

Communicating About Your Knight Arts Challenge Grant

All of us on Knight Foundation's communications team are looking forward to working with you to spread the word about your project. The following includes some communications requirements for your grant period in addition to guidelines for mentioning Knight Foundation in your work.

The most important thing to remember is this: You are required to be in touch before you launch your project so that Knight Foundation can both receive recognition for its funding and help you promote your work.

If you have any questions about the following, please don't hesitate to contact me, Marika Lynch, at any time throughout the year at marika@marikalynch.com.

Earned Media

Please include Knight Foundation when you reach out to the media about the project we have funded – including mentions in your pitch and news release. We are happy to do interviews, and serve as a third-party validator for your efforts. We need to review all releases that mention our funding at least 48 hours before they are issued.

Here are some basic guidelines for news releases about your grant:

Our website, knightcommunications.org, has our logo, boilerplate and style tips regarding the foundation's name.

The release should include this key message: The Knight Arts Challenge funds the best ideas for engaging and enriching [name of city] through the arts.

The release's headline and first paragraph should lead with the impact of your grant, not the fact that you received a grant from Knight Foundation (though please include that too.)

Refer to your funding as a grant from the John S. and James L. Knight Foundation, as part of its Knight Arts Challenge. You must include the foundation's full name on first reference; on second reference it's OK to simply say "Knight Foundation."

As mentioned previously, Knight Foundation must approve all releases that mention the grant – whether produced now or when the project launches in the future. Please send them directly to Marika.

Logo: Include our logo on your website and any marketing materials for the project. Download it from knightlogo.org. (FYI – It's *new!*)



Social Media

As you develop your project, we may be able to help you promote it on social media.

Please feel free to send us content – whether it’s a link to an upcoming event to promote on Twitter, a video for Facebook or a fantastic image for Instagram. You can email them to marika@marikalynch.com, or send Marika a heads-up via email and tag us on social media. On Twitter and Instagram we are @knightfdn and #knightarts, and on Facebook we are Knight Foundation.

Thank you!