

PUBLICITY GUIDELINES

FOR GREATER COLUMBUS ARTS COUNCIL GRANT RECIPIENTS

Why publicize grants?

As a publicly-funded organization, it's important for the Greater Columbus Arts Council to recognize the funding we receive from the City of Columbus, Franklin County, the Ohio Arts Council and the National Endowment for the Arts. Therefore, we are asking all our grant recipients to help us recognize the vital role that public funding for the arts plays in building a strong community and improving the quality of life in central Ohio. Through generous support from our funders, we are able to award this grant to you. We encourage you to publicize your grant and to thank the following donors who helped make the grant possible:

Grant

Operating & Project Support Grants
Individual Artist Fellowships
Franklin County Neighborhood Arts Grants

Technical Assistance

Funder

City of Columbus
City of Columbus
Franklin County Board of
Commissioners and Ashland Inc.
City of Columbus

We ask that you recognize the Greater Columbus Arts Council's support in press releases and news interviews to help build additional support for your organization and arts and cultural funding. We also strongly encourage you to send a letter to the appropriate elected officials acknowledging and thanking them for their support of the arts in Columbus. Additionally, we suggest that Operating and Project Support recipients add Mayor Michael B. Coleman and the following City Council members to your mailing list, so they are more aware of your organization and events: President Michael Mentel, President Pro-Tem Kevin Boyce, Councilmember Priscilla Tyson and Councilmember Maryellen O'Shaughnessy. For Franklin County Neighborhood Arts grants recipients, we suggest adding Franklin County Commissioners Marilyn Brown (President), Paula Brooks and Mary Jo Kilroy to a mailing list.

As a grantee, the Greater Columbus Arts Council requests that you:

1. Include news of your grant or a GCAC logo in any publications you produce for internal or external audiences. Examples may include newsletters, brochures, Web site, annual reports, etc...
2. Contact local media about the grant or include mention of the grant in a news release.
3. Include GCAC's logo on brochures, signs or plaques that recognize funders at events or on facilities.
4. Provide a link to GCAC's Web site (www.gcac.org) on your Web site.
5. Place the following GCAC staff members on your mailing list:
 - Bryan W. Knicely, President
 - Alicia Oddi, Grants and Services Director
 - Ruby Classen, Grants and Services Coordinator
 - Emily Swartzlander, Marketing Director
6. Register at Ohio Event Finder (www.ohioeventfinder.com) and list your events, so they are posted on www.ColumbusArts.com.



Greater Columbus Arts Council

GCAC Publicity Guidelines, Continued.

GCAC can help you by:

1. Providing our logo for your use.
2. Contacting local media about the grants we award.
3. Helping you target appropriate media outlets.
4. Reviewing your publicity and news materials with regard to GCAC's attribution.
5. Offering support for entering events into Ohio Event Finder.

Referring to GCAC:

On first reference, please refer to GCAC as "Greater Columbus Arts Council". On second reference, GCAC is the preferred reference. It is appropriate on news releases to mention the organization and/or agency that provided funds to GCAC for your grant, as listed above.

On signage, please list GCAC as "Greater Columbus Arts Council" in text references.

Use of logo on promotional materials:

Download logos online at: www.gcac.org/grants-services-for-organizations/logos.php, in the "Grants & Services for Organizations" section of our Web site. GCAC's logo should be used in promotional materials, programs, educational materials, print advertising and other materials related to the grant you received. We also encourage you to add the logo to your Web site with a link to the GCAC main page, www.gcac.org.

If you have questions about logo usage or trouble downloading our logo, contact Jennifer Sadler, Marketing & Communications Coordinator, at 224-2606 x 811 or jsadler@gcac.org.



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