NASAA 2023
LEARNING SERIES

Making a Strong Case for the Arts
Key Challenges

• Talk about the arts in ways that excite elected officials.

• Position the arts as a necessity, not just a nicety.

• Develop messages that work across the political spectrum.
Research Approach

- Communications firm with messaging expertise
- Advisory group of diverse perspectives
- Literature review and discourse analysis
- Consultations with other sectors
- Extensive message testing and feedback loops
**NARRATIVE**: A way of seeing that shapes what we think, believe and do.

**STORIES**: What we see, hear and experience over time that aggregates to create or reinforce narrative.

**MESSAGING**: The articulation of the narrative frame that serves as the strategic foundation for storytelling.

**FRAME**:
- Core values
- Definition of the problem
- Identification of the solution
- Assignment of blame or responsibility

**RECEPTIVITY/RESILIENCE**:
- Lived experience
- Environment
- Echo chamber(s)

Source: Metropolitan Group
Core Message

Arts and creativity strengthen our nation.

Arts and creativity make us stronger—as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town and rural community nationwide.
Benefits to Emphasize

Economy  
Health & Well-Being  
Community Cohesion  
Education

Photos courtesy of the Downtown Association, US Department of Defense, After School Matters Gallery 37, and Bravo Youth Orchestra
www.nasaa-arts.org

- Complete message guide
- Handy one-pagers
- Research
- Free advocacy tools