



# Publicity and Marketing FAQs

Getting the word out about your North Carolina Humanities project to highlight your work.

**Q: What strategies can I use to get my local media to cover my project?**

**A: We recommend that you:**

- Send out a press release at least one month prior to your event. See our sample releases for help.
- Reach out and build relationships with local media contacts who you think would enjoy attending or covering your event.
- When speaking with the media, think about what sets your event apart —



- WHY should they be interested?
- WHAT makes this event newsworthy for the community?
- WHO will be attending?
- WHEN will the event happen?

**Q: How else can I build interest around my project?**

**A: There are many ways you can get the word out. Here are a few suggestions:**

- Share your stuff on social media! Remember to tag NC Humanities @NCHumanities.
- Add your event to the statewide community event calendar of NC Humanities at [nchumanities.org](http://nchumanities.org).
- Promote, promote, promote! — Use your own communication tools (e-newsletters, bulletin boards, etc.). Other promotional opportunities could include creating posters and flyers for print and digital use, sending “Save the Date” postcards, giving away bookmarks or other swag items, and more.
- Leverage your partners and friends in your community. Reach out to them, and ask them to participate and help spread the word.
- Invite your elected officials to your event. You can also send them a thank you note or a letter in support of cultural programming in North Carolina.

**Q: How do I keep people engaged with my project?**

**A: One key to keeping people discussing their experience is follow-up. Here is what we suggest:**

- Send an email or letter thanking your guests for attending and inform them about any upcoming events.
- Stay active on social media. Share what people said about the project, share pictures, etc.
- Keep connected with your community partners. Send them a special thank you.

