



Acknowledgment Requirements for Grantees Online and Virtual Programs

Introduction

Oklahoma arts and cultural organizations are leading the way in innovating in response to the COVID-19 pandemic. From providing online arts instruction to presenting virtual literary, performing, and visual arts programs, meaningful engagement is being conducted by organizations across the state as they quickly adopt new tools for serving Oklahomans.

Acknowledging Our Support in the New Landscape

The Oklahoma Arts Council recognizes the need to support programming in the online landscape. As organizations continue to advance their online programming capabilities, serving individuals across the state in new and exciting ways, bringing attention to the investment made by the public through Oklahoma Arts Council and National Endowment for the Arts funding remains important. To assist grantees in meeting these obligations, the Oklahoma Arts Council is pleased to offer guidance through this document.

Below, we offer specific ideas and examples of ways to acknowledge our support in three areas that are increasingly being used for arts programming:

1. Live Online Programs
2. Social Media
3. Recorded Video

Live Online Programs

Depending on your live online program, acknowledgment of our support may occur in one or more ways. A live virtual educational workshop may function very differently than a live online performance, so acknowledgement may need to be adapted accordingly. For an audio-only program, a verbal acknowledgment based on our credit line (see our credit line statement at the end of this document), would work best, as there would be no way to incorporate our logo. In a multimedia presentation that incorporates a combination of video, audio, slides, or other media, grantees should consider the appropriate place and time within the presentation for the acknowledgment.

Examples (Live Online Programs)

Following are examples of ways to acknowledge our support in your live online programs:

- A verbal announcement at the start of your program:
Before our presentation, we want to recognize and thank the Oklahoma Arts Council and the National Endowment for the Arts for providing grant funding to make this online programming possible.
- In a chat window or in the comments section during a live online program:
Today's program is made possible in part by the Oklahoma Arts Council and the National Endowment for the Arts.
- In a slideshow:
Paste our logo into a slide that lists and thanks sponsors of your program.

Social Media

Oklahomans are increasingly learning about arts programming through social media. The social space is ideal for acknowledging our support in a way that will help the public understand our role in making programming possible. It also allows us to help promote your Oklahoma Arts Council-supported programs.

Posts

Posts in your social media feeds promoting programs that are supported by our funding should acknowledge the support of the Oklahoma Arts Council and National Endowment for the Arts.

Social Media Graphics

Social media graphics are similar to print ads or print fliers. As your organization creates social media graphics to promote programs funded by the Oklahoma Arts Council, be sure to incorporate the logos of both the Oklahoma Arts Council and National Endowment for the Arts. Facebook Event photos are ideal for incorporating the logos.

Tags and Hashtags

Tag the Oklahoma Arts Council and National Endowment for the Arts in your social media posts when acknowledging our support. By tagging us, we can often share your post as a way of helping to promote your program. Use the following tags:

Facebook = @OklahomaArtsCouncil; @NationalEndowmentfortheArts

Twitter = @OKArtsCouncil; @NEAarts

Hashtag = #okartscouncil

For social media platforms where the Oklahoma Arts Council does not have an active account, the hashtag #okartscouncil should be used. If hashtags are not used in a platform, a written credit line may be used. On Twitter, given the limited character count allowed, using a Tweet thread to acknowledge our support could be helpful.

Examples (Social Media Posts and Tags)

- Facebook example

Join us Friday at 7:00 p.m. on Facebook Live for a special performance by your favorite Oklahoma artist! The performance will be broadcast from the downtown stage. We are pleased to bring you this online concert for free, thanks in part to support from the @OklahomaArtsCouncil and @NationalEndowmentfortheArts! More information is available at this link.

- Twitter examples

Our new online art workshops for students in grades 6-12 is made possible in part by the @okartscouncil and the @NEAarts. Register now for our upcoming watercolor course!

Virtual modern dance sessions led by our professional dancers are an excellent way to maintain social distance while honing your skills. Because they are funded by the @okartscouncil and @NEAarts, we are able to make these sessions available to Oklahomans for only \$10 per two-hour session.

Recorded Video

Access to affordable professional video, lighting, and editing equipment, and the popularity of platforms such as YouTube, have made the creation and distribution of recorded video content easier than ever. Recorded videos are similar to live online video programs, but there are differences to consider. The ability to edit recorded video and add post-production elements means organizations should include in their production process consideration for how they will acknowledge Oklahoma Arts Council and National Endowment for the Arts support.

Examples (Recorded Video)

- Overlay Oklahoma Arts Council and National Endowment for the Arts logos in lower-third titles
- Include the Oklahoma Arts Council credit line (see below) when scrolling credits
- Have your video host verbally thank the Oklahoma Arts Council and National Endowment for the Arts during the introduction of your video

Acknowledgments in General

Regardless of the medium, acknowledgments will generally be made in one or more of the following ways: 1) graphic; 2) verbal; and/or, 3) written. As technology evolves and new platforms are developed, being mindful of these three general methods of acknowledgment may be helpful in ensuring that grant requirements are met.

Graphic – Include the Oklahoma Arts Council logo in your digital ads, email marketing, pdf fliers, Facebook Event photo, social media graphics, slideshows, videos, and more. Include the logo when you use lower-third overlay titles in your videos. Organizations receiving funding in our Organizational Support and Major Grant Support categories are required to add the Oklahoma Arts Council and National Endowment for the Arts logos to their websites with the following language: *Select programming is funded in part by the Oklahoma Arts Council and National Endowment for the Arts.* The logo should link back to the Oklahoma Arts Council homepage at arts.ok.gov.

Written – When a logo would not be applicable, a credit line can be used explaining that a program was supported in part by the Oklahoma Arts Council and National Endowment for the Arts. Written acknowledgment should be included in the body of your press releases for programming supported by our funding. Written acknowledgment also makes sense for social media posts and can be executed through tagging us, or using hashtags when tagging is not available. At the end of your press releases, use the Oklahoma Arts Council boilerplate language. Refer to the credit line and boilerplate language at the end of this document when acknowledging our support.

Verbal – In contexts where graphic and written acknowledgments are not practical, verbally acknowledging the support of the Oklahoma Arts Council and National Endowment for the Arts is acceptable. Using your public address system to acknowledge our support during a large festival is an effective way to inform thousands of Oklahomans about the role of public funding for the arts in the events they enjoy. Podcasts should include a verbal acknowledgment if the related programming was funded by our agency. Live announcements before a performance are often used to acknowledge our support.

References to Help You Meet Acknowledgment Requirements

Boilerplate - The following boilerplate should be used at the end of your news releases.

The Oklahoma Arts Council is the official state agency for the support and development of the arts. The agency's mission is to lead in the advancement of Oklahoma's thriving arts industry. The Oklahoma Arts Council provides approximately 350 grants to nearly 200 organizations in communities statewide each year, organizes professional development opportunities for the state's arts and cultural industry, and manages the art collections at the Oklahoma State Capitol. More information is available at arts.ok.gov.

Credit Line - The following credit line can be used in a variety of contexts, including your social media posts, live online announcements, email newsletters, in the body of your news releases, live written chats, websites, and more. The credit line may be used in lieu of logos where appropriate.

This project was supported in part by the Oklahoma Arts Council, which receives support from the State of Oklahoma and the National Endowment for the Arts.

Organizational Support and Major Grant Support grantees should include the following on their websites:

Select programming is made possible in part by the Oklahoma Arts Council, which receives support from the State of Oklahoma and the National Endowment for the Arts.

Logos - As with print media, digital visual media such as videos, slideshows, digital ads, and social media graphics present opportunities to incorporate the logos of the Oklahoma Arts Council and the National Endowment for the Arts in promotional materials for programs supported by our agencies. Organizational Support and Major Grant Support organizations should include the logos on their websites and link the Oklahoma Arts Council logo to the homepage of our website. Download our logos at arts.ok.gov. (Note: Use only high-resolution logos available at arts.ok.gov. Logos should be clearly readable and should not be altered. Logos should be sized proportionally to original dimensions.)

Current Logos



Inappropriate Logo Use



Questions

Questions about acknowledgment requirements should be directed to the Oklahoma Arts Council Director of Marketing and Communications at (405) 521-2037 or okarts@arts.ok.gov.