



# **Bridges: Sharing Our Past to Enrich the Future Media Toolkit**

## **Project Description**

Endorsed by the Nebraska 150 Commission as a “Signature Event,” Hildegard Center for the Arts, in collaboration with the Nebraska Tourism Commission and the Nebraska State Historical Society, issued a call in 2016 to both amateur and professional photographers to capture images of historic sites or hidden treasures from all 93 Nebraska counties. Photographers were invited to share photos of community or personal significance to tell Nebraska’s story. Over 800 photo submissions were received!

The 93 winning photos are featured in this statewide photo exhibit titled *Bridges: Sharing Our Past to Enrich the Future*. The exhibit promises to link history, generations and cultures. In 2017, the exhibit traveled across Nebraska for the state’s Sesquicentennial celebration.

## **Purpose of this Toolkit**

The purpose of this toolkit is to promote the upcoming exhibit to your town. The following pages include a press release template, sample social media posts and the images and sample narratives and photographs. You do not need to use the exact wordings or all of the social media posts, but the use of the hashtag #gallery92west is encouraged.

[Your Address]  
[Your City/State/Zip]  
[Your Phone Number]

## **Press Release**

### **[Your Venue] to host exhibit featuring all 93 Nebraska counties**

#### **For Immediate Release:**

[Date you want information released]

**Contact:** [Name and contact information of individual who can provide more information]

**[Your city]** – [Your organization] is excited to announce the opening of a new temporary exhibit, *Bridges: Sharing Our Past to Enrich the Future*.

In 2016 Hildegard Center for the Arts, in collaboration with the Nebraska Tourism Commission and the Nebraska State Historical Society, issued a call to both amateur and professional photographers to capture images of historic sites or hidden treasures from all 93 Nebraska counties. Photographers were invited to share photos of community or personal significance to tell Nebraska’s story. Over 800 photo submissions were received!

The winning photos are featured in this statewide photo exhibit that promises to link history, generations and cultures.

“We’re excited to host this exhibit because [reason],” said [venue] Director, [name].

A reception for the new exhibit will take place at [time and date of reception] and the exhibit will be at [your organization] until [your exhibit end date].



## Facebook Posts



We're excited to host the *Bridges: Sharing Our Past to Enrich the Future* photo exhibit from [insert venue start date] to [insert venue end date].  
<http://www.92west.org/traveling-exhibit.html>



Come see the *Bridges: Sharing Our Past to Enrich the Future* photo exhibit for the first time on [insert reception date].  
\*include picture of exhibit being set up



Here is our winning county photograph from *Bridges: Sharing Our Past to Enrich the Future*. You can see this photo and other county winners on display until [insert end date]  
\*include winning county photo



One week until the Bridges: Sharing Our Past to Enrich the Future photo exhibit starts!  
\*include a winning photo



Our reception for the traveling Bridges photo exhibit is this week! Don't miss out on seeing the beautiful representation of our state.  
\*include a county photo



"Insert quote from narrative"  
\*include matching photo



Can you guess which Nebraska County this photo from the Bridges exhibit was taken in!?  
\*Include Bridges Photo pic

## Twitter Posts



We're excited to host the *Bridges: Sharing Our Past to Enrich the Future* photo exhibit from [venue start date] to [venue end date].  
<http://www.92west.org/traveling-exhibit.html>

One week until the Bridges photo exhibit starts!  
\*insert a winning photo



We'll see you at our reception for the Bridges photo exhibit on [insert reception date]!

Check out our county's winning photo on display starting [insert first date of exhibit] \*add in picture of winning county



“\*Insert quote from a narrative” \*insert matching photo with narrative quote

Can you guess which NE county this photo was taken in!?  
\*Include Bridges Photo pic



## Instagram Posts



The countdown begins! We are one month away from featuring the Bridges: Sharing Our Past to Enrich the Future photo exhibit! This exhibit features photos from Nebraska that were selected from a contest. The photo featured today is the winner from [insert county name here] county #gallery92west  
\*include winning county photo



Three weeks away from the opening of the Bridges photo exhibit! This week features the winning photo from [insert county name here] county #gallery92west  
\*include another winning photo



Two weeks to go until the start of the Bridges photo exhibit! The picture for this week is the winning photo from [insert county name here] county. #gallery92west  
\*include another winning photo



One more week left until the reception for the opening of the Bridges photo exhibit. Join us on [date of reception] at [time of reception] and view the traveling exhibit. This week's photo is from [insert name of county here] county. #gallery92west  
\*include another winning photo



Please join us tonight for the reception of the Bridges: Sharing Our Past to Enrich the Future from [insert time from \_ to \_] #gallery92west  
\*include picture of something in the room set up



"[Insert narrative quote]"  
#gallery92west  
\*include matching photo to narrative



Can you guess which county this photo was taken in!? #gallery92west  
\*insert bridges photo

# Sample photos and narrative recaps

Lancaster County – *The Watcher*

Gary Andrews

***A symbol of perseverance and courage to all Nebraskans...***



Madison County – *Doughboy*

Alan J. Bartels

***This soldier seems to encourage the entire student body and the community to follow him in service of our country.***



Seward County – *Lou and Mary Anne's*

Angela Carroll

***Lou and Mary Anne's, where the community comes together...***



Douglas County – *Departed*

Gary Andrews

***On a long-ago journey...***



Lincoln County - *Fort McPherson National Cemetery Headquarters*

Larry Headley

***Sentinels of long rows of white stone markers stand in tribute to those who served their country.***



Box Butte County – *Essence*

Stephen Sullivan

***The Newberry Building is a cornerstone of this historic downtown area.***



Dodge County – *Yankee Peddler*

Brian Weber

***A treasure to be found...***

