



## Atlanta arts groups unite for marketing muscle

By [Howard Pousner](#)

The Atlanta Journal-Constitution

Wednesday, September 1, 2010

Fighting government funding cuts, cutbacks in media coverage and a gnawing public perception that there isn't enough going on culturally in Atlanta, more than 40 metro arts organizations have agreed to collaborate on a marketing campaign that should roll out early next year.

Groups including Atlanta Ballet, the Atlanta Opera, Emory College Center for Creativity & Arts, Georgia Ensemble Theatre, Horizon Theatre, Kenny Leon's True Colors Theatre Company, the Rialto Center for the Arts and Sketchworks have joined the effort spearheaded by AtlantaPlanIt.com, a service of Public Broadcasting Atlanta.

Each will contribute funds to generate a newspaper, TV, radio, online and outdoor advertising campaign designed to inform metro Atlantans about the diverse slate of arts programming in the region. The campaign is intended to leverage each group's marketing efforts without diluting the organizations' individual messages.

The overarching theme of the ads, intended to benefit the entire local arts community and not just the funding partners, has not been settled yet, said Nicole Jones, AtlantaPlanIt.com's editor in chief.

An initial tagline idea emphasized "450" -- the number of cultural groups from Cherokee, Clayton, Cobb, DeKalb, Fulton, Gwinnett and Henry counties listed on the events calendar website.

"We have been working with this group for a long time to determine the tagline," Jones said. "The first that we selected was 'With 450 Experiences, What Will You Discover?'" The Atlanta creative group ClarityClose is consulting on the project.

Memberships range from \$300 to \$1,600, with contributors at the highest level receiving some individual name recognition.

Jones said the partnership is intended to be long-term.

"It really is a public service awareness campaign, so it will go on as long as it has to until the public knowledge of our arts community is lifted," she said.