Lights, Camera, Civics!

Promotion Guide
Promotion Guide: *To Kill a Mockingbird*

I. GUIDELINES

1. Provide New Hampshire Institute for Civics Education and New Hampshire Humanities with a thumbnail biography of each member of your three-person committee and the date, time, place, description, and the contact telephone number and email for your event **at least four weeks** in advance so that your event can be publicized on their websites and via their social media, by: (a) emailing Martha Madsen at martha@constitutionallyspeakingnh.org; and (b) emailing Rebecca Kinhan at rkinhan@nhhuamnities.org.

2. Unless advised to the contrary by New Hampshire Institute for Civics Education, the following acknowledgment of New Hampshire Humanities’ support must be fully visible and/or audible on all materials publicizing *Lights Camera, Civics!*, including but not limited to film, radio, publicity and press materials, project websites, displays, exhibits, and reports:

   This project was made possible with support from New Hampshire Humanities, in partnership with the National Endowment for the Humanities. Learn more at www.nhhumanities.org.

3. Include the New Hampshire Humanities logo on all publicity and materials for *Lights, Camera, Civics!*. New Hampshire Humanities prefers that you use its logo in full color whenever possible and that it is a live link in all web applications. New Hampshire Humanities recognizes that color printing can be prohibitive and a black and white version of the logo is also available. Download the appropriate logo (print or web version) by clicking on the Administer a Grant page of the New Hampshire Humanities website (http://nhhumanities.org/administer-grant).

4. Include the *Lights, Camera, Civics!* logo on all publicity, as well. The logo is available on New Hampshire Institute for Civics Education’s website.
5. Notify New Hampshire Institute for Civics Education and New Hampshire Humanities ASAP about any changes to dates, times, or personnel involved in your Lights, Camera, Civics! event so that the changes may be immediately posted on their websites and social media, by: (a) emailing Martha Madsen at martha@constitutionallyspeakingnh.org; and (b) emailing Rebecca Kinhan at rkinhan@nhhumanities.org and calling 603-223-4071.

6. Consider inviting local, state, and federal officials and their staff to grant events. You may also invite members of the New Hampshire Humanities Board of Directors by mailing a single invitation to New Hampshire Humanities, 117 Pleasant Street, Concord, NH 03301, or by e-mailing an invitation to Associate Director Susan Hatem at shatem@nhhumanities.org for forwarding.

II. PUBLICITY TIPS

You are responsible for advertising your Lights, Camera, Civics! event. Getting the word out is the key to ensuring that your event draws the audience it deserves.

1. Your local media will need written information from you at least two weeks before the event, ideally four to six weeks. Go to http://www.directorynh.com/NHAdvertising-Media/NHNewspapers.html for a list of newspapers in New Hampshire. Search online for other media outlets (radio stations, community TV stations) in your area.

2. Send a press release to media outlets in your area. You can generally do this via email. Your press release should include a succinct “who, what, when, and where” synopsis of your event. Sample press releases, which you must modify with information specific to your Lights, Camera, Civics! event, are included in this guide. Be sure to include detailed information in the subject line of your email. A caption should accompany any photographs.
3. Post your event in as many online events calendars as possible. Local and statewide papers also have online event calendars. Also consider:

- NHPR: [https://www.nhpr.org/community-calendar#stream/0](https://www.nhpr.org/community-calendar#stream/0)
- Visit New England: [https://www.visitnewhampshire.com/submit-event/](https://www.visitnewhampshire.com/submit-event/)

4. Your venue may also have its own events calendar in print or online. Contact the venue’s staff to see if they can help publicize your event. Many chambers of commerce have an online event calendar as well. Consider the local high school or college paper.

5. Social media is a free and easy tool to use for event publicity. You and your partners can post and share information on your event to your social media networks, and ask your supporters to share your events with their friends. For calendar and social media listings, provide a succinct “who, what, when, and where” synopsis of your event. Be sure to include a contact name, phone number, and email for members of the press and the public to obtain more information. A photograph makes these postings much more likely to be noticed. Sample media posts are included in this guide.

6. Facebook’s event function can help you announce the event. Make sure you make it a public event, so followers can invite others. After you’ve created the event, post relevant information on the event page during the lead-up to create interest. Please tag New Hampshire Institute for Civics Education and New Hampshire Humanities in all Facebook and Twitter postings.

7. For young audiences, Instagram is a great way to build interest. Speak to the student on your panel about advertising via Instagram.
8. Local radio stations will broadcast brief public service spots describing your event. A 20-second spot is about 45-50 words; a 30-second spot is about 65 words. Write the post in simple, conversational style, time the reading, and indicate the length accurately on the copy, so that the station can tape and log it properly. Send to the radio station at least three weeks before the event for the best chance of it getting on the air.

9. Local cable access TV stations will also list your event free of charge. Check beforehand for preferred format and get your material to the station well in advance of airtime.

10. Eventbrite is a ticketing site that has 50 million active users with targeted event recommendations. It promotes your events to its current base of users. The platform also offers ticket sales, as well as email invitations and social media sharing from your event page.

11. Posters/fliers are effective wherever there is heavy pedestrian traffic (libraries, banks, grocery stores, malls, post offices, town halls). Posters/fliers also can be posted and/or distributed at public events, handed out at library circulation desks, etc. A sample poster/flier, which you must modify with information specific to your event, is available on New Hampshire Institute for Civics Education’s website.
SAMPLE CALENDAR LISTING

NOTE: This is a sample calendar listing. Do not send it AS IS, but fill out the information specific to your event. Then, be sure to proofread it carefully, and duplicate it without these instructions and the “SAMPLE” header. CAPITALIZED text must be completed with information specific to your event.

CONTACT: YOUR NAME
603-XXX-XXXX
YOUR EMAIL

Calendar Listing

What: Local Screening of To Kill A Mockingbird, accompanied by panel discussion on civics, social, and justice issues, with Attorney NAME OF ATTORNEY, SHORT DESCRIPTION OF ATTORNEY’S OCCUPATION (for example, Attorney Ralph Smith, a partner at the Smith and Doe Law Firm, or Attorney Ralph Smith, a prosecutor with the Hillsborough County District Attorney’s Office), NAME OF TEACHER, a SUBJECT teacher at NAME OF SCHOOL (for example, Ellis Doe, a history teacher at Mockingbird Academy), and LEVEL student NAME OF STUDENT (for example, high school student Jem Scott). This program is made possible by a grant from New Hampshire Humanities.

When: DAY(S), DATE, TIME

Where: LOCATION, ADDRESS, TOWN, in the XXXX room.

Cost: Free for all, but pre-registration required. All members of the community are welcome.

To register: CONTACT INFO
SAMPLE PRESS RELEASE FOR MOVIE SHOWN IN SINGLE DAY

NOTE: This is a sample press release. Do not send it AS IS, but fill out the information specific to your event. Then, be sure to proofread it carefully, and duplicate it without these instructions and the “SAMPLE” header. CAPITALIZED text must be completed with information specific to your event.

CONTACT: YOUR NAME
603-XXX-XXXX
EMAIL:

For Immediate Release

Lights, Camera, Civics!

Local Screening of To Kill a Mockingbird to be catalyst for conversation

TOWN, NH – On DAY, DATE (for example, On Saturday, March 23, 2019), the New Hampshire Institute for Civics Education (“NHICE”) will screen To Kill a Mockingbird as part of a multi-year statewide program designed to foster conversations with the public on law, justice, and civics. The screening will take place at the LOCATION, CITY, New Hampshire, from XX a.m./p.m. to XX a.m./p.m. (for example, from 11:00 a.m. to 3:30 p.m.). There will be a break between the first and second half of the program, and a light snack will be provided. This program was made possible with support from New Hampshire Humanities, in partnership with the National Endowment for the Humanities.

New Hampshire Humanities awarded NHICE the Community Project Grant for film screenings in all ten New Hampshire counties to start multigenerational conversations through film about law, justice, and civics. NHICE selected To Kill a Mockingbird to kick off the Lights, Camera, Civics! program because of the civics, social, and justice issues it raises, and its broad appeal to a range of ages and demographics. A community discussion accompanying the film showing will be led by Attorney NAME OF ATTORNEY, SHORT DESCRIPTION OF ATTORNEY’S OCCUPATION (for example, Attorney Ralph Smith, a partner at the Smith and Doe Law Firm, or Attorney Ralph Smith, a prosecutor with the Hillsborough County District Attorney’s Office), NAME OF TEACHER, a
SUBJECT teacher at NAME OF SCHOOL (for example, Ellis Doe, a history teacher at Mockingbird Academy), and LEVEL student NAME OF STUDENT (for example, high school student Jem Scott).

The organizers of *Lights, Camera, Civics!* hope that the panel discussions accompanying its film showings will encourage civil conversation on sensitive topics and promote understanding among people with diverse viewpoints. In discussing *To Kill a Mockingbird*, for example, panelists and audience members will likely discuss racism, intolerance, and segregation—the movie’s central themes—as well as how personal opinion affects legal decision-making, and whether and what procedures are in place in the criminal justice system to protect against personal opinion taking hold of a criminal case.

“Movies help us to experience and understand each other and the world around us. They educate and enlighten us. And, they can lead to a meaningful and much-needed civil discourse,” said Martha Madsen, NHICE’s President. “They can serve as a catalyst for meaningful and thought-provoking conversations.”

Harper Lee’s Pulitzer Prize-winning novel came to film in 1962. Set a small fictitious Southern town during the Depression, local lawyer Atticus Finch, played by Gregory Peck, is appointed to represent a male person of color falsely accused of raping a white woman. *To Kill a Mockingbird* won Academy Awards for Best Actor (Peck), Best Adapted Screenplay, and Best Art Direction. The novel was recently adapted for the theatre, and the resulting play is currently being shown at the Shubert Theatre on Broadway in New York City.

The event is free and open to the public but pre-registration is required. To register, please contact NAME OF PERSON TO BE CONTACTED at INSERT CONTACT INFORMATION (email and/or telephone number). For more general information about *Lights, Camera, Civics!*, including how to arrange a showing in your county, please contact Martha Madsen at martha@constitutionallyspeakingnh.org. Learn more about New Hampshire Humanities at www.nnhumanities.org.
SAMPLE PRESS RELEASE FOR MOVIE SHOWN OVER THE COURSE OF TWO DAYS

NOTE: This is a sample press release. Do not send it AS IS, but fill out the information specific to your event. Then, be sure to proofread it carefully, and duplicate it without these instructions and the “SAMPLE” header. CAPITALIZED text must be completed with information specific to your event.

CONTACT: YOUR NAME
603-XXX-XXXX
EMAIL:

For Immediate Release

Lights, Camera, Civics!

Local Screening of To Kill a Mockingbird to be catalyst for conversation

TOWN, NH – On DAY, DATE and DAY, DATE (for example: On Wednesday, March 21, 2019 and Thursday, March 22, 2019), the New Hampshire Institute for Civics Education (“NHICE”) will screen To Kill a Mockingbird as part of a multi-year statewide program designed to foster conversations with the public on law, justice, and civics. The screening will take place in two parts, from XX a.m./p.m. to XX a.m./p.m. on both days (for example, from approximately 1:00 p.m. to 3:30 p.m. on both days) at the LOCATION, CITY, New Hampshire. A light snack will be provided. This program was made possible with support from New Hampshire Humanities, in partnership with the National Endowment for the Humanities.

New Hampshire Humanities awarded NHICE a Community Project Grant for film screenings in all ten New Hampshire counties to start multigenerational conversations through film about law, justice, and civics. NHICE selected To Kill a Mockingbird to kick off the Lights, Camera, Civics! program because of the civics, social, and justice issues it raises, and its broad appeal to a range of ages and demographics. A community discussion accompanying the film showing will be led by Attorney NAME OF ATTORNEY, SHORT DESCRIPTION OF ATTORNEY’S OCCUPATION (for example, Attorney Ralph Smith, a partner at the Smith and Doe Law Firm, or Attorney Ralph Smith, a prosecutor with the Hillsborough County District Attorney’s Office), NAME OF TEACHER, a
SUBJECT teacher at NAME OF SCHOOL (for example, Ellis Doe, a history teacher at Mockingbird Academy), and LEVEL student NAME OF STUDENT (for example, high school student Jem Scott).

The organizers of *Lights, Camera, Civics!* hope that the panel discussions accompanying its film showings will encourage civil conversation on sensitive topics and promote understanding among people with diverse viewpoints. In discussing *To Kill a Mockingbird*, for example, panelists and audience members will likely discuss racism, intolerance, and segregation—the movie’s central themes—as well as how personal opinion affects legal decision-making, and whether and what procedures are in place in the criminal justice system to protect against personal opinion taking hold of a criminal case.

“Movies help us to experience and understand each other and the world around us. They educate and enlighten us. And, they can lead to a meaningful and much-needed civil discourse,” said Martha Madsen, NHICE’s President. “They can serve as a catalyst for meaningful and thought-provoking conversations.”

Harper Lee’s Pulitzer Prize-winning novel came to film in 1962. Set a small fictitious Southern town during the Depression, local lawyer Atticus Finch, played by Gregory Peck, is appointed to represent a male person of color falsely accused of raping a white woman. *To Kill a Mockingbird* won Academy Awards for Best Actor (Peck), Best Adapted Screenplay, and Best Art Direction. The novel was recently adapted for the theatre, and the resulting play is currently being shown at the Shubert Theatre on Broadway in New York City.

The event is free and open to the public but pre-registration is required. To register, please contact NAME OF PERSON TO BE CONTACTED at INSERT CONTACT INFORMATION (email and/or telephone number). For more general information about *Lights, Camera, Civics!*, including how to arrange a showing in your county, please contact Martha Madsen at martha@constitutionallyspeakingnh.org. Learn more about New Hampshire Humanities at www.nnhumanities.org.
SAMPLE SOCIAL MEDIA POST FOR FACEBOOK OR INSTAGRAM

Below are sample media posts for Facebook or Instagram. Consider your audience when choosing a post or creating your own. Please use a screen shot from the movie, as images attract attention (be sure not to use a copyrighted image, however). Do not use the original movie poster (in 1962, the movie was considered to be an inappropriate film for youth, and the movie poster said so).

If space allows, please include “Made possible with a grant from New Hampshire Humanities” in your post.

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Lights, Camera, Civics! Come see “To Kill a Mockingbird” and join in the conversation.

People of all ages and perspectives are invited to an intergenerational film discussion event at LOCATION on DATE at TIME for a screening of To Kill a Mockingbird and to take part in a post-film conversation about law, justice, and civics. For more information call 603-XXX-XXXX.

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Talking about our county and community for people of all ages in TOWN.

Movies help us to experience and understand each other and the world around us. They educate and enlighten us. And, they can lead to a meaningful discourse. Come see the 1962 classic film To Kill a Mockingbird and join in the discussion. The public is invited to view and share their thoughts. LOCATION on DATE at TIME. For more information call 603-XXX-XXXX.

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“You never really understand a person until you consider things from his point of view... Until you climb inside of his skin and walk around in it.”

To Kill a Mockingbird is coming to TOWN as part of Lights, Camera, Civics!, a new state-wide civics program. The movie raises civics, social, and justice issues that appeal to a range of ages and demographics. A local team, made up of an attorney, a teacher, and a high school student, will lead a discussion that follows the film. LOCATION on DATE at TIME. For more information, call 603-XXX-XXXX.

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Racism, Segregation, Injustice, False Accusations, Unfair Convictions. Share your thoughts. On DATE, at TIME, at LOCATION, the award-winning classic To Kill a Mockingbird will be shown, followed by a group discussion with a lawyer, teacher, and student. Pre-registration required; go to XXX.

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Racism, Segregation, Inequality, Injustice: it’s not just a movie. Join us in a showing of To Kill a Mockingbird, and share your thoughts on justice and equality in America in a dialogue led by a local lawyer, teacher, and student. DATE, TIME, AND LOCATION. Pre-registration required; go to XXX.

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You are invited to join in the conversation!

Community members are invited to LOCATION on DATE at TIME for a screening of To Kill a Mockingbird and to take part in a post-film conversation about law, justice, and civics. For more information, call 603-XXX-XXXX.
“To Kill a Mockingbird”: Don’t judge a book by its cover.

Atticus’s advice to Scout echoes throughout To Kill a Mockingbird. With our world more divided than ever, Atticus’s words remind us to reach out to others, to try and see the world from their perspective before passing judgment. Join us at LOCATION on DATE at TIME for a screening of To Kill a Mockingbird, and take part in a post-movie conversation about law, justice, and civics. For more information, call 603-XXX-XXXX.

Be part of an award-winning phenomenon: The book won a Pulitzer, the movie won multiple Academy Awards, the play is on Broadway, and now we want to hear what YOU have to say. Join us in a showing of To Kill a Mockingbird, and share your thoughts on justice and equality in America in a conversation led by a lawyer, teacher, and student. DATE, TIME, AND LOCATION. Pre-registration required; go to XXX.

This project was made possible with support from New Hampshire Humanities, in partnership with the National Endowment for the Humanities. Learn more at www.nnhumanities.org.