

NEA Research Labs Media Toolkit



This NEA Research Labs Media toolkit is designed to help you create and implement a communications plan for your National Endowment for the Arts-supported NEA Research Lab grant, and also provide general crediting and disclaimer requirements.

This toolkit goes beyond the resources included in the general NEA “Working with the Media Toolkit”. This latter toolkit can be found at <https://www.arts.gov/grants/manage-your-award>

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Introduction

Through NEA Research Labs, we cultivate transdisciplinary research partnerships, grounded in the social and behavioral sciences, to produce and report empirical insights about the arts for the benefit of arts practitioners, but also for non-arts sectors such as healthcare, education, and business or management. NEA Research Labs are located within institutions of higher education and/or nonprofit research and policy organizations.

The NEA Research Labs program provides grant funding for longer-term research agendas. These agendas include multiple research studies and activities that build and inform the field throughout the life of an NEA Research Lab. Each NEA Research Lab will feature a transdisciplinary research agenda, include project activities to execute that agenda, and prepare and disseminate reports and other products or services that will contribute substantively to a wider understanding of the impact of the arts on special interest areas for the NEA. For example, in the first five years of the program, we offered awards for NEA Research Labs focused on: (1) The Arts, Entrepreneurship, and Innovation; (2) The Arts, Creativity, Cognition, and Learning; and (3) The Arts, Health, and Social/Emotional Well-Being.

Required and Optional Products and Services

NEA Research Labs serve as “hubs” or centers of excellence. Each NEA Research Lab is required to develop a pipeline of projects or products, including a website, while conducting at least one major study. **Please review the Terms & Conditions document in your award files for the Specific Term related to these requirements.** More specifically, and with relation to communications and media presence, NEA Research Labs are required to:

- Develop, host, and regularly update a public facing website specifically about the NEA Research Lab. At minimum, this website should include a description of the NEA Research Lab and accompanying research agenda and studies and periodic updates on the progress of fulfilling the research agenda and related studies. The website should also carry information about key personnel and technical working group members and about research products, events, and resources associated with the NEA Research Lab agenda—including working products and in-progress products, as well as conference presentations.
- Through your “NEA Research Lab” website and other vehicles, disseminate research reports or other products, tools or services, data, or materials (e.g., literature reviews, research or policy briefs, white papers, blog posts, podcasts, webinars, and technical guides) to researchers, arts practitioners, and the general public.
- Prepare and deliver at least two presentations per year, one to a community of researchers and the other to a community of arts practitioners.

Working with the Media

We encourage you to connect with the NEA if you are contacted by the press or if you proactively engage the press about your award through such outlets as newspapers (and their websites), radio, and TV; public broadcasting stations; community and alternative newspapers and newsletters; college and high school papers and stations; noncommercial and community access stations; news websites;

membership websites (if relevant); and blogs. You may notify us of your media engagement and publications by emailing nearesearchgrants@arts.gov.

Additional resources about working with the media can be found in the general NEA “Working with the Media Toolkit,” which can be found at <https://www.arts.gov/grants/manage-your-award>

General Crediting and Disclaimer Language

In your research products, including publications of the data and findings and your “NEA Research Lab” website, acknowledgment of the NEA must be prominently displayed, including the award number.

An exception to this rule is related to Responsible Conduct of Research. **NEA-funded researchers collecting data from respondents/participants may not represent to those subjects that such data are being collected on behalf of the National Endowment for the Arts.**

To the extent possible, include the NEA Research Labs visual identifier in all materials (see below).

Below is the standard language that should be used on all products:

This project was supported in part by an award from the NEA Research Labs program at the National Endowment for the Arts: Award# XXXXXXX-38-XX. The opinions expressed in this material are those of the author(s) and do not represent the views of the National Endowment for the Arts. The National Endowment for the Arts does not guarantee the accuracy or completeness of the information included in this material and is not responsible for any consequence of its use.

Award numbers are in the following format: XXXXXXX-38-YY.

Crediting and Disclaimer Requirement: Your Organization’s “NEA Research Lab” Website

Include the following crediting and disclaimer language on the “NEA Research Lab” website, preferably somewhere on the main page:

The opinions expressed in materials on this website are those of the author(s) and do not represent the views of the National Endowment for the Arts. The NEA does not guarantee the accuracy or completeness of the information included in these materials and is not responsible for any consequences of its use. This NEA Research Lab is supported in part by an award from the National Endowment for the Arts (Award #: XXXXXXX-38-YY).

Additional acknowledgment requirements, are provided in the *General Terms and Condition* for this award (see <https://www.arts.gov/grants/manage-your-award/awards-after-oct1-2017-to-organizations>).

Crediting Requirement: NEA Research Labs Visual Identifier

(1) Visual identifier usage:

- Website
- Collateral such as printed programs, brochures, invitations
- Research papers: On the title page and in the acknowledgements
- Presentations such as PowerPoint: On the title slide and as a footer on each slide
- Social media platforms, such as Twitter and Facebook. The NEA can provide visual identifiers that are sized for social media.

(2) URL location of the visual identifier:

- <https://www.arts.gov/sites/default/files/Research-Labs-2019-Square-Logo-620w.png>

Accessibility of NEA Research Lab Products

Ensure that your products, website, and other social media presence are developed in a format that is readable by screen reading software so that it is accessible to individuals with vision disabilities. Use the built-in accessibility features of your software to create content in an accessible format. Provide a text equivalent for every non-text element, such as tables, charts, and photos by tagging them with alternate text descriptions (alt text) and captions. Do not use color-coding as the only method of conveying information.

More resources regarding Accessibility are located at

<https://www.arts.gov/impact/accessibility/publications-checklists-and-resources>.