



538 Spruce Street, Suite 516, Scranton, PA 18503
Phone: (570) 963-6730 ext. 8200, Website: www.LHVA.org

Lackawanna Heritage Valley National and State Heritage Area Press Kit & Acknowledgement Guidelines

Congratulations on your LHV Partnership Grant Award! This award is recognition of your project's excellence. This document is designed to familiarize you with the acknowledgement guidelines you must follow as part of this grant. Please read all sections carefully.

Notify LHV of Project Events

LHV wants to assist your organization in sharing your project with the community. To accomplish this, we ask that you keep us informed as your grant project moves forward. We would like to know if you produce a publication, create a web site, or hold an event as part of your grant activities. Keeping LHV informed about your project allows us to help spread the word about your project.

LHV Acknowledgment Guidelines

LHV requires public recognition of its grant funding. Partners **MUST** credit LHV's funding support by using either LHV's logo or the approved credit statement. Failure to do so may jeopardize future funding for your organization. LHV's support should be mentioned in every project activity related to a LHV grant award. This would include:

- Newspaper articles, op-ed pieces, radio interviews, and other media activities
- Verbal acknowledgement at programs, public gatherings, and press conferences
- Materials and work products generated as part of your project (news releases and press kits; multimedia materials, digital displays and websites; program books, posters, brochures, flyers and rack cards; books, reports, studies, and educational materials; exhibits and banners; invitations to events; and signage)
- Organizational materials (annual report, newsletters, website, brochures, and rack cards)

The LHV Logo and Credit Statement

When crediting LHV support, the following acknowledgment may be used with or without the logo:

Sponsored in part by the Lackawanna Heritage Valley National and State Heritage Area in partnership with the Pennsylvania Department of Conservation and Natural Resources and the National Park Service.

In some instances, partners may be asked to use logos for the National Park Service (NPS) and the Pennsylvania Department of Conservation and Natural Resources (DCNR) in addition to LHV's logo. As you develop your project's materials, please discuss logo placement and the credit statement with LHV **prior** to the production of the final product.

The logos for LHV, NPS, and DCNR are available in several electronic file formats: .jpg (picture file); .pdf (Adobe file); and .eps (Illustrator file). To obtain the logos, please contact April Rogato, Executive Assistant, at arogato@LHVA.org or (570) 963-6730 x8200. LHV's logos are available on its website at <http://www.lhva.org/administration.html>.

LHV Review and Approval

Contact LHV to discuss proper acknowledgment of LHV funding on all publications, materials, and work products created as part of your project. LHV reserves the right to review and approve all products for correct acknowledgement before final installation, fabrication, and/or printing.

Ten Ways to Make the Most of Your LHV Grant Award

1. Alert all the news media! (See tips below on dealing with the media.)
2. Notify your staff and board of directors about the grant award and congratulate them.
3. Tell your legislators and their staff as well as your county and local elected officials about the grant award. Remember to invite them to any events that you hold as part of your project.
4. Inform your members about the grant award and tell them what it will mean to your organization.
5. Write personal notes of thanks to all the community partners who support your organization.
6. Share your success with your visitors.
7. Write a feature story about the award for your newsletter or annual report. Be sure to add a link back to LHV's website for users to learn more about the award (www.LHVA.org).
8. Post a notice of the grant award and your project on your organization's website. Remember to include the link to LHV's website (www.LHVA.org).
9. Write an editorial highlighting your organization's valuable service to the community.
10. Tell your mother. She will tell many other people about your organization's success.

Top Tips for Success with the Media

The media is the most economical way to develop a strong presence in your community.

1. Develop a distribution list.

Create a list that includes newspapers, radio and television stations, and news/wire services. Include local magazines, community calendar/notices listings, the tourism board, and the chamber of commerce on your list. Call the organization to find out the contact person to send the release to, how best to send it (fax, mail, or e-mail), and deadlines.

2. Write a good news release.

The basic way of communicating with all media is with a news release. It provides who, what, when, where, and how of your news. Often it is picked up by a newspaper and run in its entirety. In other cases it introduces a reporter to your news and provides a contact for getting more information. Ask a member or friend (English teacher!) to read it over for clarity, grammar/punctuation, and spelling.

3. Compile a press packet.

Your press packet should include your organization's camera-ready logo, photographs, clearly written copy, biographical materials, and schedule of project/organization events (as appropriate). Some media outlets will request this information so it is good to have it ready to go.

4. Engage a photographer.

In today's digital age, your photographer can be a talented volunteer and still take wonderful pictures. Use your new award as a good reason to take a picture promoting your organization. Continue to take photos at appropriate times to highlight your project's progress. Inquire at the newspaper about their preferred method of dealing with photos (glossy prints, electronic attachments).

5. Issue your press releases in a timely fashion.

Send out your news release soon after your award and at important points in the life of your project. Old information isn't news. Send feature stories about your events on a "time-released" rate building up to the event date. Remember to inform LHV of your activities.

6. Follow up.

Call your media contacts to confirm that they have received your news release. This is an opportunity to “pitch” your story. Offer to arrange an interview with the director or a behind-the-scenes tour of your facility.

7. Timing is important.

Time your release to go out on a Monday or Tuesday when news staff have a chance to follow up on the information. When contacting a television or radio news desk, make a point to call in the morning, not in the late afternoon when they are juggling late-breaking events.

8. Plan your PR campaign

Map out your campaign so that all forms of advertising and promotion blend together.

9. Make copies.

Keep copies of all press releases, stories, newspaper articles, and pictures to include them in your LHV final report.

10. Expressing thanks is important.

Remember to thank people publicly and in writing. Be specific about their contributions.

Sample Media Releases

News Release

News releases should be double spaced and generally kept to as close to one page as possible. If the news editors are interested in more information, they will give your contact person a call. Remember to include the facts of who, what, when, where, and how in your announcement.

SAMPLE MEDIA RELEASE

For Immediate Release

Contact: NAME, TITLE
ORGANIZATION
ADDRESS
CITY, STATE, ZIP
TELEPHONE
EMAIL

(Insert your institution’s name, city) has been awarded a grant from the Lackawanna Heritage Valley National and State Heritage Area (LHV). Thanks to this grant, (describe how your institution will use the grant money for the project and how this will benefit your community). (Insert a quote from your institution’s director). The Lackawanna Heritage Valley National and State Heritage Area has supported this project in partnership with the Pennsylvania Department of Conservation and Natural Resources and the National Park Service.

Sample Radio Public Service Announcements

Radio and television stations often broadcast free community announcements as a public service to the areas they serve. You can submit written Public Service Announcement (PSA) scripts to the public service directors of your local radio and cable television stations. Write your PSA to be ten or thirty seconds long when read aloud. When requested, some stations will mail back a postcard to let you know the date and time of the PSA broadcast.

PUBLIC SERVICE ANNOUNCEMENT

USE THROUGH MAY 31, 2004

:30 [Indicates that announcement runs for thirty seconds]

DID YOU KNOW THAT HERITAGE MUSEUM WILL HAVE A NEW EXHIBIT? THANKS TO A \$5,000 GRANT FROM THE LACKAWANNA HERITAGE VALLEY NATIONAL AND STATE HERITAGE AREA, THE HERITAGE MUSEUM HAS FINISHED RESTORING A NEW TROLLEY CAR. STOP BY SOON TO SEE THE NEW EXHIBIT AT THE HERITAGE MUSEUM. OPEN MONDAYS TO SATURDAYS FROM 9 AM TO 5 PM. CALL 570/555-5555 FOR MORE INFORMATION.

Involve your Legislators

While it is not a requirement of the grant agreement, it is important to inform your legislators of your LHV grant award and your project. Take this opportunity to thank them for their support of LHV and its work. LHV relies on state and federal support to make projects such as yours possible.

Consider inviting your legislators AND their staff to program events. To help, we have provided the following samples and encourage you to personalize your letters with specific details of your project.

There is no substitute for direct contact with your legislator!

Sample Invitation *(on organization letterhead; include a printed invitation whenever possible)*

[date]

[Address: The Honorable...]

Dear [Senator / Representative / Assemblyman / Assemblywoman],

[Organization name] cordially invites you and your staff to a [type of program – lecture, presentation, etc.] hosted in conjunction with the "[project title]" exhibit. This project is made possible by a grant from the Lackawanna Heritage Valley National and State Heritage Area. [include details about the event – date, time, location] We expect about [number] people from the community to attend and would be pleased to give you the opportunity to give welcoming remarks.

Please let us know if your schedule will allow you to join us. We look forward to hearing from you soon.

Sincerely,

[agency/organization official]

Sample Grant Announcement Letter *(on organization letterhead)*

[date]

[Address: The Honorable...]

Dear [Senator / Representative / Assemblyman / Assemblywoman],

I am writing you to inform you that [organization name] has been awarded a grant of [\$] from the Lackawanna Heritage Valley National and State Heritage Area in support of "[project title]," a [description of project such as book, interactive exhibit, program, etc.]

This grant will enable [organization name] to reach new audiences and to inform the community about [give a brief description of project goals, outreach, intended audiences]. This project will enhance our community by [give benefits of project to audience].

[Organization name] wants to thank you for your ongoing support of the Lackawanna Heritage Valley National and State Heritage Area and for your commitment to providing high-quality projects and services to Pennsylvania. Money spent in programs like this one is an investment in our economic and social future.

Sincerely,

[agency/organization official]