

Publicizing Your Kentucky Humanities Sponsored Event

An effective publicity campaign is a key factor in the overall success of your event. The time and effort you put into designing your event will be useless if you lack an audience. By allowing yourself enough time to coordinate your publicity plans and by using all available sources for publicity, you will be assured of reaching a broad audience and, in addition, increasing your community's awareness of your organization.

The following suggestions for developing your publicity campaign should be adapted to your event's needs:

When You Receive Your Kentucky Humanities Grant

1. Delegate publicity tasks. Get a publicity coordinator to help organize and carry out your event. Define coordinator's responsibilities.
2. Make community contacts. Get the names of heads of local community organizations and their membership lists. These groups include the Chamber of Commerce, women's clubs, homemakers clubs, Kiwanis and other service groups, senior citizens groups, libraries, and local historical societies. If you save this list, you may be able to use it for future events.

Six Weeks Before Your Event Date

3. Prepare publicity flyers, brochures, posters, mailers, and social media posts. Choose formats that will most successfully meet your needs and keep your spending within your budget. Consider the clarity of your design and language; does your publicity provide all the necessary information (who, what, why, when, and where).
4. *Make sure to give credit to your organization, Kentucky Humanities, and the National Endowment for the Humanities! For Kentucky Humanities and NEH logos contact Marianne Stoess at marianne.stoess@uky.edu.*
5. Social media is an excellent and inexpensive way to reach a lot of people at a low cost. Posting is free and ads can be purchased at a low cost to get your event out to additional people.
6. Mailing information third class bulk rate is the cheapest; check with your post office for regulations and permits. You might also want to send "personal" letters, invitations, or information to selected individuals on your list.
7. Post your event on online calendars — newspapers, radio stations, television stations, etc., typically have online event calendars you can submit to for free.

Three to Four Weeks Before Your Event Date

8. Contact radio and television stations for coverage as public service announcements and talk show interviews.

Two Weeks Before Your Event Date

9. Display your posters in locations where people will see them, like banks, stores, libraries or malls.

One Week Before Your Event Date

10. Call key people to remind them about your event.