

# Today's seminar will begin shortly

National Assembly of  
State Arts Agencies

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## Please complete your phone connection now:

1. Dial the toll free number 1 866 275 3495.
2. Enter the meeting number \*4671867\* on your phone keypad. Enter the star (\*) key before and after the meeting number.
3. **Identify yourself.** Using your **phone** keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (\*) key before and after the number.

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**No**  
***“Off Season”***  
***For Advocacy***

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# Your Hosts

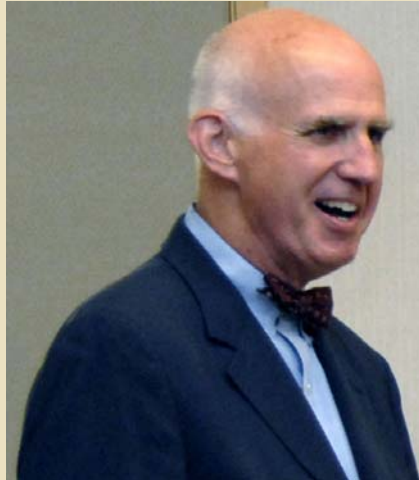
National Assembly of  
State Arts Agencies

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**Jesse Rye**

*Policy and Program Associate*



**Tom Birch**

*Legislative Counsel*



**Eric Giles**

*Learning Services Manager*

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- **View all participants** in the roster to the right
- **Use the “Chat to:” box at any time** to submit a question or get technical help
- **During Q&A breaks** presenters will answer chat questions

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# Agenda

## **Year-round Advocacy**

Tom Birch, Legislative Counsel  
NASAA

## **Arts Advocacy Perspectives**

Tim Deratany, Chair  
Florida Council on Arts and Culture

Arlynn Fishbaugh, Executive Director  
Montana Arts Council

## **Resources and Wrap-Up**

Tom Birch, Legislative Counsel  
NASAA

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# Agenda

## Year-round Advocacy

Tom Birch, Legislative Counsel  
NASAA

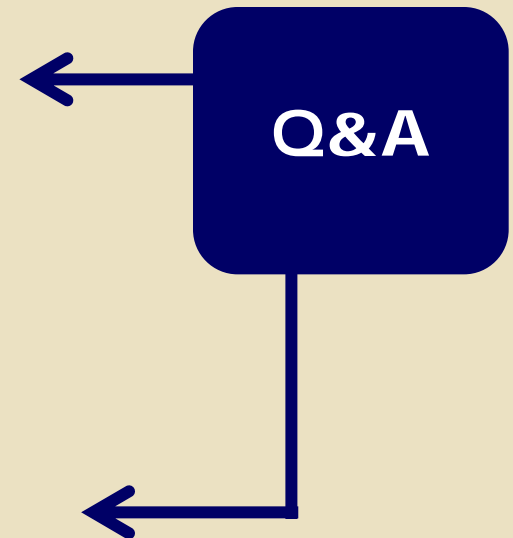
## Arts Advocacy Perspectives

Tim Deratany, Chair  
Florida Council on Arts and Culture

Arlynn Fishbaugh, Executive Director  
Montana Arts Council

## Resources and Wrap-Up

Tom Birch, Legislative Counsel  
NASAA

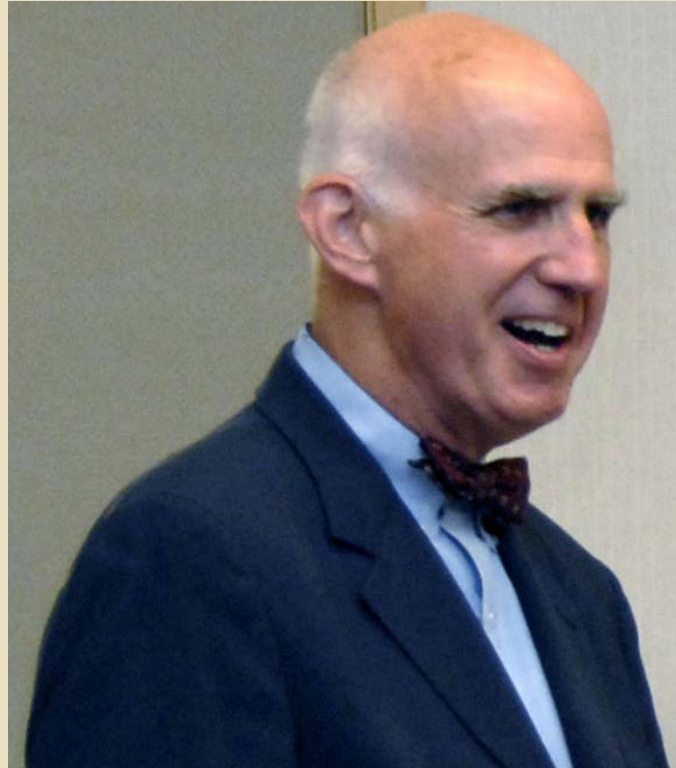


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# After the Session

- **Follow up e-mail** with links and additional resources
- **Transcripts** of slides and discussion
- **Discussion guide** for after the seminar

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**Tom Birch**  
Legislative Counsel  
NASAA



# Building relationships

- Invest time and attention
- Maintain long-term connections
- Communicate person-to-person
- Keep in touch throughout the year

# Advocacy or lobbying?

## Advocacy

A wide range of activities

Not always about lobbying

Builds familiarity and trust with elected officials

## Lobbying

Small, but essential part of advocacy

About the passage or defeat of specific legislation

Succeeds based on advocacy activities beforehand

# Two rules

1. The most powerful advocacy contacts are made by constituents
2. Programs that demonstrate a grass-roots constituency get priority attention

# Successful stories



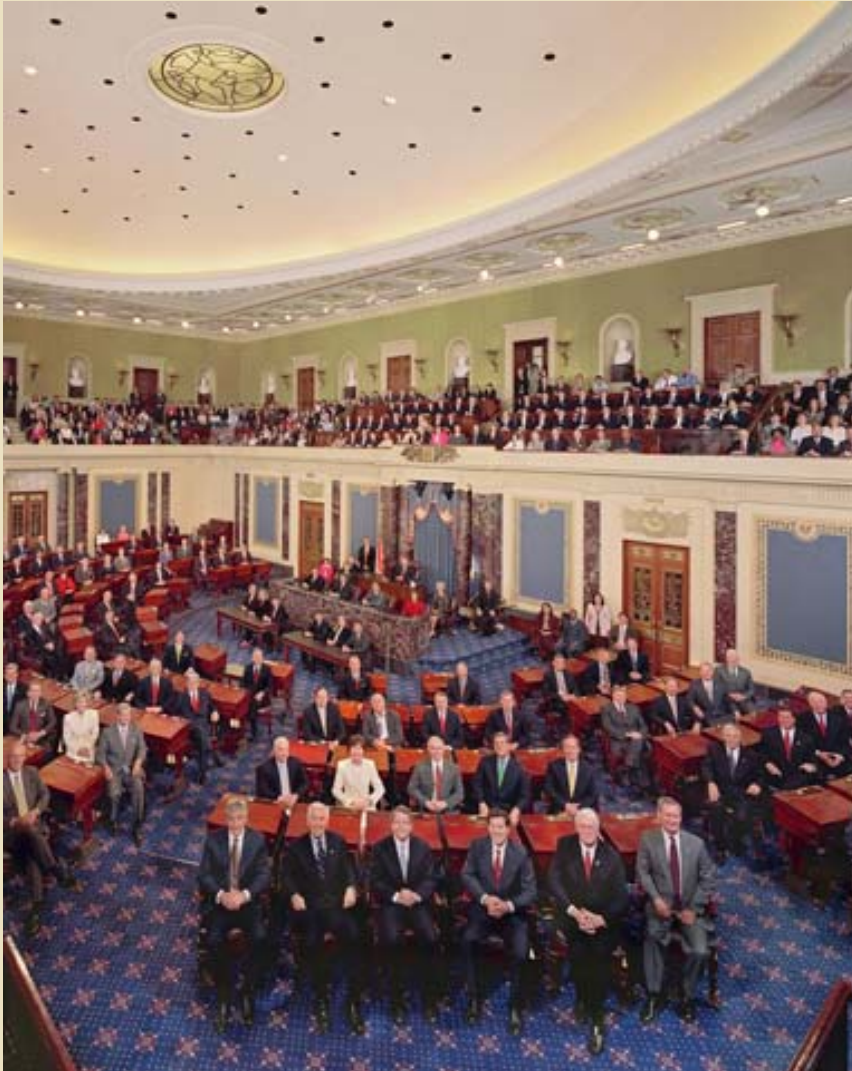
- Arts in schools
- Rural arts programs
- Making the arts available
- Serving youth in trouble
- Revitalizing communities
- Attracting businesses

# Start at the beginning



- Volunteer in a candidate's campaign
- Get to know the candidates and their aides
- Contribute to the campaigns of candidates you support
- Stand up at town meetings

# Welcome the elected



- **Congratulate newly elected officials**
- **Offer yourself as a resource**
- **Connect your legislators with their constituents**



# Create opportunities



- Contact your legislators when you are not asking for something
- Meet elected officials whenever you can
- Discover common interests and develop personal bonds

# Initiate advocacy



- Ask a legislator to address your meeting
- Make your arts event an advocacy event
- Recognize and thank legislators
- Extend a hand to your legislators



# Expand your agenda



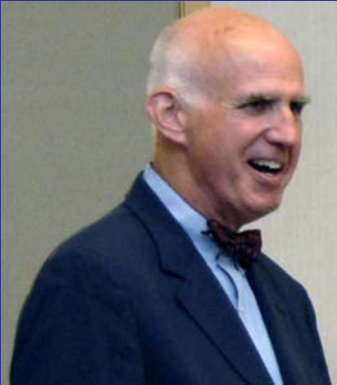
- **Extend the arts to other public policy issues**
- **Pay attention to a legislator's interests**
- **Position the arts for problem-solving**

# Link to other policies



- Economic development
- Education
- Tourism
- Job creation
- Quality of life and health

# Q & A

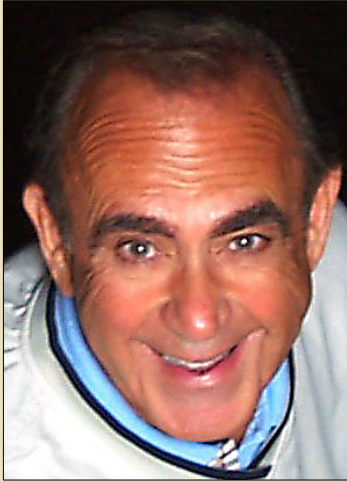


Use the  
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box to ask a  
question.

# Perspectives

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**Tim Deratany**

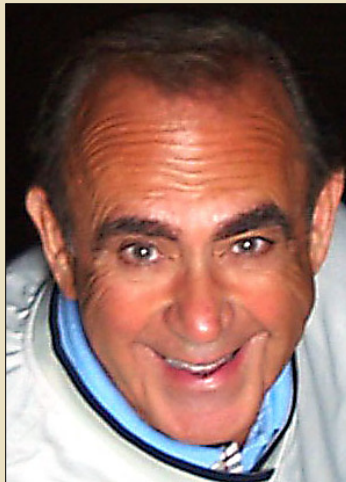
Chair, Florida Council on Arts and Culture



**Arlynn Fishbaugh**

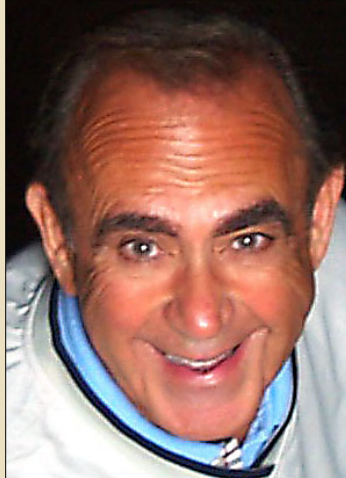
Executive Director, Montana Arts Council

## What is so important about year-round advocacy?





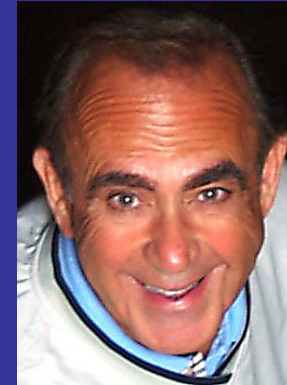
**What strategies have you found to be successful in building relationships with public officials?**



# Q & A



Use the  
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## NASAA Advocates:

- Forty Action Strategies
- Access to Power: Building Political Clout for the Arts
- Advocacy and Term Limits: Developing Arts Support in the Legislature Early
- Advocacy for Public Support of the Arts: A Civic Responsibility

## Other Resources:

- NASAA Arts Advocacy Checklist



## Save the Date!

**Building Public Will for the Arts**

October 29, 3:00-4:30 p.m. EST

# Thanks for participating!

Questions or comments about this session? Contact Eric Giles,  
Learning Services Manager ([eric.giles@nasaa-arts.org](mailto:eric.giles@nasaa-arts.org)).

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.