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### Ongoing Advocacy Strategies

#### 1. Maintain ongoing communications with legislators throughout the year with a strong focus on how arts funding is benefiting their constituents and communities.

Actions:	Responsibility:	Timing/Deadline:	Progress:
a. OAC executive director and other staff members will meet with legislators and aides to brief them on the OAC's work and listen to their issues and aspirations for the state.	OAC/Julie Henahan, Mary Campbell-Zopf	ongoing	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
b. Provide hand-written notes with media clips thanking legislators, and appropriate committees regarding the OAC, arts and culture.	OAC/PIO, Legislative Affairs Assistant	monthly	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
c. Constituents will be encouraged to provide timely information about arts events.	OAC/PIO and OGACS	ongoing	<a href="#">Add Comment</a> <a href="#">Show Comments</a>

#### 2. Engage politically minded community leaders, and influential business and government leaders who will communicate directly with legislators throughout budget cycle process and year round about the value of public support for the arts.

Actions:	Responsibility:	Timing/Deadline:	Progress:
a. Collect information from corporate/government leaders: remarks, conversations, ideas, etc. to use in testimony and the media.	None given	None given	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
b. Prepare community leaders for their role through training and resources.	OCA/Donna Collins	quarterly?	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
c. Follow-up with each leader to document their work, conversations with political leaders and capture their insight for ongoing advocacy work.	OCA/Donna Collins and OAC?PIO, Legislative Affairs Assistant	monthly	<a href="#">Add Comment</a> <a href="#">Show Comments</a>

#### 3. Educate constituents on the legislative budget process.

Actions:	Responsibility:	Timing/Deadline:	Progress:
a. Provide information and resources that lead to successful meetings with the current officeholders and political candidates.	OCA/Donna Collins	ongoing	<a href="#">Add Comment</a> <a href="#">Show Comments</a>

- |    |   |   |          |  |
|----|---|---|----------|--|
| b. | Provide e-updates on public value stories, data and opportunities   | OCA/Donna Collins,<br>OAC/Jami Goldstein,<br>Kathy Burgan | monthly  | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| c. | Provide talking points that address the importance of public funding for the arts to the success of Ohio's economy and communities. | OCA/Donna Collins   | annually | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

#### 4. Encourage strong working relationships and year-round engagement with legislators among constituents.

- | Actions: | Responsibility:  | Timing/Deadline:                  | Progress:                  |  |
|----------|--|-----------------------------------|----------------------------|--|
| a.       | OAC program coordinators maintain regular communications with their constituents and monitor final reports to ensure compliance with requirement.  | OAC OSCD                          | ongoing                    | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| b.       | Ensure that all arts and cultural organizations have written to legislators in their service area, including the Governor, Speaker of the House of Representative, President of the Senate and Finance Committee Chairs. | OAC OSCD and<br>OCA/Donna Collins | ongoing                    | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| c.       | Ask that all letters sent to legislators be sent to OAC for documentation.   | OAC/OGACS, Mary<br>Campbell-Zopf  | ongoing                    | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| d.       | OAC executive director regularly encourages grantees to maintain strong working relationships with their legislators and engage with them year round   | OAC/Julie Henahan                 | twice/year                 | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| e.       | OCA shares exemplary letters via their Web site to assist with advocacy training efforts.  | OCA/Donna Collins                 | ongoing                    | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| f.       | Email from OCA encouraging easy-to-use tools and features of E-Advocacy center that enable communication with legislators and media.   | not provided                      | not provided               | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| g.       | Monitor OCA E-Advocacy Center to determine the extent to which constituents are using desktop tool and ways to improve participation.  | OCA/Donna Collins                 | monthly tracking<br>report | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| h.       | OCA membership campaign to maintain existing members and to invite new members to the organization   | OCA/Donna Collins                 | ongoing                    | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

#### 5. Host regional meetings for constituents to share information and provide opportunity to engage with OAC staff and Executive Director.

- | Actions: | Responsibility:   | Timing/Deadline:      | Progress:  |  |
|----------|---|-----------------------|------------|--|
| a.       | OAC staff to design, schedule and carryout substantive regional meetings with constituents throughout the state.                | OAC<br>PIO/OSCD/OGACS | biennially | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| b.       | OCA ED participates in regional meetings to provide information about OCA function, membership and resources such as E-Advocacy | OCA/Donna Collins     | none given | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

- Center
- c. Provide direction in regional meetings that encourages participants to become information conduits to their colleagues regarding the arts and advocacy
 

	OAC PIO/OSCD/OGACS, OAC/Donna Collins	biennially	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
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  - d. Encourage regional meetings attendees to share knowledge gained with colleagues, board members, etc (OLGA, E-advocacy center, etc.)
 

	OAC PIO/OSCD/OGACS, OAC/Donna Collins	biennially	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
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  - e. Provide resources to regional meeting participants so they can share information with others.
 

	OAC/Donna Collins, OAC/PIO	quarterly	<a href="#">Add Comment</a> <a href="#">Show Comments</a>
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#### 6. OAC will work with Ohio Government Television to produce public service announcements supporting the arts in Ohio.

- | Actions:  | Responsibility:                          | Timing/Deadline: | Progress:  |
|---|--|------------------|--|
| a. Develop focused persuasive message for a general PSA.              | OAC/Jami Goldstein                       | July 1, 2007     | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| b. Meet with Ohio Government Telecommunications to discuss production | OAC/Jami Goldstein                       | July 1, 2007     | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| c. PSA created, reviewed, feedback, finalized                         | OAC/Jami Goldstein,<br>OAC/Donna Collins | August 1, 2007   | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| d. PSAs distributed through partnership with OCTA                     | OAC/Jami Goldstein,<br>Kathy Burgan      | ???              | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

#### 7. Newly elected members of the Ohio Legislature are welcomed to their positions.

- | Actions:  | Responsibility:  | Timing/Deadline:        | Progress:  |
|---|--|-------------------------|--|
| a. Provide sample letters to arts organizations and encourage them to write. visit newly elected officials in their home districts. | OAC/Legislative<br>Affairs Assistant                       | annually in<br>November | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| b. Letters of congratulation are sent to newly elected officials with appropriate support materials about OAC and OCA               | OAC/Donna Collins,<br>OAC/Legislative<br>Affairs Assistant | annually in<br>January  | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

#### 8. Arts Perspective and OCA Newsletter stories focus on how the arts build Ohio - educationally, economically and culturally.

- | Actions:  | Responsibility:   | Timing/Deadline: | Progress:  |
|---|-------------------|------------------|--|
| a. Constituents provide public value stories to OAC   | OAC/Kathy Burgan  | ongoing          | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| b. OAC collects public value stories and publishes where appropriate (AP, Web site, etc.) and shares with OCA | OAC.Kathy Burgan  | non given        | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| c. OCA publishes appropriate public value stories in OCA newsletter   | OAC/Donna Collins | ???              | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

#### 9. Maintain strong presence at Statehouse and attend appropriate committee meetings.

- | Actions:                                  | Responsibility:  | Timing/Deadline: | Progress:  |
|---|--|------------------|--|
| a. Schedule meetings with new legislators | OAC/Donna Collins,<br>OAC/Julie Henahan,<br>Mary Campbell-Zopf | ongoing          | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

- |  |  |         |  |
|--|--|---------|--|
| <b>b.</b> Attend committee meetings as appropriate                   | OAC/Donna Collins,<br>OAC/Julie Henahan,<br>Mary Campbell-Zopf | ongoing | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| <b>c.</b> OCA legislative council maintains contact with legislators | OCA/Bill Blair   | ongoing | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

**10. Continue legislative spotlight column in ArtsOhio newsletter with focus on members of leadership and finance committees.**

- | Actions:  | Responsibility:  | Timing/Deadline:                                     | Progress:  |
|---|------------------|--|--|
| <b>a.</b> Survey sent to legislators  | OAC/Kathy Burgan | annually   | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |
| <b>b.</b> Focus in budget year on Spotlights about key leadership and finance committee legislators | OAC/Kathy Burgan | Jan/Feb,<br>March/April,<br>May/June issues<br>of AO | <a href="#">Add Comment</a><br><a href="#">Show Comments</a> |

**Timeframe: Ongoing**

**Recent Update: 8/14/2007**