

## **Communicating the Public Value of the Arts and of Public Funding for the Arts**

Dear Grantee and Partner,

As you know from your grant award letter, the Wisconsin Arts Board has three requirements related to spreading the word that your work is supported with public funds.

- 1) The Wisconsin Arts Board's logo must be used in all printed materials (please visit <http://www.artsboard.wisconsin.gov/static/logo.htm> for logo and instructions on its appropriate use).
- 2) Credit must be given to the Wisconsin Arts Board in brochures, news releases, programs, publications, printed and broadcast promotion, publicity, and advertising by including the following credit line: "This (project/program) was supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts."
- 3) We ask you to send letters to the Governor, your state Representative, and state Senator thanking them for their support of the arts, describing what this grant will enable your organization to do, and how it will affect your community.

Beyond these general requirements, here are some suggestions for other ways you can help to inform people about the importance of public funding for the arts to the life of your organization and your community:

- Write an article for your newsletter about the importance of Arts Board support and the difference it makes to your organization.
- Arrange for an article to be written in your local newspaper about the Arts Board's support of your organization.
- Invite the Arts Board's executive director, chairman or a board member to speak at one of your important events.
- Write an opinion piece or a letter to the editor crediting the Arts Board for support of your organization.
- Create a lobby display or some other public exhibit for your library, town hall, school, etc. For example, showcase children's work or other products of Arts Board-supported activities... and highlight the credit that you give to the Arts Board.
- Hang a "Thank You, Wisconsin Arts Board" banner in your lobby/at your event(s) as appropriate.
- Have children make posters or write letters thanking the Arts Board for its support.
- Send a special letter home to parents from the principal of your school or executive director of your organization explaining the work of the Arts Board and the programs supported in your school or organization.

## **Impact of Public Funding**

State and Federal funding for the arts have been vulnerable because many people are unaware of the impact public funding has on people's lives and within communities. You can inform people about the partnership between your organization and the Wisconsin Arts Board by printing the article provided below in your organization's newsletter.

## **Publicizing Your Grant**

In addition to publicizing your organization and its programs, we urge you to let the news media know about your grant award. While the Arts Board announces all grant awards, you can help by encouraging reporters in your community to prepare in-depth stories about your grant.

To help legislators understand the importance of the investment of public funds for cultural activities, we strongly encourage you to contact your state senator and representative (<http://waml.legis.state.wi.us/>) for quotes to include in your own news releases relating to programs supported with public money. Funding for the Arts Board depends on the support of the governor and the legislature. You can draft a quote for them to review and approve. For example, they could comment on how public support enables your organization to reach new audiences, foster community development, provide the highest quality programming, develop models for integrating the arts into the school curriculum, create public value, etc. They could also comment on how your organization is part of the state's nonprofit arts and culture sector, which is a \$418.06 million industry in Wisconsin – one that supports 15,103 full time equivalent jobs and generates \$61.84 million in local and state government revenue.

Remember, while you are receiving the grant now, a feature article about your organization or a particular program may be developed once your events are up and running. Please acknowledge the Arts Board in those future relevant articles.

Logo use:

- Demonstrate your appreciation of Arts Board support by placing the logo on postcards and promotional brochures that are mailed to your patrons.
- Incorporate the Arts Board logo into your regular newsletter to recognize your receipt of public dollars for the arts.
- Incorporate the Arts Board logo into your playbills, programs, leaflets and handouts that are distributed to visitors.
- Create a link to the Arts Board on your organization's web site
- Add the Arts Board logo to posters and banners displayed in your community to promote your programs.
- Acknowledge Arts Board support in press releases and other communications.

*(With thanks to the Ohio Arts Council for setting the standard in helping constituents articulate public value.)*

***Sample news article/press release:***

The (name of your organization) successfully competed for one of the hundreds of grants from the Wisconsin Arts Board this year. The Wisconsin Arts Board is a state agency with a fiscal year 2009 budget of \$2,470,200 appropriated by the state legislature and \$791,800 from its National Endowment for the Arts partnership grant. With this investment of public funds, the Arts Board helps Wisconsin's nonprofit arts and culture sector generate over \$418 million at the local level. Nationally, the nonprofit arts and culture sector provides a 7:1 return on this kind of public investment.

The Wisconsin Arts Board is the state agency that nurtures creativity, cultivates expression, promotes the arts, supports the arts in education, stimulates community and economic development and serves as a resource for people of every culture and heritage in Wisconsin's communities. The Arts Board's grants to arts and community organizations help make programs available to broad audiences, keep ticket prices down and allow groups to undertake innovative programming.

The Arts Board also supports programs that bring artists into classrooms. Studies show that when the arts are a significant part of a child's education and are used to help teach humanities, science and other curricula, cognitive and work skills are enhanced, creative and critical thinking skills develop, truancy is reduced and self-esteem increases. Toward that end, the Arts Board also supports the efforts of cultural organizations to work with school districts to implement the model arts standards from the Wisconsin Department of Public Instruction.

Wisconsin is home to thousands of artists who are vital to the state's cultural richness. The Arts Board is committed to supporting their creative talent. Artists who receive grants participate in public presentations so the public can see the results of its investment firsthand.

The Arts Board also supports local arts councils in cities and towns across Wisconsin. These local councils present programs in their communities ranging from festivals, exhibitions and performances to educational programs for adults and children, and in some cases run their own arts granting programs. Thanks to the state's investment, cultural resources like (your organization name) are integral to the quality of life in Wisconsin.

OR

Date

For Immediate Release

Organization Contact Name

(Name of your organization) is pleased to announce that it has received a matching grant of \$\_\_\_\_\_ from the Wisconsin Arts Board. This grant was awarded through the (name of program) Program and will support (summarize).

State grants are awarded through a competitive process. This grant indicates that (name of organization) provides the highest level of quality in its programs, community outreach and administration. (Describe in more detail the public programs and the numbers of people who will be served by this grant. Indicate the amount of private dollars that provide the match for this grant – and that this grant thereby leverages.)

(Put in a quote from your legislator. Draft a quote for your legislators to review and approve. For example, they could comment on how public support enables your organization to reach new audiences, foster community development, provide the highest quality programming, develop models for integrating the arts into the curriculum, etc.; or elaborate on how WI's nonprofit arts and culture is a \$418.06 million industry in the state of Wisconsin.)

The Wisconsin Arts Board has a budget of \$3,262,000 for fiscal year 2009. Wisconsin Arts Board grants are awarded on a matching basis. Organizations that receive Arts Board funds are required to match state tax dollars with additional public and private funds. The Wisconsin Arts Board is the state agency that nurtures creativity, cultivates expression, promotes the arts, supports the arts in education, stimulates community and economic development and serves as a resource for people of every culture and heritage in Wisconsin's communities.

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