



2022 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 (CHD) during the 2021-22 season, with the National History Day Annual Theme of *Debate and Diplomacy in History: Successes, Failures, Consequences!* This Media Kit includes useful information that will help you promote your school, the CHD program, your school's participation, and your students' project(s). If you have any questions regarding the program or this Media Kit, please contact Rebecca Taber, State Coordinator for Connecticut History Day, at Rebecca.Taber@ctdemocracycenter.org.

Things to Remember

- CHD will send press releases and promote the CHD Contest Season after each of our six Regional Contests, our State Contest, and the National History Day Contest. 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 Contests with local media outlets. However, please **include the boilerplate copy provided in this Media Kit about the CHD program 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 at Connecticut's Old State House and is one of 58 affiliate programs of National History Day.*
- **If a media outlet agrees to cover your school's participation in CHD, please let us know** by contacting the State Coordinator, Rebecca Taber, at Rebecca.Taber@ctdemocracycenter.org. We will want to share the news on our website and social media. 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 can help you attract a media outlet's attention to your CHD story. Teachers and schools are welcome to promote their students' participation in the program. It is very important to ensure your story and the CHD program are presented accurately and consistently. **We respectfully request that you include the following boilerplate copy in all press releases or written communications to media outlets.** A consistent message will ensure that people understand CHD and its impact. That understanding helps us raise friends and funds to support the program.

About Connecticut History Day (CHD)

Connecticut History Day is one of 58 affiliate programs of National History Day (NHD). CHD annually engages over 4,000 middle- and high-school students in historical research, interpretation, and creative expression through project-based learning. The program seeks to bring students, teachers, museums, and scholars together to support young people as they engage in history. Led by the Connecticut Democracy Center at Connecticut's Old State House, CHD is presented with major funding and partnership support from CT Humanities. Program support is given by the Upper Housatonic Valley National Heritage Area and the New Haven Museum. Follow Connecticut History Day on Facebook, Instagram, and Twitter, and visit the program's website at histordayct.org.

The Connecticut Democracy Center at Connecticut's Old State House (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 promote 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 #CHD2022!

We encourage you to document your Contest Season experience and share your best photos with us via email or social media using #CHD2022! (*Note: It will be assumed that ALL students appearing in submitted photos have the necessary permissions to appear in photographs and online media*).

CHD 2021-22 Resources:

- Visit the [CHD Website](#) and [NHD Website](#).
- Download the Connecticut History Day Brochure [here](#).
- Find information about the 2022 National History Day theme *Debate and Diplomacy in History: Successes, Failures, Consequences* – including the theme book and theme narrative - [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.
- Bring your class to Connecticut's Old State House for a field trip. Learn about our field trip opportunities [here](#).
- Help us continue running the Connecticut History Day program by donating [here](#).
- Contact Rebecca -Conover, Connecticut History Day State Coordinator, at Rebecca.Taber@ctdemocracycenter.org.
- Download the [Connecticut History Day](#), [National History Day](#), or the [2022 Debate and Diplomacy in History: Successes, Failures, Consequences](#) logos.