

Dear AAPAC,

As the city council committee meets to consider how the public art program should be run, the first priority is to get them and the public more information on how the program has been working. The committee needs the Guidelines and all other procedures and input from the commission, as well as comparisons with other communities' programs. State and national experts can also be called in for a broader picture. I'm sure AAPAC is working on all this.

At the same time, the public needs more chances to be brought into the loop on what AAPAC has done and how it works. Since this takes so much time above and beyond actually doing the projects on AAPAC's list, I'm volunteering to work on that one goal: getting more information out to the public. Positive information and coverage will go a long way towards building a successful city public art program. There is a 2 and a half month window to get information out in a concerted way.

Here are some early public relations thoughts:

1. December: Arrange a panel discussion on CTN's *Access Ann Arbor*, a 30 minute discussion aired on Ch.17. Possible panelists: Marsha Ch., Connie B, Aaron Seagraves, Mary Thiefels, Ken Klein, John Carver, Margie Teal. Moderator: Margaret (show project photos if possible)
2. Jan. 2013: Dana Denha of CTN is finishing up her documentary on the Dreiseitl project aiming for completion in early 2013. This will be shown on CTN and could also be shown continuously in a monitor set up in the City Hall atrium.
3. Continuing: Line up stories on up coming projects in a consistent way so that something is coming out every two weeks. Use up-coming projects to teach how the process works. Establish a press network that takes a positive approach
4. Continuing: Involve city council members in the coverage of projects in their wards, make them part of the story.
5. Look for state-wide and national venues for stories on city projects.
6. Get interviews on public radio.
7. Ongoing: Send photos and project stories to the Convention and Visitors Bureau so that public art becomes integrated into Ann Arbor's "arts and cultural destination".
8. Warm months: Give tours of city hall public art emphasizing the pedestrian scale of the pieces, for Dreiseitl view from the garden and each floor above

[Handout given to members of the Ann Arbor public art commission by Margaret Parker at AAPA's Nov. 28, 2012 meeting.]