

## **MAC POEMS on MAD METRO DRAFT PROPOSAL FOR DISCUSSION**

Per the Madison Arts Commission's request (October 2007 meeting motion) for the Public Art Standing Committee to respond to the proposal from Adams Outdoor Advertising's to use reduced rate advertising spaces, the following concept approved by the Public Art Standing Committee is for consideration by the full Madison Arts Commission as an alternative to the use of outdoor billboards:

As part of the new Poet Laureate Program, MAC and the Poet Laureate could facilitate a program that places short poems on the interior placards in Madison Metro busses.

The program could be collaboration between Madison Metro, MMSD, Madison Libraries, and MAC. We could invite High School students to submit short poems, possibly even theme based, for consideration.

Selection would be determined by a 5-member committee of representatives from MMSD, Madison Metro, the Library, MAC and the Poet Laureate.

In Winona printing's Option #1, 9 poems could be made into interior placards for all Madison Metro busses.

Additional selected poems could be published on our website or perhaps metro could have some one-sheets available on their busses, in their ride guides, or in some other location.

The Poet Laureate could be invited to schedule an opening reading of poetry with runners up and the winners in a public venue.