



U.S. DEPARTMENT
of **ENERGY**

Office of Energy Efficiency
and Renewable Energy

Geothermal Technologies Office

U.S. Department of Energy
Geothermal Technologies Office

AWARDEE COMMUNICATIONS GUIDELINES



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Congratulations on your cooperative award from the U.S. Department of Energy Geothermal Technologies Office!

The geothermal team is excited to work with you to ensure that your project is a success. These guidelines explain how to use the U.S. Department of Energy (DOE) brands and how to leverage the geothermal communications team. Please review them carefully. If you have any questions, please contact your technology manager or the Geothermal Technologies Office (GTO) inbox at DOE.Geothermal@ee.doe.gov.

Thank you!



Award Attribution Language

GTO relies on its brand identity to build awareness of and participation in its work. Strong brand awareness improves the quality of applications to GTO funding programs and enables progress toward realizing its vision and goals. Furthermore, proper attribution in your reports, presentations, and other materials allows the Energy Department to evaluate the impact of its funding over time.

Please follow these guidelines when creating reports or communications materials related to your project.

OFFICE NAMES

Please use the following naming conventions to identify and distinguish work performed with funding assistance from the U.S. Department of Energy Geothermal Technologies Office.

Refer to the geothermal office as the **U.S. Department of Energy Geothermal Technologies Office** upon first mention. Note that “technologies” is plural, and “Department of Energy” is not possessive. Upon second mention, the office may be called the **Geothermal Technologies Office**. Consistent and proper use of this name encourages quality and accuracy of all communications.

The following are acceptable ways to refer to the U.S. Department of Energy:

Proper Naming

- U.S. Department of Energy
- Energy Department
- Energy Dept.
- U.S. Energy Department
- U.S. Energy Dept.

Improper Naming

- ~~U.S. DOE~~
- ~~Department of Energy~~ (without U.S.)

BOILERPLATE DESCRIPTION

When creating communications materials about your project—including press releases, webpages, presentations, fact sheets, and brochures—please include this boilerplate at the bottom:

About the Geothermal Technologies Office

The U.S. Department of Energy Geothermal Technologies Office works to reduce costs and risks associated with geothermal development by supporting innovative technologies that address key exploration and operational challenges. Learn more at [Geothermal.energy.gov](https://www.geothermal.energy.gov).



When issuing press releases, please acknowledge that you received funding from the U.S. Department of Energy Geothermal Technologies Office. For online communications, when the office is first referenced, please link the Geothermal Technologies Office's name to [Geothermal.energy.gov](https://www.geothermal.energy.gov).

REQUIRED ATTRIBUTION IN PROJECT-RELATED REPORTS

Funding recipients must include the following acknowledgement in publications arising from or relating to work performed under their award, regardless of whether it's copyrighted.

Acknowledgment: This material is based upon work supported by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) under the Geothermal Technologies Office Award Number DE-_____.

Disclaimer: This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

Abridged Legal Disclaimer: The views expressed herein do not necessarily represent the views of the U.S. Department of Energy or the United States Government.

The U.S. Department of Energy requires funding recipients to publish or otherwise make publicly available the results of work performed under their award. Funding programs require that all publications and all data resulting from Geothermal Technologies Office funding be published, respectively, on the Energy Department's Office of Scientific and Technical Information (OSTI) website, [OSTI.gov](https://www.osti.gov), and the Energy Department's [Geothermal Data Repository](https://www.geothermal.energy.gov). See the appropriate sections below for more details.

AWARDEE NAMING CONVENTIONS

Use "U.S. Department of Energy Awardee" in the first text reference on each new page of a document. For subsequent references when the full program name appears previously or in a more prominent location, "Energy Dept. Awardee" is permitted.



Proper Naming

- U.S. Department of Energy Awardee

Improper Naming

- ~~Awardee~~
- ~~DOE Awardee~~

CONFERENCE PRODUCTS

Presentations related to projects funded by the Geothermal Technologies Office require the U.S. Department of Energy Awardee logo, and the presenter should acknowledge the office as the funder of the project, both verbally and in writing, and must submit a copy of the conference proceeding, paper, or presentation to [E-Link](#). This includes but is not limited to conference presentations, trade show demonstrations, webinars, and seminars.

DIGITAL CONTENT

To improve brand awareness and search engine optimization, please use the following conventions when referring to the Geothermal Technologies Office online:

- When referring to your work on a webpage, in a digital newsletter, or in a report, please embed a link to [Geothermal.energy.gov](https://www.geothermal.energy.gov) on the office's first reference and on any images or graphics related to the project.
- When referring to your work on a webpage or in a blog post or article, acknowledge the Geothermal Technologies Office as the funder of your project in the text, and include a link to your funding program webpage (Example of a funding program webpage: [Community Geothermal Heating and Cooling Design and Deployment](#)).
- When referencing the U.S. Department of Energy Awardee logo for the first time in a digital piece of content, embed a link within the words "U.S. Department of Energy Awardee" to [Geothermal.energy.gov](https://www.geothermal.energy.gov).
- For webpages, blog posts, or articles referring to your award, tag your content with "Geothermal Technologies Office" and "U.S. Department of Energy" and add the office's name, funding program, and any other relevant details to your webpage's metadata and/or webpage summary.
- The DOE seal and logo are intended for official Energy Department use only. If you have questions about how these should be used, [read the guidelines](#) or contact your technology manager.

PUBLISHING REPORTS ON OSTI.GOV

Awardees must publish all reports, presentations, manuscripts, and other documents relating to their work funded by the Geothermal Technologies Office on OSTI.gov. This complies with Energy Department policy to publicly disseminate the work funded by taxpayers. It ensures universal access to scientific



work and that the work reaches the widest possible audience to increase its impact. [See GTO-funded publications on OSTI.gov.](#)

If you publish an article in a journal, you must upload the accepted manuscript to OSTI through [E-Link](#) before the online publish date. [This video](#) shows you how to upload the accepted manuscript. The accepted manuscript is the version of the article that has been accepted for publication and includes all modifications resulting from the peer review process.

If the publication is not published open-source, there will be a 12-month hold placed on the manuscript before it is released to the public. During these 12 months, the metadata will be accessible via [DOE PAGES](#) and include a note indicating when the full text will be available to the public. At the same time, the full text will be accessible through [DOE PAGES](#) to those with the proper credentials, via a link on the publisher's website.

Every journal and publishing group has its own policy on releasing published work to the public, including potential waiting periods before work can be made public. Some require a waiting period before making the published work available through OSTI, and some may require that certain journal-identifying information be included in the OSTI release.

Before submitting journal-published work to OSTI, awardees should review that particular journal's data-sharing policies. Here are some of the major publishers and their policies:

[ACS Publications](#)

[PLOS One](#)

[American Physical Society](#)

[Science](#)

[Elsevier](#)

[Taylor & Francis Online](#)

[Institute of Electrical and Electronics Engineers \(IEEE\)](#)

[IOP Publishing](#)

[Nature](#)

[The Royal Society of Chemistry](#)

All awards include terms and conditions for submitting journal articles. Information specific to DOE can be found at DOE's [Scientific and Technical Information Program \(STIP\) Public Access page](#).

Some journals will charge authors a fee to make their articles publicly accessible. While DOE-funded authors may publish in journals of their choice—including open-access journals if the award's terms and conditions allow it—they do not need to pay fees to enable public access. DOE provides public access through its license to the accepted manuscript or through publishers' voluntary efforts. If you have any



questions about this process, please refer to your Federal Assistance Reporting Checklist (FARC) and contact your technology manager.

PUBLISHING DATA ON THE DOE-GDR

Recipients of Geothermal Technologies Office funding are required to submit data that is generated by the funded project to the U.S. Department of Energy Geothermal Data Repository (DOE-GDR). If specified at the time of submission, the data will be made publicly available via the National Geothermal Data System (NGDS) once it has been submitted and accepted into the DOE-GDR. If the data is protected or subject to a moratorium, it will not be made publicly available until the moratorium has expired, and it will be held in a secure section of the DOE-GDR.

To submit data, follow these steps:

- Register for an account at gdr.openei.org. Registration establishes a user account with ID and password, as well as authorization to submit data to the DOE-GDR. For technical assistance with the registration or data submission interface, contact GDR Help at GDRHelp@ee.doe.gov.
- Log into gdr.openei.org to submit data. You must complete the data submission form for each data resource (e.g. excel file, word document, pdf, or data containment software), including:
 - Provide appropriate metadata and contact information.
 - Agree to the data handling terms of the DOE-GDR.
 - Specify the release date for any Protected Data (if applicable), consistent with your Intellectual Property Provisions.
- Attach the data.

After your data has been submitted, you will not be able to edit it for the duration of the review and curation process. It is recommended that you retain a copy of the submitted data. For information and assistance concerning preparation of data files, metadata, unique data requirements, and the data curation process, contact GDR Help at GDRHelp@ee.doe.gov.

Data submitted to the DOE-GDR and identified as “Protected Data” are subject to the terms and conditions set forth in your Intellectual Property Provisions incorporated into your Award. During the period prior to the public release date, Protected Data are held in a secure data store with restricted access pursuant to the Intellectual Property Provisions. All other submitted data will be made publicly available once accepted into the DOE-GDR system.

You may cancel a submission at any time prior to public release. Cancellation will terminate the curation process and remove any copies of the originally submitted data from the system. If you wish to edit data or metadata after submission, you will need to cancel and resubmit.



UTILIZATION REPORTS

You are required to disclose any inventions or patents resulting from GTO-funded work on [iEdison.gov](https://www.edison.gov) by submitting a utilization report, which explains how your invention is used. This report is an annual requirement, and you will receive reminders to submit it. For help with the iEdison system, contact edison@od.nih.gov or 1-866-504- 9552 (option 3). You can find more details on intellectual property reporting and utilization reports in the Award Documents section of FedConnect.

REPOSTING AND BORROWING DOE CONTENT

All content on the Energy Department website and its affiliated webpages, unless otherwise stated, is in the public domain. This includes webpages (.gov), social media posts, and related images/video/media featured in the posts, and Energy Department–affiliated websites and accounts like [Flickr](#) and the [National Renewable Energy Laboratory Image Gallery](#) (click “Public Access Log in Here”).

Awardees are encouraged to repost geothermal success stories, blog posts, video, and other digital content featured on the Energy Department’s website. When content created by the Energy Department or Geothermal Technologies Office is quoted, borrowed, or reposted, attribution is required at the top of the webpage or in a similarly prominent way and the content must be linked to the original content source. For proper attribution, the following or a similar statement is required:

This [blog post/success story/news brief/video/graphic—***embed a link to the content source here***] was originally created and published by the U.S. Department of Energy Geothermal Technologies Office.



Communicating Awardee Success

When your project achieves success—whether along the way or at completion—GTO requests that information be shared with us. The objective is to highlight significant research, technical, or community engagement accomplishments that will impact the geothermal industry. If your project achieves something notable, please tell your technology manager, who can then recommend that the GTO External Affairs team prepare a success story or other materials.

[Success stories](#) are short write-ups that highlight a major accomplishment, new concept or development, or industry award. They can help taxpayers and energy consumers better understand what geothermal is as well as how GTO funding is advancing innovation in this branch of renewable energy. We publish stories about:

- First-of-its-kind inventions or innovations that will make geothermal more accessible to consumers, industry partners, financing entities, and others
- Breakthroughs in commercializing geothermal technologies
- High-profile partnerships that resulted from a technology or research development
- Projects with significant implications for end users, geothermal industry members, utilities, and/or adjacent industries
- Research developments that have real-world applications, improve the state of the art, receive an award, and/or achieve major milestones
- Community engagement or educational endeavors that are helping to expand understanding and acceptance of geothermal energy

While there are limitations on how the Energy Department can promote an organization's work, content drafted by the Geothermal Technologies Office can be promoted on Energy Department social media channels and used in speeches or briefings by Department officials.

PRESS RELEASES

The Geothermal Technologies Office does not need to review awardee press releases but appreciates knowing about them in advance. Please notify your technology manager or the [GTO Communications and Stakeholder Engagement team](#)—especially if you anticipate significant media attention from a major achievement or high-profile partners.

For announcements about funding program selections, the communications team provides GTO Awardee Press Release Examples to selectees and their organizations to help disseminate information quickly and accurately. The communications team also provides the GTO Awardee Communications How-Tos with examples and instructions to make it easier for organizations with limited communications staff or experience to participate in media engagement. Press releases should mention the Geothermal



Technologies Office’s funding in the body of the text. They should link to the office’s website and include the boilerplate office description (see page 4).

Note: The Energy Department does not participate in third-party press releases and prohibits agency officials from providing quotes for external press releases. However, an awardee may include a quote from an agency official that appears in an Energy Department press release, if it’s clear the quote came from an Energy Department press release.

SOCIAL MEDIA

The Geothermal Technologies Office does not own or manage its social media properties, but the Energy Department’s social media channels feature the office’s announcements and success stories. Awardees are encouraged to stay up to date on the geothermal office’s news by signing up for the [office’s email updates](#) or [monthly newsletter](#) and following the social media sites listed below.

Awardees are encouraged to retweet, like, and share Energy Department social media posts and promote content using hashtags, @mentions, etc., in social media activities.

GTO Website:	Geothermal.energy.gov
GTO Newsletter:	energy.gov/eere/geothermal/drill-down
X/Twitter:	@ENERGY @eeregov
Facebook:	facebook.com/energygov facebook.com/eeregov
LinkedIn:	linkedin.com/company/u-s--department-of-energy linkedin.com/showcase/eeregov/
Instagram:	@ENERGY
YouTube:	youtube.com/user/USdepartmentofenergy
Flickr:	flickr.com/photos/departmentofenergy



Partner Videos

CREATING VIDEO CONTENT

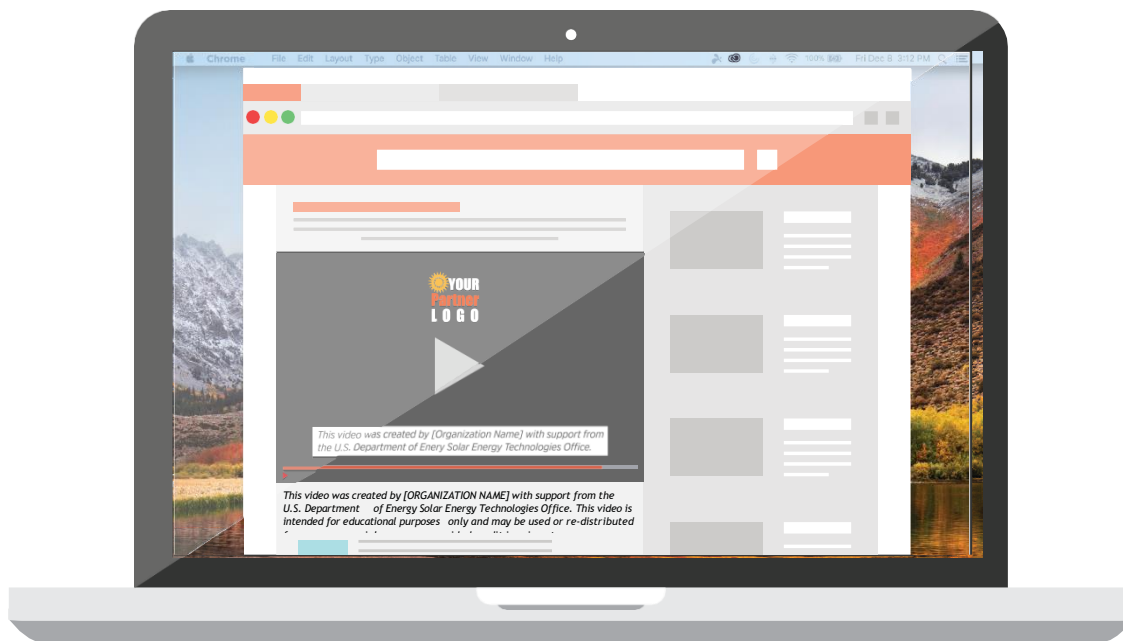
When creating a video about an Energy Department-funded project, to avoid the appearance of endorsement by the Energy Department, it should be clear that the project is from an Energy Department partner and that the Department did not create the video. When creating the video:

- Do not feature your organization's logo alongside the DOE Awardee logo except once briefly at the beginning and once at the end of your video. Also ensure that the DOE Awardee logo is equally as prominent as the organization's logo.
- Please ensure high-quality production and accurate content.
- Be careful not to include personally identifiable information, such as license plates, name tags, addresses, etc.
- Avoid shots with any prominent corporate logos, including those of non-partners. Incidental logos in footage are OK, but efforts should be taken to limit them.
- Make sure that any workers shown are using proper safety equipment.
- Do not use copyrighted content, including images, footage, and music.

FUNDING ACKNOWLEDGEMENT

For proper attribution, please include the following statement in the video at the beginning and/or end when featuring partner logos and/or funders:

- The activities highlighted in this video created by [ORGANIZATION NAME] were conducted with support from the U.S. Department of Energy Geothermal Technologies Office.
- In addition, the office suggests adding the following statement as a caption to the video and/or as a part of the webpage text directly following the video:
- This video was created by [ORGANIZATION NAME] with support from the U.S. Department of Energy Geothermal Technologies Office. This video is intended for educational purposes only and may be used or redistributed for noncommercial purposes, provided credit is given to [ORGANIZATION NAME] and content is not altered.



CAPTIONS AND TEXT VERSIONS

When creating videos and digital media, it's important to remember to make your content accessible to people with disabilities, as required by Section 508 of the Rehabilitation Act. This means you must write alternative text for images and add captions and transcripts to videos.

A transcript is a text version of a video that typically includes all spoken language, a description of all important events and actions that occur in the video, and anything displayed visually in the video, such as words or symbols. Transcripts can be posted as a separate webpage or as a text file. This page or file is then linked beneath the embedded video on the website.

Captions should also be uploaded as a separate caption file on your video-hosting site. The Energy Department does not recommend using a video provider's automatic captioning service, such as YouTube's, because the results are often inaccurate.