



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

What helps –

- Highly knowledgeable
- Fluent on benefits of public arts support
- Advocacy an agency priority

What hinders –

- Face statutory barriers to advocacy
- Unable to oppose governor
- Mixed attitudes about staff time spent on advocacy

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