



**TEXAS STATE LIBRARY
AND
ARCHIVES COMMISSION**

FY 2021 Grant Communications
August 12, 2020

Presented by
Erica A. McCormick, TSLAC Program Coordinator
Bethany Wilson, TSLAC Grants Administrator
Susan Floyd, TSLAC Communications Officer

1

What we'll cover

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

2

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.

3

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

4

Messaging

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

5

Media

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

6

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

7



8

TSLAC Acknowledgment requirements

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.”

9

TSLAC Grantee Communications Kit

- ❖ Provides guidance for fulfilling your requirements and spreading the word about your grant project.
 - IMLS/TSLAC Acknowledgment Statements
 - Share Your “Grant Story” (social media)
 - Press Release Templates
 - TSLAC & IMLS Logo Usage
- ❖ TSLAC website – www.tsl.texas.gov/agency/forms/grantforms

10

IMLS Grantee Communications Kit

- ❖ Provides guidance for fulfilling your requirements and spreading the word about your grant project.
 - IMLS Acknowledgement Requirements
 - The IMLS Grant Announcement Process and How to Benefit
 - Tips for Sharing Your News with the Public
 - Sample Social Media Messages
 - IMLS Director Quotes
 - IMLS Logos
- ❖ IMLS website – www.imls.gov/grants/grant-recipients/grantee-communications-kit

11

Acknowledgment requirements

- ❖ Credit line

“This project was made possible in part by the Institute of Museum and Library Services [include IMLS grant number when space allows].” *(Grant #LS-246193-OLS-20)

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

12

Acknowledgment requirements

- 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.ims.gov**, include the IMLS logo and/or the credit line or boilerplate.

13

Acknowledgment requirements

- **Press Events**
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/TSLAC orally. Display the logos on signage at events.
- **Recorded Audio/Video**
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.

14

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 (Grant #LS-246193-OLS-20) under the provisions of the Library Services and Technology Act. (2021)

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 (Grant #LS-246193-OLS-20) . (2021)

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 (Grant #LS-246193-OLS-20). (2021)

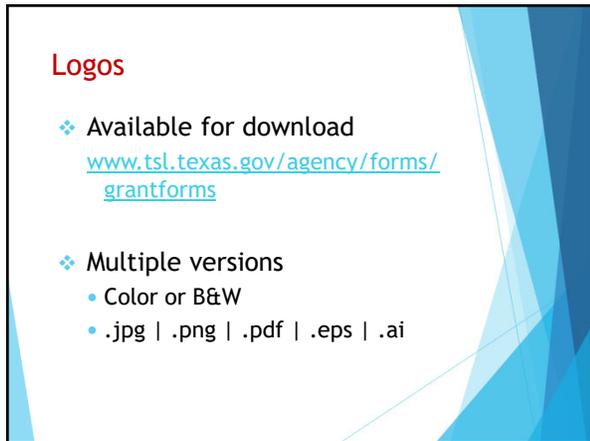
Funded by the U.S. Institute of Museum and Library Services through a grant to the Texas State Library and Archives Commission (Grant #LS-246193-OLS-20). (2021)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-246193-OLS-20). (2021)

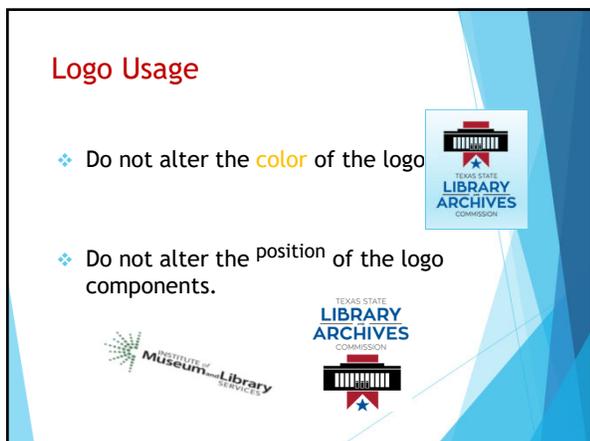
15



16



17



18

Logo Usage

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



19



20

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/view.php?id=139>

21

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

22



23

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

24

Social media – IMLS

- ❖ 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.
- ❖ If you issue your own posts, be sure to include @US_IMLS in your tweets and www.facebook.com/USIMLS on your Facebook page.

25

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 and grants@tsl.texas.gov
 - Twitter: @TSLAC #TexasLibraries

26

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

27

TSLAC Resources

- ❖ Grant Communications Kit (Word and PDF)
 - ▶ TSLAC website
- ❖ TSLAC archived webinars (Marketing & Public Relation)
 - 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>

28

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) by September 30, 2021

29



30

Contact Us

Bethany Wilson
TSLAC Grants Administrator
bwilson@tsl.texas.gov

Susan Floyd
TSLAC Communications Officer
sfloyd@tsl.texas.gov
