

CONNECTICUT

HISTORY
DAY

AN EDUCATIONAL PROGRAM OF THE
CONNECTICUT DEMOCRACY CENTER

Media Kit for Teachers and Schools

www.historydayct.org

About this Media Kit:

Congratulations to you and your school for participating in Connecticut History Day during the 2020-21 season, with the National History Day Annual Theme of *Communication in History: The Key to Understanding!* This Media Kit includes useful and simple information that will help you promote your school, the CHD program, your school's participation, and your student's project(s). If you have any questions regarding the program or this Media Kit, please contact Rebecca Taber-Conover, State Coordinator for Connecticut History Day, at Rebecca.Taber-Conover@ctdemocracycenter.org.

Things to Remember

- CHD will be sending out press releases and promoting the CHD Contest Season after each of our six Regional Contests, our State Contest, and the National History Day Contest which takes place in College Park, Maryland. Included in the press releases are students' full names, the school they attend, and project information.
- Individual teachers and schools are welcome to share the news of their school's participation in the upcoming election with local media outlets. However, please **include the "boilerplate copy" provided in this Media Kit when creating a press release or reaching out to media outlets.** This copy explains the program to the media and the public. The more people understand its nature, the easier it will be for us to raise funds to support and expand the program. That important information is provided within the "Press Releases" section of this Media Kit.
 - *Please emphasize in any media coverage that CHD is run by the Connecticut Democracy Center.*
- **If a media outlet agrees to cover your school's participation in CHD, please let us know** by contacting the State Coordinator at Rebecca.Taber-Conover@ctdemocracycenter.org. We may want to share the news on our website and social media platforms. We can also offer that media outlet more information and real-time updates on the program!
- Be sure to **follow CHD on social media!** We provide updates on the program throughout the year, as well as useful reminders and CHD-related stories during the Contest Season! Find us on: [Facebook](#), [Instagram](#), and [Twitter](#).

Press Releases

Press releases are a useful tool when trying to gain a media outlet's attention to a particular story. Teachers and schools are welcome to promote their students and their participation in the program. However, in order to make sure the CHD program is presented accurately and consistently, we respectfully request that you include the following "boilerplate copy" within all press releases or letters to media outlets. A consistent message will ensure that CHD is understood as an immersive and authentic program, and will enable us to raise funds for the continuation of CHD.

About Connecticut History Day

Led by the Connecticut Democracy Center, *Connecticut History Day* (CHD) is one of 58 affiliate programs of National History Day (NHD). CHD helps students in grades 6-12 explore local, state, national, and world history by encouraging them to use libraries, archives, museums, and oral history to conduct extensive research into historical topics of their own choice. Students learn how to analyze and interpret their findings, draw conclusions about their topics' significance in history, and create final projects that demonstrate their work. Students who place in the top three at one of six Regional Contests are eligible to participate in the State Contest, where they compete for the opportunity to represent Connecticut at the National History Day Contest. CHD is presented with major funding and partnership support from Connecticut Humanities. Program support given by: Upper Housatonic Valley National Heritage Area, New Haven Museum, Connecticut League of History Organizations, *Connecticut Explored Magazine*, and *ConnecticutHistory.org*. Follow CHD on [Facebook](#), [Instagram](#), or [Twitter](#), or visit the program's website at histordayct.org

The Connecticut Democracy Center (CTDC) provides people with a lifetime pathway to active citizenship and the tools to take civic action in their own communities. CTDC strengthens civic engagement in the Constitution State by providing comprehensive and unbiased educational programming and outreach on state government, civics, history, and citizenship, particularly through its two signature programs: Kid Governor® and Connecticut History Day.

About National History Day® (NHD)

NHD is a non-profit organization based in College Park, Maryland, which seeks to improve the teaching and learning of history. The National History Day Contest was established in 1974 and currently engages more than half a million students every year in conducting original research on historical topics of interest. Students present their research as a documentary, exhibit, paper, performance, or website. Projects compete first at the local and affiliate levels, where the top entries are invited to the National Contest at the University of Maryland at College Park. NHD is sponsored in part by, HISTORY®, the National Endowment for the Humanities, the National Park Service, Southwest Airlines, the Crown Family Foundation, The Better Angels Society, and the Diana Davis Spencer Foundation. For more information, visit nhd.org.

Social Media:

Not every school or teacher participates in social media but if you do, please help us in promoting the program and Contest Season. Below we have included graphics and text for Facebook, Twitter and Instagram. *Please note that social media participation is optional and that each image and message provided is tailored for a specific social media platform. If your school ends up posting pictures of students working on their projects, tag us!*

 facebook.com/CTHistoryDay  twitter.com/CTHistoryDay  instagram.com/CTHistoryDay

Share Your Photos using #CHD2021!

We encourage you to document your Contest Season experience and share your best photos with us via email or social media using #CHD2021! (*Note: It will be assumed that ALL students appearing in submitted photos have the necessary permissions to appear in photographs and online media*).

CHD 2020-21 Resources:

- Visit the [CHD Website](#) and [NHD Website](#).
- Download the Connecticut History Day Brochure [here](#).
- Follow Connecticut History Day on [Facebook](#), [Twitter](#), and [Instagram](#).
- Learn about Connecticut's Kid Governor, another CTDC educational program, [here](#). CTKG is an award-winning statewide civics program for students in grade 5.
- Help us continue running the Connecticut History Day program by making a donation [here](#).
- Contact Rebecca Taber-Conover, Connecticut History Day State Coordinator, at Rebecca.Taber-Conover@ctdemocracycenter.org.
- Download the [Connecticut History Day](#), [National History Day](#), or the [2021 Communication in History: The Key to Understanding](#) logos.