

AMERICA 250

CONNECTICUT

MEDIA CHECKLIST FOR AFFILIATES & MUNICIPALITIES

Thank you for planning an event, program, or exhibit tied to the themes of the America 250 | CT Commission! This document outlines how to use the commission's channels to promote your event, as well as other suggestions for promotion.

Promote via the America 250 | CT Commission

- Submit your event, program, or exhibit to the commission's Community Calendar. Please note, due to the expected volume of submissions, all events and programs must be formally submitted via one of the following methods:
 - Individual Events/Programs – [Submission Form for Affiliates](#)
 - (Not an affiliate yet? Apply here to gain approval to use to this form! Non-affiliates should submit the [public form](#).)
 - Multiple Events/Programs – Complete the Microsoft Excel or Google Sheet submission form linked from [this page](#) and follow instructions for submission
- Follow the commission on social media – @america250ct on Facebook and Instagram. While not every event can be featured, there are ongoing weekly event shares – priority is given to CTH-funded projects and affiliate organizations.
 - If you tag your event with #america250ct, we will make every effort to repost it or share it via our stories.
- Throughout 2026, the commission will share a monthly e-newsletter dedicated to events around the state. Our calendar will also migrate to CTVisit.com, which has a much wider audience!



Access other affiliate resources [here!](#)

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Promote via Other Channels

Consider sharing your event, program, or exhibit in any or all of the following ways:

Social Media

- Post on your organization's channel(s)
- Encourage others to share with their followers
- Share your post in community-based or "neighbors" groups for your service area or in relevant affinity groups

Local Media

- Share with your local newspaper(s) via their submission system. Don't forget about virtual local news sites, like Patch.
- Submit a press release with all relevant information (date, time, location, description, intended audience, cost) to statewide news organizations

Other Ideas

- Submit to calendars for groups that your organization is a part of, or which serve your community - add the ones that you are aware of to [this spreadsheet](#), or browse others' additions to find calendars you didn't know about!
- Share with the appropriate municipal official for inclusion in a local newsletter
- If appropriate, share with your local school district to pass along to teachers & parents
- Share a flyer at the local library, community center, coffee shop, gym, etc.



Access other resources for local committees [here!](#)

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Marketing Materials

Creating marketing materials doesn't need to be a huge project or require extensive graphic design skills! Free software like Canva offers easy-to-use templates that will allow you to quickly put together materials or start from scratch to design your own. You may want to create:

- Graphics for social media, which will make your post more visible and engaging
- A flyer to print and share locally
- A digital flyer
- A list of talking points to share with your network & with media

When designing graphics and flyers, keep in mind:

- Accessibility:
 - Ensure that your font is easily legible, and that the text color contrasts with the background.
 - If you have a large community of non-English speakers that you hope to attract to your event, consider creating materials in the relevant language(s) – make sure you're prepared to quickly accommodate speakers of that language who do attend.
- If you are printing, consider whether you'll be printing in full color or black & white. If you'll be giving the flyer to others to copy, expect that they will copy in black & white and design accordingly!
 - Make sure that there is extra contrast for black & white flyers. When shifted to grayscale, colors can begin to blend into one another.
 - Be mindful of the type of file you are downloading/sharing.
 - If you create your flyer in a word processing application (Microsoft Word, Google Doc), save a copy as a PDF so your formatting is preserved and others cannot make edits.
 - If you are sharing a digital version with clickable links, save as a PDF (and double check your links before sharing!)
 - If you're sharing an image file, stick to the common ones (.jpg, .png) that everyone can open without special software.
- Include the relevant commission themes on your materials! Find file downloads that can be used [here](#).



Email info@ct250.org with questions