

North Carolina Reads - Acknowledgement Guidelines

Thank you for participating in North Carolina Reads, North Carolina Humanities' statewide book club in 2023! Please consult the following acknowledgement guidelines to ensure all materials publicizing or related to this program are acknowledged correctly. Please contact our staff if you have any questions at (704) 687-1520. Happy reading!

General Program Description

When describing North Carolina Reads, please use the standard description:

North Carolina Humanities' North Carolina Reads is a statewide book club exploring issues of racial, social, and gender equality and the history and culture of North Carolina. North Carolina Humanities is a statewide nonprofit and affiliate of the National Endowment for the Humanities. Any views, findings, conclusions, opinions, or recommendations expressed do not necessarily represent those of NC Humanities or the National Endowment for the Humanities.

Book Titles

Book titles should always be italicized when talking about the actual book (unless in a press release, which follows AP style).

General Acknowledgement Requirements

All materials publicizing or related to North Carolina Reads must contain the following:

North Carolina Humanities logo

- When possible, digital copies of the North Carolina Humanities logo should link to our website nchumanities.org.
- Logo must be legible and no smaller than 5-point font.

National Endowment for the Humanities (NEH) logo

- When possible, digital copies of the NEH logo should link to their website www.neh.gov.
- Logo must be legible and no smaller than 5-point font.

Credit Line

- "This [program/book event/discussion] is supported in part by North Carolina Humanities, an affiliate of the National Endowment for the Humanities, www.nchumanities.org."
- The credit line does not need to be the same size as the logos. The credit line requirement will be waived in instances when it is not feasible or appropriate to include it.

Policy Statement

- "Any views, findings, conclusions, or recommendations expressed in this [article, book, exhibition, film, program, database, report, web resource] do not necessarily represent those of North Carolina Humanities or the National Endowment for the Humanities."

- The policy statement does not need to be the same size as the logos. The policy statement requirement will be waived in instances when it is not feasible or appropriate to include it.

Acknowledgement Requirements by Project Format:

All materials publicizing or related to North Carolina Reads must contain the following per the project format in addition to the North Carolina Humanities logo, NEH logo, credit line, and policy statement. Please note, not all project formats may be applicable.

Public Events

- At programs or public gatherings related to funded activities, you must orally acknowledge North Carolina Humanities' role. For example, you could say:
"This [program/book event/discussion] is part of North Carolina Humanities' statewide book club, North Carolina Reads. North Carolina Reads was created by North Carolina Humanities and is funded in part by the National Endowment for the Humanities. Learn more at nchumanities.org."
- Signage at the event(s) must also acknowledge North Carolina Humanities.

Printed Materials and Social Media Images

- Printed acknowledgments and publicity materials are expected to carry the North Carolina Humanities logo, NEH logo, the credit line, and policy statement.
- If logos are not appropriate for the design, the North Carolina Humanities and NEH names may be substituted in an appropriate type size.
- For large posters, etc., the point size should be correspondingly larger.

Exhibitions/Workshops

- Signage at the entrance to the exhibition or workshop, brochures and catalogs, and exhibition or workshop video materials and websites must acknowledge support.
- These requirements apply to the host site for the exhibition or workshop and to all participating venues.

Digital Projects

- When possible, hyperlinks must be made between the project and the North Carolina Humanities website (www.nchumanities.org).
- All digital projects (including games and apps) released via a third party are also expected to include an acknowledgment of North Carolina Humanities support in the promotional description of the project (for example: in the "Description" section of the Google Play or iTunes stores).

Websites

- Hyperlinks must be made between the project's website and that of North Carolina Humanities (www.nchumanities.org).



Films and Videos

- An acknowledgment of support must be contained at the beginning and end of each funded program and in all non-broadcast materials related to the project, including any elements of production re-purposed for distribution as digital media.
- North Carolina Humanities is to be acknowledged in videos funded as part of an exhibition or other public program as well as in films broadcast on television.

Audio and Radio Materials

- An acknowledgment of support must be contained at the beginning and end of each program and in all non-broadcast materials related to the project.
- North Carolina Humanities should be credited for radio programs as well as for recorded audio tours of exhibitions.

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