

## MASS HUMANITIES | Reading Frederick Douglass Together

### Grantee Communications Media Kit

Congratulations on receiving a **Reading Frederick Douglass Together** grant from Mass Humanities! The following guidelines are intended to help you publicize your program. If you have any questions, please contact your Mass Humanities program officer.



*Springfield Reading 2022*  
Edward Cohen | [Special to The Republican](#)

### SPREADING THE WORD:

We appreciate grantees like you spreading the word about your grant through social media, newsletters, or whatever outlets best connect you to your community. Here are some talking points to use as you share this message. If you'd like additional information, you can find it on the Mass Humanities' Reading Frederick Douglass Together [page](#).

"The Reading Frederick Douglass Together grant program offers up to \$2,000 support public readings and discussions in Massachusetts of Frederick Douglass's famous Fourth of July address, "What to the Slave is the Fourth of July?" A group of people take turns reading parts of the speech until they have completed it. Readings can take place anywhere, from virtual spaces to community centers to historical societies and town greens."

### ENLIST OTHERS TO HELP YOU:

Ask anyone who might be involved or interested, anyone who might benefit from the event or series, or even a local reporter or radio personality. The questions and suggestions provided below are for any community, but you and your colleagues know your territory, so be imaginative: What works in your community?

### START EARLY:

News releases to newspapers, announcements for newsletters, newspaper community service announcements, and radio and TV public service announcements all need to be sent at least a month ahead of time. **Check schedules and desired formats with area papers, radio and TV stations, and community web calendars.** Additionally, if you're organizing a discussion series, publicity during the series is important; without it, participation will dwindle.

## DON'T UNDERESTIMATE YOUR POTENTIAL AUDIENCE:

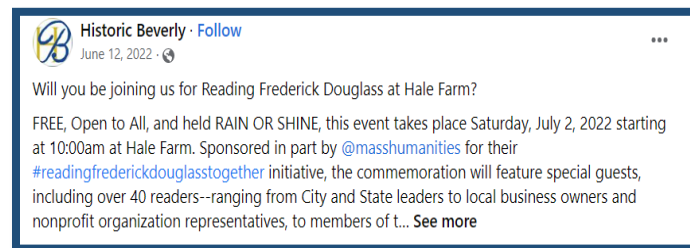
People often will travel a fair distance for a desired discussion event or series. A good rule is to consider communities and people within a 45-minute travel distance when thinking about the following questions and suggestions

## SOCIAL MEDIA MESSAGING:

### Using Tags

Below are sample posts that you can use to publicize your new Reading Frederick Douglass Together grant. **We encourage you to tag Mass Humanities and the Mass Cultural Council in all social media communication.**

The Reading Frederick Douglass Together grants were made possible through funding from the [Mass Cultural Council](#), so **we encourage you to tag your State Rep and State Senator**. [Click here](#) to look up your Representative. The link to the Reading Frederick Douglass Together landing page can be found [here](#).



### Sample Social Media Posts

#### FACEBOOK:

We are excited to announce that [\[your organization's name\]](#) received a Reading Frederick Douglass Together grant from Mass Humanities with funding made possible by the Mass Cultural Council! [\[please tag Mass Humanities and Mass Cultural Council by using @\]](#) We can't wait to [\[explain what your grant will be used for\]](#). Follow Mass Humanities to learn more about the work they're doing across the Commonwealth! [\[Insert link to the Mass Humanities landing page listing your grant award\]](#) #RFDT2023

#### TWITTER:

[\[Your organization's name\]](#) just received a [@masshumanities](#) Reading Frederick Douglass Together grant! With funding made possible by [@masscultural](#), we're excited to [\[explain what your grant will be used for\]](#). Follow [@masshumanities](#) for more details! [\[Insert link to the Mass Humanities landing page listing your grant award\]](#) #RFDT2023

#### INSTAGRAM:

[Your organization's name] would like to give a special thank you to [@masshumanities](#) and [@masscultural](#) for recognizing the work we do and helping us move forward with our mission with the Reading Frederick Douglass Together grant. With this grant, we'll be able to *explain what your grant will be used for*. Follow [@masshumanities](#) to learn more about the work they're doing across the Commonwealth! #RFDT2023

TIP: You can add shortened links to your social media posts for free by using sites like Bitly, Owly, and TinyURL.

## PRESS RELEASE

Share your exciting news to your network! Use the sample press release below as a template for sharing the grant your organization has been awarded on your website or in the media. **We encourage your organization to use Mass Humanities, National Endowment for the Humanities and Mass Cultural Council logos on all printed materials.** You can find logos for Mass Humanities [here](#), National Endowment for the Humanities [here](#), and Mass Cultural Council [here](#).

### SAMPLE PRESS RELEASE:

FOR IMMEDIATE RELEASE

Contact Name, Organization, Title

Contact Phone Number and Email Address

### **[YOUR ORGANIZATION] RECEIVES GRANT FROM MASS HUMANITIES FOR READING FREDERICK DOUGLASS TOGETHER EVENT**

(City, MA--DATE) – [Your Organization] is pleased to announce it has received a \$XXX Reading Frederick Douglass Together grant from Mass Humanities with funding made possible by the Mass Cultural Council.

The life and works of Frederick Douglass continue to shape our understanding of America. A gifted orator and prescient writer, Douglass forces us to reckon with the legacy of slavery and the promises of democracy.

Each year, Mass Humanities organizes and funds free public events where communities gather together to read and talk about Frederick Douglass's influential address, "What to the Slave is the Fourth of July?"

These funds to [Your Organization] will support a free public reading of Douglass' famed speech on [date, time, location of reading and any other information such as special guest readers, special events surrounding the reading, etc.]

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project.)

For more information on the Reading Frederick Douglass Together grant program [click here](#).

Organizations interested in learning about future grants should follow Mass Humanities on social media @masshumanities and visit their [website](#).

###

About [your organization]  
(insert boilerplate)

#### **About Mass Humanities**

Mass Humanities, a non-profit foundation based in Northampton, creates opportunities for the people of Massachusetts to transform their lives and build a more equitable commonwealth through the humanities.

Since its founding in 1974, the organization has provided millions of dollars in support of thousands of humanities projects across the Commonwealth. Established as the state-based affiliate of the National Endowment for the Humanities (NEH), Mass Humanities is an independent programming and grant-making organization that receives support from the NEH and the Massachusetts Cultural Council as well as private sources.

For more information, visit [www.masshumanities.org](http://www.masshumanities.org).