

PUBLICITY TIPS FOR HISTORY ALIVE! PRESENTATIONS

Groups using the History Alive! program are expected to insure that the public is notified of the program and has an audience of at least 20 people. Presentations should be open to the public at no charge. The following steps can help create a successful program:

All publicity should include the following statement:

“This presentation is a History Alive! program of the West Virginia Humanities Council.”

The very first step is to inform your membership or staff about when the program is taking place, that it is open to the public, and that their family members, neighbors, colleagues, and friends are invited to attend. If your own membership or staff is not aware of the program, odds are good that the public is also unaware.

If the presentation is at a school make certain the program is placed on the school calendar/schedule and that the school administration, faculty and staff are aware of the time and location for the presentation. Think about inviting home-schooled students to attend! Schools are encouraged to open presentations to the public according to their security policies.

A press release (sample provided by the Humanities Council) should be sent to the local newspaper, radio, and television stations in advance of the program. If the program is being presented as part of a club function, luncheon, meeting, or activity, a line or lines should be added to the sample press release that clearly informs the public that they are welcome to attend. This is especially important if the program is being held in a private space not typically open to the public, such as a woman’s club, D.A.R. meeting house, or retirement community.

The program should always be presented separately from any club or organization business - preferably before the meeting. Prior to the meeting works well as this allows the History Alive! presenter, who often has to travel a long distance, to complete their part of the program and be on their way without having to wait through a long meeting agenda. This also provides a break in the schedule that allows the public to enter/leave and not feel like they are “crashing” a private event or closed meeting. The goal is simply to provide a program that takes place in an atmosphere that is comfortable for “non-members” of the sponsoring organization.

Include the program on your organization web site and announce it via any social media and email lists you have available.

Always provide a sign or signs at the entrance of the building (particularly if it is a public building such as a school, restaurant, library or church) directing people to the room/location where the program will be presented. If possible, have people stationed at the entrance to welcome and direct people as they arrive.

If you don’t think you can draw 20 people, try reaching out to other community organizations. Make the effort to extend special invitations to local groups, schools, clubs, home-schooled students, or businesses to attend.

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History Alive! Host Evaluation

Please complete and return to West Virginia Humanities Council, 1310 Kanawha Blvd., East, Charleston, WV 25301

Character Presented: _____

Date of Presentation: _____ Attendance: _____

Host Organization: _____

Presentation Site: _____

Contact Name: _____

Address: _____

_____ Phone _____

Please rate the quality of the History Alive! presenter by checking the appropriate response:

Excellent Good Fair Poor

Ability to convey information to the audience:

Professional conduct: (punctual, prepared, etc.)

Ability to field questions effectively:

Audience response to the character:

Overall quality of the presentation:

What would you suggest that would have improved the presentation?

Were you satisfied with the number of your audience and their participation? Yes _____ No _____

How did you publicize the program?

Join Us!!! The West Virginia Humanities Council depends on the support of those who take part in our programs and events. You may become a contributing member by returning this coupon with your check for \$30 or more.

- Yes! I'm joining the Council. My check is enclosed.
- I'm not joining now, but please keep me informed of Council events.
- Send me information on how to apply for a Council grant.

Name: _____

Address: _____

Email: _____

The West Virginia Humanities Council is a 501(c) (3) nonprofit organization, and contributions are tax deductible.