AZ SPEAKS

HOST SITE

TOOLKIT

AZ HUMANITIES
Read. Think. Grow.

For any questions, please email
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AZ Speaks Promotion

Arizona Humanities requires host organizations to promote each program and make every effort to ensure good attendance. All promotional materials (flyers, press releases, websites, postcards, etc.) **must display the Arizona Humanities logo or include the phrase, "This program is made possible by Arizona Humanities."** Logos are available in this toolkit.

America250 Promotion

Arizona Humanities requires that host organizations **must display the America250 logo and/or include the phrase, "This project is in support of the America 250th initiative to celebrate and commemorate the 250th anniversary of the signing of the Declaration of Independence."** Logo as available in this toolkit.

Arizona Commission on the Arts Promotion

Arizona Humanities requires host organization to display the Arizona Commission on the Arts logo and include the phrase, **"This project is supported in part by the Arizona Commission on the Arts with funding provided by the National Endowment for the Arts through its America250 initiative."** *This is only required if the host site has booked a speaker labeled as "artist".* Logos are available in this toolkit.

Institute of Museum and Library Services & Arizona State Library Promotion

Arizona Humanities requires host organization to display the ILMS & Arizona State Library logos and include the phrase, **"This project is supported in part by the Arizona State Library, Archives and Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services."** *This is only required if the host site is a library.* Logos are available in this toolkit.

To help publicize your program, **begin marketing 4-6 weeks in advance** and consider the following:

- Create a flyer/poster/postcard for your venue
- Announce the program on your website
- Add it to community calendars
- Send an email to your mailing list
- Submit a press release to local media

- Share on social media
- Notify local schools, city council, libraries, tourism board, chamber of commerce, and professional newsletters
- Invite elected officials or their staff to attend

Arizona Humanities also promotes AZ Speaks programs statewide through:

- Arizona Humanities Events Calendar
- Monthly "Humanities Happenings" e-blast
- E-newsletter highlights
- Social media: Facebook, Twitter, Instagram

AZ Speaks Program Logos (You can use whichever you prefer):
- [Logo A](#)
- [Logo B](#)

Arizona Humanities Logo:
- [Standard Logo](#)

America250 Logo:
- [Standard Logo](#)

Arizona Commission on the Arts Logo:
- [Standard Logo](#)

Institute of Museum and Library Services & Arizona State Library:
- [Standard Logo](#)
- [Standard Logo](#)

Sample Social Media Posts

Generic Social Image (if you don't have the capacity to create one):

[Download Image](#)

Facebook:

- We are excited to announce that [Speaker Name] from @AZhumanities

#AZspeaks will be coming to [your organization's name] on [date/time] We can't wait! [Insert links if needed]

- Great news! [Your organization's name] will be hosting [Speaker name] from the @AZhumanities #AZspeaks roster on [date/time] [Insert speaker photo/ link if needed]

Twitter (X) or Threads:

- [Your organization's name] will host [Speaker name] from @AZhumanities on [date/time]
- [Your organization's name] is excited to announce that [Speaker name] will be at [Location] on [date/time] Join us to explore [Subject/Title]

Instagram:

- [Your organization's name] will host [Speaker name] from the @AZhumanities #AZspeaks program on [date/time]. Join us to learn more about [title/presentation description] #AZhumanities
- So excited to announce that [your organization's name] will host [Speaker name] from the @AZhumanities #AZspeaks program on [date/time]. Explore [title/subject description] #AZhumanities

Audience Evaluations

Audience Evaluations are required for each AZ Speaks program. For virtual programs, Arizona Humanities will email the audience evaluations. For in-person programs, please print and distribute to your audience on the day of the presentation. Do not modify the evaluation form without prior approval. Please note: this is not the Project Director evaluation. The Project Director evaluation is located within the Grants and Programs Dashboard. Once completed, the audience evaluations must be uploaded into the Project Director Evaluation or mailed to the Arizona Humanities office (1242 N. Central Ave. Phoenix, AZ 85004).

Please use the NEW evaluation and discontinue use of old evaluations for audiences.

- AZ Speaks Audience Evaluation Form (PDF)

Talking Points for Articles, Emails, & Press Releases

If you are creating newsletter articles, e-mails, social media posts, or press releases, here are some talking points about Arizona Humanities. This also includes a brief overview of the organization in case you find yourself needing to explain the background and history of Arizona Humanities.

- The mission of Arizona Humanities is to build a just and civil society by creating opportunities to explore our shared human experiences through discussion, learning and reflection.
- For over 40 years, Arizona Humanities has strived to help Arizonans better understand themselves and the world around them through grants to organizations and public programs that explore the human experience.
- Arizona Humanities is a 501(c)3 non-profit organization and the Arizona affiliate of the National Endowment for the Humanities.

Visit azhumanities.org for more information about Arizona Humanities.

Sample Introduction for Host Sites

"Good [morning, afternoon, evening], and thank you all for coming today. I am pleased to introduce [Name of Speaker], an AZ Speaks presenter from Arizona Humanities.

[Read highlights from Speakers Bio]

This presentation is a program of Arizona Humanities, a non-profit organization that inspires individuals to enjoy and share a life of learning. Arizona Humanities funds the AZ Speaks programs throughout the state thanks to support from the National Endowment for the Humanities, and you.

In addition to the AZ Speaks program, Arizona Humanities supports other humanities projects like grants, community conversations, film screenings and discussion, author talks, and more. For more information about Arizona Humanities, visit azhumanities.org.

The AZ Speaks Living Landscapes project is in support of the America 250th initiative to celebrate and commemorate the 250th anniversary of the signing of the Declaration of Independence.

*Additionally, this project is supported in part by the Arizona Commission on the Arts with funding provided by the National Endowment for the Arts through its America250 initiative.

**Additionally, this project is supported in part by the Arizona State Library, Archives and Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services.

Now, please join me in welcoming [name of Speaker] who will present, [Name of Presentation].**

Only mention if the speaker is an artist.
**Only mention if the hosting site is a library.*

To generate a Press Release (not required), please use the following template:

[Press Release Template](#)