



INSTITUTE of
Museum and Library
SERVICES

Grantee Communications Kit

Also available online at www.ims.gov/GCK.

Congratulations on Your Award!

Your grant from the Institute of Museum and Library Services is an outstanding achievement that should be shared with your community. This Grantee Communications Kit provides guidance for fulfilling your requirements and spreading the word about your grant project. It covers:

- IMLS Acknowledgement Requirements
- The IMLS Grant Announcement Process and How to Benefit
- Tips for Sharing Your News with the Public

In addition to the guidelines that follow, please make the most of your connection with IMLS by staying in touch:

- Subscribe to our free e-mail newsletter, Primary Source, at www.imls.gov/signup.aspx.
- Follow us on Twitter [@US_IMLS](https://twitter.com/US_IMLS).
- Like us on Facebook at www.facebook.com/USIMLS.
- Read, subscribe, and contribute to our blog, UpNext: <http://blog.imls.gov>.
- Visit and subscribe to our YouTube Channel: www.youtube.com/USIMLS.
- Subscribe to our RSS feed at www.imls.gov/rss/news.aspx.

If you have any questions, please contact our Office of Communications and Government Affairs:

- Mamie Bittner, Director of Communications and Government Affairs, mbittner@imls.gov
- Ellen Arnold Losey, Senior Graphic Designer and Webmaster, earnold-losey@imls.gov
- Giuliana Bullard, Public Affairs Specialist, gbullard@imls.gov
- Melissa Heintz, Public Affairs Specialist, mheintz@imls.gov
- Gladstone Payton, Congressional Affairs Officer, gpayton@imls.gov

Office of Communications and Government Affairs (OCGA)
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Phone: 202-653-4757
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We are happy to assist with your communications efforts!

IMLS Acknowledgement Requirements

The guidelines below refer to “credit line,” “logo,” and “IMLS boilerplate language.” Here’s what we mean by those terms:

CREDIT LINE:

“This project was made possible in part by the Institute for Museum and Library Services [include IMLS grant number when space allows].”

You may choose to include this acknowledgment in Spanish:

“Este proyecto ha sido posible en parte por el Instituto de Servicios de Museos y Bibliotecas, [include IMLS grant number when space allows].”

LOGO:

[IMLS Logos are available](#) in color and black and white and in a variety of formats, including JPG, BMP, EPS, and GIF. [The IMLS Logo Standards Guide](#) describes the agency’s symbol, landmark and wordmark and how to use them with the authorized colors, sizing, and positioning.

BOILERPLATE:

“The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow IMLS on [Facebook](#) and [Twitter](#).”

Acknowledgment of Support in Grant Products

You must include an acknowledgment of IMLS support in all grant products, publications, and websites developed with IMLS funding. Acknowledgment should include the credit line, with grant number, and the IMLS logo, where space permits. Posters or brochures about IMLS-funded programs and projects may also include the IMLS logo. Online products, publications, and websites must link to the IMLS website, www.imls.gov, include the IMLS logo and/or the credit line or boilerplate.

Acknowledgment of Support in Publicity and Public Events

NEWS RELEASES

The IMLS boilerplate and logo should be used in your press releases.

SOCIAL MEDIA

You may make use of the social media messages IMLS generates on the day of the grant award announcement. On that day, you can retweet the IMLS tweet about the grant program awards and “like” or comment on the IMLS Facebook update (www.facebook.com/USIMLS). If you issue your own posts, be sure to include @US_IMLS in your tweets and www.facebook.com/USIMLS on your Facebook page.

PRESS EVENTS

IMLS support should be orally acknowledged during all news media interviews, including radio, television, and press conferences.

PUBLIC EVENTS

At programs or public gatherings related to your award, acknowledge IMLS orally. Display the logo on signage at events. [See the IMLS Logos page for details.](#)

RECORDED AUDIO/VIDEO

Audio/video broadcasts must include the tagline, “This project is made possible by a grant from the U.S. Institute of Museum and Library Services.” Video broadcasts must display the IMLS logo.

If you have questions regarding the forms of acknowledgment, contact the Office of Communications and Government Affairs at 202-653-4757.

The IMLS Grant Announcement Process and How to Benefit

Tell Us What You're Doing

Think of IMLS as a partner in publicizing your grant project. We'd like to know if you produce a publication, create a website, or hold a large public event as part of your grant activities. IMLS uses several strategies to publicize grant announcements and the activities of IMLS-funded projects. Let us know about recent news coverage, or photos or videos from your grant.

Congressional Notification

We contact federal representatives and senators to provide them with advance notice of all awards three days before our public announcement by news release. If you have questions about IMLS and Congress, contact Gladstone Payton at gpayton@imls.gov.

Public Announcement

IMLS issues news releases for each grant program and posts them with lists of grant recipients on the IMLS website. IMLS also issues tweets and makes Facebook posts about grant program award announcements.

UpNext Blog

The IMLS UpNext blog supports conversations about lessons learned and what works in library and museum service, including knowledge sharing and best practices. IMLS accepts blog posts about projects, trends, news, and views that are relevant to museum and library professionals.

Before submitting a blog, please review our [guest blogger guidelines and authorization form](#). Submissions should be written in the first person with a conversational tone and include photos and links. Blogs should be no longer than 500 words. In addition, please be sure your blog adheres to the [IMLS Commenting and Posting Policy](#).

Send your draft to Melissa Heintz at mheintz@imls.gov, with a signed [IMLS Blog Contributor Authorization and Release](#). If your post is accepted, IMLS will also request a one- to two-sentence summary for the IMLS website.

Submitting Photos

We encourage you to submit images of your community's involvement with your project. They may be included in our publications, on our website, or on the IMLS Facebook page. Images should be 300 dpi or higher. Please include caption and credit information, as well as a completed photo release form. Email them to Ellen Arnold Losey at earnold-losey@imls.gov.

Project Profiles

Each month, IMLS highlights an agency-funded project through a short feature story on the IMLS website. These stories are prominently positioned on our homepage and in our monthly e-newsletter, Primary Source.

Project Profiles feature links to the grantee's website, photos of the project in action, and contact information for the project director. If you would like to be considered for a Project Profile, contact Giuliana Bullard at gbullard@imls.gov.

Primary Source

The IMLS e-newsletter, Primary Source, is delivered to more than 17,000 museum

and library professionals each month. In addition to highlighting the grantee institution selected for that month's Project Profile, each newsletter includes a compilation of the IMLS's blog posts and press releases for the month, and a listing of appearances and presentations of IMLS staff at conferences and gatherings. To subscribe to Primary Source, visit www.ims.gov/signup.aspx.

YouTube Channel

If you have created a video about your IMLS-funded project and have posted it on YouTube, we can like your video post from our [IMLS YouTube Channel](#).

Tips for Sharing Your News with the Public

Your grant is an achievement that you should share with your community. Here are some ideas for basic publicity that can help extend the news of your award, build goodwill with your key stakeholders, and educate the public about your value to the community.

Interacting with News Media

- *Develop a distribution list in advance.* To reach the broadest audience, your list should include local newspapers, radio stations, television stations, and wire services, such as the Associated Press. Are there reporters who regularly cover your activities? Address the release to the features editor or education editor at the newspaper and to the assignment editor at television or radio stations. If you do not know who these editors are, make a few phone calls to the news desks to identify the right people to receive your release.
- *Prepare a News Release.* The basic way of communicating with news media about your IMLS grant is with a news release. An effective release provides the “who, what, when, and where” of your news announcement and contact information for someone at your museum or library who can provide additional information. You may also include a quote from the IMLS director and statistics about the number of applicants to the IMLS grant program.

The links below provide information that can be used by grantees to develop news releases, newsletters, and other promotional materials. Each link includes program statistics for the number of applications and recipients for the current year, a program description, and a quote from the IMLS Director. If you have any questions about using the information, contact Giuliana Bullard at gbullard@ims.gov.

- [Laura Bush 21st Century Librarian Program](#)
- [Museum Grants for African American History and Culture](#)
- [Museums for America](#)
- [National Leadership Grants for Libraries](#)
- [National Leadership Grants for Museums](#)
- [Native American Library Services - Basic Grants](#)
- [Native American Library Services - Enhancement Grants](#)
- [Native American/Native Hawaiian Museum Services](#)
- [Native Hawaiian Library Services](#)
- [Sparks! Ignition Grants for Libraries and Museums](#)

One strategy for getting attention for your release is to tie your announcement to a relevant event or to a current news issue. Is your institution planning a community day, a major announcement, or an anniversary commemoration? Is there an upcoming community-wide arts or humanities week? If you can link your announcement with other activities or events, you increase the chances of capturing media attention. Similarly, you can package your story in the context of other local or national issues by including a quote that ties your grant award to the larger issue.

- *Issue your release.* Email or fax the release to your distribution list. Remember timing. There are a variety of factors that determine whether your story will receive coverage. If there is an urgent news event, hold your release for a quieter news day. The time of day and day of the week are also factors to consider. Remember that morning is often the best time for television, and avoid releasing news on a Friday afternoon or over the weekend. Likewise, Monday mornings can be crowded with big news that was not covered over the weekend.
- *Pitch the story.* Follow up your release by calling your key media contacts to confirm their receipt and to pitch your story. Present the facts quickly and emphasize why this would interest readers or viewers. If there is interest and relevance, you might offer to set up an interview with the director or a behind-the-scenes tour of your facility.

Social Media

Social media sites are powerful tools for sharing news of your institution with a potentially large number of people and engaging them in an interactive way. Using social media can be economical; the sites require only an email address to establish your presence. To maintain them, however, requires an investment of time because visitors expect content that is timely and new.

[Facebook](#) and [Twitter](#) are among the most popular social media vehicles.

Here is basic information about creating content for Facebook and Twitter.

- Facebook: Though you can post as much as you'd like on Facebook, keep it simple. When you add a link to a website, picture, or video to your post, a short description and thumbnail image will appear, after which you may delete the URL on the text of your post. Include only one link per post. You should also upload photos and video onto your Facebook page to keep it engaging. Include descriptive captions.
- Twitter: Every post is called a tweet, and tweets are limited to 140 characters, including links, Twitter handles, and hashtags. A handle is another user's name with the "@" symbol in front of it. IMLS's handle is @US_IMLS. Clicking on it from a tweet links you to the IMLS website. A hashtag is any word (no symbols or spaces) with the '#' symbol in front of it, which makes your post searchable to other users. Including #IMLSGrant in your tweet puts your message in the good company of other messages from and about IMLS grant recipients.

You can add links to tweets, but because web addresses, or URLs, are often very long, consider shortening your links using [Bitly](#), or another site for shortening URLs.

To add a photo to a tweet, click the photo icon when you're typing in the text and upload an image from your computer, which will appear as a link to "pic.twitter.com."

Because of their brevity, tweets can easily be sent from cell phones and other mobile devices.