



FY 2019 Grant Communications Kit

(rev. 08/2018)

The Texas State Library and Archives Commission (TSLAC) congratulates you on your award! This kit provides guidance for fulfilling your requirements and promoting your grant project with regard to acknowledgments, logo usage, press releases, and sharing your “grant story” via social media.

Please take a moment to create and review your project promotion plan to make sure each component (i.e., public events, print materials, and websites/digital resources) includes an acknowledgment of the Institute of Museum and Library Services (IMLS) and TSLAC, per your grant contract, Section VIII. E.

Please place this kit in your grant file and distribute the information as needed to all grant program-related staff.

Acknowledgments

Acknowledgment of IMLS and/or TSLAC must be placed on all forms of collateral, including press releases, displays, announcements, book placards, brochures, flyers, banners, etc. space allowing. Examples of approved verbiage can be found below:

a) 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)

b) 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)

c) 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)

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

e) 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)

For additional guidance on acknowledging IMLS support, visit the IMLS website at www.ims.gov/grants/grant-recipients/grantee-communications-kit/ims-acknowledgement-requirements.

Logo Usage

Logos may be used in any acknowledgments in conjunction with the suggested verbiage where appropriate, i.e., banners, signage, websites, and digital resources.

To download TSLAC logos, visit: www.tsl.texas.gov/agency/forms/grantforms. There are three versions of the logo, each available in color or black & white, and in different formats and sizes.



IMLS graphics are available at www.imls.gov/recipients/logos.aspx.



Before use, please be sure to review IMLS' Brand Standards Guide at <https://www.imls.gov/assets/1/AssetManager/LogoStandards.pdf>.

Some things to keep in mind when using these logos:

- Do not alter the color of the logos.
- Do not alter the position of the logo components.
- Do not alter the fonts.
- Re-size the logos in the correct proportion.

Press Release Templates

Consider using the press release templates developed by TSLAC when corresponding with local media outlets. The templates are provided to help you in crafting your own press releases. You should customize the releases to fit your grant circumstances. Information that can be customized is underlined or in parentheses.

Grantees are not required to use the templates. You may choose to use a portion, all, or none of them at your discretion. Please note that there is a separate press release for each TSLAC grant program.

Templates are included in this kit, but they may also be downloaded at www.tsl.texas.gov/agency/forms/grantforms.

To help you with your library marketing needs, TSLAC has training webinars available on the following topics at <https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32>:

- *Writing Good Press Releases and Working with the Media*
- *The Accidental Library Marketer*

Share Your “Grant Story”

Is your staff working hard to make your grant program a success? How is excitement for the project building within your community? How are your patrons using and reacting to the project?

We invite you to share your progress via social media, and we will share your “grant story” with our followers on social media. Our goal is to highlight the importance of these grant programs while promoting your institution. Here’s how to share your story:

- E-mail **1-2 photos** that somehow capture your grant project engaging patrons, staff, and others to pio@tsl.texas.gov and grants@tsl.texas.gov with the subject line “Grant Story.”
- Include a **short, one-paragraph caption** for each photo, including the grant you received, year received, and the name of your project.
- A few things to keep in mind about the photos:
 - By e-mailing us your photos, you grant TSLAC permission to post them on any of our web and social media properties, with a credit to your library or organization.
 - By e-mailing us your photos, you imply that you have permission to capture the patrons, staff, and other subjects featured in the photos you submit to us.
- If, instead of e-mailing us, you prefer to post a photo to your Twitter feed, alert us by mentioning **@TSLAC** and using the hashtag **#TexasLibraries** in your tweets.
- If your library or organization is on Flickr or YouTube and you have visual content related to your grant project, please e-mail us.
- Grant stories will be shared on TSLAC’s social media pages on an ongoing basis as they are received if the photo received is deemed appropriate by TSLAC and if the caption adequately describes what the photo captures.
- We will e-mail you or tag your organization if your grant story is shared.

TSLAC has an active presence on the four most widely used social networking sites:

- www.facebook.com/tslac
- www.twitter.com/tslac
- www.instagram.com/tslac
- www.youtube.com/tslac

Contact

For questions regarding TSLAC's competitive grant programs:

Erica McCormick
Grants Administrator
Library Development and Networking Division
Texas State Library and Archives Commission
Phone: 1.800.252.9386 (Texas only) or 512.463.5527
E-mail: emccormick@tsl.texas.gov

For questions regarding TSLAC's communication policies:

Macy Hurwitz
Communications Officer
Texas State Library and Archives Commission
Phone: 512.463.5514
E-mail: mhurwitz@tsl.texas.gov

Templates

On the following pages you will find press release templates you may use when developing a press release to send to local media. The templates are provided as a courtesy, and grantees are not required to use the templates. Please feel free to use a portion, all, or none of them at your discretion, though we ask that you not alter the quotes in any way. Information that can be customized is **bold**.

Please note that there is a separate press release for each TSLAC grant program.

For Impact Grants

FOR IMMEDIATE RELEASE
DATE

Contact: **Librarian name and title**
Phone Number

Library name Awarded **Amount** in Grant Funding for **Project**

(**City**), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) **Library** under its Impact Grant program. **Library** will provide **brief description of the program** beginning **expected date of program start**. Patrons will **have access to or be able to (explain your program and provide details on how the public can participate)**.

This project is just one of 59 made possible this year by a grant from the U.S. Institute of Museum and Library Services (IMLS) to the TSLAC under the provisions of the Library Services and Technology Act.

“I am always impressed with the innovative ways Texas librarians use these grants to provide access to the information and resources Texans need to be productive and informed citizens,” said TSLAC Director and State Librarian Mark Smith. “We are grateful for the continued support of the IMLS, which allows us to give award these grants to such worthy projects.”

For the 2019 fiscal year, which runs from September 1, 2018, to August 31, 2019, TSLAC has awarded approximately \$1.4 million in competitive grants.

The Impact Grant provides seed funds up to \$10,000 to applications in three focus areas: business/workforce development and digital literacy; family and early childhood literacy; and electronic content access and delivery. **Name of library** is one of 22 libraries to be awarded the grant for 2019.

“Public libraries serve fundamental roles in their communities,” said Smith. “These grants will allow libraries to give their users access to the tools they need to thrive in today’s economy, whether it’s business or workforce development, traditional literacy services, digital literacy services, or electronic access to information.”

(Insert quote from library director, program manager, or local official on significance of grant to community.)

(Insert patron anecdote related to funded program.)

ABOUT THE TEXAS STATE LIBRARY AND ARCHIVES COMMISSION

Formed in 1909, TSLAC is committed to giving Texans access to information and programs to improve their lives and communities. TSLAC provides historical and genealogical search assistance, federal and state government documents, electronic research and library services to all Texans, including those who are unable to read standard print material because of physical or reading disabilities. For more information, visit www.tsl.texas.gov.

For Library Cooperation Grants

FOR IMMEDIATE RELEASE

DATE

Contact: **Librarian name and title**

Phone Number

Library name Awarded **Amount** in Grant Funding for **Project**

(**City**), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) **Library** under its Library Cooperation grant program. **Library** will provide **brief description of the program** beginning **expected date of program start**. Patrons will **have access to or be able to (explain your program and provide details on how the public can participate)**.

This project is just one of 59 made possible this year by a grant from the U.S. Institute of Museum and Library Services (IMLS) to the TSLAC under the provisions of the Library Services and Technology Act.

“I am always impressed with the innovative ways Texas librarians use these grants to provide access to the information and resources Texans need to be productive and informed citizens,” said TSLAC Director and State Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2019 fiscal year, which runs from September 1, 2018, to August 31, 2019, TSLAC has awarded approximately \$1.4 million in competitive grants. This year, the Library Cooperation Grant program will support 3 projects that promote cooperative services and technologies for learning and access to information. Projects may link libraries together through different technologies and services, expand or develop library services that improve access to information, or help develop partnerships between libraries and other agencies and community-based organizations.

“Public libraries serve fundamental roles in their communities,” said Smith. “These projects will enhance cooperation between libraries in strategic ways to enhance services efficiently and thoughtfully, greatly benefiting their communities.”

(Insert quote from library director, program manager, or local official on significance of grant to community.)

(Insert patron anecdote related to funded program.)

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For Special Projects

FOR IMMEDIATE RELEASE
DATE

Contact: **Librarian name and title**
Phone Number

Library name Awarded **Amount** in Grant Funding for **Project**

(**City**), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) **Library** under its Special Projects grant program. **Library** will provide **brief description of the program** beginning **expected date of program start**. Patrons will **have access to or be able to (explain your program and provide details on how the public can participate)**.

This project is just one of 59 made possible this year by a grant from the U.S. Institute of Museum and Library Services (IMLS) to the TSLAC under the provisions of the Library Services and Technology Act.

“I am always impressed with the innovative ways Texas librarians use these grants to provide access to the information and resources Texans need to be productive and informed citizens,” said TSLAC Director and State Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2019 fiscal year, which runs from September 1, 2018, to August 31, 2019, TSLAC has awarded approximately \$1.4 million in competitive grants, including 14 Special Projects grants. The Special Projects Grant supports programs seeking to expand library services to include all members of a library’s community, including those populations with special needs.

“Libraries serve fundamental roles in their communities,” said Smith. “These projects ensure that innovative and creative library services and resources will be more widely accessible in all parts of the state.”

(Insert quote from library director, program manager, or local official on significance of grant to community.)

(Insert patron anecdote related to funded program.)

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For Texas Reads Grants

FOR IMMEDIATE RELEASE
DATE

Contact: **Librarian name and title**
Phone Number

Library name Awarded **Amount** in Grant Funding for **Project**

(**City**), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) **Library** under its Texas Reads grant program. **Library** will provide **brief description of the program** beginning **expected date of program start**. Patrons will **have access to or be able to (explain your program and provide details on how the public can participate)**.

This project is just one of 59 made possible this year by a grant from the U.S. Institute of Museum and Library Services (IMLS) to the TSLAC under the provisions of the Library Services and Technology Act.

“I am always impressed with the innovative ways Texas librarians use these grants to provide access to the information and resources Texans need to be productive and informed citizens,” said TSLAC Director and State Librarian Mark Smith.

For the 2019 fiscal year, which runs from September 1, 2018, to August 31, 2019, TSLAC has awarded approximately \$1.4 million in competitive grants.

“Even in the age of maker labs and technology access, literacy is still a critical component of the mission of public libraries,” said Smith. “These projects will encourage and support literacy programs that will allow more Texans to reach their highest potential.”

The agency’s Texas Reads Grant program supports projects that promote reading and literacy within local communities. TSLAC is funding 12 Texas Reads grants this year, with awards ranging from \$4,300 to \$10,000.

(Insert quote from library director, program manager, or local official on significance of grant to community.)

(Insert patron anecdote related to funded program.)

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For TexTreasures

FOR IMMEDIATE RELEASE
DATE

Contact: **Librarian name and title**
Phone Number

Library name Awarded **Amount** in Grant Funding for **Project**

(**City**), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) **Library** under its Texas Treasures grant program. **Library** will provide **brief description of the program** beginning **expected date of program start**. Patrons will **have access to or be able to (explain your program and provide details on how the public can participate)**.

This project is just one of 59 made possible this year by a grant from the U.S. Institute of Museum and Library Services (IMLS) to the TSLAC under the provisions of the Library Services and Technology Act.

“It is always so wonderful to see the innovative ways Texas librarians and their nonprofit partners come up with to enrich the lives of Texans through the preservation and promotion of special collections,” said TSLAC Director and State Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2019 fiscal year, which runs from September 1, 2018, to August 31, 2019, TSLAC has awarded approximately \$1.4 million in competitive grants. The TexTreasures Grant will provide assistance and encouragement to 9 libraries to provide access to their special or unique collections and to make information about those collections available to library users across the state, including **name of library’s project to short description of the project**.

“The unique and special collections housed in Texas are a priceless resource, and these projects will make them available to more people,” said Smith. “It is especially encouraging to see the fruitful ways that libraries and nonprofits have come together to collaborate to ensure that these collections are accessible and known to the people.”

(Insert quote from library director, program manager, or local official on significance of grant to community.)

(Insert patron anecdote related to funded program.)

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