

## **MICHIGAN ARTS & HUMANITIES TOURING PROGRAM GRANT PUBLICITY REQUIREMENTS**

The Michigan Humanities Council and the Michigan Council for Arts & Cultural Affairs require each grant recipient to recognize both organizations in all of its press releases, publicity materials, and discussion with the media.

### **Publicize Project Activities**

Please note that the grant requirement states that **the Michigan Humanities Council and Michigan Council for Arts and Cultural Affairs logos and credit shall appear on all publicity materials** and broadcast promotion, as well as verbal acknowledgement. Copies of all materials must be sent to the Touring Program office.

As you know, the Touring Program relies primarily on state funding to make grants available to nonprofit organizations such as yours. By recognizing the Council, MCACA and your organization in your publicity efforts, you are not only increasing your visibility, the Council, and MCACA's, but you are creating more opportunity for increased revenue and support for the Touring Program.

### **Correspond With Your State Senator and State Representative**

Because the Touring Program is funded by state appropriation, we strongly encourage you to **invite your state senator and state representative** via invitation or fax to the touring performance or presentation. Even though you believe they may not attend, advising them of programs in their state or district is beneficial and noteworthy. A sample invitation is attached.

It is also strongly encouraged that you **send a thank you letter to your state legislators**. It is vital that you inform your state senator and representative(s) about the impact this program had in your community and that it is extremely important that the state continues to support arts and cultural funding. Please send a copy of your letters to the Touring Program office. These letters are presented in personal visits to state legislators every year!

### **Send a Notice to Parents**

For programs presented at schools, we encourage you to advise all teachers and to send a note to parents about the performance. In the note, indicate the program was funded in part by the Council, MCACA, and your organization. Also, include an article in your school newsletter referencing the Council and MCACA support.

### **Arts & Humanities Touring Program Public Relations Contact**

Scott Hirko, Public Relations Officer, Michigan Humanities Council, is the publicity contact for the Touring Program. If you have any questions or need assistance in developing publicity materials or to market your project/activities, please contact him by phone (517-372-0029 ext. 25 or 517-372-7770), by fax (517-372-0027), or by email ([shirko@mihumanities.org](mailto:shirko@mihumanities.org)).

## **Invite Your State Legislators – SAMPLE LETTER**

April 1, 2009

The Honorable John Doe  
Michigan House of Representatives  
P.O. Box 30014  
Lansing, MI 48909

Dear Representative Doe,

I am writing you to invite you and your staff to a performance of our annual Summer-In-The-Park Performance Series hosted by the Smithville Community Center. These cultural performances, which are a culturally educational and entertaining tradition in our community, are supported in part by the Michigan Humanities Council and the Michigan Council for Arts and Cultural Affairs.

The Summer-In-The-Park Performance Series features individuals and groups which help bring Michigan's rich cultural history to the public. The community has expressed its support of the program with great attendance each year.

Our event is scheduled to begin at 12:00 noon on April 15, 2005, at the Smithville Park Gazebo. The City of Smithville and the Smithville Community Center would love to share this performance with either you or a member of your staff. And, if you would like, we would be more than willing to include you in our ceremony.

Thank you for your time and attention. I look forward to your response.

Sincerely,

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## **Thank Your State Legislators – SAMPLE LETTER**

April 1, 2009

The Honorable Jane Doe  
Michigan Senate  
P.O. Box 30036  
Lansing, MI 48909

Dear Senator Doe,

I am writing you to inform you of an opportunity provided by the Michigan Humanities Council and the Michigan Council for Arts and Cultural Affairs to bring several live cultural performances to Smith Elementary School this summer. The school hosted a concert that provided students an opportunity to work with professional musicians/cultural entertainers and perform their songs before parents, teachers, friends and other citizens of the community.

The grants, made possible through the Arts & Humanities Touring Program, provides schools, library, museums, civic and service groups, festival organizers and other organizations in Michigan a wide variety of cultural programming opportunities. These programs are of the highest quality as represented by the tremendous response and support at our school.

Smith Elementary school is very appreciative of your continued support to help enhance the cultural experiences of our youth.

Thank you for your time and attention.

Sincerely,

## Notice to Parents – SAMPLE LETTER

April 1, 2009

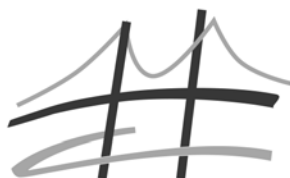
Parents of Smithsville Elementary School:

This letter is to inform you of the recent live cultural performance by John Doe on March 1, 2009. Mr. Doe is a musician listed in the Arts and Humanities Touring Program, a program which provides financial support to schools and cities across Michigan. This support, provided by the Michigan Humanities Council and the Michigan Council for Arts and Cultural Affairs (MCACA) helped to make the performance by Mr. Doe possible.

It is our hope you will take the time to learn more about the Council and MCACA, and if possible, to write a letter to your state legislator to inform our elected officials of the positive impact on our children provided by events supported by the Arts and Humanities Touring Program.

To learn more about the Michigan Humanities Council, please link on the Internet to <http://michiganhumanities.org> or call 517-372-7770. For more information about the Michigan Council for Arts and Cultural Affairs, please link to <http://www.michigan.gov/arts> or call 517-241-4011. And, for more information about Michigan Arts & Humanities Touring Program, visit <http://michiganhumanities.org> or call 517-372-7770.

Thank you!



**Michigan Humanities Council**

*Bridging Communities and Ideas*



*michigan council for  
arts and cultural affairs*