

Program/Event Promotion Guidelines

Please refer to the following guidelines for any SDHC grant-funded event or program

*[*Click here](#) to download logos, fillable press release, and poster template*

A. SDHC ACKNOWLEDGEMENT

1. In all **publicity and promotional materials**, including brochures, fliers, news releases, and other announcements, the grantee/program host shall specify that the program is funded by a grant from the South Dakota Humanities Council, an affiliate of the National Endowment for the Humanities.
2. The grantee/program host shall also **verbally acknowledge** SDHC sponsorship at programming events.
 - a. Sample statement that can be read aloud before a program:

Today's program is made possible by a grant from the South Dakota Humanities Council. We would also like to acknowledge that this program comes to you from ground which is the homeland of the Oceti Sakowin [oh-CHAY-tee shah-KOH-ween] – the Lakota, Dakota, and Nakota people. The South Dakota Humanities Council honors and appreciates the people who have the longest relationship to this place.

3. All **media products** must contain the following statements prominently displayed:
 - a. This (film, book, etc.) was made possible by a grant from the South Dakota Humanities Council, an affiliate program of the National Endowment for the Humanities.
 - b. The views expressed in this (film, book, etc.) may not necessarily represent the views of the Council and the National Endowment for the Humanities.

B. SDHC BRANDING

Please consider including one of the following SDHC logos in print materials for your event/program:

Vertical Logo



Horizontal Logo



C. SAMPLE NEWS RELEASE

PRESS RELEASE
FOR IMMEDIATE RELEASE
December 12, 2021

New Project Combines Studies of Humanities, Medicine

Vermillion, S.D. – Could the seemingly disparate studies of medical science and humanities be combined to create a comprehensive approach to human wellness? A South Dakota scholar and medical educator is working on doing just that.

"Shaping Medical Humanities in South Dakota," a recently completed project funded by a \$10,000 grant from the South Dakota Humanities Council, is what project director Peter Hoelsing calls a "conceptual launchpad for USD's emerging medical humanities program."

The project is a collaboration between Hoelsing, also an SDHC scholar, and Ellen L. Schellinger, Director of the Sanford School of Medicine's DeGroot Center for Bioethics, Humanities, and the Healing Arts. While they focused on humanities and humanistic social sciences, Ari Albright and Rebecca Froelich of Creative Care, LLC contributed to the arts component of the project data collection. The grant's goal was to create a needs assessment and an asset map to shape the future of medical humanities in South Dakota.

USD's emerging medical humanities programming aligns the mission of SDHC and other humanities organizations — the exploration of the human condition — with the exploration of modern medicine and healing.

"Medical humanities nurture interpersonal skills, develop practitioner emotional intelligence and resiliencies, promote community engagement, and provide insight into the practice of medicine in modern healthcare," Hoelsing and Schellinger said.

Broad Collaboration

With the project completed, the Sanford School of Medicine now has a unified planning resource to guide the development of medical humanities programming in South Dakota.

Hoelsing believes in creating a stronger future for the humanities and science — often considered opposite areas of study — through this approach.

"We cannot connect and collaborate with each other until we have a basic awareness of each other; on the contrary, with some mutual understanding and interdisciplinary listening, we can build new collaborative possibilities," Hoelsing said.

About SDHC

Founded in 1972 by the hard work of fellow South Dakotans, the South Dakota Humanities Council (SDHC), a 501(c)(3) non-profit, is the only cultural organization in the state whose sole mission is to deliver humanities programming to the people of South Dakota.

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