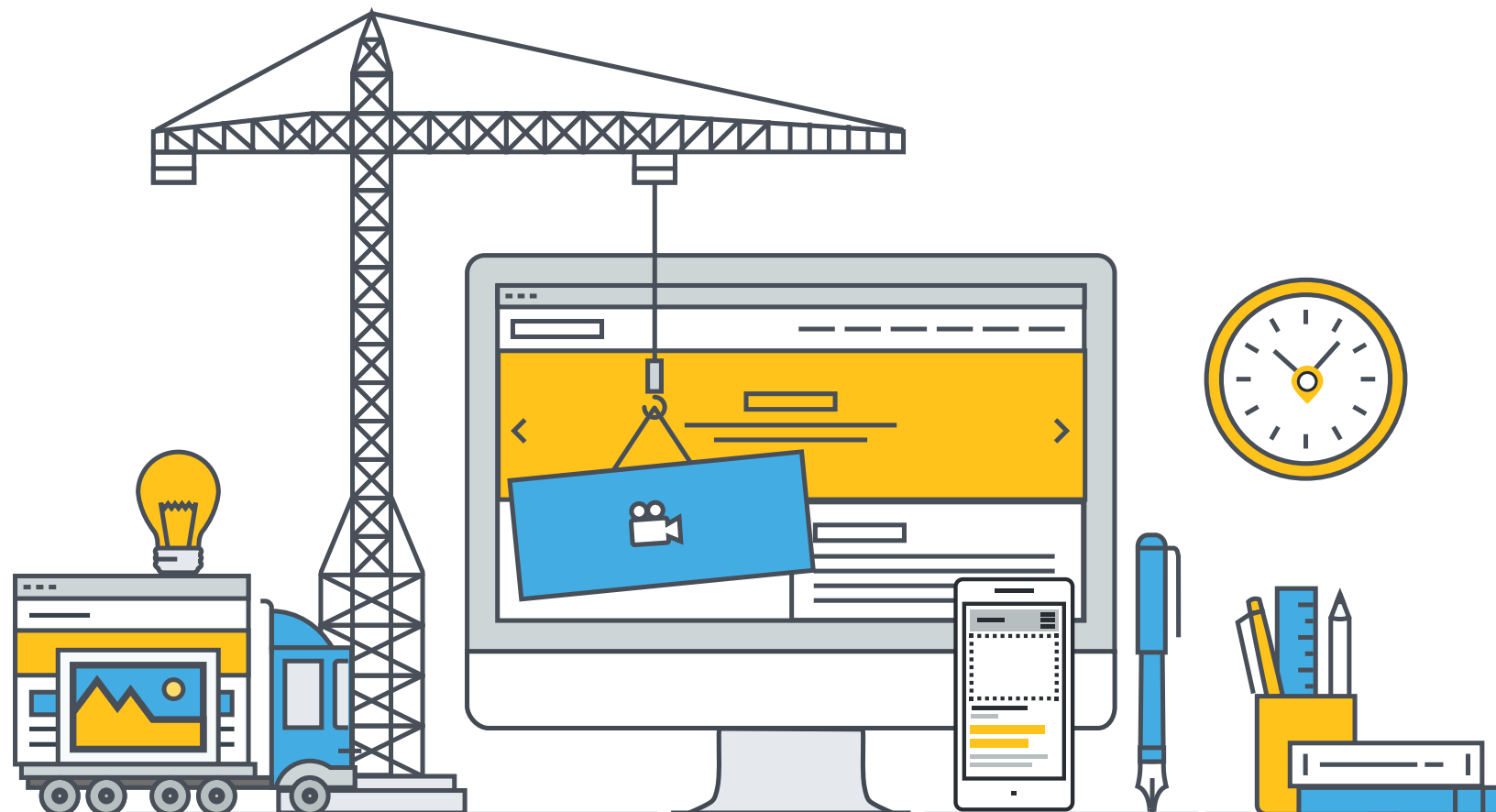


# SUMMARY OF CHANGES

communications guidance



# COMMUNICATIONS GUIDANCE CHANGES

- **U.S. Flag Usage Now Necessary as a Standard Terms and Condition:** The Communications Guidance includes new language to recognize that the inclusion of the U.S. flag on marketing materials is a requirement of the Standard Terms and Conditions Branding and Marketing Strategy for all awards. Exceptions to the flag guidance can now only be approved by your ECA grants officer (not grants officer representative) in writing for each award.
- **New "Funding Provided by the U.S. Government" Language:** Also in line with the Standard Terms and Conditions, we have revised the standard language for marketing, web and social media materials to read: "[Program Name] is sponsored by the U.S. Department of State with funding provided by the U.S. Government and administered by <name of recipient organization>."
- **Clarification of ECA Points of Contact:** We have clarified who to contact and who can clear materials. The term "ECA representative" is now used throughout to mean either your ECA Grants Officer Representative (GOR) or their designate. It is the decision of the GOR to decide whether to designate a program officer to be your main communications point of contact.
- **New Crisis Communications Section:** This new section (III-p.14) helps you work through crisis communications. You are now required to coordinate with your ECA representative or ECA Public Affairs and Strategic Communications before you send any mass messages during a crisis situation (defined in the section). The only exception is to protect the safety of participants if you have already made a good faith effort to coordinate with your ECA representative.