



FY 2021 Grant Communications Kit

(rev. 8/2020)

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. F.

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:

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

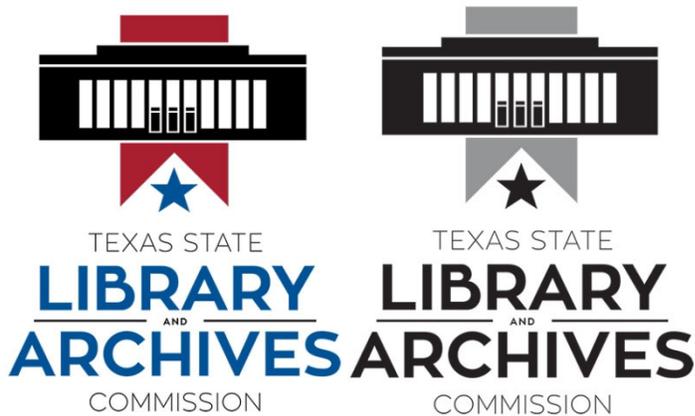
*CARES grants use (#LS-246561-OLS-20)

For additional, up-to-date guidance on acknowledging IMLS support, visit the IMLS website at <https://www.imls.gov/grants/manage-your-award/grantee-communications-kit/imls-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.ims.gov/recipients/logos.aspx.



Before use, please be sure to review IMLS' Brand Standards Guide at <https://www.ims.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 Facebook and/or Twitter. Our aim is to highlight the importance of these grant programs while promoting your institution. Here is how to share your story:

- Email **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 emailing 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 emailing 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 emailing us, you prefer to post a photo to your Twitter feed, alert us by mentioning **@TSLAC** and using the hashtag **#TexasLibraries** in your tweets. Recipients of TSLAC CARES Grants may also use **#TSLACCARES**.

- If your library or organization is on Flickr or YouTube and you have visual content related to your grant project, feel free to alert us via email or social media.
- Grant stories will be shared on TSLAC's Facebook and/or Twitter pages on an ongoing basis, as they are received and depending on if the photo received is deemed appropriate by TSLAC and if the caption adequately describes what the photo captures.
- We will email you if and when 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.flickr.com/tslac
- www.youtube.com/tslac

Contact

For questions regarding TSLAC's competitive grant programs:

Bethany Wilson
Grants Administrator
Library Development and Networking Division
Texas State Library and Archives Commission
Email: grants@tsl.texas.gov

For questions regarding TSLAC's communication policies:

Susan Floyd
Communications Officer
Texas State Library and Archives Commission
Phone: 512-463-5514
Email: sfloyd@tsl.texas.gov

FOR IMMEDIATE RELEASE

Texas Reads Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

This template is provided to help you in crafting your own press release. You are not required to use it; you may choose to use a portion, all, or none of it at your discretion. Please note that there is a separate press release for each TSLAC grant program.

(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under its Texas Reads grant program. NAME OF 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 36 made possible this year 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. “Communities in every corner of Texas will benefit from the resources that have been made available through this list of forward-thinking grant proposals.” said TSLAC Director and Librarian Mark Smith.

For the 2021 fiscal year, which runs from September 1, 2020, to August 31, 2021, TSLAC has awarded approximately \$1.04 million in competitive grants. “The ideas formed in these grants align directly with our agency mission to ensure that citizens have access to the information they need to lead informed, productive, and fulfilled lives,” comments Smith. The agency’s Texas Reads Grant program supports projects that promote reading and literacy within local communities. TSLAC is funding 9 Texas Reads grants this year, with awards ranging from \$4,425 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.)

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 IMMEDIATE RELEASE

TexTreasures Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

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(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under its TexTreasures Grant program. NAME OF 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 36 made possible this year 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. “Communities in every corner of Texas will benefit from the resources that have been made available through this list of forward-thinking grant proposals,” said TSLAC Director and Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2021 fiscal year, which runs from September 1, 2020, to August 31, 2021, TSLAC has awarded approximately \$1.04 million in competitive grants. The TexTreasures Grant will provide assistance and encouragement to 15 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 funded project.

(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 IMMEDIATE RELEASE

Special Projects Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

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(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under its Special Projects Grant program. NAME OF 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 36 made possible this year 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. “Communities in every corner of Texas will benefit from the resources that have been made available through this list of forward-thinking grant proposals.” said TSLAC Director and Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2021 fiscal year, which runs from September 1, 2020, to August 31, 2021, TSLAC has awarded approximately \$1.04 million in competitive grants, including 11 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. “We are grateful to the IMLS and the federal government for providing this assistance to libraries across Texas as they support their communities in these challenging times,” said Smith.

(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 IMMEDIATE RELEASE

Regional ILS Cooperative Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

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(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under its new Regional ILS Cooperative Grant program. NAME OF 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 36 made possible this year 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. “Communities in every corner of Texas will benefit from the resources that have been made available through this list of forward-thinking grant proposals,” said TSLAC Director and Librarian Mark Smith.

TSLAC awards competitive grants annually, as funding allows. For the 2021 fiscal year, which runs from September 1, 2020, to August 31, 2021, TSLAC has awarded approximately \$1.23 million in competitive grants. The Regional ILS Cooperative Grant supports the establishment and enhancement of cooperative services among libraries. Specifically, one grant will help establish a shared integrated library system (ILS) between multiple library jurisdictions in the western part 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 IMMEDIATE RELEASE

TSLAC CARES Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

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[LIBRARY NAME] Awarded CARES Act Grant to Advance Digital Equity

(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under the TSLAC CARES Grant program. NAME OF LIBRARY was selected to receive a GRANT \$ AMOUNT grant to advance digital equity in CITY/COUNTY. Provided by the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act, the funding will be used by the library to expand digital inclusion efforts and provide technical support, especially for workforce development and broadband availability. Thirty-seven other libraries across the state have also received grants through this program.

[QUOTE FROM LIBRARY DIRECTOR] “All community members have the right to digital resources like high speed broadband that are essential for learning, working, and daily life,” said [NAME, TITLE]. “Our library strives to provide barrier-free access to broadband, and this CARES Act grant will put us closer to that goal.” [Sample quote: Please tailor for your leaders and library goals.]

“The communities we serve will benefit tremendously from this funding, and we look forward to implementing new programs and expanding our existing resources to support digital equity for all our patrons,” said [NAME].

[LIBRARY NAME] will use the grant to offer:

- a. [PROPOSED SERVICE OR PROJECT]
- b. [PROPOSED SERVICE OR PROJECT]
- c. [PROPOSED SERVICE OR PROJECT]

The Texas State Library and Archives Commission received the funding from the Institute of Museum and Library Services (IMLS) to support libraries in responding to the coronavirus pandemic. In March, Congress provided the federal agency a total of \$50 million in the CARES Act to distribute to states and territories.

“The COVID-19 pandemic has demonstrated the many ways libraries are more essential than ever in meeting local needs to stay connected and informed,” said Mark Smith, TSLAC Director and State Librarian. “We are grateful to the IMLS and the federal government for providing this assistance to libraries across Texas as they support their communities in these challenging times.”

(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 IMMEDIATE RELEASE

Library Technology Academy Grant

2021 TSLAC Grantee press release template

(DATE)

CONTACT: (LIBRARIAN NAME/TITLE)

PHONE NUMBER:

(LIBRARY PHONE NUMBER)

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(City), TX — The Texas State Library and Archives Commission (TSLAC) recently awarded funding to (the) NAME OF LIBRARY under its Library Technology Academy program. NAME OF 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 8 library technology grants made possible this year 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. “Communities in every corner of Texas will benefit from the resources that have been made available through this list of forward-thinking grant proposals.” said TSLAC Director and Librarian Mark Smith.

TSLAC awards grants annually, as funding allows. For the 2021 fiscal year, which runs from September 1, 2020, to August 31, 2021, TSLAC has awarded approximately \$80,000 in library technology grants. The Library Technology Academy educates and prepares public library staff to be strategic managers of their library’s technology. Each awarded library is charged with designing and implementing a technology project to support the needs of its community. “We are grateful to the IMLS and the federal government for providing this assistance to libraries across Texas as they support their communities in these challenging times,” said Smith.

(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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