

PUBLICITY TIPS

FOR HISTORY ALIVE! PRESENTATIONS

All your publicity should include the following statement:

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

Groups using the History Alive! program are expected to ensure 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:

- 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!
- **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’s website** and announce it via any **social media** and email lists you have available.
- **Always provide 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.

Thank you for making *History Alive!* part of your organization’s programming. These free, public performances bring American history to life in more than a hundred locations across West Virginia each year, and we can’t do it without you! Your support doesn’t stop with the performance—your detailed responses on our **host feedback forms** also help us improve *History Alive!* and secure more funding to reach even more people of all ages across the state.

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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 (mm/dd/yy):
Attendance:	Presentation Site:
Host Organization:	Address:
Contact Name:	Phone:

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
<i>Ability to convey information to the audience:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Professional conduct: (punctual, prepared, etc.)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Ability to field questions effectively:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Audience response to the character:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Overall quality of the presentation:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Were you satisfied with the number of your audience and their participation? Yes _____ No _____</i>				

Please answer the following questions on the back of the form. Your responses are important! Detailed answers help us fund, improve, and expand the *History Alive!* program.

1. *Please describe a moment when the character had an impact on your audience.*
2. *Were there any memorable interactions between the character and your guests?*
3. *What would you suggest that could have improved the presentation?*
4. *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.