

TEXAS STATE LIBRARY  
AND  
ARCHIVES COMMISSION

FY 2019 GRANT COMMUNICATIONS

Presented by  
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Macy Hurwitz, TSLAC Communications Officer

August 22, 2018

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**WHAT WE'LL COVER**

- ❖ Promotion and publicity
- ❖ Benefactor acknowledgment
- ❖ Logo usage
- ❖ Press releases
- ❖ Social media
- ❖ Other resources

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PROMOTION AND  
PUBLICITY

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### WHAT?

- Promotion — furthering the growth or development of a funded project/program (Goal)
- Publicity — sending a message about said funded project/program via official channels (Objective)

• Source: *The Accidental Library Marketer*, Kathy Dempsey. New Jersey: Information Today, 2009.

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### AUDIENCE

- ❖ Stakeholders
  - Funder/benefactor
  - Patrons
  - Community
  - Governing body (i.e., city/county government, administration, board of directors)
  - Friends or advocacy group
  - General public
  - Others — media outlets

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### MESSAGING

- ❖ Targeted to specific audiences
- ❖ Matched to desired media
- ❖ Conveys the following:
  - Who
  - What
  - When
  - Where
  - Why

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## MEDIA

- ❖ Print – flyers, brochures, newspaper articles, advertisements, press releases, course materials
- ❖ Electronic – website, mobile apps, social media
- ❖ Signage – banners, displays, table cloths, uniforms
- ❖ Events – Media events (i.e., press conferences), public events (i.e., open houses, grand openings/kickoffs)

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## PHOTO PERMISSIONS

- ❖ Generally not needed for informational or educational purposes
  - Newspaper articles, textbooks, course materials
- ❖ Needed for commercial use
  - Flyers, brochures, poster, advertisements, videos, web sites, social media, banners, displays, etc.
- ❖ Needed for minors

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## ACKNOWLEDGMENT & LOGOS

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## ACKNOWLEDGMENT

### Contract requirement (Section VIII. E)

“All publicity relating to the grant award must include acknowledgment of the Institute of Museum and Library Services ... and the Texas State Library and Archives Commission.”

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## EXAMPLES

This project is made possible by a grant from the U.S. Institute of Museum and Library Services to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act. (2019)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2019)

This program is funded (in part) by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2019)

Funded by the U.S. Institute of Museum and Library Services through a grant to the Texas State Library and Archives Commission. (2019)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission). (2019)

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## LOGOS



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## LOGOS

- ❖ Available for download  
[www.tsl.texas.gov/agency/forms/grantforms](http://www.tsl.texas.gov/agency/forms/grantforms)
- ❖ Multiple versions
  - Color or B&W
  - .jpg | .png | .pdf | .eps | .ai

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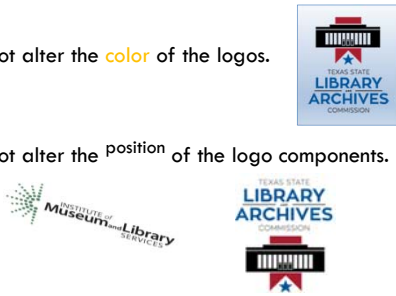
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## LOGO USAGE

- ❖ Do not alter the **color** of the logos.
- ❖ Do not alter the **position** of the logo components.



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## LOGO USAGE

- ❖ Do not alter the **FONTS**.
- ❖ Re-size the logos in the correct proportion.



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**PRESS RELEASES**

- ❖ For use with local media outlets
  - News services
  - Radio
  - Television
- ❖ Tailored for outlet audience
- ❖ TSLAC webinar — *Writing Good Press Releases and Working with the Media*  
(<https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32>)

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**PRESS RELEASES**

- ❖ TSLAC templates
  - Customizable for your grant circumstance
    - Library name and location
    - Program description
    - Quotes
    - Patron anecdotes
  - Different template for each grant program
  - OPTIONAL – can use all, some, or none of them

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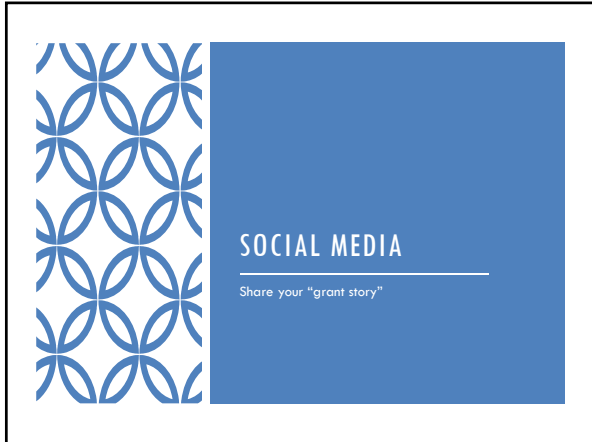
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**SOCIAL MEDIA — TSLAC**

- “Grant Story” on Facebook and/or Twitter
  - To highlight importance of the grant program
  - To promote your institution
- Submit
  - 1-2 photos of patrons engaged in grant project (.jpg or .png)
  - Short paragraph caption for each photo to include grant and year received, and name of the project
  - GMS, e-mail, Twitter, Instagram, or YouTube

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**SOCIAL MEDIA**

- ❖ Your “Grant Story” submission
  - Shared as received based on
    - Appropriateness of photo
    - Adequacy of caption in describing what the photo captures
  - E-mail: [pio@tsl.texas.gov](mailto:pio@tsl.texas.gov) and [grants@tsl.texas.gov](mailto:grants@tsl.texas.gov)
  - Twitter: @TSLAC #TexasLibraries

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## SOCIAL MEDIA — PERMISSIONS

- Photo submissions
  - Give TSLAC permission to post them on any of our web/social media properties, with proper credit
  - Imply you have permission from patrons, staff, and others featured in photos to submit them to TSLAC
- TSLAC presence
  - [www.facebook.com/tslac](http://www.facebook.com/tslac)
  - [www.twitter.com/tslac](http://www.twitter.com/tslac)
  - [www.instagram.com/tslac](http://www.instagram.com/tslac)
  - [www.youtube.com/tslac](http://www.youtube.com/tslac)

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## TSLAC RESOURCES

- ❖ Grant Communications Kit (Word and PDF)
  - Public Documents (GMS – [grants.tsl.texas.gov](http://grants.tsl.texas.gov))
- ❖ TSLAC archived webinars
  - Writing Good Press Releases and Working with the Media
  - The Accidental Library Marketer
  - PR: Telling Your Library's Story with a Smile

(<https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32>)
- ❖ Library Science Collection
  - [www.tsl.texas.gov/ld/lsc](http://www.tsl.texas.gov/ld/lsc)

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## NEXT STEPS

- Share your news with the world!
- Collect copies of publicity/promotional materials throughout year
- Post project events/news on social media
- Forward news (articles, pictures, etc.) to TSLAC when it happens (see "Share your Grant Story")
- Upload copies of all materials as compressed PDFs in GMS ([grants.tsl.texas.gov](http://grants.tsl.texas.gov)) by September 30, 2019

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