

Chapel Hill Public Arts Commission: Guide to Messages

TOP-LINE MESSAGE: **Public art enhances life in Chapel Hill**

All communications should start here and reinforce this message up-front and clearly.

More nuanced messaging should flow after this point has been made

On high-level, broad-based communications, this message should not be diluted with too much further detail.

TAG-LINE: **Enhancing life in Chapel Hill**

TARGETED MESSAGES

Targeted communications with a specific purpose in mind should be tailored to the audience(s) by drawing on the messages in the matrix. All such communications should begin by reinforcing the relevant high-level message (the one at the top of the audience column). Text of messages and ancillary messages does not have to be repeated verbatim.

The tone of all messages should be positive and hopeful (people align themselves with winners)

Use of the abbreviation, CHPAC, should be limited in public discourse. After Chapel Hill Public Arts Commission, refer to the 'Commission' or better still use 'Public Arts Commission' in full

LOCAL PUBLIC & MEDIA	TOWN COUNCIL	PUBLIC ART COMMUNITY
Public art makes Chapel Hill an interesting place to live	Public art improves Chapel Hill, strengthens community and attracts new business	Chapel Hill has embraced public art as a key to quality of life
Improves Chapel Hill Public art programs contribute to making Chapel Hill a great place to live <u>Ancillary Messages</u> <ul style="list-style-type: none"> • A broad range of public art programs involve residents in creating and viewing art • The Percent-for-Art program incorporates public art in public development for all to see • The Sculpture Visions program enhances the Town environment • Public art attracts interesting people in a cross-cultural activity that crosses traditional social barriers • Public art encourages creativity and new perspectives on life Strengthens community Public art brings residents and artists together <u>Ancillary Messages</u> <ul style="list-style-type: none"> • Public art programs include those that involve children and adults in generating and enjoying art • Community Art projects encourage children and adults to express themselves through art and have their work exhibited • Artists-in-Residence programs enable grade-school children to work with a professional artist in generating art around a theme 	Differentiates Chapel Hill Public art programs reflect progressive Town leadership <u>Ancillary Messages</u> <ul style="list-style-type: none"> • Public art programs position Chapel Hill among progressive small towns that include art in their vision of a better quality of life • The Percent-for-Art program makes public art integral to Town development • Public art is a sound investment for a Town wishing to attract visitors and new residents and businesses that increase the tax base • Volunteer Commissioners leverage public monies to bring a good return on investment Improves Chapel Hill Public art programs contribute to making Chapel Hill an interesting place to live <u>Ancillary Messages</u> <ul style="list-style-type: none"> • A broad range of public art programs involve residents in creating, discussing and viewing art • The Percent-for-Art program incorporates public art in public development for all to see • Public art programs enhance the quality of life and help promote community support for Town development 	Creates opportunity Chapel Hill offers opportunities for artists <u>Ancillary Messages</u> <ul style="list-style-type: none"> • Public art programs add to the spectrum of available art venues and opportunities for artists and public alike • A broad range of programs includes sculpture and community art projects • The Percent-for-Art program permanently incorporates public art in public development for all to see • Exhibiting in Chapel Hill is a positive career opportunity Supports the arts Chapel Hill is a progressive arts community <u>Ancillary Messages</u> <ul style="list-style-type: none"> • A progressive Town leadership supports a range of public art programs • Chapel Hill Public Arts Commission actively engages in the regional and national public art community • Public art links to other arts organizations in Chapel Hill such as performing arts • The Public Arts Commission has a distinguished record of implementing Percent-for-Art and other quality public arts programs

<ul style="list-style-type: none"> • Public art exhibitions enable residents to meet local (regional?) artists and discuss and view their work <p>Gives value for money</p> <p>Public art is good value for money</p> <p><u>Ancillary Messages</u></p> <ul style="list-style-type: none"> • The Public Arts Commission is a good steward of public funds • Volunteer Commissioners leverage public monies to bring a good return on investment • Public art makes Chapel Hill more attractive to new residents and businesses, increasing the tax base • The Public Arts Commission has a distinguished record of implementing quality public arts programs 	<ul style="list-style-type: none"> • Residents (voters) want an active arts community • High net worth individuals tend to settle in culturally committed communities <p>Enhances Town development</p> <p>The public art program is relevant to other Town programs and departments</p> <p><u>Ancillary Messages</u></p> <ul style="list-style-type: none"> • Collaboration with the Public Art Office will bring art/design elements to your projects and greatly enhance the final product. • Support for public art will create positive public profile for you and the work you do in the community 	
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