



Connecticut Office of the Arts

CREDIT & PUBLICITY KIT

**For Grant Recipients
FY 2012**



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State of Connecticut
Department of Economic and
Community Development

CREDIT & PUBLICITY KIT FOR DECD GRANTEES

As a grantee of the Department of Economic and Community Development (DECD), Connecticut Office of the Arts (COA), it is crucial that you communicate with elected officials and the public about the value of arts and cultural programs in your community. This Credit and Publicity Kit is designed to help you acknowledge the public funding you receive and effectively communicate with elected officials and others how the funding from DECD/COA enables you and/or your organization to bring arts and cultural programs to the citizens of Connecticut. Your acknowledgement of the support your organization has received from DECD/COA helps to support the future funding of DECD/COA and, thus, funding of DECD/COA's

ACKNOWLEDGING DECD SUPPORT

Credit

All grantees must credit the Connecticut Office of the Arts (COA) by using the proper approved logo from DECD/COA. The logos are downloadable at www.cultureandtourism.org.

Grant materials require that the Connecticut Office of the Arts be given credit with the DECD/COA logo. The logo is available in several formats that will fit into your graphics. It can be reproduced in full-color, black, or reversed to white. It must be reproduced without alteration.



In those instances where use of the logo is not feasible, the words *“with support from the Connecticut Office of the Arts”* must appear.

Promotional Materials. Credit must be given by using the DECD/COA logo in printed materials (including season and subscription brochures, newsletters, press releases and announcements) as well as in films or video recordings. Any promotional material prepared by recipients that credits another funding source must also credit DECD/COA.

**ACKNOWLEDGING
DECD SUPPORT
CONTINUED**

Online Materials. Use the DECD/COA logos prominently in online materials (including web sites, electronically distributed releases and intranets) to which your grant contributes. When DECD/COA logos appear on a grantee's website, it should link to www.cultureandtourism.org. A hyperlink agreement is required.

Programs/Playbills. The DECD/COA logos must appear in a prominent location (cover, title page, etc.) on printed programs whenever possible. In addition, grantees must list "Connecticut Office of the Arts" in the donor category appropriate to the level of financial support received.

Exhibition Signage. For any exhibition presented with funding from DECD/COA (applies to all operating support recipients), wall text listing sponsors must include DECD/COA with other major public, private and corporate sponsors, in proportional order of the size of contribution.

Educational Materials. Credit must be given to DECD/COA in all educational materials distributed in association with any DECD/COA funded program such as brochures, pamphlets, flyers, etc.

Verbal Credit. When no written/printed materials exist, verbal credit shall be given prior to each performance/event. If an announcement is not feasible, a sign must be placed in the building lobby or other public area crediting DECD/COA.

Advertising. Credit must be given to DECD/COA in all print advertising placed by a grantee that is 10 column inches or larger. Billboard advertising should also include DECD/COA logos or comparable credit approved by DECD/COA.

Donor Recognition. Any wall plaques or advertisements that acknowledge the grantee's annual or ongoing support from corporations and/or foundations should also acknowledge DECD/COA.

A few suggestions follow for other means to inform people about the importance of public funding to your organization and the community:

**BEYOND THE
REQUIREMENTS**

- Include an article in your organization's newsletter about the significance of DECD/COA funding and how it impacts your organization's ability to serve our state.
- Arrange for an article in your local newspaper about DECD/COA funded programs or write an opinion piece about the significance of state support for cultural activities.
- Create a lobby display or other public exhibit for the library, the town hall, a school, etc. For example, showcase students' work from a DECD/COA supported activity.
- Send a special letter home to parents illuminating how DECD/COA supports educational programming.

**PUBLICIZING
YOUR GRANT**

We urge you to inform the press about your grant. Please note that your local legislators are notified of grants in their districts and often they will make the initial announcement. DECD/COA may also issue a press release listing grantees by geographical area.

You are strongly encouraged to contact your State Senator and Representative for a quote to include in your own press releases relating to programs supported with public monies. Legislators might wish to comment on how public support enables your organization to reach new audiences/foster community development/provide high quality programming, etc.

Although you are receiving a DECD/COA grant now, a feature article about your organization or a particular program may be best approached several months later once it is up and running. Please acknowledge DECD/COA in these articles.

Sample Press Release About DECD/COA Grant

Date
Organization Contact Name
For Immediate Release
Contact Telephone Number

The (name of organization) has received a matching grant of \$_____ from the Department of Economic and Community Development, Office of the Arts, a state agency. This grant was awarded through the (program name) and it will support (summarize activity).

State grants are awarded through a competitive process. This grant signifies that (name of organization) provides a high level of quality in its programs, community service and administrative ability. (Describe in more detail the public programs and the numbers of people who will be served by this grant/your organization. Give the amount of private dollars this grant leverages.)

(Quote from legislator: See above.)

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**CONTACTING
STATE OFFICIALS**

Funding for DECD/COA is dependent on the support of the Governor and the Legislature. Please inform your political leaders of key outcomes the award will make possible with regard to your organization's important arts and cultural leadership services and programs, including impact on the economy, education, cultural tourism, workforce development, and more. It is very important to thank those elected officials responsible for appropriating funds to the DECD/COA. Letters may be addressed to:

The Honorable Governor Dannel P. Malloy
Office of the Governor
State Capitol, 210 Capitol Avenue
Hartford, CT 06106

The Honorable (Name of Legislator)
State Senator/Representative
Legislative Office Building
Hartford, CT 06106-1591

You can find links to information about your State Representative and Senator including a more specific mailing (and email) address on the Connecticut General Assembly's web site at: www.cga.ct.gov/maps/townlist.asp

Letter Writing Suggestions

- Limit your letter to one page.
- Ask your organization's board chairperson to sign the letter.
- Thank officials for this year's DECD/COA appropriation and for your grant.
- Use specific information to describe your project and how it affects the community.
- Describe who the program/project will serve and emphasize its public benefits (e.g., promoting education, access for underserved communities, economic impact).
- List private dollars your organization has raised to match the state grant and describe how the grant helps leverage these dollars.
- State the economic impact of your organization or event on your community, including the number of people your organization employs.

**SUGGESTIONS
TO INVOLVE
STATE AND LOCAL
ELECTED OFFICIALS**

- Meet with your legislators and other elected officials in the district to talk about the importance of funding arts and cultural activities.
- Invite elected officials to performances, openings, classes and publicly recognize them at the events, giving them an opportunity to speak.
- Add elected officials to your mailing lists for events, media announcements and newsletters.
- Follow-up with any offers you make to meet, send invitations, provide further information, etc. Treat elected officials in the same manner as you would corporate or other supporters.

For more information on public arts funding, the National Assembly for State Arts Agencies offers several useful publications at www.nasaa-arts.org/publications/advo.shtml.



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