

Requirements for Publicizing Your Event

- The Oklahoma Humanities (OH) and the National Endowment for the Humanities (NEH) name and logo must appear on all printed and broadcast materials connected with your event. You can download these logos directly from our website at: <http://www.okhumanities.org/oh-logo>.
- The following statement must be included in all promotional materials and verbally acknowledged at the opening of each segment/venue of your event:

"Funding for this program is provided in part by a grant from Oklahoma Humanities (OH) and the National Endowment for the Humanities (NEH). Any views, findings, conclusions, or recommendations expressed in this [program, publication, exhibition, website] do not necessarily represent those of OH or NEH."

- Publicity for your event should include a press release, sent to the attention of the Education and/or Entertainment editor of your local and regional newspapers, radio stations, and television stations. A template for the press release is enclosed. To maximize visibility, send a press release during the planning stage of your event; then update the release and resubmit it 10 days before your event begins. A follow up phone call is highly encouraged the day of your event!
- The enclosed OH Logo poster(s) must be prominently displayed at each segment/venue of your event.
- Please note that your acceptance of grant funds gives OH the right to use and publish, both electronically and in print, any images or other copyrighted material generated from your event. If children will be a part of your audience, take care to announce or inform parents that their child's attendance implies permission to publicly use their likeness.

Suggestions for Publicizing Your Event

- OH staff members are available for interviews to publicize your event. To locate our staff directory, visit <http://www.okhumanities.org/staff-directory>.
- *Oklahoma Humanities* magazine offer: Encourage attendees to look at the enclosed copy of the magazine and sign up for a free subscription using the enclosed sign-up sheet.
- Other ways to promote your event:
 - Submit the event to online community calendars.
 - Place flyers in the local community center, chamber of commerce, and businesses.
 - Take advantage of talk radio and ask to be interviewed about the event.
 - Ask your board, staff, and constituents to help you "talk it up" with people they know.
- Photograph your event and share the images with OH. Images from OH-funded events help us acquire future funding and keep our donors and board of trustees informed. When possible, OH staff members will attend and photograph your event.

If you have questions regarding publicity, contact Kelly Burns, Program Officer at: kelly@okhumanities.org.

Press Release Template

[Date of release]

Contact: [Name and title of person that media should contact]

[Name of your organization]

[Contact person telephone number] • [Contact person email address]

[Headline]

[Your city], OK—[Name of sponsoring organization] announced today that is will host [Name of program]. The event is made possible by a grant from Oklahoma Humanities.

[Next, enter details about your program: date, time, location, description of the event, people involved, who is invited to attend, etc.]

[Include a quote from the organization director, a board member, or community leader expressing excitement about the program and how it will benefit the community.]

[Explain that this event will complement your Museum on Main Street exhibition, *Water/Ways*, which is made possible through collaboration between the Smithsonian Institution and Oklahoma Humanities.]

For additional information regarding the event, contact: [Name, telephone, e-mail].

About Oklahoma Humanities

The mission of Oklahoma Humanities (OH) is to strengthen communities by helping Oklahomans learn about the human experience, understand new perspectives, and participate knowledgeably in civic life. OH is a private, 501(c)(3) nonprofit organization. As the state affiliate of the National Endowment for the Humanities, we strive to stimulate discussion, encourage new perspectives, and to actively engage people in the humanities disciplines, such as history, literature, philosophy, and ethics.

***Water/Ways* Credit Line**

Water/Ways is part of Museum on Main Street, a collaboration between the Smithsonian Institution and Oklahoma Humanities, and was adapted from an exhibition organized by the American Museum of Natural History, New York.

End



**OKLAHOMA
HUMANITIES**

**Certification of Final Report for
Oklahoma Humanities Grant**

We certify that, to the best of our knowledge and belief, the material in the final program evaluation report and the final financial report represents an accurate and complete account of actual events, expenditures, and cost-share on this project.

PROJECT DIRECTOR

Signature: _____ Date: _____

Name: _____

Address: _____

City, State, Zip: _____

Work Phone: _____ E-Mail: _____

Please note: If individual or address has changed, check here and contact OH.

AUTHORIZING OFFICIAL

Signature: _____ Date: _____

Name: _____

Address: _____

City, State, Zip: _____

Work Phone: _____ E-Mail: _____

Please note: If individual or address has changed, check here and contact OH.

**ORGANIZATIONAL RESOURCES & THIRD PARTY IN-KIND
GRANTEE WORKSHEET**

*Services for which you are not seeking reimbursement
Please do not forward this form to OH.*

OH Project No.: _____

Title: _____

Professional Services

Number of hours devoted to project work: _____ @ \$_____/hr: \$ _____

Travel Expenses: _____ miles @ 58¢ per mile \$ _____

Tolls: \$ _____

Parking Fees: \$ _____

Printing and Duplicating Costs: \$ _____

Postage: \$ _____

Telephone: \$ _____

Secretarial Services: _____ hours @ \$ _____ \$ _____

Equipment Rental (including office equipment, etc.): \$ _____

Other: _____ \$ _____

_____ \$ _____

_____ \$ _____

This form is the Organizational Resources/Third Party In-Kind Match equivalent to bills and receipts.
It must be kept in your files with other financial documents related to the project.

Signature of Authorizing Official

Name (Print)

Institution

Address, City, State, and Zip Code

MUSEUM ON MAIN STREET
AUDIENCE SURVEY

Name of Exhibit: *Water/Ways*

Location: _____

Date: _____

Please circle the opinion that best describes your experience:

1. I gained knowledge and awareness about the presented topic.

Disagree Somewhat Agree Agree Strongly Agree

2. I gained an appreciation of a new perspective.

Disagree Somewhat Agree Agree Strongly Agree

A "new perspective" can be defined as considering people, places, culture, historical events, ideas, etc. from a different or new point of view.

3. I gained awareness about the hosting cultural organization.

Disagree Somewhat Agree Agree Strongly Agree

4. If you did gain a new perspective, please explain. _____

5. How did today's program benefit your community? _____

Your praise, criticism, and suggestions are welcome. Please feel free to include your observations here.

OH is trying to measure the long-term impacts of *Museum on Main Street*. If you would be willing to answer a few additional survey questions at a later date, please include your e-mail address here:

OH is often required to report the program's *audience demographics* to our funders. Please consider supplying us with this ***anonymous and confidential*** information.

Gender

- Male
 Female

Age

- Under 18
 18-30 Years
 30-60 Years
 Over 60

Ethnicity

- African American
 Asian
 Caucasian
 Hispanic
 Native American
 Other

Education

- High School/GED
 Some College
 College Graduate
 Graduate School

Oklahoma Humanities is grateful for your feedback. Thank you!