

## APPENDIX E

### Credit and Publicity Responsibilities

#### When to Use the Ohio Arts Council logo

Below is a short list of examples in which the Ohio Arts Council should be recognized in promotional materials and activities:

- Demonstrate your appreciation of OAC support by placing the logo on postcards and promotional brochures that are mailed to your patrons.
- Incorporate the OAC logo into your regular newsletter to recognize your receipt of public dollars for the arts.
- Incorporate the OAC logo into your playbills, programs, leaflets and handouts that are distributed to visitors.
- Create a link to the OAC on your organization's web site by incorporating the HTML text available from the link below.
- Add the OAC logo to posters and banners displayed in your community to promote your programs.
- Acknowledge OAC support in press releases and other communications.

The following information relates to Clause 9 of the contract your organization signs in order to receive a grant from the Ohio Arts Council. This material should be reviewed by both the person signing the grant agreement and the appropriate marketing staff of your organization.

It explains the legal requirements for crediting the OAC that your organization is contractually obligated to fulfill. The OAC is referred to as the Council; your organization is called the Grant Recipient. Failure to comply with all terms of the agreement may jeopardize future funding. Compliance with these requirements will be reviewed when your organization requests grants in the future.

#### Using the Credit Logo

You must credit the Ohio Arts Council for the support it provides by using the agency's current credit logo. The logo must be reproduced as a unit without alteration. Each TIFF file is available in the largest appropriate size for print materials. The logo with text may be downsized to no smaller than 1" wide. The simpler version of the logo is for ads and postcards only and is provided in the only size in which it is to be used. It may not be reduced or enlarged (if you can use a larger logo we request that you use the more descriptive logo with text). You can download the OAC logo at [www.oac.state.oh.us/grantsprogs/oacsupport/contract.asp](http://www.oac.state.oh.us/grantsprogs/oacsupport/contract.asp). The logo is available in three formats -- JPG, TIFF, EPS (vector based files for signs and banners).

**Promotional Materials**

Grant recipients must give logo credit to the Council regarding all activities that the Council funds. The logo should appear in such promotional materials as newsletters, calendars, catalogues, brochures, flyers, posters, programs, postcard announcements, newspapers, programs, films and other media forms, electronic transmissions, including Internet sites regarding all activities for which Council funds are used. Organizations that receive support from the OAC's Sustainability Program must provide the aforementioned credit in all promotional materials.

**Programs**

Credit must be given on the title page of all programs printed by grant recipients in a font size not smaller than 8-point. The Council also must be listed in the donor category that is most appropriate to the level of financial support that the organization received from the Council.

Sustainability funded organizations with budgets of more than \$1.5 million also must do the following:

Performing arts organizations and organizations that print event programs that receive \$75,000 or more in total OAC funding in any fiscal year shall provide one full page of advertising space in all season programs. The Ohio Arts Council will provide camera-ready art.

Performing arts organizations and organizations that print event programs that receive less than \$75,000 in total OAC funding in any fiscal year shall provide one-half page of advertising space in all season programs. The Ohio Arts Council will provide camera-ready art.

While they are not required to use one, organizations with budgets of less than \$1.5 million that receive Sustainability funding may request a camera-ready ad from the Ohio Arts Council to use in their programs.

For Arts Learning Residency sponsors credit must appear on the program, or flyer used in residency-related events. In lieu of a written program, verbal credit should be made during the event. See "Providing Written or Oral Credit" section.

**Educational Materials**

Logo credit must be given to the Council in all educational materials distributed in association with any Council-funded program or exhibition, including brochures, pamphlets, flyers, postcards, etc. Organizations that receive Sustainability support also must provide the aforementioned credit in their educational materials.

**Print Advertising**

Logo credit must be given to the Council in all print advertising placed by a grant recipient that is 10 column inches or larger. Billboard advertising must include the Council logo. Any advertising, regardless of size or length, placed by a grant recipient that credits a specific funding source also must credit the Council. When the financial support of the Council comprises the largest share of multiple sources of financial support for a project, performance or exhibition, acknowledgment of Council support shall be proportionally more prominent in the printed, audio and video materials, publicity and advertising than acknowledgment of other sources of financial support. Residency sponsors should adjust size and placement to be appropriate to the advertising design. Organizations that receive Sustainability support must provide the aforementioned credit in all ads.

**Electronic Advertising**

Logo credit must be given to the Council in all electronic advertising including television and the Internet. Organizations must use the OAC credit logo on their websites along with a hyperlink back to the OAC web site. For Sustainability support, the OAC credit logo must appear on the front page of the organization's web site or on the web page designated for donor recognition that corresponds to the OAC-funded project. When the financial support of the Council comprises the largest share of multiple sources of financial support for a project, performance or exhibition, acknowledgement of Council support shall be proportionally more prominent in the electronic advertising than acknowledgement of other sources of financial support. Residency sponsors must credit Council in all advertising that is residency-related.

**Providing Written or Oral Credit****Exhibition Signage**

For any exhibition presented with funding from the Council or for organizations that receive operating support, exhibition wall text must include the Council listed with other major public, private and corporate sponsors, in proportional order of the size of contribution. If there is no sponsors' list in the wall text a placard must be placed at the entrance to the exhibition crediting the Council as follows:

*The Ohio Arts Council helped fund this program or organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans.*

**Promotional Appearances and Newspaper Interviews**

During television and radio appearances by representatives of the grant recipient, oral credit must be given at least once during a broadcast to acknowledge the support the grant recipient received from the Council toward its project or program. The grant recipient also must acknowledge the Council's support in any newspaper interviews about the grant recipient's programs.

### News Releases

News releases must credit OAC support, using the credit paragraph printed above.

### Oral Credit

When written credit is not applicable, in cases where there is no printed program, oral credit shall be given before each event or performance. Non-written announcements apply to radio broadcasts and audio descriptions for people who are hearing impaired. If an announcement is not feasible, a sign must be placed at the entrance to the event crediting the Council as follows:

*The Ohio Arts Council helped fund this program or organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans.*

Organizations that receive Sustainability support also must provide the aforementioned credit. The Council reserves the right to negotiate additional requirements regarding credit and publicity case by case.

### Collaborators

Organizations that are official collaborators with the primary grant recipient must comply with the aforementioned requirements. The grant recipient is responsible for informing all of its collaborators about this policy and seeing that they fulfill these obligations.

### Co-Sponsorship

Programs that are co-sponsored will have additional, specific publicity requirements, depending on the program at the time of negotiation. Under no circumstances may a grant recipient state or imply that its programs and activities are sponsored, co-sponsored or presented by the Council without expressed, written consent from the Council.

If you have any questions or concerns regarding the requirements outlined in this contract please contact the [OAC's Public Information Office](#).

### Beyond the Requirements

Here are some suggestions for other ways you can help to inform people about the importance of public funding to the life of your organization and your community:

- Write an article for your newsletter about the importance of OAC support and the difference it makes to your organization.

- Arrange for an article to be written in your local newspaper about the Council's support of your organization.
- Invite the Council's executive director, chairman or a board member to speak at one of your important events.
- Write an opinion piece or a letter to the editor crediting the Council for support of your organization.
- Create a lobby display or some other public exhibit for your library, town hall, school, etc. For example, showcase children's work or other Council-supported activities.
- Hang a "Thank You, Ohio Arts Council" banner in your lobby.
- Have children make posters or write letters thanking the Council for its support.
- Send a special letter home to parents from the principal of your school or executive director of your organization explaining the work of the Council and the programs supported in your school or organization.

### **Impact Of Public Funding**

State and Federal funding for the arts has been vulnerable because many people are unaware of the impact public funding has on people's lives and within communities. You can inform people about the partnership between your organization and the Ohio Arts Council by printing the article provided above in your organization's newsletter.

### **Publicizing Your Grant**

In addition to publicizing your organization and its programs, we urge you to let the news media know about your grant award. While the Ohio Arts Council announces all grant awards, you can help by encouraging reporters in your community to prepare in-depth stories about your grant.

To help legislators understand the importance of the investment of public funds for cultural activities, we strongly encourage you to contact your state senator and representative for quotes to include in your own news releases relating to programs supported with public money. Funding for the Ohio Arts Council depends on the support of the governor and the legislature. You can draft a quote for them to review and approve. For example, they could comment on how public support enables your organization to reach new audiences, foster community development, provide the highest quality programming, develop models for integrating the arts into the school curriculum, create public value, etc.

Remember, while you are receiving the grant now, a feature article about your organization or a particular program may be developed once your events are up and running. Please acknowledge the Ohio Arts Council in those future relevant articles.

You will find [sample letters and press releases](#) on the OAC Web site in the Credit and Publicity section.