State Arts Agency Advocacy: Strategies for Long-Term Success

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**SAA Council Members**

**as Advocates**

**What helps –**
- Political connections
- Community ties
- Diverse perspectives
- Turnover brings fresh voices and connections

**What hinders –**
- Won’t use clout
- Knowledge and skills vary
- Overly enthusiastic
- Reluctant to oppose governor
- Turnover means losing the good ones
### SAA Staff as Advocates

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<th>What helps –</th>
<th>What hinders –</th>
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<td>- Highly knowledgeable</td>
<td>- Face statutory barriers to advocacy</td>
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<td>- Fluent on benefits of public arts support</td>
<td>- Unable to oppose governor</td>
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<td>- Advocacy an agency priority</td>
<td>- Mixed attitudes about staff time spent on advocacy</td>
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SAA Grantees as Advocates

What helps –
- Network statewide
- Breadth shows impact of SAA
- Arts community tells the story
- Special initiative: broad political appeal

What hinders –
- Grantees won’t take the time
- Small $ incentive for large groups to advocate for SAA
- Special initiative: draws SAA off mission
SAA Partners as Advocates

What helps –
- State advocacy groups mobilize, partner with SAA
- Stakeholders in education, tourism, etc. as advocates
- E-advocacy eases communication

What hinders –
- State advocacy groups’ capacity varies, adversary to SAA
- Arts interest not at top of advocacy list
- Form letters lack impact; e-mail not enough