



GRANTEE CREDIT AND PUBLICITY REQUIREMENTS

Congratulations on receiving a Local Cultural Council (LCC) grant! LCC grant recipients like you are vital partners in raising the visibility of the role these funds play in the lives of our cultural organizations, schools, and communities. Below are instructions and tools to acknowledge public funding, which will help show the link between public support and the excellent work you do. Your help with this effort is greatly appreciated, and any creative ways you can help publicize how LCC grants support your work are welcome.

Public funding for cultural programs is not automatic or guaranteed; it must be appropriated by the Legislature annually. Therefore, reminding your community about the source of this funding is critical to build and maintain support for local arts, humanities and interpretive science projects by the Commonwealth of Massachusetts through the State Legislature.

Grant recipients must acknowledge the LCC that awarded the grant, as well as the Mass Cultural Council, which provides funds to the LCC. Proof of credit acknowledgment should be provided when you request reimbursement from the granting LCC.

Thank you for your help with this effort!

REQUIREMENTS

In all published materials and announcements regarding activities supported by Worcester Arts Council (WAC) funds, the sponsoring group or individual must acknowledge this support by using MCC and WAC logos, and with the following credit statement:

"This program is supported in part by a grant from the Worcester Arts Council, a local agency, which is supported by the Mass Cultural Council, a state agency."

Both the MCC and WAC logos are available for download from the City of Worcester website: <https://www.worcesterma.gov/WAC>

This credit is required by the MCC and failure to comply may jeopardize funding. Proof of credit acknowledgment should be provided when you request reimbursement from WAC.



WHERE TO USE CREDIT LINE AND LOGOS

Promotional Materials: Use the credit line and credit logo prominently in printed materials (including materials such as brochures, programs, newsletters, press releases, educational materials and announcements) as well as in films or videos.

Online Materials: Use the credit line or credit logo prominently in online materials (including web sites, blogs, electronically distributed releases, and social media/networking channels) to which your LCC grant contributes. The electronic logo should link to the MCC site: www.massculturalcouncil.org. Grant recipients may not use logos on surveys.

Exhibition Signage: If there is no printed program for an exhibition, credit can be given through wall text or a placard placed at the entrance to the exhibit or performance space. This must include the WAC and MCC listed with other major sponsors, in proportional order of the size of contribution, or a placard crediting the WAC and MCC, placed at the entrance to the exhibit or performance space.

Educational Materials: Use the credit line or credit logo in educational materials distributed along with any WAC-funded program/exhibition, such as brochures, pamphlets, flyers, etc.

Verbal Credit: When written credit is not applicable, as in the absence of printed materials, verbal credit shall be given prior to performances.

Advertising: Use the credit line and logo in print advertising that is 10 column inches or larger that is placed by a grantee. Any advertising, regardless of size or length, placed by a grantee that credits a specific funding source must also credit WAC and the MCC.

Online Calendar: WAC funded events which are open to the public should be submitted for inclusion on the WAC online calendar at www.discovercentralma.org crediting both WAC and MCC as sponsors.

For more information, please visit:

<https://massculturalcouncil.org/about/contracts/lcc-credit-and-publicity-kit/>