

Riverside County Children & Families Commission Attribution Standards

1. Educational Materials

Educational materials are items such as brochures, workbooks, posters, videos, curricula, or games. Materials (in print or electronic formats) produced and distributed for Prop. 10 funded programs shall include the appropriate wording.

2. Promotional Materials

Commission attribution shall be included on promotional items such as flyers, banners and other types of signage. However, acknowledgment may be omitted when space limitation is an issue (e.g., buttons, pencils, pens, etc.).

3. Media Relations

Attribution to the Commission shall be included in any information distributed to media for the purpose of publicizing a Prop.10 funded program. This information may include news releases and advisories, Public Service Announcements (PSAs), television and radio advertisements, and calendar/event listings, or e-blasts. Media activities such as news conferences, story pitching, and editorial board meetings shall also include reference to the Commission's program support. Please send us copies of any press coverage that you obtain for our clipping file.

4. Logo Usage

Use of the Riverside County Children & Families Commission logo is permitted and encouraged, and can be provided in print or electronic formats. Logos are available for download at www.rccfc.org under "PUBLIC RELATIONS" All graphics are available in .jpg and .eps in English and Spanish. All graphics in .jpg format can be used with both PC and Mac. Graphics in .eps format are PC/Mac Specific. For Microsoft Office documents or websites, use .jpg. For offset printing, sign making or large format imaging, use .eps To save the graphic, right click the link and save to a location of your choice.

The Commission as a Resource

Consider the Riverside County Children & Families Commission as a resource when planning and implementing your communication efforts. The Commission's website, www.rccfc.org, provides descriptive information and language that can be used in the promotion of your Proposition 10-funded program. We also have a link to state Commission information and resources. We welcome all news and information via e-mail or regular mail from our funded partners, including reports, brief updates, photos, videos or other materials for use in our community outreach efforts.

Riverside County Children & Families Commission

Contract Information

24. PUBLICITY AND ATTRIBUTION REQUIREMENTS

- A. Upon signing this contract, CONTRACTOR shall publicize their funded program and partnership with the Commission by creating a press release to be distributed to local media outlets. The press release shall be sent to First 5 Riverside for review and approval within 14 days of signing of contract. No later than 5 days after the press release is reviewed and approved by First 5 Riverside, the press release shall be distributed to local media outlets. Should guidance be needed on this requirement, please contact Commission public information specialist.
- B. CONTRACTOR shall include the following acknowledgment of the Commission and Proposition 10 funding in all materials produced for the purpose of public education and outreach related to Commission funded programs. These materials include but are not limited to the following: brochures, workbooks, flyers, circulars, posters, games, television, radio and print advertising, public service announcements and video news releases, calendar/event listings, presentations, telephone hold messages, outdoor advertising and vehicles. The wording of the First 5 Riverside attribution shall be one of the following:

"Made possible by funding from First 5 Riverside"

"Funded by First 5 Riverside"

"Funded by First 5 Riverside - the Riverside County Children & Families Commission"

"Hecho posible por medio de fondos de Primeros 5 Riverside"

"Financiado por Primeros 5 Riverside"

For events, conferences or programs with multiple funders, one of the following attributions shall be used:

"Funded in part by First 5 Riverside"

"Funded in part by First 5 Riverside - the Riverside County Children & Families Commission"

"Made possible by funding from First 5 Riverside"

"Financiado parcialmente por Primeros 5 Riverside"

"Financiado parcialmente por Primeros 5 Riverside - Comisión de Niños y Familias del Condado de Riverside"

When space is limited (buttons, pencils, pens, etc.), attribution may be omitted. However, CONTRACTORS shall contact the Commission's public information specialist to determine an appropriate method of providing attribution to the public regarding the funding source for such items.

- C. The approved First 5 Riverside logo (graphic) shall be used on materials specific to the Commission funded program. CONTRACTOR shall use the approved First 5 Riverside logo (graphic) on public education and outreach materials in accordance with the First 5 Riverside graphics attribution standard as posted on the Commission public web site (www.rccfc.org)
- D. CONTRACTOR shall provide the Commission staff/public information specialist a copy of all public information/relations products (such as flyers, newsletters, posters, etc.) as soon as possible but not later than fourteen (14) calendar days prior to submitting to print. News releases should be submitted as soon as possible but not later than seven (7) days before public release is scheduled.
- E. The Commission public information specialist shall provide guidance on procedures for logo usage and printed public relations material in accordance with the Commission policies. Policies will be available on the Commission public website (www.rccfc.org) and/or the First 5 Riverside Data Management System.