



## **Pennsylvania Civil War 150 Endorsement Criteria**

### **General information**

Pennsylvania Civil War 150 (PA Civil War 150) is a statewide initiative to commemorate the Civil War in Pennsylvania during the 150th anniversary of the war, from 2011-2015. The initiative is being carried out by a planning committee (the Committee) that is spearheaded by the Pennsylvania Historical and Museum Commission (PHMC)/Pennsylvania Heritage Society, the Senator John Heinz History Center, and the Historical Society of Pennsylvania, in partnership with other history, heritage, arts, culture, and education organizations throughout the Commonwealth. PA Civil War 150 will coordinate statewide initiatives and facilitate activities at the regional and local levels to engage and educate a large and diverse audience of Pennsylvanians, as well as visitors to the state.

The objectives of the Committee are to create projects and programs that will:

- Engage a diverse audience in historically accurate, memorable, emotional, and enriching learning experiences.
- Educate, with an emphasis on the relevance of Civil War-era historical events to today's and tomorrow's world, relying on new and innovative ways of accurately interpreting the war.
- Expand the body of knowledge and information on the African American experience through discovery and examination of historical records of church congregations, families, and individuals.
- Recognize the contribution of specific groups who have heretofore been omitted from or given lesser status in relation to Civil War scholarship, including women, African Americans, immigrants, and children.
- Advance the historical prominence of Pennsylvania by enhancing its national leadership role through the content and quality of its commemoration activities.
- Increase the number of outside visitors to all regions of the Commonwealth, as well as stimulate tourism activity within the state among Pennsylvania residents.

### **Project Types**

The following types of activities, events, programs, and materials (Projects) are eligible for consideration for endorsement or recognition by PA Civil War 150:

- Events/programs
- Exhibits
- Publications
- Multimedia programs and productions



## **Criteria**

The following criteria must be met for a Project to be approved for endorsement or recognition by PA Civil War 150:

### *Relevancy*

Projects must meet the mission and objectives of PA Civil War 150 and directly relate to the Civil War or the Civil War era in Pennsylvania. With rare exceptions, Projects must be located within the Commonwealth.

### *Quality*

The content of Projects submitted for endorsement or recognition must be historically accurate, of a high quality, and demonstrate a potential to encourage and support engagement with the community for continued learning of, and interest in, the Civil War. The Projects should be more than promotional or marketing material and focus on substantive content rather than advertising. While it is acknowledged that some Projects may provide self-supporting opportunities through the sale of advertising space, quality educational content should be the focus.

### *Accessibility*

Projects must be open and accessible to the public, with the exception of organizations that may have membership restrictions. Such restrictions will be considered upon review. All Projects must be accessible to a diverse audience. Reasonable accommodations for persons with disabilities should be made when possible.

### *Achievable and Measurable*

It is especially important that those submitting Projects provide information that demonstrates their Project is achievable.

The applicant should commit to providing basic audience reach data (e.g. attendance, purchases, web traffic) to PA Civil War 150 for any endorsed Project. The applicant should also commit to providing three copies of promotional materials, publications, and publicity/media coverage to PA Civil War 150 for distribution among the Committee's three major partners.

With regard to publications, materials used must meet the legal requirements for citations of images, as well as those related to plagiarism. It will be assumed, unless otherwise noted in the publication, that all materials are original to the publishing organization or individual. For publications approved for endorsement, pursuant to the Endorsement Agreement (see below), PA Civil War 150 will not be held liable for legal disputes that result from the content of the publication.

PA Civil War 150 may use the data and material copies to provide aggregate data for its funders or use them as examples for its fundraising, support, and publicity efforts.



## Approval

All applications for PA Civil War 150 endorsement consideration must be submitted online as provided on the PA Civil War 150 Web site: [www.PACivilWar150.com](http://www.PACivilWar150.com). Applications will be directed to Committee contacts for the region where the submission originated. These contacts will review the application and determine whether to recommend the submission for endorsement to the three major partners of the Committee, which will make a final determination. These three partners will also directly receive and decide upon endorsement for any statewide applications (those that do not pertain to a particular region in the state). Applications that are not determined for endorsement will receive “Recognized” status unless cause for rejection is identified.

Applicants will be notified of the approval status within approximately 15 business days of submittal.

Upon review, one of three levels<sup>1</sup> of ratings will be assigned:

Endorsed = Projects funded by outside organizations/individuals that meet the criteria listed above will be granted permission to use the PA Civil War 150 logo on descriptive and promotional materials, and be described as a project “Endorsed by PA Civil War 150” in appropriate media and PA Civil War 150 project descriptions and listings.

Recognized = Projects funded by outside organizations/individuals that minimally meet the criteria listed above, but are not identified as “endorsed” will use the language “Recognized by PA Civil War 150” and will be included on PA Civil War 150 Project listings.

Rejected = Projects that are submitted for consideration, but are not accepted because they do not meet the stated criteria above or appear to promote hatred, racism, political agendas, anti-group sentiments, or are found to be defamatory or contain other inflammatory content. Rejected Projects will not be listed on the PA Civil War 150 Web site or on any PA Civil War 150 Project listings.

PA Civil War 150 will provide its logos to endorsed Projects along with the logo style guide to ensure appropriate use. Style guidelines provided by PA Civil War 150 must be followed in order to retain endorsement.

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<sup>1</sup> In addition to the three levels described above, Projects that are fully funded by the PA Civil War 150’s fundraising efforts are considered “Sponsored” Projects and are explicitly described by the Committee as an “Official Project of PA Civil War 150.” Sponsored Projects include:

- Pennsylvania Civil War 150 Web site: [www.PACivilWar150.com](http://www.PACivilWar150.com)
- The Civil War Road Show – traveling exhibition/community engagement
- Publications, consisting of:
  - Pennsylvania Civil War in Pictures;
  - African American Pennsylvanians during the Civil War;
  - Joint special magazine issue using the publications of: Heinz History Center, Historical Society of Pennsylvania, and PHMC
- Certain seminal events, such as the review of the United States Colored Troops in Harrisburg in 2015.



Upon approval for endorsement, coordinating organizations for the endorsed Project will be required to sign an Endorsement Agreement containing the rights and responsibilities with respect to the endorsed Project and relieving PA Civil War 150 of any legal responsibility for the Project. Event coordinators must provide proof of required insurance, permits, and infrastructure needs to ensure compliance and liability requirements have been met.

PA Civil War 150 reserves the right to reject or cancel any endorsement or recognition for any reason at any time.