359.