OTS Grants Materials Approval Process Guidelines

Table of Contents

Introduction

The following guidelines are for all the OTS grant-related activities. This document is intended to assist grantees in understanding the approval and review process for materials that are used as part of education and enforcement programs funded by the OTS. It also provides further clarification for media requirements in the OTS grants, as well as what the OTS Marketing & Public Affairs team and the OTS grant coordinators are looking for from grantees during the approval and review process.

Approval Process

The OTS PIO is responsible for the approval of the **design and content** of educational materials. Approval of grant budget expenditure **must** come from your OTS Coordinator.

1. Send all media advisories, alerts, videos, graphics, artwork, posters, radio/PSA/video scripts, storyboards, Powerpoint presentations, digital and/or print educational materials for grant-related activities to the OTS PIO at pio@ots.ca.gov for approval and copy (cc) your OTS coordinator. Always cc your OTS coordinator on any approval request. This allows the Coordinators to approve purchase of materials and be aware of planned grant activities that are publicized to the public and media.
2. The OTS PIO will evaluate the materials based on content and design, looking to ensure the materials have the OTS logo and funding language, space permitting.
3. The OTS Coordinator will review and approve the budget expenditure, determining whether the cost is allowable and reasonable for grant objective(s).
4. Approval from the OTS coordinator for expenditure does not authorize the use of the material. The materials must still be approved by the OTS PIO before distribution.
5. Drafts or rough cuts of digital, printed, recorded or video materials such as brochures, posters, scripts, artwork, trailer graphics, digital graphics, and social graphics or videos connected to a paid media campaign or grant objective should also be sent to the OTS PIO at pio@ots.ca.gov and copied to your OTS Coordinator for review and approval.

Timeline

Optimum lead time to review and approve materials is **7 days** before the scheduled release date but at least **3 business days** prior to the scheduled release date is appreciated. The OTS PIO and Coordinator will do our best to respond to approval requests within **2 business days**. This timeline is not required but recommended to ensure sufficient lead time to review.

1

Materials Required for Approval

- Non-OTS developed press releases, advisories, print and digital materials, scripts or storyboards for radio and video PSAs, trailer graphics, banners, flyers, posters and Powerpoint education presentations.
- Kick-off press release, whether OTS-supplied or written by the grantee.
- Any OTS-supplied template, educational material, social media graphic, post or video that is **substantially** changed.
- Any print materials, PSAs, graphics or grant-funded social media, radio or TV campaign designed or developed through the use of contractual services and subgrantee.
- Any press releases, work plans, scripts, storyboards, artwork, graphics, videos, Powerpoint presentations, or educational/informational materials that received PIO approval in a prior grant year needs to be resubmitted for approval in the current grant year.

Exemptions from Pre-Approval Process

- Use of any OTS-supplied templates (except kick-off release) for media advisories, press releases, social media graphics, videos or posts, or any other OTS-supplied educational material such as a tip card, fact sheet, or poster that is not substantially changed or edited.
- Time-sensitive enforcement activities (probation/warrant sweeps, court stings or other activity that is embargoed or could impact operations by publicizing in advance).
- Powerpoint presentations for enforcement trainings (I.e. DRE, ARIDE), Child Passenger Safety Technician (CPST) certification/recertification courses.
- Social media posts that are **NOT** part of any earned or paid media campaign of a specific grant objective, using OTS grant funds or designed and developed using contractual services by a subgrantee.
  - o Examples of social media post **exemptions** to pre-approval process include:
    - Posts highlighting state or national traffic safety campaigns such as Distracted Driving Awareness Month, Motorcycle Safety Awareness Month, Pedestrian Safety Month.
    - Grant-related time-sensitive activity such as bicycle rodeos, car seat checks, community presentations, education events or trainings.
    - Any grant-related enforcement operations such as DUI checkpoints, saturation patrols, bicycle/pedestrian safety.
- Press releases and alerts on platforms such as NextDoor and Nixle reporting immediate and time-sensitive grant activities such as enforcement operations, day of event highlights or announcements and event invites.
- While all of the following above are exemptions to the pre-approval process, grantees should still notify the OTS PIO at pio@ots.ca.gov and copy (cc) your Coordinator when distributing to the public and media.

Use of OTS Logo and Standard Funding Language

The following standard funding language, space permitting, should be included on all press releases, advisories and printed materials: ***Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.***

Space permitting, include the square **color** OTS logo on all grant-funded print materials, graphics and paid or earned social media campaigns tied to a grant objective or developed by a subgrantee or through contractual services. If the material has a dark color background that makes the color OTS logo difficult to see, use the square **black** OTS logo. Use of the white OTS logo should be used on a limited basis for optimal visibility on graphics or educational materials.

Standard color OTS logo

Black OTS logo on color background

White OTS logo on color background

Consult with your OTS Coordinator and the OTS PIO for specifics, format-appropriate logos, or if space does not permit the use of the OTS logo.

All OTS logos (vector and .png files) can be downloaded from the OTS website: https://www.ots.ca.gov/media-and-research/campaigns/new-logo/

Significant OTS-Funded Events and Activities

Email the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator at least **21** days in advance, or when first confirmed, a short description of any significant grant-related traffic safety event or program so the OTS has sufficient notice to arrange for attendance and/or participation. A "significant" grant-related traffic safety event or program is an event that is highly publicized beforehand with anticipated media coverage.

If unable to attend, email the OTS PIO and coordinator brief highlights and/or results, including any media coverage (broadcast, digital, print) of event within 7 days following the grant-related event or program. Media and program highlights should be reflected in QPRs.

If you would like a representative from the OTS to speak at an event, participate on a panel or present during a webinar, please contact pio@ots.ca.gov and the OTS PIO will provide a speaker request form for you to fill out.

Kickoff Release

1. Kick-off releases announcing the awarding of the OTS grant should be issued by November 15, but no sooner than October 1, the start of the grant year.
2. The kick-off release must be sent to the OTS PIO at pio@ots.ca.gov for approval prior to distribution.
3. Do not send out a kick-off release until a grant is fully signed and executed.
4. Once approved by the OTS PIO, copy the OTS PIO and your OTS Coordinator when the approved release is distributed to the media and public.
5. OTS-supplied kick-off release templates are not exempt from the pre-approval policy and require prior approval before distribution.
6. All kick-off releases, whether using an OTS-supplied release template or written by the grantee, require approval from the OTS PIO.
7. If a grantee has more than one grant, the grantee can combine the announcement of grant awards into one release. The release should state the total amount of award funds, as well as the award amounts for each grant.