

## Communicating About Your Knight Arts Challenge Grant

Knight Foundation’s communications team looks forward to working with you to spread the word about your project. Below are 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 Communications Director Anusha Alikhan at [alikhana@kf.org](mailto:alikhana@kf.org).

### Earned Media

Please include Knight Foundation when you reach out to 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, but we prefer more time, if possible.

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

Our website, [kf.org/logo](http://kf.org/logo), has downloadable, high-resolution versions of our logo 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 Detroit 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 you can 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 Anusha.

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Please use this boilerplate for Knight Foundation at the bottom of your releases:

**About the John S. and James L. Knight Foundation**

Knight Foundation is a national foundation with strong local roots. We invest in journalism, in the arts, and in the success of cities where brothers John S. and James L. Knight once published newspapers. Our goal is to foster informed and engaged communities, which we believe are essential for a healthy democracy. For more, visit [kf.org](http://kf.org).

**Logo:** Include our logo on your website and any marketing materials for the project. Download it from [kf.org/logo](http://kf.org/logo), even if you done so in the past, as it may have changed since.

**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 a news article about your project or an upcoming event to promote on Twitter; a video for Facebook; or a fantastic image for Instagram. You can email them to Anusha or send a heads-up via email and tag us on social media. On Twitter, Facebook and Instagram we are @knightfdn and use #knightarts.

**Communications Coaching**

To help you maximize the effectiveness of your own communications, and the impact of your project, Knight is offering its Detroit Arts Challenge grantees support from [GrantImpact.org](http://GrantImpact.org). The platform offers online tutorials, as well as one-on-one coaching from communications experts. We recommend you use the coaches as sounding boards to get feedback on existing materials, plans and ideas.

You can use this service for your challenge-winning project, or for another one.

Anusha will send you an email directly with the enrollment code.

Thank you!