COMMUNICATIONS
THAT BUILD
PUBLIC WILL

NASAA
Communications Clinic
October 12, 2017
TODAY’S PRESENTERS

David Fraher
President & CEO
Arts Midwest

Anne Romens
Program Director
Arts Midwest

Deb Vaughn
Arts Education Coordinator
Oregon Arts Commission
Today’s Agenda

A Need

New Insights
(aka facts and figures)

Messages That Matter

Keeping It Real

Explore Together
TODAY’S AGENDA

A NEED

NEW INSIGHTS

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER

(a) facts and figures)
PERENNIAL CHALLENGE OF MAKING OUR CASE
THE GAP

- Benchmark
- Informal

38%
Let's make arts and culture a recognized, valued, and expected part of everyday life.
CONNECT TO DEEPLY HELD VALUES
TODAY’S AGENDA

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MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
**FACTS AND FIGURES**

**CONNECTION**
is the key motivation,
and it is defined as connection...

...to our family and friends

...to ourselves

...to others
**THE OPPORTUNITY**

How important are each of the following activities to you personally? (V. Important Shown)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing things with your children or family</td>
<td>65</td>
</tr>
<tr>
<td>Attending a live performance</td>
<td>19</td>
</tr>
<tr>
<td>Making or creating art</td>
<td>17</td>
</tr>
<tr>
<td>Attending an art or music festival</td>
<td>16</td>
</tr>
</tbody>
</table>
CREATIVE EXPRESSION

...is a more engaging and powerful frame than “arts & culture” for most audiences.
...brings more people into a conversation about arts & culture.
Most people say they would be happier, healthier, and less stressed if they were more active creatively.

Benefits of arts & culture to children & youth are valued most highly.
If we had more opportunity to express or experience art and culture, what would be different?

- Children and youth would build the skills they need in life (43)
- We would better appreciate cultural diversity (43)
- We would be healthier, happier, and less stressed (30)
- We would have a better understanding of ourselves/each other (29)
- We would have a stronger sense of community (25)
- We would have more fun (21)
- Our economy would be stronger (8)
FACTS AND FIGURES

AUDIENCES

Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.
Perceived importance of various activities: **BY AGE**

*(survey respondents identifying each as “important”)*

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

**Under 40 more likely in most areas**

**Under 40**

**Over 40**
Perceived importance of various activities: **BY RACE**

*(survey respondents identifying each as “important”)*

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

*People of Color more likely in most areas*

- Multi-racial
- Latino
- Black
- Asian
- White

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*Survey respondents identifying each as “important”*
Perceived importance of various activities: **BY GENDER EXPRESSION**

*(survey respondents identifying each as “important”)*

- **Attending a live performance**
- **Making or sharing photography or videos**
- **Attending an art or music festival**
- **Reading literature**
- **Visiting a museum or gallery**
- **Making or creating art**
- **Listening to, creating or sharing music**

Women more likely in most areas
Perceived importance of various activities: **BY PARENTAL STATUS**

(survey respondents identifying each as “important”)

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

Parents of younger children more likely in most areas

- Children under 18
- No children under 18
### SEGMENTATION SUMMARY

Four segments are more likely than others to exhibit attitudes or behaviors aligned with creativity:

<table>
<thead>
<tr>
<th>Difference in response rate compared to others (as indicated)</th>
<th>Under 40 (vs. 41+)</th>
<th>Parents of children &lt;18 (vs. no children &lt;18)</th>
<th>People of color (vs. White)</th>
<th>Women (vs. men)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider it important to be creative, artistic or to express their culture</td>
<td>+26</td>
<td>+24</td>
<td>+17</td>
<td>+10</td>
</tr>
<tr>
<td>Say they often have the opportunity to be creative</td>
<td>+26</td>
<td>+18</td>
<td>+8</td>
<td>+8</td>
</tr>
<tr>
<td>Consider it important to have access to artistic and cultural opportunities, activities or events in their community</td>
<td>+18</td>
<td>+15</td>
<td>+16</td>
<td>+10</td>
</tr>
</tbody>
</table>
FACTS AND FIGURES

BARRIERS
ARTS ARE VIEWED AS A “NICETY” OR LUXURY.

People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

Time & money are the biggest barriers to both formal and informal engagement.
To the extent you would like to [engage in creative activities more often], what gets in the way?

- Costs too much: 52
- Difficult to find the time: 47
- Distance or geography: 23
- Can't find anyone to do it with: 22
- Not a priority in my everyday life: 19
- Age or health does not allow it: 19
- Lack of transportation: 14
- Don't know how to begin: 11
- Weather: 10
- Children /family responsibility: 1
FACTS AND FIGURES (ALL AT ONCE)

**Connection**
- is the key motivation, and it is defined as connection...
- ...to our family and friends
- ...to ourselves
- ...to others

**Benefits**
- Benefits of arts & culture to children & youth are valued most highly.

**Audiences**
- Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.
- People under 40 value arts & culture, creativity, and creative expression more than older people by about 10 points.
- Arts & culture community—and enthusiasts—are other important audiences.

**Creativity**
- is defined broadly to include everything from problem-solving to artistic inspiration and expression.

**Creative Expression**
- is a more engaging and powerful frame than “arts & culture” for most audiences.
- brings more people into a conversation about arts & culture.

**Barriers**
- Arts are viewed as a “nicety” or luxury.
- People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

**Creativity**
- ART is a product of creativity, like a painting or piece of music.
- CULTURE is art, but also part of lifestyle connected to heritage and tradition.

**Facts**
- 64% say doing things with their children or family is very important (highest ranked activity).
- Many people value reconnecting with themselves, but some are afraid it is self-indulgent.

**Authentically experiencing the creative expression of other cultures has recognized value.**

**Deriving meaning in life from creative expression is valued by fewer people.**

**People want to engage with arts & culture more broadly as “creative expression.”**

**Time & money are the biggest barriers to both formal and informal engagement.**
TODAY’S AGENDA

A NEED

NEW INSIGHTS
(aka facts and figures)

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
VALUES

Family & Relationships  Health & Well-being  Learning & Self-Improvement

CONNECTION
CONNECTION
THROUGH CREATIVE EXPRESSION
Sharing creative experiences and expressing our own creativity builds powerful connections with people, with our community and the world around us, and with ourselves.
Sharing creative experiences and expressing our own creativity builds powerful connections with people, with our community and the world around us, and with ourselves.

**GROWTH**
- Inspires, teaches and challenges us
- Helps us understand, appreciate, and empathize with other people, perspectives, and cultures
- Enlarges our emotional capacity
- Fosters critical thinking, problem-solving, and collaboration skills

**VOICE**
- Expresses our unique creativity and talents
- Brings new voices and ideas to the table, and elevates diverse perspectives
- Provides opportunities for us to experience and be inspired by the voice and creative expression of others
- Reflects, contributes to, and advances diverse culture and heritage

**WELL-BEING**
- Reduces stress and helps us find balance
- Promotes cognitive development and lifelong brain health
- Energizes and recharges us
- Reconnects us with ourselves and what’s most important in our lives

**HAPPINESS**
- Creates lasting memories
- Promotes interaction with people and builds stronger relationships
- Provides opportunities for us to experience the full range of human emotion, and makes us more present in everyday moments
- Is fun

**VALUES**
- **Family & Relationships**
- **Health & Well-being**
- **Learning & Self-Improvement**

**CONNECTION THROUGH CREATIVE EXPRESSION**
Today's Agenda

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- Messages That Matter
- Keeping It Real
- Explore Together
SO WHAT MIGHT THIS ACTUALLY LOOK LIKE?
Extending the Reach of the Arts

State arts agencies like the Missouri Arts Council use their grants and services to make certain that every community has access to the arts.

Art parade through town during the Carnegie Historic Downtown Art Walk, developed in conjunction with the arts council and the city's convention and visitors bureau. Photo by Koral Martin

New & Noteworthy

New! Governor's Arts Awards
New! Three Simple Ways to Advocate for the Arts
Report to Councils, December 2016
2016 State Legislative Roundup
Who’s Who In Government Arts Funding

Key Issues

State Arts Agency Appropriations
Why Should Government Support the Arts?
Creative Economic Development
Diversity Policies & Programs
Arts & Military Strategy Sampler
New Engines of Growth: Five Roles for Arts, Culture and Design from NGA
Arts Education

Quick Links

State Arts Agency Directory
NASSA Notes Newsletter
Federal Updates
For Council Members
Web Seminars
Your Gift at Work
NASSA Board of Directors
Contact NASSA

M = NASSA member-only content

NASAA's mission is to strengthen state arts agencies.
State arts agencies ignite creativity, connections and growth. They foster vibrant communities, inspire young imaginations, put people to work and preserve our heritage for future generations.
Work for Art’s 10th Anniversary

Let’s raise $1 million for our community!

Let’s expand creative connections in our community


Let’s WorkforArt
COMING UP NEXT

3/31 @ 7:00 pm
Mufaros
Beautiful Daughters
Children's Theatre
buy tickets

4/1 @ 6:00 pm
Adult Prom Fundraiser
Come dance like a fool at the Sheldon!
buy tickets

4/4 @ 7:00 pm
1984 The Movie
Flyway Film Festival's Cinema Series
buy tickets

NEWS

Students ‘radiate’ after NYC artist’s visit
Beneath the historic Sheldon Theatre stage, stacks of pizza boxes drew a crowd in the artists’ green room Thursday evening. Over a quick slice and introductory conversations, a community choir... Read More »

Inclement weather policy
In the case of inclement weather, most shows will go on as scheduled. Read More »

TCL In Your Town: Sheldon Theatre
The Sheldon Theatre on Twin Cities Live! Read More »
eugene.symphony Francesco @leccelchong will debut as Music Director & Conductor at our ninth annual free outdoor summer concert. Eugene Symphony in the Park, at the @cutterlt theatert on Saturday, July 22 at 8 p.m. Free tickets are available through the @hiltcenter ticket office and online beginning at 11 a.m. on Tuesday, June 20. #SymphonyInThePark2017
For details, visit eugeniesymphony.org.

eugene.symphony #eugene
#EugeneSymphony #francescoleccelchong
#freeconcerts #concertinthePark
@cutterlt theatert #symphony
#classicalmusic
With the help of many volunteers, sponsorship by Eugene-Irkutsk Sister City Committee in memory of the Gorbatenko-Groza Family, and our partners at Pacific Winds Music, our summer Instrument Petting Zoos reached over 1,000 people in Eugene, Cottage Grove, and Roseburg.

Highlights included @leccachong stopping by to teach violin and the Willamalane mascot, Springs the squirrel, giving the cello a try at the Willamalane Children’s Celebration.

#eugene #music #musiceducation #instrument #eugen_symphony #summer #education
“The Eugene Symphony incites our imaginations and inspires; it is a catalyst of introspection, a journey into ourselves and a guide to our emotions; it is a communal experience that provokes awe, wonderment, and conversations about the beauty and the tragedy in creation; it helps us explore the human condition in a way that only music can.”

— MARK McKay, Imagination International employee who attends concerts thanks to the company’s support
The Michigan Council for Arts and Cultural Affairs (MCACA) is pleased to offer a grant program for Operational Support. This program provides specific support for the operation of arts and cultural organizations throughout Michigan that are promoting public engagement, diverse and excellent art, lifelong learning in the arts, and the strengthening or livability of communities through the arts.

The Operational Support Program provides support exclusively to arts and cultural organizations throughout Michigan. These organizations connect with people and the world around them by exploring, sharing and supporting creative expression. In doing so, they promote the health and well-being of communities and citizens throughout our state. We believe that by sharing creative experiences and expressing our creativity, we build powerful connections with the people we are closest to, with our community, the world around us and with ourselves. Creativity is in everyone and all around us, by exploring and experiencing creative expression our lives are better. Organizations supported by this program provide this service to us all.
TRYING IT ON (?)

What changes would you suggest to better convey Creating Connection?

LET'S PUT ON OUR COACHING HATS + PRACTICE
UPCOMING DEADLINES

Sept 15 - Project Assistance for Creative Writers
September 30 - Operating Visual Arts Organizations, Media Arts Organizations, Professional Arts Festivals, Public Museums, Arts & Cultural Service Organizations, Community Arts Organizations

NEW Phone numbers for BCAC staff:

The Provincial Government is modernizing its current voice technology and replacing it with Voice over Internet Protocol. This is expected to achieve cost savings, improved internal communications and increased public accessibility. As of Feb. 21, telephone numbers for BC Arts Council staff have changed as part of this government-wide initiative. To update contact information, new staff numbers can be found here.

Please note that the main BCAC reception line (250) 356-1718 and fax number (250) 387-4099 remain the same. Email addresses have not changed. In addition, you may also search for any public servants’ phone number in the Government Telephone Directory their name, program area or ministry or contact. You may also call Enquiry BC and request a direct transfer.
Dancing Down Main Street, Flin Flon, Culture Days
Arts Nova Scotia is the provincial funding agency that provides support to professional artists and arts organizations, arts education programs and a number of arts awards and prizes.

2016 Art Bank Purchase Exhibition
VITAL ARTS, PUBLIC VALUE

More than 50 years of providing support to artists and arts organizations across Ontario
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(aka facts and figures)

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
Sharing creative experiences and expressing our own creativity builds powerful connections with people, with our community and the world around us, and with ourselves.

**Core Values**
- **Growth**: Inspires, teaches, and challenges us.
- **Voice**: Expresses our unique creativity and talents.
- **Well-being**: Reduces stress and helps us find balance.
- **Happiness**: Creates lasting memories.

**Benefits**
- Inspires, teaches, and challenges us.
- Helps us understand, appreciate, and empathize with other people, perspectives, and cultures.
- Enlarges our emotional capacity.
- Fosters critical thinking, problem-solving, and collaboration skills.
- Brings new voices and ideas to the table, and elevates diverse perspectives.
- Provides opportunities for us to experience and be inspired by the voice and creative expression of others.
- Reflects, contributes to, and advances diverse culture and heritage.
- Promotes cognitive development and lifelong brain health.
- Energizes and recharges us.
- Reconects us with ourselves and what's most important in our lives.
- Provides opportunities for us to experience the full range of human emotion, and makes us more present in everyday moments.
- Is fun.

**Values**
- Family & Relationships
- Health & Well-being
- Learning & Self-Improvement

**Connection**
AMPLIFYING AND EVOLVING OUR WORK
WHAT'S NEXT: TOOLS + RESOURCES

www.creatingconnection.org
QUESTIONS?

Bailey's Taproom
213 SW Broadway, Portland, OR 97205
5:00 p.m.
Join a social movement to strengthen arts + culture

Contact:
Anne Romens
anne@artsmidwest.org
612.239.8029