



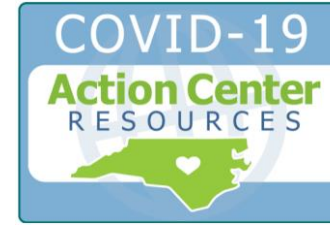
# **Local Arts Advocacy During COVID-19**

**Nate McGaha**

**Arts North Carolina**

**Executive Director**

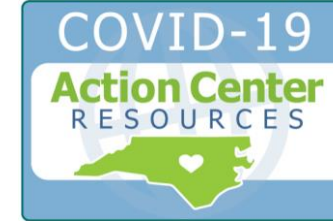
**Wednesday, June 3, 2020**



# Local Arts Advocacy During COVID-19

## Some Housekeeping Notes:

- Please keep mics muted during presentation
- Type questions into chat space to be read by a facilitator
- If you are unable to type questions, unmute specifically during the "Questions" segment to ask your question
- Please keep video off to save bandwidth
- Slides are available at [ArtsNC.org](https://ArtsNC.org) at Training Videos & Resource Center



# **Local Arts Advocacy During COVID-19**

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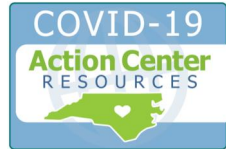


## Supporters:

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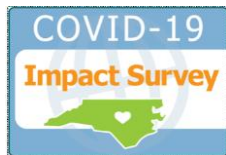
# COVID-19 Arts NC Online Resources



[Arts NC COVID-19 Action & Resource Center](#)



[Arts NC Open Arts Resources](#)



[Americans for the Arts COVID-19 Artist and Arts Organization Impact Surveys](#)



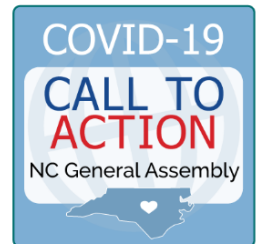
[Arts NC Training Videos and Resources](#)



[Arts NC Relief Funds for Artists & the Arts](#)



[Arts NC Silver Lining Stories](#)







# Arts Advocacy Online Resources



[Arts NC Action Center](#)



[Americans for the Arts: Arts Agency Action Kit](#)



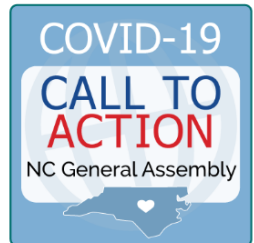
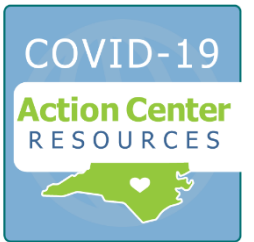
[Arts NC Arts Education Advocacy](#)



[Americans for the Arts: Arts Education Page](#)



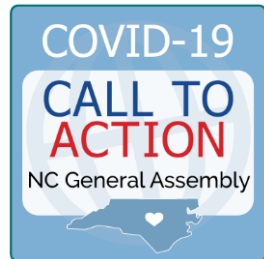
[Arts NC Meet Up With Elected Officials](#)





# COVID-19 Pandemic Advocacy

- ❑ The most important thing government is doing right now is addressing public health and safety. Concerns about the economic implications are important, but secondary.
- ❑ This is a crisis across the entire population and your elected representatives are overwhelmed, as we all are. Be respectful of that in all communications.
- ❑ We will all need to be working with federal, state, and local governments for a very long time to address these issues. We will need to be patient, polite, and positive.
- ❑ Arts NC is working with our lobbyists as well as other statewide and national partners to make sure the arts and culture sector delivers the right message at the right time.
- ❑ Sign Up for the [Arts NC Email List](#)
- ❑ [Keep Updating the COVID-19 Arts & Culture Impact Surveys](#)
- ❑ Respond to All [Calls to Action](#) (Emails and Phone Calls)
- ❑ Start having [conversations](#) at Federal, State, and Local Level
- ❑ [Report Conversations and Emails Responses to Arts NC](#)

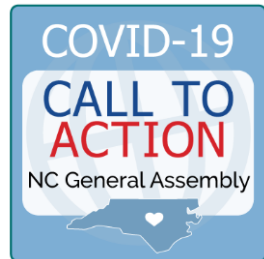
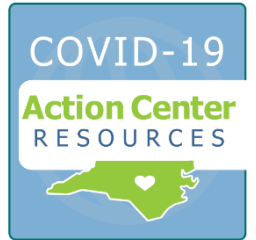






# Pandemic Local Funding Situations

- No Local Funding Before Pandemic**
  - Build Relationships with Officials**
  - Be a Partner with Recovery and Rebuilding**
  - Possibly Make a Case for Relief Funding**
- Some Local Funding, Loss Would Not Be Dire**
  - Be Grateful for Funding Publically and One-On-One**
  - Engage Constituents to be Grateful as well**
  - Work to Maintain, Hard to Get It Back**
- Significant Local Funding, Loss Would Be Dire**
  - Make Case for Continued Support Publically and One-On-One**
  - Engage Constituents to Make Case for Continued Support**
  - Be Positive and Assertive**
- Significant Local Funding in Known Jeopardy**
  - Make Direct Plea to Not Cut Funding or Cut Less**
  - Engage Entire Community and Partners with Urgency**
  - Be Positive and Assertive, but Direct and Honest**
  - Work Your Ass Off and Go to the Press**





# Advocacy Methodology

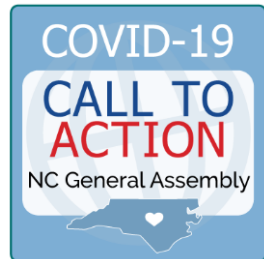
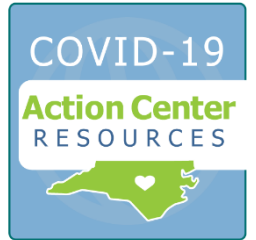
- ❑ **Grassroots Advocacy**
  - ❑ **Emails, Letters, Phone Calls, Public Comment**
  - ❑ **Alliances (Local Arts Council, Arts NC, AFTA)**
- ❑ **Relationships – “Grasstops” Advocacy**
  - ❑ **Meetings with Decision Makers (phone or video)**
  - ❑ **ARTS Day, National Arts Action Summit (online now)**
  - ❑ **Share your Story, Educate and Explain, Ask for the Arts**
  - ❑ **Be Non-partisan, Positive, and Grateful**
- ❑ **Public Awareness**
  - ❑ **Social Media, Email lists, etc.**
  - ❑ **Celebrations and Events (when possible)**
  - ❑ **Print and Online Publications, Radio and TV News**
  - ❑ **Marches and Protests (Not Recommended for Arts)**
  - ❑ **BE CAREFUL- Can make Both Friends and Enemies Quickly**





# COVID-19 Arts Advocacy Message


- ❑ Start with a greeting that is warm and positive. Recognize the massive scale of the issues caused by the COVID-19 pandemic and the many challenges faced by government.
- ❑ Discuss how the arts build and strengthen communities and economies.
  - ❑ Give examples of the impact the arts have locally. (Stories)
  - ❑ Financial or participation information can support your story (Numbers)
  - ❑ Information about the impact of the arts on economies, communities, and students can show how crucial the arts will be as we reopen and recover.
- ❑ Explain the negative effects the pandemic and/or losing support
  - ❑ Provide information about lost income, lost audience, and lost services.
  - ❑ You can relate those losses to state and county data as well.
  - ❑ Share the stories of inspiration and innovation during the pandemic
  - ❑ Discuss current and future challenges honestly and directly.
- ❑ **MAKE YOUR REQUEST.** It may be funding, legislation, or something else, but you want to be sure that you provide a way for the official to do something positive in support of the arts and/or arts education.
- ❑ Close by thanking the official for their time, service and consideration.







# COVID-19 Calls to Action



## CALL to ACTION

Dear Friends,

Last week, Wake County Manager David Ellis presented his Fiscal Year 2021 Recommended Budget to the Wake County Board of Commissioners. The budget is now available [here](#) on the County's website for public review and comment.

The United Arts Council of Raleigh and Wake County has been the local arts agency for Wake County since its official recognition in 1989. United Arts is funded through the Community Organizations pool (page 249 of the budget) which has been reduced from **\$3,494,028 in FY 20 to \$500,000 in FY 21**.

While we understand and recognize the magnitude of this crisis, we ask our elected officials to prioritize United Arts' funding for FY 21.

**Here is how you can be an advocate for United Arts:**


**STEP ONE:** Submit your budget feedback [here](#) on Wake County's website and ask that United Arts be cut no more than the proportional decrease in the County's budget. Please use a positive tone! (Deadline: Before June 2, 2020)

**STEP TWO:** [Contact your elected Wake County Commissioner directly](#) and share this feedback with him/her. Don't know who your Commissioner is? You can look it up [here](#). Again, use a positive tone in expressing your opinion. (Deadline: Before June 2, 2020)

**STEP THREE:** Ask one friend to complete steps one and two, and tell that friend why United Arts is important to you!

**Here are messages you can cut and paste, and feel free to customize and make these your own:**

1) As a supporter and believer in the power of the arts, I am writing today to ask you to prioritize United Arts' funding to enable vital arts access for 120,000 students and to sustain the services and support our arts and culture economy will need to survive



## CALL TO ACTION

### COVID-19 Arts Funding Bill Filed Ask Your NC Representatives for Support NEW Advocacy Software Makes It Easy

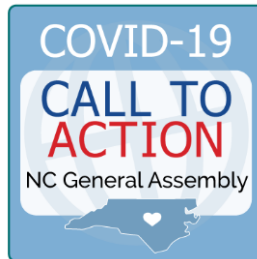
Arts NC is excited to announce that [Joint Caucus on Arts and Arts Education](#) Co-Chairs [Rep. Becky Carney](#) and [Rep. Jeffrey Elmore](#) are joined by [Rep. Michele Presnell](#) and [Rep. Susan Fisher](#) as primary sponsors of [H1068, the new legislation that would allocate \\$3 million to arts organizations](#) negatively impacted by the COVID-19 pandemic through the NC Arts Council.

We hope to have even more bipartisan support for [H1068](#) before the **NC General Assembly** reconvenes next week. This bill will allow us to focus our advocacy and our message to achieve the funding needed to sustain and reignite the economic engine of the arts industry in North Carolina.

[Contact your NC House Representative RIGHT NOW](#) because they only have until midnight tomorrow, **May 14**, to become a co-sponsor on H1068 to show their support for this crucial funding. [Contact your NC Senator as well](#) and ask that they support this vital allocation of resources. While it is highly unlikely that this bill will get a separate vote in either chamber, by focusing our support for this measure, we will help to ensure that the \$3 million allocation may be included in larger pandemic related legislation.

We are also very excited to unveil [Arts North Carolina's New Action Center](#) through which you will be able to easily contact all of your representatives with the right message in **TWO MINUTES OR LESS**.

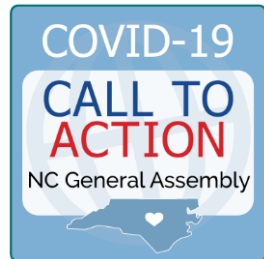
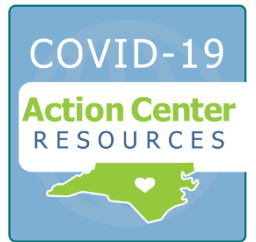
**Take Action Now!**





# Structure of a CALL to ACTION

- Clear, Bold, Subject and Title: CALL to ACTION**
- Clearly State the Issue First**
- Provide Some Brief Context as Needed**
- Clearly State the Action(s) Needed**
  - Be Simple and Direct: Small Words, Bold Presentation**
  - People Do Not Read as Carefully as You Write**
  - Clear Action Statements and Hyperlinks**
- Provide What Is Needed for Message to Officials**
  - Links to Public Comment, Officials' Emails and/or Social Media**
  - Provide "Cut and Paste" Content**
  - Encourage Advocates to Make it Personal**
  - Make Sure the Request of Officials is Clear**
  - Encourage Advocates To Be Positive and Assertive**
  - The Easier the Action, the Higher Your Response Rate**
- Provide a clear expectation of timing (today, this week, etc.)**
- Use When Needed. Overuse will limit effectiveness.**
- Keep Everyone Informed of What is Happening- Good or Bad**





# Make Your Message Known

- Write Op-Eds (you can post on SM even if they don't print)**
- Recognize Public Funding when Recognizing Sponsors**
- Incorporate Public Investment and Impact into All Messaging**
  - Curtain Speeches (when we can do that again)**
  - TV and Print Interviews**
  - Your Own Materials**
- Schedule Time at Government Meetings – City & County**
  - Provide the Impact and Tell Your Stories**
  - Have Support in the Room (or the Zoom)**
  - Notify Media Print/Radio/TV**
- Hold Events to Call Attention to Your Message**
  - Performances and Exhibits to Draw Attention**
  - Integrate Message Into Programming**
  - Online Events Effective If Well Promote and Executed**







# COVID-19 Arts Advocacy Resources

## Impact of COVID-19 on NC Arts Sector

### The Impact of COVID-19 on North Carolina's Arts Sector

The arts and culture industry, which is an essential economic driver as well as a vital cultural asset for North Carolina, has been devastated by COVID-19. Along with airlines, restaurants and sports, the arts and cultural sector took the first major financial blow dealt by the corona virus. In the earliest days of the crisis, nearly all performances and festivals were cancelled, and museums shut their doors to comply with calls for social distancing. The arts infrastructure remains dormant until COVID-19 is no longer a public health risk, which will likely be months into the future.

#### CANCELLATIONS AND REVENUE LOSS:

Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled in the spring. A second wave of cancellations are happening for summer events. New ticket sales stopped, and all pre-paid purchases, enrollments, and subscriptions now must be refunded or turned into a credit, which further limits potential future revenue.

#### FURTHER UNCERTAINTY FOR THE FALL AND BEYOND:

Subscription and advance sales have all but ceased. Economic uncertainty and fears about public assembly that may extend for years as a result of COVID-19 are having a severe impact.

#### DONATIONS IN JEOPARDY:

The stalled economy and financial losses will drastically impact donations. Individuals and foundations who significantly support the arts have lost 25% of their wealth in a single month. With unemployment projected to go as high as 30%, contributed revenue will decrease dramatically.

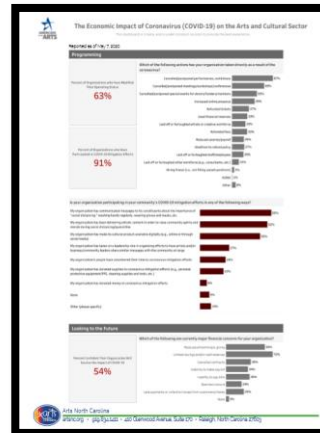
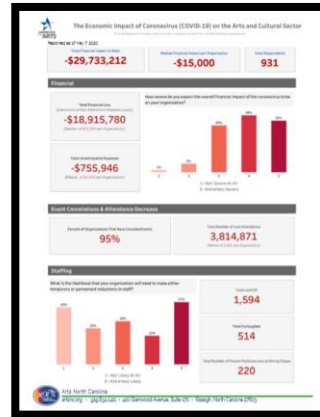
#### PLEASE CONSIDER:

That all our elected officials, at every level of government, should focus first on the *health and safety of the population*. However, when navigating the challenges of the pandemic *we ask:*

- That all nonprofit organizations including the arts, are included in all government stimulus, emergency grant and loan programs, and economic recovery efforts and initiatives in order to sustain and reignite the creative and economic engines of the arts.
- That there be consideration of increasing and expanding unemployment insurance benefits, including self-employed and "gig" workers which include many individual artists and performance/event workers. Now that 38% of Americans participate in the "gig economy" in some way, we must make sure our employment security systems are built for all of today's workforce.
- That charitable giving is incentivized through tax policy whenever possible.



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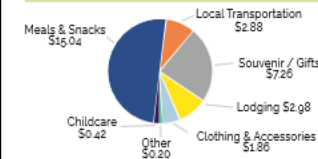


## NC Arts Sector Economic Impact

### How Do Arts Nonprofits Impact the North Carolina Economy?

Total Expenditures in 2015	DIRECT \$937.5 Million	INDIRECT \$1.18 Billion	TOTAL \$2.12 Billion
Jobs Supported (FTE) in 2015	37,194	34,783	71,977
Taxes from Arts Nonprofits in 2015	STATE \$94,544,000	LOCAL \$106,909,000	TOTAL \$201,453,000

NC Attendees on Average Spend \$30.66 per each Arts & Culture Event in addition to the Cost of Admission



ARTS ATTRACT VISITOR DOLLARS  
Event Related Spending Resident vs. Non-Resident



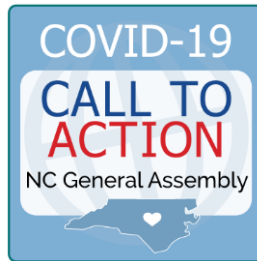
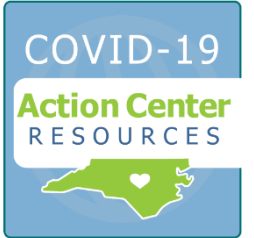
- 1 in 3 arts patrons said they were not from the area hosting the cultural event/attraction.
- Non-local patrons spent over twice as much in local economies than local patrons
- 64.6% of non-local attendees said the event was the primary purpose for coming to the area
- 48% said they would have traveled to a different community for a similar cultural event

### How do the Arts Build and Strengthen Resilient Communities?

- Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes. Those with design-driven business recover quicker from recessions.
- Creative and arts related jobs in NC counties is proven to be associated with increased visitor spending, retention and attraction of residents, and rising household incomes.
- Youth programs provide access to the arts for all communities, including children from low-income families who are 5 times more likely to graduate from high school<sup>2</sup> and twice as likely to graduate from college<sup>4</sup> if they have high participation in the arts.
- Veterans and active service members are served by arts programs<sup>5</sup> across North Carolina which promote community, health and healing, and overall well-being.



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# COVID-19 Arts Impact State Data

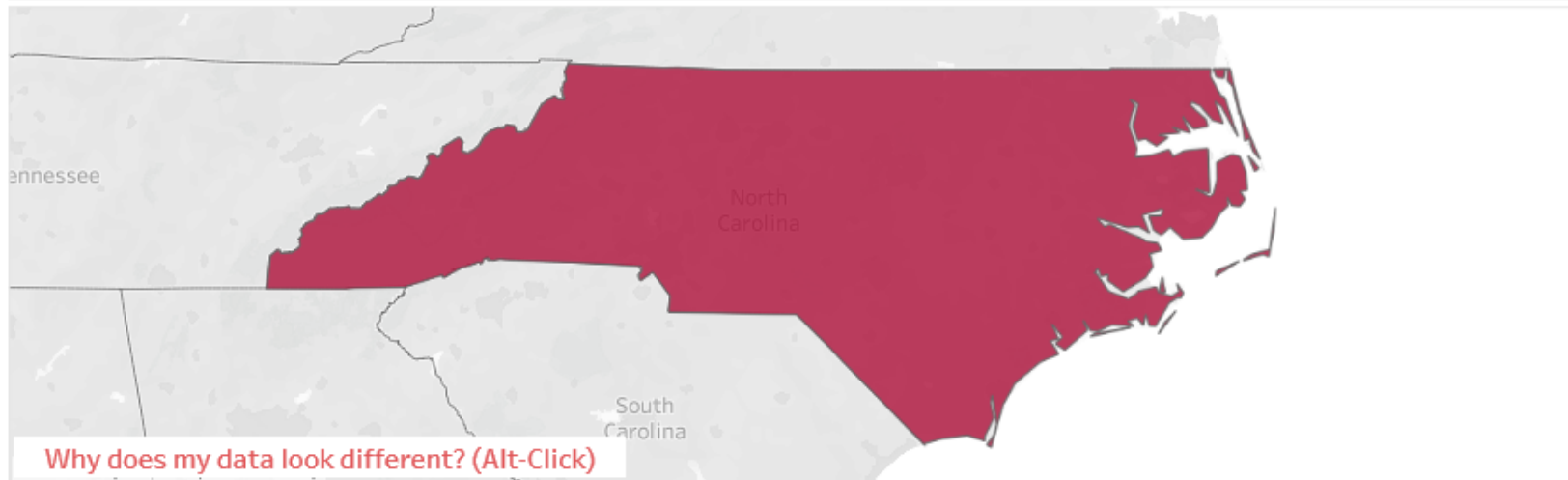
## SURVEY RESPONSE REPORT

Filter by:

Region	State	County	City	ZIP Code	Discipline	Budget	Legal Status
South	NC	(All)	(All)	(All)	(All)	(All)	(All)

Data includes the 942 responses received before 5/26/2020 1:36:08 PM UTC. Not all respondents provided financial or attendance data.

### Median Financial Impact Per Organization by State



Region: All, State: NC, County: All, City: All, ZIP Code: All, Discipline: All, Budget: All, Legal Status: All

Total Financial Impact to Date

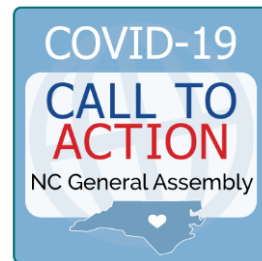
**-\$32,666,912**

Median Financial Impact per Organization

**-\$15,000**

Total Respondents

**942**





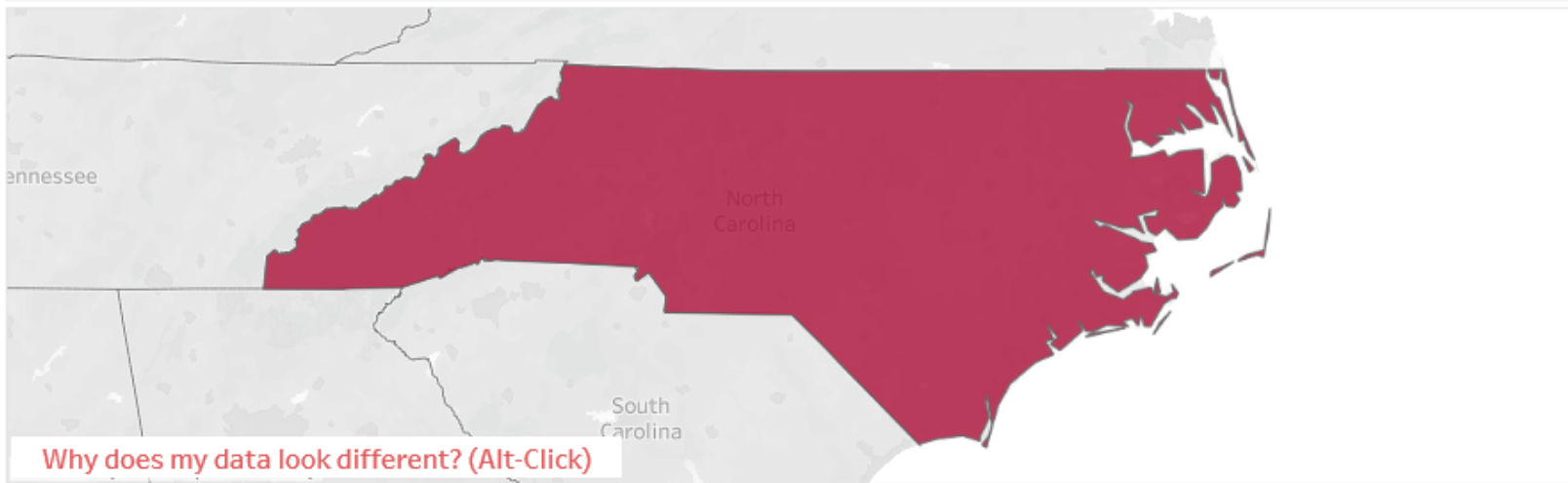
# COVID-19 Arts Impact County Data

## SURVEY RESPONSE REPORT

Filter by: Region: South, State: NC, County: Wake County, City: (All), ZIP Code: (All), Discipline: (All), Budget: (All), Legal Status: (All)

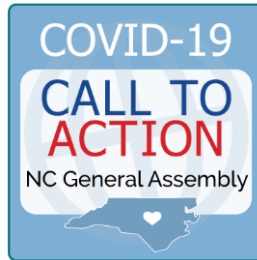
Data includes the 110 responses received before 5/25/2020 1:36:08 PM UTC. Not all respondents provided financial or attendance data.

Median Financial Impact Per Organization by State



Region: All, State: NC, County: Wake County, City: All, ZIP Code: All, Discipline: All, Budget: All, Legal Status: All

Total Financial Impact to Date <b>-\$1,968,150</b>	Median Financial Impact per Organization <b>-\$27,000</b>	Total Respondents <b>110</b>
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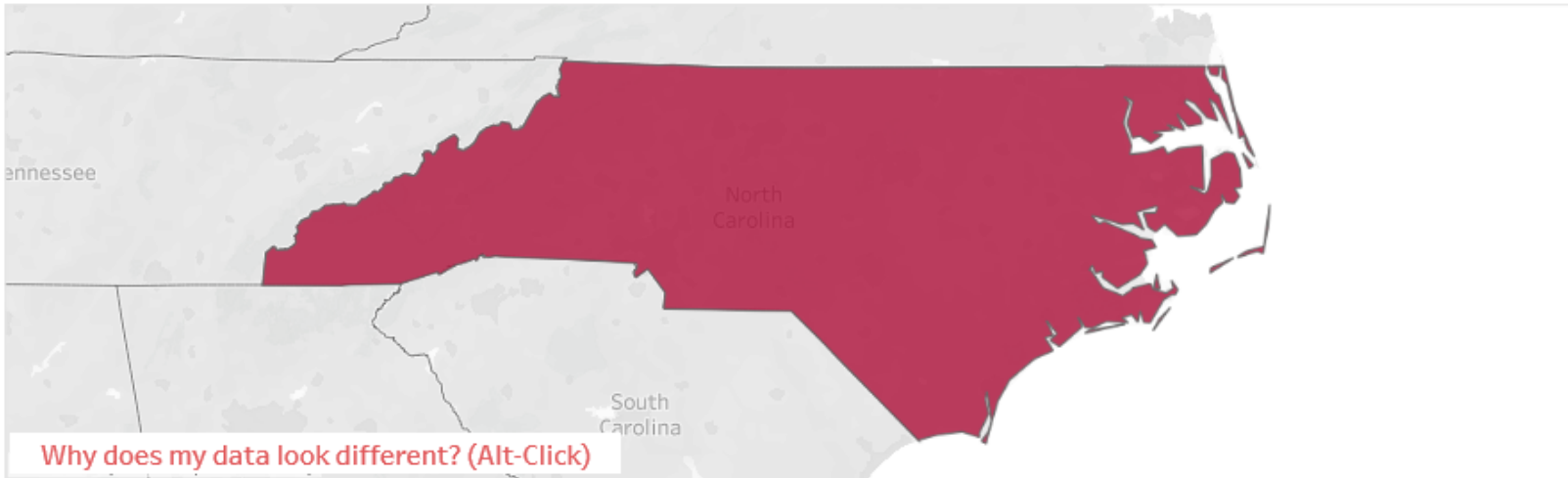
# COVID-19 Arts Impact City Data

## SURVEY RESPONSE REPORT

Filter by: Region: South, State: NC, County: Wake County, City: Raleigh, ZIP Code: (All), Discipline: (All), Budget: (All), Legal Status: (All)

Data includes the 75 responses received before 5/26/2020 1:36:08 PM UTC. Not all respondents provided financial or attendance data.

Median Financial Impact Per Organization by State

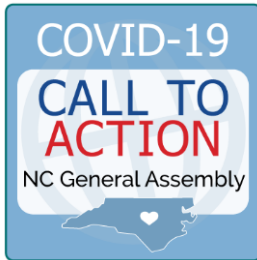
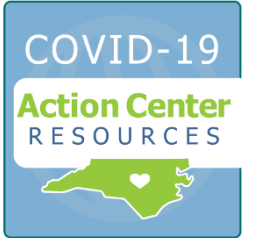


Region: All, State: NC, County: Wake County, City: Charlotte & Raleigh, ZIP Code: All, Discipline: All, Budget: All, Legal Status: All

Total Financial Impact to Date  
**-\$1,746,200**

Median Financial Impact per Organization  
**-\$37,500**

Total Respondents  
**75**







# Advocacy Campaigns



- Assess the situation and set measurable and specific goals**
- Define Decision Makers and Influencers**
- Create a strategy using one or more of the following:**
  - Grassroots Advocacy**
  - Relationship Building**
  - Public Awareness**
- Take Inventory of Tools You Have and Tools You Need**
  - People and Connections**
  - Communications**
  - Money**
- Execute the Campaign**



# Assess, Set Goals, Define “Audience”

- What is the Desired Outcome?**
  - Simple, Direct and Positive when Possible**
- How is Progress Measured?**
  - Clearly Defined and Easily Determined**
- What is the Current Situation and Relevant History?**
  - Why are things the way they are**
- Who can Make Decisions to Change the Current Situation?**
  - Elected or Appointed Officials**
- Who has the Ability to Influence the Decision Makers?**
  - Friends, Family, Financial**







# Check the Toolbox

- Who are your Allies? Who is on the Team?**
  - Organizations and their Boards, Business, Government
- Who is In Charge, or at least Directing Traffic?**
- Does Team have Relationships with Decision Makers?**
  - Business or Personal Connections, or Campaign Contributions
  - <https://www.ncsbe.gov/Campaign-Finance/Report-Search>
- Does Team have Relationships with Influencers?**
  - Business or Personal Connections, or Arts Organization Boards
- Do You and/or Allies have Relationships with Media?**
  - A good contact can help get message heard
- Do You Have Needed Communication Resources?**
  - Website, Social Media, Mailing Lists
- Is Funding Needed for the Campaign?**





# Executing the Campaign

- ❑ **Every Action Step Should Be:**
  - ❑ **Planned**
  - ❑ **Purposeful**
  - ❑ **Positive**
- ❑ **It is Important to Always Have:**
  - ❑ **Coordination**
  - ❑ **Communication**
  - ❑ **Caution**
- ❑ **A Good Advocacy Campaign is like a Symphony**
  - ❑ **Many People Working Together Doing Different Things**
  - ❑ **All Working From a Coordinated Plan to Achieve a Unified Goal**
  - ❑ **Clearly Defined System and Leadership**
  - ❑ **Practice Improves Performance**





# Questions?

- Arts Advocacy Resources**
- Advocacy During the Pandemic**
- Advocacy Approaches Based on Situations**
- Making a Call to Action**
- COVID-19 Impact Data**
- Advocacy Campaign**
- Public Awareness**
- Other Questions**

**\*\*Check out slides at the end for information about Meeting Remotely with Elected Officials and Arts Education Talking Points\*\***





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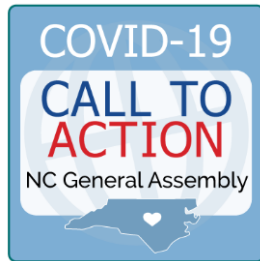
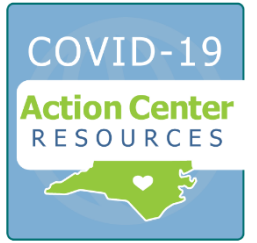
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- Orange County Arts Commission
- Penland School of Craft
- Pinecone: Piedmont Council of Traditional Music
- The Arts Council of Wilmington/New Hanover County
- The Paramount Theatre Foundation
- United Arts Council of Catawba Count



# Connecting Remotely

- ❑ By phone or email, [contact the office of the official](#) or officials (city, county, state, federal) with whom you would like to speak.
- ❑ Elected Officials are busy with the pandemic. You should be even more patient than normal. You can be persistent, but more carefully.
- ❑ It is possible they may not want to have a conversation about the arts at this time. Be understanding of the demands on their time and the difficulty of managing priorities. Follow up with an email or letter.
- ❑ You can schedule a conversation with just yourself or a group.
- ❑ You can use phone calls/conferences or video calls/conferences.
- ❑ Use what the official prefers. Offer your connection, but use theirs if it is offered. You want to accommodate them as much as possible.

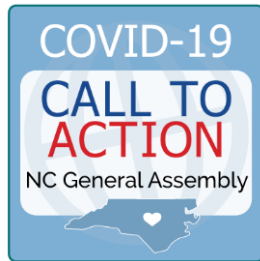






# Connecting Remotely

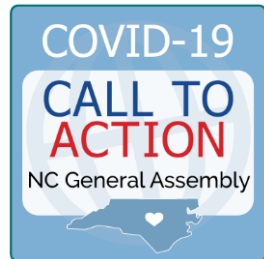
- Find a quiet place to have the conversation. If it is on video, you may want to consider the background and lighting.
- Dress for a video meeting. You do not need to wear full business attire while sitting at home, but something nicer than a T-shirt.
- If you are having a group conversation:
  - Assign one person to lead/moderate the conversation.
  - Establish a speaking order before the meeting.
  - Discuss what everyone will speak about to avoid contradiction.
- If you want to share materials, be sure to email them before the meeting. If using video chat, you may utilize "screen share" to review the materials, or even show pictures or video, during the conversation. However, the official may phone in to a video chat.





# Connecting Remotely

- The leader should start the conversation by either introducing everyone on the call or allowing them to introduce themselves.
- The leader can then thank the official for taking the time to speak and then give a brief introduction on the topic at hand. The leader then “moderates.”
- Everyone in turn should tell their story. All data, stories, and information shared should support the “ask” or goal of the meeting.
- Be flexible with the flow of the conversation. Answer questions when asked. Remember it is a conversation, not a presentation.
- The leader should summarize and thank the Official for their time.
- Be sure to write a thank you note, letter, or email and follow up with any information requested during the meeting.





# No Number without a Story, and No Story without a Number

- ❑ Students with high arts participation and low socioeconomic status have a 4% dropout rate—five times lower than their low socioeconomic status peers
- ❑ Low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education.
- ❑ Students who take four years of arts and music classes average almost 100 points higher on their SAT scores than students who take only one-half year or less.
- ❑ A student involved in the arts is four times more likely to be recognized for academic achievement.
- ❑ 72% of business leaders say that creativity is the number one skill they are seeking when hiring.

TEACHERS AGREE THAT  
**THE ARTS**  
IMPROVE THEIR PRACTICE!

79% agree that **THE ARTS** TOTALLY CHANGED their teaching.  
94% agree that **THE ARTS** provide ways to teach **CRITICAL THINKING** skills.

Students who took **4 YEARS** of **ARTS** in high school scored an average of  
**102+** points more on the **SAT** when compared to their peers who had less than one-half year of art classes.

**9** out of 10 Americans believe **THE ARTS** should be PART OF WELL-ROUNDED **EDUCATION** for K-12 students.

NATIONAL ARTS IN EDUCATION WEEK | AMERICANS for the ARTS | [www.NationalArtsInEducationWeek.org](http://www.NationalArtsInEducationWeek.org)

Source: [Americans for the Arts](http://AmericansfortheArts.org)