

Horizons Speakers Bureau Publicity Guide

Please use the following guide to help your organization publicize your Horizons Speakers Bureau event.

Visit <http://njch.org/hsbresources/> to download supporting materials.

ACKNOWLEDGMENT

This credit line must appear in all publicity created for this NJCH-funded program:

This program is funded by the Horizons Speakers Bureau of the New Jersey Council for the Humanities, a state partner of the National Endowment for the Humanities.

LOGO

The Council's logo should be used along with the credit line on all printed publicity materials (posters, bookmarks, etc.) and should appear near the primary credit or acknowledgment; it does **not** need to be included on press releases and letters to legislators.

To obtain copies of our logo, please visit <http://njch.org/hsbresources/>

PREPARING PUBLICITY

___ Contact the speaker and ask them to provide a short biography.

___ Create a press release to distribute to local media outlets.

[Press Release Template \(Click to Download\)](#)

___ Use the Legislator Letter Template to prepare letters to inform the federal and state legislators who represent **your community** about NJCH funding for your event.

[Legislator Letter Template \(Click to Download\)](#)

[Find Your Federal Legislators \(Click to View\)](#)

[Find Your State Legislators \(Click to View\)](#)

___ Create a poster or flyer to advertise the event in your community.

___ Please consider publicizing your event through social media (Facebook, Twitter) and email to promote to existing and/or help to expand your potential audience.

QUESTIONS?

Please contact James Kirkland at 609.695.4838 ext. 221 or jkirkland@njch.org.