

And then the Governor vetoed
most of our budget...

How Facebook Broke the Deal

Timeline

June 9, Wednesday

Governor vetoes:

- Statewide Arts Services - \$1.2 Million, 70% of staff, all state funds for programs and services
- \$250,000 in state appropriated ARRA funds for grantmaking

June 10, Thursday

Rep. Jim Harrison, House Arts Caucus
Co-Chair:

“This time it’s different. We will sustain many vetoes. The only thing that will work is massive, grassroots response.”

Alert sent to 5,196 contacts (using Constant Contact). Contains information on impact of cuts, veto numbers, and a link to legislative contact information on SC legislature's website.

June 10-11, Thursday-Friday

At home, off-hours, staff post alerts to Facebook, twitter, blogs.

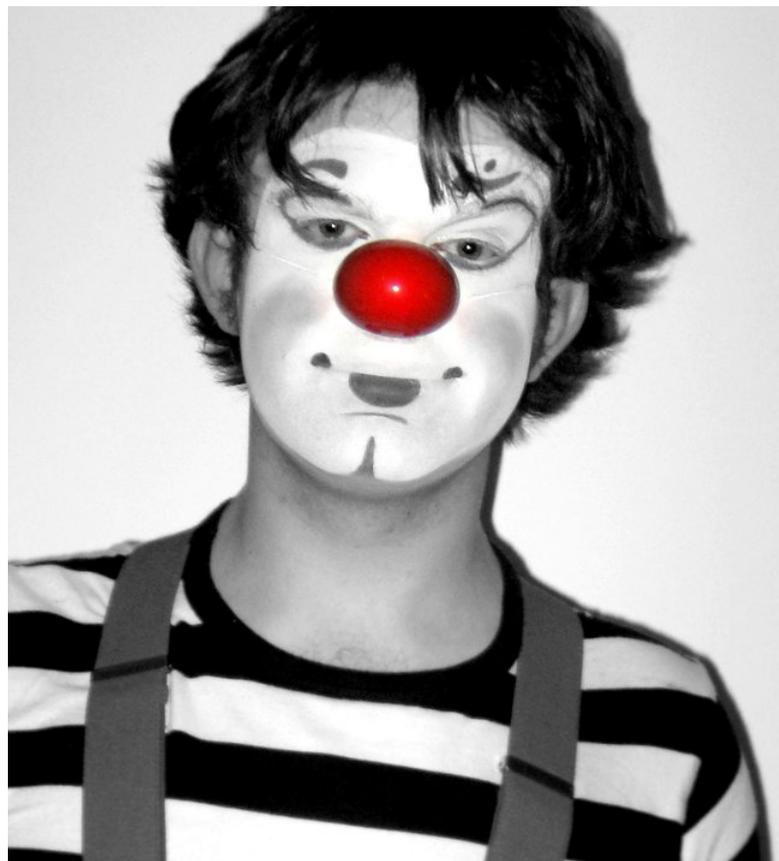
Two Facebook groups organize:

- Save the SC Arts Commission (Becky Pittman)
- Save the Arts in South Carolina: Stop the Arts Veto (Isaac Young)

Becky



Isaac



June 12, Saturday

Tracie Broom, arts volunteer and event planner, gets email response from her Representative, Kenny Bingham, House Majority Leader. It describes the deal between House Republican caucus and the Governor to sustain vetoes.

Tracie forwards the email to Betty Plumb, SC Arts Alliance, and then organizes her event group

- “Break the Deal” and save SC arts by Tues. 9am”

This page calls for a Statehouse rally on Tuesday and gives detailed contact information for key legislators

Tracie



Betty Plumb sends an email alert quoting Rep. Bingham's email, giving guidance on messaging, and contact information links.

Many local advocates mount their own campaigns to reach their legislators.

Commission members contact key legislators.

At some point, everything goes viral.

Activity attracts media attention:
generates 31 print, TV, radio, and blog
stories between June 10 and June 18.

June 14, Monday

Ken gets a call from House Ways & Means staff asking if he knows who is giving out the W&M Chair's personal cell phone number. Ken says no (true), but has a hunch it's Tracie (it is). She got key leaders numbers from VoteSmart.com. Ken asks Tracie to take down the numbers.

June 15, Tuesday

By Tuesday morning Facebook groups have been joined by almost 9,000 people.

House Republican Caucus meets (morning)

Statehouse rally at entrance ramp





Art is a passion
Please fund our passion

NO PLACE
FOR ART
IN YOUR
NEW
WORLD ORDER

Kids no
Construction
Paper???

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YOUR
PYRAMID
SCHEMES

Please
Fund our
PASSION

What if it was
Football?
Would you still cut funding?



Much buzz in the lobby about arts community response. Many legislators confirm many contacts.

House adjourns for the day. Does not consider vetoes.

June 16, Wednesday

In morning session, House begins vetoes.
Many are being sustained.

House staffer comes into the lobby and urges us to “pull out all the stops,” This message is posted immediately to Facebook and Twitter.

House overrides veto 32 (Statewide Arts Services) by a vote of 89 to 19.

House staffer provides recorded votes on 32.

Many contacts thanking House members for override of 32, asking for override of 105 (Stimulus).

Many hours later, near midnight, House overrides veto 105 by a vote of 88 to 20. Asking for the vote, Rep. Harrison says,

“If you’re like me, you’ve got 200 calls and messages waiting for you back at your office. I move to override.”

June 17, Thursday

All focus on Senate.

Sen. Wes Hayes asks for override of veto 32.
Two Senators voice concerns / objections.

Veto 32 is overridden 35 to 8.

Senate adjourns before reaching 105. Will
return June 29.

June 17-28

Arts Alliance and Facebook leaders share links to recorded votes, urge continued contacts to Senators.

SCAC staff provide talking points to Sen. Hayes.

Facebook groups continue to grow, reaching over 13,000.

Advocates thank Senators for override of 32 and ask for override of 105.

June 28, Tuesday

Senate returns, early in the session many vetoes are being sustained.

Postings to Facebook and Twitter to rally the troops.

Veto 105 is overridden by vote of 34 to 8.

Facebook groups continue to grow after the final veto is overridden, reaching almost 15,000.

Next Steps:

July 19

Arts Advocacy Summit with Becky, Isaac, Tracie, Betty, strong local advocates, SCAC communications staff and Commission chair. Planning to keep new legions engaged for the coming FY2012 budget battles.

Arts Commission launches “Why arts funding counts” You Tube video contest.

Becky re-focuses her group:

- Save the SC Arts Commission: 2020 Focus

Isaac launches South Carolina Youth Arts

That's how Facebook helped us break the deal AND build a whole new network of friends.