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**Truth and Reconciliation Grantee Marketing Handbook**



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## Truth and Reconciliation Grantee Marketing Handbook

ArtsWave is happy to support the projects that have received funding from Truth & Reconciliation Grants. We want to see your project succeed, so we have compiled this list of resources and guidelines to help with your marketing efforts.

### ArtsWave Guide

One of ArtsWave's goals is to make your project is successful. We will help you promote it through in a variety of channels. To start, be sure to post all of your event and program listings on [ArtsWave Guide](#), the region's most comprehensive arts calendar. Be sure to mention in the event description that your event is funded by a Truth and Reconciliation grant. All events associated with Truth and Reconciliation projects will be displayed on [this curated category page](#). You can also select "African American Arts" as a "call-out" category when you submit your event listing, which will make it appear on the [Circle of African American Leaders for the Arts curated category page](#).

[Click here for instructions on submitting events](#) to ArtsWave Guide. If your program is always accessible online, you can choose Online/Virtual Events as the category and Virtual/Online Space for the venue. Extend the date range for as long as the program will be accessible (up to about a year at a time), which will make it appear as an "Ongoing" event. Choose 12 a.m. to 11:55 p.m. for the time of the "event" to indicate anytime access.

For public art, you can use a similar strategy, using the "Art Walks + Public Art" category and choosing 12 a.m. to 11:55 p.m. times if the art is always on display. For Outdoor events and programs, be sure to choose "Outdoor" as the category.

For assistance with uploading your programming into either platform, contact Zach Moning, Marketing & Communications Manager, at 513.632.0134 or [zach.moning@artswave.org](mailto:zach.moning@artswave.org).

### ArtsWave Pass

If you have experiences that you would like to offer as an exclusive opportunity to a select group of visitors or audiences, consider offering it via ArtsWave Pass. Donors who give at least \$75 qualify for the ArtsWave Pass, our most popular donor benefit, which offers access to events and experiences that are not available to the public at large. ArtsWave sends ArtsWave Pass holders communications highlighting many of the experiences they can take advantage of, including our Arts All Around email that reaches over 30,000 people.

### Photos

ArtsWave will publicize your project to generate excitement about the impact of the arts through media outlets, via social media platforms, newsletters and on our website. To help with that publicity, we ask that you submit at least five photographs that

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highlight your project. You can [upload those photos directly to this folder on Google Drive](#). Please provide any photo credits or attributions that you would like us to use when we share these photos in the file names. ArtsWave will assume that we have permission to use and share the photos unless expressly told otherwise.

To upload photos, you will need access to a Google account. Once you are signed in, simply click on the link above, then drag and drop the files you want to upload. If you have any trouble, you can send images directly to [zach.moning@artswave.org](mailto:zach.moning@artswave.org).

### **Social Media**

Tag @ArtsWave on posts and shares about the funded programming and we ask that you use the hashtag #TruthandReconciliation. This allows ArtsWave to easily find and share posts, amplifying your reach and message.

An example might be “[Description of photo or project]. [Name of project] is made possible by a #TruthandReconciliation Grant from @ArtsWave.”

Be sure to also include ArtsWave as a co-host on any event pages you create for your project on Facebook or other social media platforms.

### **News Releases**

News releases about the funded programming must credit ArtsWave and contain an ArtsWave boilerplate, which is provided below:

#### **About ArtsWave**

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. In 2021, ArtsWave announced 27 Black and Brown artist projects, including this one, that were awarded funding on the theme of “truth and reconciliation.” In addition to ArtsWave's Arts Vibrancy Recovery Fund, funding comes from the City of Cincinnati, Greater Cincinnati Foundation, Duke Energy and Fifth Third Bank. The collection reflects a variety of approaches to the complexities of “truth” and “reconciliation” after a year marked by the COVID-19 pandemic and stark displays of systemic racism, racial injustice and inequities that confront Black and Brown individuals. You can support efforts like these by making a gift to ArtsWave at [artswave.org/Give](https://artswave.org/Give).

### **Name and Brandmark Usage**

Always use the full name: ArtsWave, with a capital “A” for Arts and a capital “W” for Wave and no space between Arts and Wave. The only exception is in email addresses

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or website URLs, which use all lowercase: "artswave.org." ArtsWave brandmarks and full brand guidelines are available for download at [artswave.org/Media](https://artswave.org/Media).

In all cases, please make sure the brandmark is clearly legible and recognizable.

### **Additional Information**

If you have additional questions about marketing your project and how ArtsWave can help, please feel free to contact Zach Moning at 513.632.0134 or [zach.moning@artswave.org](mailto:zach.moning@artswave.org).