



Bedford Cultural Council



EVENT PUBLICITY GUIDELINES

Congratulations on receiving a Bedford Cultural Council grant! 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 cultural grants support your work are welcome.

Acknowledgement

Grant recipients must acknowledge the financial support of Bedford Cultural Council (BCC) as well as the Mass Cultural Council (MCC) in published materials and announcements about your project. Proof of credit acknowledgment is a required part of your Reimbursement Packet.

To give credit, you must include the MCC logo or a statement giving credit for the funding on your printed advertisements, event programs, social media announcements, etc. The statement most frequently used is "This program is supported in part by a grant from the Bedford Cultural Council, a local agency which is supported by the Mass Cultural Council, a state agency." [Note: the statement is preferable but the logo can be substituted when space or media constraints make that infeasible.]

MCC has a full listing of guidelines for giving credit in different media in [their LCC Credit and Publicity Kit](#). When including the MCC logo, it must be used without any alterations. [Download the MCC logo](#) in different formats, in color or greyscale. You can also download the "I received a grant from the BCC" logo (seen above) from our [Facebook page](#).

Failure to comply with the MCC standards for giving credit may jeopardize future funding.

Last revised: January 2022

For Programs Happening After the Award:

For the greatest reach use any or all of these channels to publicize your program:

- Local media - In the interest of serving our community, we stipulate that you *must advertise* your program(s) in local Bedford media such as the Bedford Minuteman, Bedford Citizen, Bedford Patch, Bedford Wicked Local, and/or public postings.
- Flyers on community bulletin boards or at the event venue
- Email lists - use your organization's mailing list as well as asking any groups you partner with to pass along the message (e.g., PTO, Friends of..., Rotary, Chamber of Commerce, the event venue, related Town offices)
- [BeTC calendar](#) - Submit your program to The Bedford Citizen's community calendar
- Social media - Post announcements, photos, and/or videos on your organization's social media accounts. Tag the Bedford Cultural Council (Facebook: /bedfordculturalcouncil) and we'll share the news! Don't forget to tag your partners too and ask them to share with their audiences.
- Share with the BCC - Email bedfordmaculturalcouncil@gmail.com any announcements, press releases, photos, fliers, slideshows, etc. We will share them before and after your program on our [website](#) and/or our social media.
- Invite us - While not a requirement, we would be happy to attend your event or program to show our support! We can even take pictures or videos of our own to share.

If Your Program Has Already Occurred:

In order to satisfy the credit and publicity requirement for a program that has already taken place, you must credit the BCC after award notification by:

- Writing a letter to your legislator regarding the program and acknowledging the support of the Bedford Cultural Council, a local agency which is supported by the Massachusetts Cultural Council, a state agency. Our legislators are State Senator Mike Barrett, Mike.Barrett@masenate.gov, and State Representative Ken Gordon, ken.gordon@mahouse.gov.
- Including the standard credit statement and/or MCC logo in any subsequent press or publications such as newsletters, website updates, etc.
- You must include a copy of these post-program acknowledgements in your reimbursement packet.

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