

**Assembly 2007
Peer Session Summary
Baltimore, Maryland**

Communications / Public Information Officers

Thursday 12/6/07

Review and discussion of NASAA survey, *Learning from Legislators*, April 2006

- Legislators' perceptions of arts, SAAs confirm our experiences: economic development and education arguments work; advocacy must be year-round; cultivating effective advocates from the cultural community is key to success.
- Many states continue to have trouble with economic development story. Finding it hard to make the case for intrinsic value of arts
- Consensus: Our messages must include both intrinsic and instrumental arguments.

Consult http://members.nasaa-arts.org/research/state_le_g_arts.shtml for more information.

How to identify effective advocates (individuals and organizations) within communities?

Ideas:

- Next statewide arts conference—session on training constituents on how to tell their stories to the media
- Listening tours—involve school administrators and school board officials
- Kennedy Center arts education community audit: effective local advocacy tool: <http://www.kennedy-center.org/education/kcaaen/resources/CAudit6-9.pdf>
- Illinois: Worked hard to develop collaboration with state Dept. of Education. Resulted in NEA Education Leaders Institute: <http://www.state.il.us/agency/iac/NEWS/ELI%20press%20release.htm>
- Georgia—Lesson plans for 600 works of art tied to the Georgia performance standards
- Constituent (Client) Corner—success stories from the field
- AP and Newswire relationships—work to strengthen

Using New Technologies

- N.H.: Convened communications advisory group. Young people not connecting to tradition media. Using blogs, text messages, social networking sites
- Southern Arts Federation: Has blog for filmmakers:
<http://southerncircuit.blogspot.com/>
- Blogs raise issues of curating, editorial control. Also unclear how effective they are at reaching broad audiences.
- New England SAAs set up www.matchbook.org (NEFA/MA), networking for performing artists, presenters. Presents marketing challenges.
- Also check out SCAC PSAs—distributed through Georgia Public Broadcasting.

Saturday 12/8/07

Topics for Saturday:

1. How are you gathering and sharing your public value stories
2. What kind of relationship do you have with your Division of Tourism—sharing successes and challenges
3. Arts and wellness/healthcare and healthcare for artists

Public Value

Consult <http://members.nasaa-arts.org/research/links.html> for public value resources.

Need to do a better job capturing the intrinsic side—most of the stories are instrumental in nature—youth at risk, seniors, etc.

Using to gather:

- Email blasts
- Newsletter teasers
- Online surveys (Talk to me Tennessee) see: <http://www.arts.state.tn.us/>
- Final reports/program coordinators spotting stories

Collecting and sharing via:

- Web sites
- Newsletters and e-newsletters
- Compilation document (WA) 12 pages, nor story over ¼ pg, given to council members as briefings, organized by districts so they can share them with their

- legislators; also profile individual artists—higher profile community projects; include pictures; on ArtsDay FDR data by district given to legislators
- One-page spotlight profiles--The Arts Live in....(name of community); specific for legislators, combination of individual artist and organization features
 - Google search—send legislators articles about constituents funded by council when it's clear in the story that public funding was key
 - Big Checks—MA does it regionally, by county, group photo with legislators and grantees; can seed public value stories here
 - Press releases—letting legislator send out grants releases first (SAA provides template); Greg will share MA template; grantees have template also to announce their own funding

Check out Sara Lee grant/logo guidelines—very useful, concise

MA—amended credit and publicity guidelines to more strongly promote grantees writing thank you letters to legislators

WA—uses Microsoft MapPoint to map geographic distribution of funding, particularly per capita funding—have discovered it's easier to make the argument that funding is equitable with this method. Uses FDR data, amt. funded, zip+4; also has created a Creative Vitality Index using Dept. of Labor/Revenue figures—number of working artists in the state, job data, bookstore purchases, arts supply purchases etc. Worked with WESTAF to develop.

Divisions of Travel and Tourism Interagency relations issues

NC—has a cultural tourism person on staff; used to cost \$15,000 for them to pull data from the tourism Web site, www.VisitNC.com; they are now at a turning point—relations are improving, they are giving the Tourism bureau 12 months of copy promoting cultural tourism; incorporating travel and tourism in speeches, through a Web site link, attending their meetings

TN—Community Arts person handles cultural Tourism; Cultural Crossroads grant program, worked on cultural tourism conference, the grants encourage recognition of cultural resources, development of Web sites.

OH—planning another ArtFAM (Familiarization) media tour with Governor in next couple years, also could use legislative leaders

MA—cultural tourism conference with economic development; Adams Program <http://www.massculturalcouncil.org/programs/adamsarts.html>; Working with Regional Tourism Council, tried last year to sell them the idea of providing grant \$ to give memberships for smaller organizations in the Regional Tourism Council, RTC decided to use it for marketing instead, trying to sell the idea again this year.

Health Care

Issue is two fold—artists working in healthcare settings, funding arts programs in healthcare settings AND healthcare for artists

Briefing on Healthcare was excellent—Florida has a great program, it is part of the SAA 10 year strategic plan

University of Michigan also has a good program

Johnson and Johnson providing \$20,000 start up grants
http://thesah.org/template/page.cfm?page_id=15

Artists Trust in Seattle <http://www.artisttrust.org/>

LINC—Leveraging Investments in Creativity <http://www.lincnet.net/>

UT—starting artist health care as a pilot with a small hospital

Providing training for artists to work in this field is an issue

The Society for Arts in Healthcare is a good resource
<http://www.thesah.org/template/index.cfm>

WA—has a web resource, artist roster, of artists trained in the field, in order to stay on the roster artist must demonstrate ongoing professional development.

MA—attempted indirect partnership with VT on this issue

Challenges

Irony of artist working for healthcare causes but not getting health care.

Some might ask if this is off mission for an SAA

Arts education available in hospitals but not schools

Competition for scarce resources

On the other hand the data to make the economic argument will be coming—there is a cost savings involved here; health care IS the 3rd top priority for Governors (education, economy, healthcare) Why are we not taking advantage of this more?

Working with the press

Recommendations for dealing with hostile reporters:

If you know their digging up dirt, get your own positive spin out there, use a major grantee perhaps

Use the editorial section—turn a pr into a “letter to the people”

Position yourself as a resource for all topics—not just SAA related news

Cultivate partnerships with public broadcasting networks/stations

Sharing—Please share with the COMM listserv

- controversial arts statements
- crisis communications documents
- staff training tips/procedures