



HUMANITIES

Searching for Democracy



**Publicity and Promotion
Resource Notebook**



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Resource Notebook**

FAQs

Cal Humanities | Searching For Democracy and California Reads

What is the initiative?

Searching for Democracy is a year-long initiative that provides Californians with many different ways to explore how the humanities provide insights and opportunities to converse about the nature, state and needs of our democracy. Students, families and people from all walks of life will explore – online and off – what discoveries and lessons lie in works of fiction and nonfiction, provocative cultural exhibits and public conversations. www.calhum.org/searchingfordemocracy will be the online hub of all activities, where participants of events, readers of the initiative's books or people new to the effort can share what they have discovered in the humanities regarding democracy.

Why are you doing this?

The progress of America's democracy requires broad, thoughtful, and ongoing conversations about who we are and what we value collectively – and an examination of our rights and responsibilities. We believe that *Searching for Democracy*, through the humanities, will enable us to examine the evolving nature and needs of our democracy in a meaningful but accessible way.

What are the “humanities”?

The humanities explore what it means to be human. Whether through history, literature, philosophy, the arts or other forms, the humanities are how we engage the wisdom of our cultures, the experiences of individuals, and the values that define and guide us. The humanities invite us to examine the world through different perspectives – and to discuss what matters to each of us.

Why now? How does this relate to the 2012 election?

What better time to explore the humanities' contribution to, and lessons about, democracy than in a presidential election year? While voters may be searching for a candidate in 2012, participants of *Searching for Democracy* will focus not on the names on the ballot but rather on what is required for a healthy, inclusive, vibrant democracy.

Is this part of a larger national effort?

No, this is a statewide initiative unique to California.

What is “California Reads” or the books I hear about?

“California Reads” is one component of *Searching for Democracy*. It's a statewide reading and discussion program developed collaboratively with the California Center for the Book with support from the California State Library. Five different books will be discussed in a wide range of settings in every region of the state from March through November 2012. Though anchored in the public libraries, other community venues will be invited to participate including book

festivals and fairs, community-based non-profit and cultural organizations, bookstores and other commercial establishments, and educational institutions.

I've seen "One City, One Book" ads in my city. Is that connected?

No. While we see great value in those efforts – and did our own statewide read of *Grapes of Wrath* in 2002 – *Searching for Democracy* is much bigger and different. The initiative will provide Californians in all cities and towns the opportunity to experience and discuss as many as five different books, as well as local exhibits and events, classroom discussions and more. During a presidential election year, the goal of this initiative is to explore how the humanities provide insights and opportunities to converse about the nature, state and needs of our democracy.

What are the five books?

The titles selected for the *California Reads* component of *Searching for Democracy* are:

- *The Penguin Guide to the United States Constitution: A Fully Annotated Declaration of Independence, U.S. Constitution and Amendments, and Selections from The Federalist Papers*, by Richard Beeman – Annotated by one of the nation's foremost Constitutional scholars, this edition of our nation's founding documents provides both text and context for understanding our democracy.
- *Farewell to Manzanar*, by Jeanne Wakatsuki Houston and James D. Houston – A compelling memoir about the Japanese-American internment experience, as seen through the eyes of a young girl, and a haunting reminder of how our civil rights are at risk in moments of crisis.
- *It Can't Happen Here*, by Sinclair Lewis – A dystopian classic by one of America's greatest novelists, first published in 1935, which imagines a chillingly undemocratic America and reminds us of the fragility of democratic institutions.
- *A Paradise Built in Hell: The Extraordinary Communities That Arise in Disaster*, by Rebecca Solnit – A work of narrative nonfiction that reaches surprising conclusions about our need for community and common purpose.
- *Lost City Radio*, by Daniel Alarcón – A haunting novel by a young California writer that raises questions about the importance of historical knowledge, collective memory and access to information in a democratic society.

Why these five books?

There are many ways in which to experience and explore what democracy means, aims to be and needs to thrive. No one book can capture all these complexities, but each of these offers the reader an opportunity to discover a new perspective about democracy – including how democracy might be challenged

How were these five books chosen?

These five thought-provoking books were chosen from a pool of over 300 titles nominated by members of the general public, and were selected based upon the final recommendations of an advisory group of librarians, authors, scholars, publishers, and critics.

Is everyone asked to read the same book? Do you have to read all five to participate?

Reading any of the five books is completely optional for participation in *Searching for Democracy*. Certain events and online discussions will be focused on each of the books, so

participants can choose to read and discuss however many they wish. There will also be events and online activities unrelated to the books, such as lectures, multimedia exhibits, and more.

Where can I get the books?

Many California libraries have ordered extra copies of the five books – including for events they will host – and all books are available in bookstores and online for purchase.

What are the “Public Conversations”?

In partnership with Zócalo Public Square, *Searching for Democracy* will present a provocative series of conversations with compelling thinkers, doers, and community members to address and explore many aspects of democracy. These will take place at community venues in Bakersfield, Fresno, Los Angeles, Riverside, Sacramento, San Francisco, San Jose, and San Diego.

How do the various events and books relate to one another?

Each book, event and engagement opportunity is a chance to explore how the humanities provide insights and opportunities to converse about the nature, state and needs of our democracy. And www.calhum.org/searchingfordemocracy will be the online hub of all activities, where participants of events, readers of the initiative’s books or people new to the effort can share what they have discovered regarding democracy.

What are the “discoveries” I see on your website?

As the name of the initiative suggests, *Searching for Democracy* aims to learn what participants across California will discover related to democracy, as they participate in humanities programming and events. The discoveries will emerge in discussions at events, lectures and exhibits, but we also want to share and continue those online.

www.calhum.org/searchingfordemocracy will summarize major events and include blogs on different aspects of the initiative, providing participants a chance to hear what others have discovered and discussed – and keep the conversations going.

Where I can learn about ways to participate?

www.calhum.org/searchingfordemocracy is the online hub of the initiative. In addition to summarizing major events and posting blog entries on different aspects of the initiative, there also will be updates about upcoming events and other ways to participate.

What is “Teaching Democracy”?

This program of *Searching for Democracy* is aimed at enriching how younger Californians understand and engage with their democratic society. Through a series of webinars with renowned scholars, teachers will learn how to lead students in discussions on the books and their themes, as well as the topic of civics and democracy. Teachers will also be provided with in-classroom materials and other examples of the humanities programs that can spur conversations about what a democracy means – and needs to flourish.

What is “Wherever There’s A Fight”?

“Wherever There’s a Fight: A History of Civil Liberties in California” is a multi-format exhibition that shares compelling stories of moments when people stood up for democracy, illuminating the protection and expansion of civil liberties within the U.S. The stories come from people of all walks of life, cover the vast geographical regions that make up California, and span the eras

from the state's earliest fights for civil justice to today's most critical issues of access and equality. The travelling exhibition includes sites such as Humboldt State University (Arcata), Folsom Lake College (Folsom), the San Francisco Public Library (San Francisco), Museum on Main (Pleasanton), DeAnza College (Cupertino), Cerro Coso Community College (Bishop), and CSU Bakersfield (Bakersfield).

About the Searching For Democracy Partners:

Cal Humanities

Cal Humanities is an independent, non-profit organization dedicated to promoting a greater understanding of the human condition. We produce, fund, and support cultural experiences in media, literature, discussion programs and more. Through engaging and inspiring work, we encourage our audiences to learn more, dig deeper, and start conversations that matter to create a State of Open Mind. To learn more about us, please visit www.calhum.org

California Center for the Book

The California Center for the Book is part of a network of Centers for the Book in every state of the Union, all affiliated with the Center for the Book in the Library of Congress. The national Center was established by an Act of Congress in 1977 to stimulate public interest in books, reading and libraries. The California Center for the Book develops statewide programs that celebrate California's rich literary heritage, encourage reading and discussion, and promote libraries as centers for community engagement and lifelong learning. The California Center for the Book is supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. www.calbook.org

California History Social-Science Project

Headquartered in the Department of History at the University of California, Davis, the California History-Social Science Project (CHSSP) is a K-16 collaborative—informing classroom practice through scholarly research and directing that research to meet the real-life needs of California's teachers and their students. A special focus of their work has been meeting the needs of English learners, native speakers with low literacy, and students from economically disadvantaged communities in order to reduce the achievement gap. For additional information, please visit <http://csmp.ucop.edu/chssp>

Exhibit Envoy

Exhibit Envoy, formerly known as California Exhibit Resources Alliance (CERA), enhanced its mission and changed its name in 2011, and continues to provide high quality and affordable exhibitions, products, and services for exhibition host venues. During the past two decades, more than one million visitors at community museums across California have enjoyed and learned from their traveling exhibitions. Created in 1988 by Cal Humanities as a consortium of small community-based museums, CERA's founding mission was to serve the needs of small museums with limited capacity to develop in-house temporary exhibitions and limited resources to rent from large traveling exhibition companies. CERA members worked with Cal Humanities staff to book exhibition tours and develop public humanities programs and the program has

received wide national recognition. In November 2002, CERA became a separate non-profit organization. For additional information, please visit <http://exhibitenvoy.org>

Zócalo Public Square

Zócalo Public Square, a project of the Center for Social Cohesion, is a living magazine, an innovative blend of on-the-ground events and on-line journalism, that connects people to ideas and to each other in an open, accessible, non-partisan and broad-minded spirit. Through their web publication, lectures, panels, screenings, and conferences, Zócalo explores ideas that enhance an understanding of citizenship and community—the forces that strengthen or undermine human connectedness and social cohesion. Zócalo believes that over specialization and narrowcasting undermine the public square and are committed to welcoming a new, young and diverse generation to the conversation. For additional information, please visit <http://zocalopublicsquare.org>

PROMOTING YOUR EVENT

To draw the audience you seek and create awareness of your California Reads programs, your library will need to implement an effective promotional campaign. We have created some guidelines, templates and suggestions to assist you in your efforts. Included are some general suggestions and sample materials.

NOTE: All promotional materials must carry the credit line and/or logos found in the Credits and Acknowledgements Section. The templates that have been provided may be used as is by adding specific library information and will not require additional approval. If you decide to develop your own artwork materials, you will need to submit your work for approval of logo placement prior to final printing or distribution.

Getting Started:

To meet media and other deadlines, you should begin promoting your California Reads programs 6-8 weeks before they occur.

First determine what target audience you are trying to reach, your goals for the number of attendees, and the best communication methods for reaching your desired audience. By involving other staff members, volunteers and community organizations in your planning process, you may garner additional ideas, create partnership, and gain additional support and enthusiasm for your program. General promotional materials such as posters, flyers, press releases, postcards, and advertising are good methods to reach a mixed audience of different ages and backgrounds. You should also focus on groups within your community that may have a natural affinity to your efforts and will be interested in your program. These groups often have their own newsletters, e-mail newsgroups or other way to communicate and can assist you in your efforts.

To begin, you may choose to hold a brainstorming session. During your session:

- Emphasize the potential for recruiting new users and audiences to build support for the library
- Communicate what goals you want for your program – the audience you wish to reach, what you wish to accomplish, and the how many people you want to attend
- Work in small groups with other staff to carry out the various goals

Additionally, share your program plans with the library director, board, Friends and other library support groups, and invite their cooperation and participation. Once you have identified potential partners and what audience segments you want to reach, you will need to focus on how to let them know about your program.

Most of the communication methods you will want to consider fall into one of these four categories:

- **Public Relations/Publicity:** press releases, newspaper and magazine articles, announcements on television and radio programs, websites, public service announcements (PSAs), letters to the editor, social media;
- **Direct Marketing:** direct mailings, mass e-mail messages, online marketing;
- **Personal Contact:** word of mouth, public speaking engagements, telephone, e-mails, letters;
- **Advertising:** print ads, TV and radio spots, banners, flyers, bookmarks, posters, buttons, and displays.

Public Relations/Publicity

Public relations/publicity refers to content about your library and programs that appear in the media. For example, a press release or public service announcement informing the media about your events may result in newspaper coverage or an announcement on a local radio program.

Press and Media

Contacting the media and using the Internet to publicize your event is key to getting your message out to a mass audience. Here are a few methods you can use to contact your local media and reach out to audiences through the Internet:

- E-mail a *press release* announcing the event to your local newspapers, radio stations and television stations at least two to four weeks before the event. If you have regional magazines or talk shows that list upcoming events, you may want to send a release to them as well. Since these media outlets often have longer lead times, send these press releases out at least four to eight weeks before the event. Sample press releases can be found in the following pages and in the online resource section.
- About one week prior to your event, follow up on the press release by sending a *media alert* via fax or e-mail to key contacts. A sample media alert appears on the following pages and in the online resource section. The alert provides specific information about the date, time and location for reporters and photographers who may be interested in attending the series, reporting on the series, or including the information in an “Upcoming Events” section. If possible, call each contact a day or two later to confirm that they received the media alert, find out if they have any questions, and see if they are interested in attending the program, scheduling an interview with the program director or scholar, getting more information about the program, or if they plan to include the news in an upcoming issue.
- If you find that media professionals are interested in visiting the library for a program, a related event, or an interview, you will need to have additional materials available in a *press kit*. The press kit should contain one copy of the press release, media alert, photos and biographies

of your scholar and other key participants, and copies of all promotional materials – flyers, bookmarks, postcards, etc. Alternately, you may decide to create an *electronic press kit*, which would include PDFs of all the materials listed above saved to a disc or a USB flash drive, or uploaded to a section of your library's website that can be easily accessed by the local media. If you do get an opportunity to discuss the event with a reporter, suggest story ideas and offer to schedule an interview with your speakers and partner organizations. (First, make sure your program guests, scholar, and partner organization representatives are willing to be interviewed.)

- Television and radio stations are required to use a percentage of their airtime for nonprofit and public announcements, and your local stations may be willing to air a *public service announcement* (PSA) about your *Let's Talk About It* series. A PSA will advertise your event, but is donated airtime, so there is no cost to your library. If you have the capabilities, you may wish to create taped, ready-to-air PSAs for radio and/or TV. If not, you will need to work closely with stations in your community to gain their interest in the series and help them develop the PSAs.

Internet

- If your library's website doesn't have a calendar or Coming Events section, you may want to talk to your webmaster about creating one. This is the perfect place for library patrons to find out details about your series. Make sure you include as much information as possible on your website and keep it current. If you do have a Coming Events section, you need to include information about the series in it. Participants in the series who do not visit the library on a regular basis will look to the library's website for details or last minute information, and it's important that you make that information available. If you post information about the series on your library's website, be sure to include the URL on promotional materials.
- The Internet can also be useful for getting the word out about your event through other organizations' websites. Your partner organizations, city, community centers, local media outlets and Chamber of Commerce may post information about community events on their websites. Additionally, many major cities also have local entertainment and news websites, such as Patch.com, Eventful.com, Upcoming.Yahoo.com, and Everyblock.com, which provide information about events in several cities. Find out if these websites exist in your area and learn how you can go about getting your library's events added to the site. Many sites allow for user-generated content, so adding your information could be easier than you think. Also, be sure to include links to your partners' sites and encourage them to return the favor. Lastly, remember to also add your events to the Cal Humanities calendar.

Social Media

- If your library has a presence on social networking sites such as Facebook, MySpace, Twitter, GoodReads, YouTube, or Flickr, be sure to post information to those venues when promoting your upcoming events. Include the relevant information about date, time, and location, but also include a preview of the themes of the program. Consider creating a short video or podcast to preview the subject matter to be discussed and provoke conversation. Remember to include the library's electronic networks not just through the promotion period, but through the programming period as well. Sites such as Facebook and Twitter can be the logical place for participants to continue any conversation that begins in the library.

Direct Marketing

Using the list of community organizations and other groups you have identified as your target audience, you can use direct marketing to contact these groups and individual members of these groups:

- When contacting community and other organizations, use a personalized letter or phone call. You can also use a copy of your program flyer as an informal letter, if needed, but be sure to include a personal note soliciting support, especially if you are asking for financial or other support.
- In addition to contacting outside organizations, you may want to target individuals in your community. If you keep a list of patrons' e-mail addresses, sending a mass e-mail message about the upcoming event can be an effective and inexpensive way to get the word out to a number of people. You may also want to consider printing a customized postcard created from the artwork found in the online resource section. Postcards can be mailed to library patrons, community members or others. Additionally, you may want to send an email message about the program to community group leaders to post to their electronic discussion groups or forward on to their own address lists.

Personal Contact

One-on-one personal contact can be one of your most effective means of communicating with key individuals and groups. It can create a better understanding and build more enthusiasm than any other communication method. Some tips:

- Create a list of influential individuals in your community – the mayor, city council members, business leaders, etc. – who may be interested in your event. Send them a letter and program flyer about the event and ask to meet with them to discuss further. If a meeting is not possible, mention in your letter that you will call them within a week to follow-up. Even if these individuals are not able to participate in the series, letting them know about the program could help the library in other ways.
- When contacting community groups, you may want to ask to speak for five to ten minutes at one of their upcoming meetings or events. This is inexpensive and effective since it allows you to both deliver your message and gauge responses. At the meeting, outline your overall series plan and present convincing reasons why the series may be of interest to them. Bring flyers, bookmarks and other materials along to distribute after your speech. If possible, speak at the end of the meeting or offer to stay until the end of the meeting to answer questions.
- If speaking at a meeting is not possible, solicit support from these groups to help promote the program themselves. Ask the group leaders to pass out flyers or mention the program to their members and staff.

Advertising

Often the most expensive promotional method, advertising can also be one of the most effective vehicles for promoting your program. Here are a few advertising methods:

- *Promotional posters:* Participating libraries will receive digital artwork for posters that can be customized to include information about your library's programs. Posters should include series program times, location(s), scholar's name and title or brief biographical information, acknowledgement of local funders, and your library's URL, e-mail address, and/or phone number people can call for more information. Posters can be posted at your library, community centers (e.g., city hall, the post office and schools, local colleges), restaurants, grocery stores, dry cleaners, bookstores, health clubs, etc. Ask Friends and trustees to post flyers and posters at places they frequent. It's easy for them to take the posters with them and won't require as much work for the project director or staff. The print file can be downloaded from the online resource section for *California Reads*.
- *Paid advertising* in local newspapers and on local radio or television stations can be another effective, but costly method. Before considering paid advertising, approach your local newspapers, radio and television stations regarding public service announcements (see Public Relations/Publicity above). Some newspapers and broadcast stations may be willing to donate or offer discounted airtime or ad space for non-profit groups. If you do receive free advertising, acknowledge the media outlet as a sponsor on program materials. If you consider paid advertising, also look to your Friends or other groups to underwrite costs.
- Developing simple, cost effective promotional items (bookmarks, buttons, pens/pencils, etc.) is another effective way to promote your event. These promotional items can also double as a "freebie" for patrons who attend the events. Hand out promotional items at schools, community group meetings or other locations. Ask Friends and trustees to hand out bookmarks to their friends and others. We have provided you with digital artwork for bookmarks, which can be found in the online resource section.

Putting It All Together

After reviewing this list, spend a little time thinking about which of these methods may work best for you. Consider your budget and time available to devote to the project. Also consider your planning team – is this effort a one-man production or committee-based? And, consider which communication methods have been successful to promote your past events. You may want to combine some successful methods you've used before with some new ideas.

Also, keep in mind your goals for the size and type of audience you wish to attract. If your library can only hold a group of twenty, you do not need to spend hundreds of dollars on publicity. Instead, use your resources wisely. Use cost-effective methods and spend the majority of your time contacting individuals and groups that you are most interested in reaching or that could benefit the most from the series.

On the other hand, if you are looking to attract an audience of people who have never set foot in the library, you will need to be more creative in your promotional activities. Most likely, you will need to spend a little more time contacting new people and developing promotional materials for new outlets and locations. However, this time and effort could pay off. Bringing new faces into the library for a program will undoubtedly result in issuing more library cards and finding new life-long library patrons.

Finally, please remember to let us know about any coverage you receive—whether newspaper, journals, blogs, television—we want to know about all of your good work.

If you need assistance with California Reads promotional efforts, please feel free to contact:

Jon Carroll, Director of External Affairs
e-mail: jcarroll@calhum.org

Regan Douglass, Communications Officer
e-mail: rdouglass@calhum.org

Online tools for supporting *Searching for Democracy*

For those of you who are already using online tools and channels to promote your organization and its activities, there are simple and effective ways to share your plans for participating in *Searching for Democracy*. Examples include:

Tool	Users expect to...	Promote <i>Searching for Democracy</i> by...
Facebook	<ul style="list-style-type: none"> Keep up with friends Connect with peers or organizations with whom they have something in common 	<ul style="list-style-type: none"> Inviting fans of your page to an event Posting a note on your page's wall about the initiative or a topic related to democracy Posting a status update mentioning the initiative Liking the Cal Humanities Facebook page and directing your fans to it Linking to news articles or other content relevant to <i>Searching for Democracy</i> themes or activities
Twitter	<ul style="list-style-type: none"> Share timely news and opinions "Follow" or listen to news and opinions from thought leaders that they're interested in <p><i>Note: If you don't have a Twitter handle, we recommend creating one. It only takes a few minutes and is an easy way to share events with a younger, broader audience. Sign up at www.twitter.com</i></p>	<ul style="list-style-type: none"> "Live tweeting" an event you're hosting or attending (i.e., send out frequent updates during the course of the event so your audiences feel as if they're there) Linking to the initiative's site or specific event details Linking to news articles or other content relevant to <i>Searching for Democracy</i> themes or activities Sharing a picture or video that was taken at an event you hosted Following CAL HUMANITIES's handle @Cal_Humanities and re-tweeting our posts or tweeting at us Use hashtag #S4D in your tweets Sample tweet: Could Japanese American internment have happened today? Discuss @ LB Library, 2 pm 2/16. Join the Search for Democracy @Cal_Humanities #S4D
Online newsletter	<ul style="list-style-type: none"> Learn about upcoming events Read recaps – and see photos – of past events at local libraries 	<ul style="list-style-type: none"> Sharing details about upcoming <i>Searching for Democracy</i> events at your library or nearby Sharing pictures and a story that recap what happened at a recent event
Email blast	<ul style="list-style-type: none"> Read an urgent or timely announcement 	<ul style="list-style-type: none"> Sending a last-minute reminder to friends and patrons about an upcoming event Announcing the launch of the initiative or relevant program components (e.g., California Reads) Announcing a local event that you expect will have very limited seating, so that friends and patrons have early access to tickets or seats
Blog	<ul style="list-style-type: none"> Read longer stories, library updates, or opinion pieces 	<ul style="list-style-type: none"> Posting an interview with one of the California Reads authors or upcoming public speaker Sharing your thoughts on one of the books or a theme or current event related to the initiative Inviting an author, teacher, librarian, library patron, or others to write guest posts about their thoughts on any of the California Reads books
Website	<ul style="list-style-type: none"> Get detailed information about events, access, or news 	<ul style="list-style-type: none"> Announcing details for upcoming events Helping patrons reserve their copy of any of the California Reads books Linking to your other online channels, like your Twitter or Facebook pages, where users can follow you Linking to the Cal Humanities site where users can download discussion guides and other materials in advance of events

Cal Humanities also wants to share all the great public events you'll be hosting with our own online networks. Please send event information to Regan Douglass at rdouglass@calhum.org as early as possible. Please also send an email following an event with any photos, video, or other notes you'd like to share. Event descriptions should be approximately 100-200 words and include relevant information about date, time, location, RSVP and contact information, and a URL where more information about the event can be found online.

Sites to link to:

- **Searching for Democracy:** <http://www.calhum.org/> and click on the "Searching for Democracy" icon
- **Cal Humanities Twitter:** https://twitter.com/Cal_Humanities
- **Cal Humanities Facebook:** <https://www.facebook.com/pages/California-Council-for-the-Humanities/11870583011>
- **California Center for the Book** ("California Reads" partner): <http://www.calbook.org/>
- **Exhibit Envoy** ("Wherever There's A Fight" partner): <http://exhibitenvoy.org/>
- **California History-Social Science Project** ("Teaching Democracy" partner): <http://csmp.ucop.edu/chssp>
- **Zócalo Public Square** (partner): <http://www.zocalopublicsquare.org/>
- **California State Library** (partner): <http://www.library.ca.gov/>
- **Youth Radio** (partner): <http://www.youthradio.org/>
- **Goodreads:** http://www.goodreads.com/group/show/61677.California_Reads, or visit <http://www.goodreads.com/CalHumanities> and click on the "California Reads" group.

General tips

- **Share other content.** Examples include links to California Reads' author bios or interviews; links to news stories covering civic engagement, democracy; and other relevant themes; and/or pictures or video that you take at events you host.
- **Think about which patrons are actually online.** You may have many different kinds of patrons, from toddlers to seniors, but only some of them may actually read your online content. Identify who's following you online and be sure to keep *those* audiences in mind when you share and create content.
- Whether it's a Facebook post, an email or a newsletter, **always include a URL** where people can go to find out more information.
- **Connect anything you're sharing to the larger *Searching for Democracy* initiative.** With many activities and types of content, it will be important to make as clear as possible how they are all linked – and how to participate.
- **Share photos or video whenever possible.** Visual content is king online, so share as much of it as possible.
- **You know your patrons best.** If you are offering multiple ways for people to participate as part of this initiative (i.e., more than one of the five books, etc.), focus your promotion online on the aspects of the initiative or activities that will most interest your audiences.
- **Short is sweet.** People's attention spans online are short and shrinking, and competition is fierce. Keep posts punchy and to the point.
- **Be fun! Be provocative!** The internet is flooded with content, so a thought-provoking question or bold quotation can be the key to catching someone's eye. Especially on Twitter and Facebook, users expect information to be delivered in innovative and entertaining ways.

PRESS MATERIALS

*****Please note: the use of
Press Materials are embargoed
until February 22nd, 2012*****

GENERAL RELEASE – TEMPLATE #1

FOR IMMEDIATE RELEASE

CONTACTS: [NAME, EMAIL, PHONE]

In an Election Year Dominated by Candidates, Many [NAME OF LOCAL RESIDENTS, SUCH AS “SAN FRANCISCANS”] will be *Searching for Democracy* – Through the Humanities, Meaningful Conversation

[ORGANIZATION NAME] *Participating in Statewide Initiative for Books, Exhibits, Lectures and Programs to Drive Discussions About the Nature and Needs of our Democracy*

[CITY] — [ORGANIZATION] announced today its participation in [Searching for Democracy](#), an unprecedented statewide initiative by [Cal Humanities](#) (formerly the California Council for the Humanities) designed to animate public conversation on the nature and needs of democracy. Through a wide range of public programs leading into the 2012 elections and beyond, students, families and people from all walks of life will explore – online and off – what discoveries and lessons about democracy lie in works of fiction and nonfiction, provocative cultural exhibits and public conversations.

[SHORT DESCRIPTION OF ORGANIZATION’S SPECIFIC ACTIVITY RELATED TO THE INITIATIVE.]

“In this time of crass partisanship, Americans need to come together for meaningful conversations about the real issues of the day – and the fundamental values of our democracy,” said Ralph Lewin, President and CEO of Cal Humanities. “[ORGANIZATION] is providing a unique opportunity and alternative – for local residents to examine the evolving nature and needs of our democracy in a meaningful but accessible way.”

[QUOTE FROM ORGANIZATION ABOUT WHY THEY’RE PARTICIPATING AND/OR WHAT THEY HOPE INDIVIDUAL PARTICIPANTS WILL ACHIEVE/GAIN FROM IT.]

[ORGANIZATION]’s activities are one of hundreds taking place in 2012 across the state. Cal Humanities will partner with other organizations on the following:

California Reads: A statewide reading and discussion program developed collaboratively with the California Center for the Book and the support of the California State Library. Five books will be discussed in every region of the state in a wide range of settings (libraries, book festivals and fairs, nonprofits and cultural organizations, bookstores, and educational institutions) from March through November. Authors will participate at some events, via online, and in video Q&As. The books, chosen through a public nomination process, include:

- *The Penguin Guide to the United States Constitution: A Fully Annotated Declaration of Independence, U.S. Constitution and Amendments, and Selections from The Federalist Papers*, by Richard Beeman – Annotated by one of the nation’s foremost Constitutional scholars, this edition of our nation’s founding documents provides both text and context for understanding our democracy.

- *Farewell to Manzanar*, by Jeanne Wakatsuki Houston and James D. Houston – A compelling memoir about the Japanese-American internment experience, as seen through the eyes of a young girl, and a haunting reminder of how our civil rights are at risk in moments of crisis.
- *It Can't Happen Here*, by Sinclair Lewis – A dystopian classic by one of America's greatest novelists, first published in 1935, which imagines a chillingly undemocratic America and reminds us of the fragility of democratic institutions.
- *Lost City Radio*, by Daniel Alarcón – A haunting novel by a young California writer that raises questions about the importance of historical knowledge, collective memory, and access to information in a democratic society.
- *A Paradise Built in Hell: The Extraordinary Communities That Arise in Disaster*, by Rebecca Solnit – A work of narrative nonfiction that reaches surprising conclusions about our need for community and common purpose.

Public Conversations with Zócalo Public Square: A series of major events hosted in locations throughout the state (Bakersfield, Fresno, Los Angeles, Riverside, Sacramento, San Francisco, and San Diego) where compelling thinkers – and doers – from various fields will discuss with community members a range of topics, including: “Is Civility Overrated?,” “What Could Kill Democracy?,” “How Does Democracy Spread?,” and “How Will Millennials Transform Democracy?”

Teaching Democracy: Partnering with the California History-Social Science Project, this series of webinars with top scholars (designed to inspire student learning of U.S. history and civics) will cover topics such as “Intentions of the Framers of the Constitution,” “Why Do We Need a Bill of Rights?,” “Who is a Citizen?,” “No Taxation Without Representation: The Historical Roots of Taxes and Politics,” and “The Power of the Presidency.”

Wherever There's A Fight Exhibition: Working with Exhibit Envoy, this travelling exhibition highlights how ordinary people have stood up for democracy to defend civil liberties within California. Exhibition sites include Humboldt State University (Arcata), Folsom Lake College (Folsom), the San Francisco Public Library (San Francisco), Museum on Main (Pleasanton), DeAnza College (Cupertino), Cerro Coso Community College (Bishop), and CSU Bakersfield (Bakersfield).

As the name of the initiative suggests, *Searching for Democracy* aims to learn what participants in these humanities-based conversations will “discover” related to democracy. The online hub for the initiative, www.calhum.org/searchingfordemocracy, will not only summarize major events and provocative blog posts but also allow participants to share what they have discovered, hear from others, and keep the conversation going.

About [ORGANIZATION]

[SHORT PARAGRAPH ABOUT THE ORGANIZATION]

#

GRANT AWARDED RELEASE – TEMPLATE #2

FOR IMMEDIATE RELEASE Contact: [NAME]

[DATE] [PHONE NUMBER]

[E-MAIL ADDRESS]

[NAME OF LIBRARY] awarded grant from Cal Humanities to host *California Reads* reading and discussion series on Democracy

[CITY, STATE] – [NAME OF LIBRARY] received a \$____,000 grant from Cal Humanities (formerly the California Council for the Humanities) to host a reading and discussion series based upon the book(s) [TITLE OF BOOK(S)]. The library is one of 51 public library jurisdictions across the state of California receiving grants as part of Cal Humanities Searching for Democracy initiative, designed to animate public conversation on the nature and needs of democracy. Through a wide range of public programs leading into the 2012 elections and beyond, students, families and people from all walks of life will explore – online and off – what discoveries and lessons about democracy lie in works of fiction and nonfiction, provocative cultural exhibits and public conversations.

“In this time of crass partisanship, Americans need to come together for meaningful conversations about the real issues of the day – and the fundamental values of our democracy,” said Ralph Lewin, President and CEO of Cal Humanities. “[NAME OF LIBRARY] is providing a unique opportunity and alternative – for local residents to examine the evolving nature and needs of our democracy in a meaningful but accessible way.”

California Reads is a statewide reading and discussion program developed by Cal Humanities in collaboration with the California Center for the Book and with the support of the California State Library. Five books, chosen for their examination of the theme of democracy, will be discussed in every region of the state in a wide range of settings (libraries, book festivals and fairs, nonprofits and cultural organizations, bookstores, and educational institutions) from March through November. Authors will participate at some events, via online, and in video Q&As. The books, chosen through a public nomination process, include:

- *The Penguin Guide to the United States Constitution: A Fully Annotated Declaration of Independence, U.S. Constitution and Amendments, and Selections from The Federalist Papers*, by Richard Beeman – Annotated by one of the nation’s foremost Constitutional scholars, this edition of our nation’s founding documents provides both text and context for understanding our democracy.
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- *Lost City Radio*, by Daniel Alarcón – A haunting novel by a young California writer that raises questions about the importance of historical knowledge, collective memory, and access to information in a democratic society.

- *A Paradise Built in Hell: The Extraordinary Communities That Arise in Disaster*, by Rebecca Solnit
– A work of narrative nonfiction that reaches surprising conclusions about our need for community and common purpose.

[NAME OF AUTHOR, SCHOLAR, TITLE] will lead a discussion of their work, [BOOK TITLE] at each session.
[IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR EVENT].

For details or to register, please visit [LIBRARY'S WEB SITE ADDRESS] or contact [CONTACT NAME, PHONE NUMBER, AND/OR EMAIL]. To obtain copies of program materials, please contact [LIBRARY CONTACT].

[END RELEASE WITH A SENTENCE OR TWO ABOUT YOUR LIBRARY, HOURS, WEB ADDRESS, ETC.]

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LIBRARY PROGRAM RELEASE – TEMPLATE #3

FOR IMMEDIATE RELEASE Contact: [NAME]
[DATE] [PHONE NUMBER]
[E-MAIL ADDRESS]

[NAME OF LIBRARY] to California Reads, a reading and discussion series on Democracy

[CITY, STATE] – [NAME OF LIBRARY] will host a free reading and discussion series called [NAME OF EVENT]. The library is one of 51 public library jurisdictions within the state of California receiving grants to host *California Reads*, a statewide program developed by Cal Humanities in collaboration with California Center for the Book to examine the meaning and nature of democracy.

All programs will be held at [LIBRARY NAME AND ADDRESS.] For details or to register, please visit [LIBRARY'S WEB SITE ADDRESS] or contact [CONTACT NAME, PHONE NUMBER, AND/OR EMAIL].

“We are delighted to have been chosen to participate in this unprecedented initiative by Cal Humanities that will allow patrons a chance to discuss the meaning of democracy with their fellow community members and with [NAME OF AUTHOR], the author of [BOOK TITLE],” said [NAME OF LIBRARY/PROGRAM DIRECTOR AND TITLE]. “*California Reads* is providing a unique opportunity and alternative – for our local residents to examine the evolving nature and needs of our democracy in a meaningful but accessible way.”

Group discussion events will be held once per [WEEK/MONTH/ETC.] at the library on the following works: [BOOK TITLE(S)]

[NAME OF AUTHOR] will also lead a discussion of the book on [DATE]. To obtain copies of all program materials, please contact [LIBRARY CONTACT].

[END RELEASE WITH A SENTENCE OR TWO ABOUT YOUR LIBRARY, HOURS, WEB ADDRESS, ETC.]

#

MEDIA ALERT – TEMPLATE #4

[NAME OF LIBRARY] TO HOST [PROGRAM NAME] AS PART OF A READING AND DISCUSSION PROGRAM FOR *CALIFORNIA READS*

WHAT: [NAME OF LIBRARY] will host a [3 part] reading and discussion program series called [PROGRAM NAME] as part of *California Reads*, a program of Cal Humanities Searching for Democracy initiative. Five books, chosen for their examination of the theme of democracy, will be discussed in every region of the state in a wide range of settings (libraries, book festivals and fairs, nonprofits and cultural organizations, bookstores, and educational institutions) from March through November. Authors will participate at some events, via online, and in video Q&As.

WHO: The series is open to all adults/seniors/students in the community and is led by [NAME OF AUTHOR OR FACILITATOR]

WHEN: [DATE]

WHERE: [LIBRARY NAME, LOCATION(S), INCLUDE ADDRESS AND ROOM #S AS WELL AS BASIC DIRECTIONS]

WHY: [NAME OF LIBRARY] is one of 51 library jurisdictions statewide that is participating in the *California Reads* program. From March through November, libraries, community organizations and schools will be participating in *California Reads*, one part of [Searching for Democracy](#), an unprecedented statewide initiative by [Cal Humanities](#) (formerly the California Council for the Humanities) designed to animate public conversation on the nature and needs of democracy. The program series is designed to animate public conversation on the nature and needs of democracy. Through a wide range of public programs leading into the 2012 elections and beyond, students, families and people from all walks of life will explore – online and off – what discoveries and lessons about democracy lie in works of fiction and nonfiction, provocative cultural exhibits and public conversations.

CONTACT: [LIBRARY CONTACT NAME, PHONE NUMBER, EMAIL ADDRESS]

WEBSITE: For additional information, please visit [WEBSITE ADDRESS]

###

ADVOCACY LETTER – TEMPLATE #5

SENDING A THANK-YOU LETTER TO YOUR U.S. REPRESENTATIVE AND U.S. SENATOR

As you know, Cal Humanities depends upon the support of the National Endowment for the Humanities and others to make these grants. We encourage you to send a letter, email or fax to your political representatives letting them know about the importance of your work and what this grant means to your community.

We have provided a template below for your use and would appreciate a copy of any letters you send, an emailed PDF is acceptable. Your efforts today can help make a difference in the availability of future grants. An electronic version of this letter is available in the grantee toolbox on our website. If you are unsure as to your Grantee organization's political district, please click on www.vote-smart.org, where you will find zip code-based directories of political districts.

If you require additional assistance please contact, Jody Sahota, External Affairs Coordinator, at (415) 391-1474 ext. 303 or at jsahota@calhum.org

[DATE]

The Honorable Jane Doe

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear Representative Doe:

I am pleased to inform you that we received a prestigious *California Reads* public library grant award from the Cal Humanities (formerly the California Council for the Humanities), in partnership with the National Endowment for the Humanities (NEH).

[LIBRARY NAME] will [DESCRIPTION OF LIBRARY PROGRAM]

California Reads grants aim to bring Californians together to explore important topics through books that invite conversation and dialogue. Funded by the National Endowment for the Humanities, (NEH), this CAL HUMANITIES grant program, in partnership with the California Center for the Book, is designed to support public libraries in developing programs that stimulate meaningful dialogue among diverse community members by using works of fiction and non-fiction. *California Reads* seeks to demonstrate the power of the humanities to inspire Californians to engage challenging issues together and showcase public libraries as active centers of community life.

[LIBRARY NAME] wants to thank you for your ongoing support, and your commitment to providing high-quality humanities projects to California. This support is both an investment in our organization and in the social fabric of our state.

As you know, state humanities councils are unique entities that support the public's engagement with the humanities and receive their core funding from the NEH's Federal-State Partnership program. We hope we can count on your support to increase much-needed funding for NEH which would translate into more projects like ours in your district and throughout California. We believe such projects help us strengthen our democracy by sharing the stories of our past and present, about what distinguishes us, and what brings us together as people who must build a common future.

Thank you for your support of the Cal Humanities and the National Endowment for the Humanities.

Sincerely,

SAMPLE PUBLIC SERVICE ANNOUNCEMENT (PSA) – TEMPLATE #6

00:10 PSA

On [DATE], the [NAME OF LIBRARY] will host a reading and discussion program on [BOOK TITLE] as part of Cal Humanities Searching for Democracy. For details, call [TELEPHONE] or visit [WEBSITE].*

00:20 PSA

Join [NAME OF LIBRARY] in a reading and discussion program on [BOOK TITLE] as part of *California Reads* Searching for Democracy. Discuss [BOOK TITLE] with fellow community members in this program starting on [DATE]. For details, call [TELEPHONE] or visit [WEBSITE].*

00:30 PSA

While voters may be searching for a candidate, participants in *Searching for Democracy* will focus on what is required for a healthy, inclusive, vibrant democracy. Join the [NAME OF LIBRARY] in a reading and discussion program on [BOOK TITLE] as part of *California Reads* Searching for Democracy. Discuss [BOOK TITLE] with fellow community members in this program starting on [DATE]. For details, call [TELEPHONE] or visit [WEBSITE].*

**California Reads* is a program of Cal Humanities in partnership with California Center for the Book.

Sponsor Credits and Acknowledgements

Any tangible product of grant award activity (film/video/radio productions, publicity materials, project websites, displays, exhibits, public reports, etc.) must include the Cal Humanities logo with the Cal Humanities name fully visible and the following credit language must appear in all promotional materials relating to California Reads:

California Reads programs are made possible with support from Cal Humanities in partnership with California Center for the Book.

This credit line should appear on all printed and other visual materials created in relation to the program, including press releases, brochures, publications, invitations, program flyers, advertisements, press kits, websites, announcements including e-newsletters, and posters. On all promotional materials it should appear in no less than 8pt type and should appear legible and proportion to the design. Wherever possible, please use the logos. The following logos may be downloaded from the online resources section:



At all events and programs, sponsorship of the program should be acknowledged orally at the beginning and end of the program, press event or conference, and any related programs, including press interviews, whenever possible.

Local sponsorship credits, if any, must follow the credit language above and must appear in a type size no larger than the funding credit. For any materials supported entirely by another funding source, the local sponsor's credit may appear first and in a larger size proportional to their support; however, it will also be necessary to include the above funder credit line.

Written, visual, or audio materials resulting from award activities, which are published or produced during the grant award period without charge to grant funds, must also contain the preceding credit line as appropriate. All printed materials publicizing or resulting from award activities shall also include the following statement: "Any views, findings, conclusions, or recommendations expressed in this [publication] [program] [exhibition] [website] do not necessarily represent those of Cal Humanities."

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