



DIVISION OF PRESERVATION AND ACCESS
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ACKNOWLEDGMENT REQUIREMENTS

The National Endowment for the Humanities requires public acknowledgment of the projects it helps to support, as outlined in your grant award memo. **The NEH logo, credit line, and policy statement must appear on all materials publicizing or resulting from grant activities.** An acknowledgment must be contained in any materials related to the project, such as articles, books, databases, reports, Web resources, as well as exhibits, events, and publicity related to the project. The prominence of the acknowledgment should be in direct relationship to the level of Endowment funding provided for the project relative to any other sources of funding. Where possible, NEH support should be mentioned in newspaper articles, radio interviews, and other media activities to extend the effects of your project. If you have any questions regarding the forms of acknowledgment for your project, please contact our office at 202/606-8570 or preservation@neh.gov.

LOGO

The logo can be downloaded electronically from the NEH website at <http://www.neh.gov/logo/>. Please note that NEH released a new logo in 2010. The former NEH seal should no longer be used.

POLICY STATEMENT

The acknowledgment on grant products must also include the following statement: "Any views, findings, conclusions, or recommendations expressed in this (article, database, report, Web resource), do not necessarily represent those of the National Endowment for the Humanities." The statement does not need to be in the same size font as that of the NEH logo and tag line, nor must it be located immediately adjacent to the logo.

Sample Credit Lines

The National Endowment for the Humanities: Exploring the human endeavor

The National Endowment for the Humanities and {funded institution} together: Exploring the human endeavor

The {title of project} has been made possible in part by a major grant from the National Endowment for the Humanities: Exploring the human endeavor

This {database, Web resource, etc.} has been made possible in part by the National Endowment for the Humanities: Exploring the human endeavor

PRINTED MATERIALS

Printed acknowledgments and publicity materials are expected to carry the NEH logo. The type in the logo must be legible and no smaller than 5 points. If the logo is not appropriate for the design, the full Endowment name (no abbreviations) may be substituted in an appropriate type size. For large posters, etc., the point size should be correspondingly larger.

EXHIBITIONS / WORKSHOPS

Acknowledgment requirements apply to the host site for the exhibition or workshop and to all participating venues. It is the grantee's responsibility to convey this requirement to all venues as part of the contract.

WEBSITES

Hyperlinks must be made between the project's website and that of the NEH (www.neh.gov).

PUBLIC EVENTS

At programs or public gatherings related to the project, the Endowment must be acknowledged orally as sponsor. Signage at the event must acknowledge Endowment support. Please let your program officer know the schedule of all opening events at least three months in advance, so that, if possible, a member of the Chairman's staff or of the Division of Preservation and Access can attend.

PROMOTION

The design for all print, promotion, and advertising related to the project is your responsibility as the grantee, but must include the NEH logo and acknowledgment statement. This includes publicity campaign materials, publications, advertisements, press kits, press releases, wall panels, educational programs, special events, and receptions. While press releases do not need to be submitted for approval beforehand, please keep your program officer informed about press releases and press coverage by e-mailing him or her directly or sending information to preservation@neh.gov.

PRESS EVENTS

At press conferences, the Endowment must be acknowledged orally as a sponsor. Endowment support must be acknowledged on all press kits, preferably on the cover, and in all press releases. **Included below is a fact sheet on NEH for press kits.**

ADVERTISING

All advertisements for the project should acknowledge Endowment support.

PUBLICIZING YOUR PROJECT

Grantees are instructed to report grant products (articles, books, catalogs, databases, reports, Web resources) and media coverage via the "Products and Prizes" tab in eGMS, NEH's online grant management system located at <https://securegrants.neh.gov/eGMS/>.

We in the Division of Preservation and Access want to assist your institution in sharing your project with humanities, museum, library, archive, and academic communities, as well as the general public, **so we ask that you keep us informed** as your grant project moves forward. If there is something about an award that is particularly noteworthy (a major event, award, release, opening, exhibit, milestone, or endorsement, for instance), please let your Program Officer know via eGMS, e-mail or phone. We are eager to help you get the word out and share the results of your award. We will regularly be posting feature stories and upcoming events on our website and would like to work with you to identify projects or news items that we could post.

We have a number of outlets to help you communicate about your awards:

- 1) **Funded Projects Query Form** -- When you create a product (such as a publication Web site, blog post, report, exhibit, database, finding aid, resource, etc.) , or your project receives media coverage, submit the web link via the "Products and Prizes" tab in eGMS, so that it is shared with the public via our searchable online database
- 2) **Featured Projects** – On our Divisional web page we will have a section for "Featured Projects" as well as "Project News." Some featured projects will also be highlighted on the NEH home page. These stories are developed through contact between the grantee and the program officer.

MEDIA TIPS AND SUGGESTIONS

- *Prepare a press release.* The basic method of communicating with all media is through a press release. It provides the who, what, when, and where of your news. Often it is picked up by a newspaper and run in its entirety. In other cases it introduces a reporter to your news and provides a contact for getting more information.
- You can attract additional attention by tying the announcement of your award to an event or to a current news issue. If you can link your award announcement with other activities or events, you increase the chance of capturing media attention.
- *Develop a distribution list.* To reach the broadest audience, your list should include online media and blog posts, local newspapers, radio stations, television stations, and news and wire services. Are there reporters who regularly cover your activities? Address the release to the features editor or education editor at the newspapers and to the assignment editor at television and radio stations. If you do not know who these editors are, make a few phone calls to the news desks to identify the right people (it might be more than one) to receive your release. This is also an opportunity to determine how each outlet would like to receive its news, whether by email, fax, or mail.
- You can also use your press release to reach more targeted audiences. Consider including professional society newsletters, any local community magazines, community calendar/notices listings, free community "advertisers," the tourism board, the convention center, the chamber of commerce, and your state humanities council. Find your state's council here, <http://www.neh.gov/whoweare/statecouncils.html>.
- *Issue your release.* E-mail or fax the release to daily papers, television and radio stations, weekly papers, and magazines.
- *"Pitch" the story.* Follow up by calling the media contact to confirm his or her receipt and to "pitch" your story. Present the facts quickly, in 30 seconds to a minute (or the length of an elevator ride), and emphasize why this would interest his or her readers or viewers. If there is interest, you might offer to set up an interview with the director or a behind-the-scenes tour

of your facility.

- *Remember timing.* There are a variety of factors that determine whether your story will receive coverage. The time of day and day of week should be considered when you issue a release or call a reporter. The best time to reach a television news desk is in the morning, not in the late afternoon when they are preparing for their newscasts. Also, earlier in the week is better than late on a Friday afternoon. Also think about competing news stories. If you issue a release on the same day as a tragic fire or accident, your story could get lost in the shuffle. If there is a larger news event, hold your release for a quieter news day.
- *Don't limit yourself to one press release.* Use a press release to announce your award, the completion of your project, and any milestones or breakthroughs in-between.
- You should also find ways to share your success with your visitors, users, and academic or professional community, as well as your staff and board. For instance, you might send a letter of congratulations to your board, members, friends, and all in the community who support your institution. Write a feature story about this award for your newsletter, annual report, or your Web site. Be sure to add a link back to our Web site for users to learn more about the award (www.neh.gov).



NATIONAL ENDOWMENT FOR THE
Humanities

National Endowment for the Humanities (NEH) is an independent federal agency that supports learning in history, literature, philosophy, and other areas of the humanities. Created in 1965 through the National Foundation on the Arts and Humanities Act, NEH is one of the largest funders of humanities programs in the United States.

Jim Leach, Chairman

NEH Chairman Jim Leach was nominated by President Barack Obama and confirmed by the U.S. Senate in 2009. He began his four-year term as the ninth NEH Chairman on August 12, 2009. Leach previously served 30 years representing southeastern Iowa in the U.S. House of Representatives, where he chaired the Banking and Financial Services Committee, the Subcommittee on Asian and Pacific Affairs, the Congressional-Executive Committee on China, and founded and co-chaired the Congressional Humanities Caucus.

"The cornerstone of democracy is freedom of thought based on unencumbered access to knowledge. Without reference to the guideposts of the humanities, society loses its soul. It becomes rudderless in the sea of historical

Budget: Fiscal Year 2011: \$154,690,000 | Fiscal Year 2010: \$167,500,000

NEH has seven grant-making divisions and offices:

Office of Challenge Grants specializes in matching grants intended to inspire and augment fundraising by humanities institutions for the sake of their long-term stability.

Office of Digital Humanities promotes the use of technology to ask new questions. It makes grants and sponsors efforts that show how new media and technology are reshaping traditional disciplines in the humanities.

Division of Education works to support and strengthen teaching of the humanities.

Office of Federal/State Partnership collaborates with fifty-six state and jurisdictional humanities councils to support local programs.

Division of Preservation and Access awards grants to help maintain cultural and historic collections.

Division of Public Programs supports projects that bring the humanities to large audiences through libraries and museums, television and radio, historic sites, and digital media.

Division of Research makes awards to support original scholarship in all areas of the humanities, funding individuals as well as teams of researchers and institutions.

NEH's newest initiative, **Bridging Cultures**, aims to stimulate important humanities efforts in two thematic areas: Civility and Democracy and The Muslim World and the Humanities. These two themes are of great interest today both as subjects of humanities scholarship and as issues of public concern, making them especially suitable for demonstrating the role of the humanities in taking thoughtful approaches to issues that matter to a broad American public.

Between November 2009 and May 2011, Chairman Jim Leach conducted the **American Civility Tour**. Chairman Leach visited each of the 50 states, speaking at venues ranging from university and museum lecture halls to hospitals for veterans to call attention to the need for civility in public discourse.