



Grantee Credit and Publicity Requirements



In all published materials and announcements regarding the activities supported by WAC funds, the sponsoring group or individual must acknowledge this support with the following credit statement and by using the MCC logo.

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

The logo is available at the MCC's web site (www.massculturalcouncil.org). This credit is required by the MCC and failure to comply may jeopardize future funding. Proof of credit acknowledgment should be provided when you request reimbursement from the WAC.

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.

Crediting LCC Grants

Promotional Materials. Use the credit line and credit logo prominently in printed materials (including season and subscription brochures, newsletters, press releases and announcements) as well as in films or videos. The credit line or credit logo must appear on all printed programs and educational materials.

Online Materials. Use the credit line and credit logo prominently in online materials (including web sites, listservs, blogs, electronically distributed releases and intranets) to which your WAC grant contributes. The electronic logo should link to the MCC web site, www.massculturalcouncil.org and the Worcester Arts Council website, www.worcestermass.org/wac . Do not use logos on online surveys.

Exhibition Signage. If there is no printed program for an exhibition, credit can be given through wall text, which must include the WAC and MCC listed with other major public, private and corporate 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.

Verbal Credit. When written credit is not applicable, such as when there is no printed program, verbal credit shall be given prior to each performance. If an announcement is not feasible, a sign must be placed in the lobby using the credit line and credit logo.

Advertising. Credit must be given to the WAC and MCC in all 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 the WAC and MCC.

Online Calendar. WAC funded events should be submitted for inclusion on the WAC online calendar via www.SocialWeb.net , crediting both WAC and MCC as sponsors.

Additional information can be found at: www.massculturalcouncil.org/contracts/lccred_recip.html