



10 Reasons to Support the Arts in 2021
Wednesday, March 24 2021
Presented by Randy Cohen

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1

00:00:11.370 --> 00:00:14.519

Ami (ah-mee) | she/her @ AFTA: Hello everyone good afternoon we'll be getting started shortly.

2

00:00:40.170 --> 00:00:45.510

Ami (ah-mee) | she/her @ AFTA: Hello everyone and welcome to today's events 10 Reasons to Support the Arts in 2021.

3

00:00:45.900 --> 00:00:56.550

Ami (ah-mee) | she/her @ AFTA: I'm Ami Scherson Equity in Arts Leadership Program Coordinator at Americans for the Arts we've got a great program plan today and i'm excited to get started, but first some quick reminders.

4

00:00:57.360 --> 00:01:09.030

Ami (ah-mee) | she/her @ AFTA: arts you is our e learning platform offering a variety of training options to support your work in the field visit arts you at Americans for the arts or to view upcoming events.

5

00:01:12.570 --> 00:01:13.710

Ami (ah-mee) | she/her @ AFTA: Hope one moment.

6

00:01:15.480 --> 00:01:24.420

Ami (ah-mee) | she/her @ AFTA: Please know that this presentation is being recorded the recording will be available in one to two business days on the event page if automated.

7

00:01:25.350 --> 00:01:35.940

Ami (ah-mee) | she/her @ AFTA: An automated live transcript is available for viewing to turn it on or off please press the CC or closed captions button at the bottom of your screen then select show or hide subtitle.

8

00:01:36.780 --> 00:01:42.060

Ami (ah-mee) | she/her @ AFTA: Resources for today's event will be posted under the resources tab of today's event page.

9

00:01:42.690 --> 00:01:48.540

Ami (ah-mee) | she/her @ AFTA: There will be time for questions at the end of today's presentation and you can submit those questions through the Q amp a function.

10

00:01:48.780 --> 00:01:54.660

Ami (ah-mee) | she/her @ AFTA: To do this, click the Q amp a button at the black navigation bar at the bottom of your screen and press Q amp a.

11

00:01:55.050 --> 00:02:02.220

Ami (ah-mee) | she/her @ AFTA: If you see a question in the Q amp a that you would like to know the answer to you make up for that question by clicking thumbs up.

12

00:02:02.880 --> 00:02:13.260

Ami (ah-mee) | she/her @ AFTA: thumbs up button, we may also comment on people's questions in the Q amp a should you need any technical assistance today, please also put them into the Q amp a and i'll be sure to follow up.

13

00:02:13.620 --> 00:02:23.820

Ami (ah-mee) | she/her @ AFTA: With that i'm pleased to introduce our speaker for today Randy Cohen Vice President of research at Americans for the arts, or he has been empowering arts advocates since 1991.

14

00:02:24.150 --> 00:02:31.560

Ami (ah-mee) | she/her @ AFTA: Randy stands out as a noted expert in the field of arts funding research and using the arts to address Community development issues.

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00:02:31.860 --> 00:02:45.330

Ami (ah-mee) | she/her @ AFTA: A sought after speaker Randy has given speeches in all 50 states and regularly appears in the news media, including the Wall Street Journal New York Times on C span CNN cnbc and npr i'm pleased to pass things off to Randy.

16

00:02:46.020 --> 00:02:48.180

Randy Cohen (he/him): Thank you Ami and.

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00:02:48.510 --> 00:02:57.630

Randy Cohen (he/him): Thank you for being with us today, everybody, and I am really just delighted to be with you all and and I just want to start by saying thank you.

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00:02:58.650 --> 00:03:08.340

Randy Cohen (he/him): I know, an acknowledged everyone's really tired, this has been such a crazy year and it's been a year of constant change constant adaptation and.

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00:03:08.730 --> 00:03:15.780

Randy Cohen (he/him): It has been a lot of trauma that comes with that where our environments changing the people we serve is changing constantly so.

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00:03:16.680 --> 00:03:26.640

Randy Cohen (he/him): I really appreciate that we can all be together today because i'm making the case for the arts, I think, is the most important thing we can be doing in our country, right now, and.

21

00:03:27.180 --> 00:03:35.400

Randy Cohen (he/him): there's some really good stories to talk about about how the arts are improving and helping us as individuals in our communities as a country.

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00:03:36.480 --> 00:03:51.420

Randy Cohen (he/him): So let's get ourselves started i'm going to share screen and click there we are hopefully everybody is seeing that 10 reasons to support the arts and I hope you all.

23

00:03:52.680 --> 00:04:04.200

Randy Cohen (he/him): saw the blog post from last week and there it is that's what it looks like the blog post is a little longer, but there's actually a link on that blog post that will take you directly to.

24

00:04:04.650 --> 00:04:16.290

Randy Cohen (he/him): This handy one pager and we talk about all the different reasons that the arts touch us and I was like to start with the first reason, and that is.

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00:04:17.490 --> 00:04:35.880

Randy Cohen (he/him): The arts inspire us they engage us, the arts are fundamental to our humanity and and what it means to be human and you know, a part of who we are, as a healthy individual and as a healthy Community they inspire us they delight us they help help us with empathy and to connect with others.

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00:04:36.990 --> 00:04:38.640

Randy Cohen (he/him): So you know there's a real.

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00:04:39.690 --> 00:04:47.610

Randy Cohen (he/him): Fundamental this to that intrinsic benefits of the arts and you know something the public gets this as well, every couple years and Americans for the arts.

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00:04:48.360 --> 00:04:59.640

Randy Cohen (he/him): We do the largest public opinion survey the hearts out there and no surprise 90% of the public says and agrees that the arts are important to quality of life.

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00:05:00.420 --> 00:05:11.430

Randy Cohen (he/him): But we also asked him some of the other benefits and i'm always a little surprised when you see 86% say i'm the arts are important to local businesses and to the local economy and.

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00:05:12.840 --> 00:05:24.120

Randy Cohen (he/him): So the public gets that as well, and so you know those fundamental benefits, I always like to talk about them, and I think you know we all know his experience advocates you always lead with that, but.

31

00:05:24.570 --> 00:05:33.630

Randy Cohen (he/him): that's not always What moves the funding gauges right, you know we're a very pragmatic country and we need to talk about some of the additional benefits that the arts bring to us and.

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00:05:33.930 --> 00:05:49.080

Randy Cohen (he/him): we've been that way for a long time, and this isn't really something new, necessarily, and so let me give you this example, just to show how long we've thought about the arts in these different ways and what you're looking down there is that here's a picture of.

33

00:05:50.160 --> 00:06:05.310

Randy Cohen (he/him): George Washington, and you know valley forge and I was a rough winter, it was cold, it was long you know general Washington he had this ragtag army, they were hungry and freezing and.

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00:06:05.880 --> 00:06:18.270

Randy Cohen (he/him): You know, he was trying to figure out how do I inspire these guys to you know stick around and and keep fighting and um one of the things he did, is he ordered.

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00:06:18.840 --> 00:06:23.730

Randy Cohen (he/him): That the play Cato be performed right there in the battlefield for his troops.

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00:06:24.330 --> 00:06:39.870

Randy Cohen (he/him): Kato is a five act play by Addison it's about a young Roman nobleman who stands up to authority for something he believes in it was actually very inspiring to too many of our leaders back that during the revolution and.

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00:06:41.010 --> 00:06:47.340

Randy Cohen (he/him): So that's what he had done despite Congressional resolution at the time, by the way, that said.

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00:06:48.300 --> 00:06:58.740

Randy Cohen (he/him): plays were detrimental to republican virtue, so he even defied orders to do that, but you know his message was look, you know we've got the big battle coming up.

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00:06:59.160 --> 00:07:02.820

Randy Cohen (he/him): don't do it just because I told you, he he looked to the theater.

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00:07:03.360 --> 00:07:17.100

Randy Cohen (he/him): To you know, this is what we're aspiring towards you know, this is the new Republic and he felt that the arts are the best way to do that so talking about the arts and sort of these pragmatic ways is something we've actually been doing for quite some time.

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00:07:18.270 --> 00:07:25.140

Randy Cohen (he/him): And you know if I had to pick if I were coming here from a different planet and saying i'm here to advocate for the arts.

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00:07:26.070 --> 00:07:32.400

Randy Cohen (he/him): Take me to your leader oh yeah give me one talking point and make it an economic talking points so i'm going to talk about a couple.

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00:07:32.700 --> 00:07:36.630

Randy Cohen (he/him): economic studies and economic benefits for the yards to start out with.

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00:07:36.930 --> 00:07:49.140

Randy Cohen (he/him): And this is very evident i'm in a survey that the National League of cities does every year, where they interview our mayors and city leaders and basically asked them what's keeping you awake at night and.

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00:07:49.860 --> 00:07:58.530

Randy Cohen (he/him): The big issue is and it's you can see it over here I economic development, you know it's sort of the biggest issue that.

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00:07:59.340 --> 00:08:07.680

Randy Cohen (he/him): Our city leaders are paying attention to and thinking about worrying about it so, then what they do is they break those down into sub sectors.

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00:08:07.890 --> 00:08:18.750

Randy Cohen (he/him): into all right well yeah economic development that is a big issue um, what are the issues within economic development that are important and look at that, so you look at the picture on the right there.

48

00:08:19.440 --> 00:08:28.380

Randy Cohen (he/him): arts and culture, you know 44% the second most important sub topic of economic development is arts and culture.

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00:08:28.710 --> 00:08:40.110

Randy Cohen (he/him): and actually if you look at all of those the arts strengthen all of those downtown development, you know cultural districts right, you know, the arts are are part of that community development, the arts strengthen.

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00:08:40.410 --> 00:08:51.000

Randy Cohen (he/him): Our Community socially educationally economically jobs, the arts are a jobs, industry and and they attract new businesses and workforce and so we're going to talk about all.

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00:08:51.270 --> 00:08:57.210

Randy Cohen (he/him): All of these, and so the great news is that there's research that underscores all of these benefits.

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00:08:57.900 --> 00:09:04.500

Randy Cohen (he/him): So let's start with a number everyone's probably been hearing about these days, and that is.

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00:09:05.280 --> 00:09:11.100

Randy Cohen (he/him): A report done every year by the US bureau of economic analysis top economic shop on the planet.

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00:09:11.400 --> 00:09:20.970

Randy Cohen (he/him): And it's called the arts and cultural production satellite account and essentially what the Ba is done is they've taken the entire economy it's like.

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00:09:21.180 --> 00:09:33.360

Randy Cohen (he/him): put it in a big bucket and they dumped it on a table they pulled out every arts dollar that they could find so it's nonprofit it's Hollywood motion pictures it's Broadway its individual artists it's.

56

00:09:33.990 --> 00:09:54.270

Randy Cohen (he/him): University drama departments and import, export what they find is that in 2017 arts and culture in this country and 870 \$8 billion industry that is billion, with a be 4.5% of the nation's economy.

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00:09:54.990 --> 00:10:08.970

Randy Cohen (he/him): The arts are a much bigger industry than people realize and at 4.5% of GDP that's a larger share of the economy than transportation and agriculture than tourism.

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00:10:09.720 --> 00:10:22.440

Randy Cohen (he/him): And there's been subsequent research on those data that show the arts are just a formidable industry, but they actually accelerate economic development and diversify the economy.

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00:10:22.800 --> 00:10:34.710

Randy Cohen (he/him): The research shows as arts jobs grow so do jobs across the state, and so this is causality this is causal research that.

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00:10:36.120 --> 00:10:51.360

Randy Cohen (he/him): That shows the art stimulate the economy and one of the other things is it's a fast growing sector too, and so it's not anchored down by slower economic sectors so really powerful information about.

61

00:10:52.740 --> 00:11:01.830

Randy Cohen (he/him): The benefits of the arts, the economy and, as you can see here it's a little small but the Ba now provide statewide.

62

00:11:03.360 --> 00:11:12.480

Randy Cohen (he/him): economic data as well, so you can pick a state, and you can see, I will text is probably the biggest one there and easiest to see in the middle i'm.

63

00:11:13.260 --> 00:11:22.770

Randy Cohen (he/him): arts and culture 2.8% of the state's economy, and you can go to the website at the bottom, there are friends over the National Assembly of state arts agencies.

64

00:11:24.150 --> 00:11:35.130

Randy Cohen (he/him): And as a hyphen arts.org and then you go on the left side and down a little bit it's going to be creative economy reports, and you can access all the state data as well.

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00:11:35.970 --> 00:11:46.080

Randy Cohen (he/him): For your local economy so really, really powerful research Economic Research about the arts and again i'm I love the arts.

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00:11:46.590 --> 00:12:02.520

Randy Cohen (he/him): You know they provide cultural benefits but legislators these days funders they're all under pressure to support and take care of our communities and support so many different issues and causes, and so what else do they do arts are good for the economy.

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00:12:04.230 --> 00:12:24.870

Randy Cohen (he/him): Now that's all the arts and one of the other things I like to mention is the arts are an export industry \$30 billion international trade surplus so that's that's great news as well and bringing in more dollars that are going out now um that's all the arts and.

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00:12:26.100 --> 00:12:35.430

Randy Cohen (he/him): Typically, you know when we're speaking to a legislator local business leaders or a local funders we're often talking about the nonprofit arts sector, you know.

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00:12:36.240 --> 00:12:43.800

Randy Cohen (he/him): that's where a lot of those contributed dollars go and so every five years, Americans for the arts does arts and economic prosperity.

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00:12:44.070 --> 00:12:55.920

Randy Cohen (he/him): And so, this is the arts and economic prosperity five studies so we've been doing this thing a long time, and this looks at the economic impact of nonprofit arts and culture organizations.

71

00:12:56.400 --> 00:13:06.900

Randy Cohen (he/him): And the spending by their arts audiences that event related spending so they go last time you know, whenever it was, we would do an arts event.

72

00:13:08.070 --> 00:13:18.240

Randy Cohen (he/him): You know, we did more than just go see the show probably right, we may have had to pay for parking went out for dinner and then had dessert drinks after this show and.

73

00:13:18.480 --> 00:13:28.140

Randy Cohen (he/him): You got a little ones at home, you come home and double the cost evening on babysitting so there's all this economic activity that happens as a result of.

74

00:13:29.190 --> 00:13:47.040

Randy Cohen (he/him): These arts events and so um we focus again on nonprofit because it's an appropriate question for you know, a city council person or a mayor or a congressperson to ask you know what's the public getting in return for that investment yeah cultural benefits we get that.

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00:13:48.420 --> 00:13:58.380

Randy Cohen (he/him): But now we can also talk about those economic benefits, and so what did we find out it's \$166.3 billion, industry and that's.

76

00:13:58.800 --> 00:14:06.480

Randy Cohen (he/him): made up of two figures and on the left, you can see spending by the organizations themselves Those are our organizations Those are our budgets.

77

00:14:06.900 --> 00:14:15.900

Randy Cohen (he/him): \$63.8 billion arts organizations are businesses, we know this right we're toiling in it with it every day.

78

00:14:16.800 --> 00:14:27.600

Randy Cohen (he/him): But it's not an intuitive way for folks to think about the arts, you know Oh, we love going to see the nutcracker around the holidays, and you know, an outdoor concert in the summer.

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00:14:28.050 --> 00:14:36.990

Randy Cohen (he/him): They don't think of the fact that arts organizations employ people locally purchase goods and services from other businesses in the Community.

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00:14:37.200 --> 00:14:43.830

Randy Cohen (he/him): are members of the Chamber of Commerce are involved in the marketing and promotion of the region driving tourism.

81

00:14:44.250 --> 00:15:02.670

Randy Cohen (he/him): arts organizations are good business citizens and we need to refine our remind folks about that and then that spending leverages and you can see the number on the right all that audience spending \$102.5 billion dollars now let's drill down on that a little bit.

82

00:15:03.720 --> 00:15:09.990

Randy Cohen (he/him): Because that's really the value add aspect of the arts, you know arts organizations have an economic impact.

83

00:15:10.440 --> 00:15:20.520

Randy Cohen (he/him): anytime \$1 is spent by someone you know my economist can chase them around with his yellow notepad and see how they spend that hour and plug it into his economic models.

84

00:15:21.510 --> 00:15:36.630

Randy Cohen (he/him): But few industries generate the kind of event related spending that the arts do so as part of this research, study we did 212,000 audience intercept surveys across the country we studied 341 communities as part of this.

85

00:15:37.350 --> 00:15:43.560

Randy Cohen (he/him): All 50 States plus DC you know communities as small as 1400 people is largest 4 million.

86

00:15:44.100 --> 00:15:54.000

Randy Cohen (he/him): doesn't matter if you live in a small rural community in a suburban neighborhood in a large urban city if the arts are happening there there's going to be a measurable economic impact.

87

00:15:54.360 --> 00:16:05.970

Randy Cohen (he/him): And this is the average of how people spend related to that arts event \$31 and 47 cents per person per event, not including the cost of admission.

88

00:16:06.480 --> 00:16:16.500

Randy Cohen (he/him): And you can see how that breaks down, about half of that's on food, and you know you can see transportation there's my parking \$3 and nine cents and so you might be looking at lodging wow.

89

00:16:17.040 --> 00:16:30.780

Randy Cohen (he/him): Can you still get a room for \$4 and 48 cents and would you want to, if you could get it no you wouldn't um that's because not everybody has that lodging expense right, you know just just a portion of people who are traveling as a result of that.

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00:16:32.490 --> 00:16:44.790

Randy Cohen (he/him): And you could see other in there and anytime he asked 212,000 people about other you get some pretty interesting answers, and I was speaking with our friends up in Wisconsin not long ago where.

91

00:16:45.330 --> 00:17:01.440

Randy Cohen (he/him): There was a farmer who paid somebody \$60 to milk his cows, so it could go to the theater that night we had great people are doing what it takes to get to the arts have to change the survey and add barrier or something like that, but.

92

00:17:03.180 --> 00:17:22.950

Randy Cohen (he/him): arts are driving this spending, now we asked those folks another question, and that was for their zip code, because we want to find out do they live in the county in which the arts event took place are they local are they from outside the county are they non local well, we found out.

93

00:17:24.510 --> 00:17:25.440

Randy Cohen (he/him): slide here.

94

00:17:26.520 --> 00:17:41.040

Randy Cohen (he/him): That 34% of attendees come from outside the county one in three people are traveling across the county line to get to that arts event so next time whenever we get out to an arts event again.

95

00:17:41.520 --> 00:17:49.110

Randy Cohen (he/him): Somebody sitting on a live somebody sitting on your right, one of you is from out of town and do we spend differently yeah we sure do look at that.

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00:17:49.470 --> 00:18:00.570

Randy Cohen (he/him): \$47 and 57 cents per person per event, not including the cost of admission, now we didn't even stop there, we asked folks yet another question.

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00:18:01.080 --> 00:18:08.610

Randy Cohen (he/him): Because we're just that annoying and that was why are you here you're on business here visiting friends and family.

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00:18:09.000 --> 00:18:26.520

Randy Cohen (he/him): We gave votes, a bunch of choices 69% said we're here specifically for this arts event, so now, you could really see the pulling power of the arts bringing people to the Community and spending money, and then we asked her local counterparts.

99

00:18:27.660 --> 00:18:39.390

Randy Cohen (he/him): similar kind of question which was let's say the sorts of that wasn't taking place, would you have stayed home done something else that FLEX you know i'm 41% said.

100

00:18:39.930 --> 00:18:44.580

Randy Cohen (he/him): Oh, we traveled to a different Community to attend a similar kind of arts event.

101

00:18:44.910 --> 00:18:59.460

Randy Cohen (he/him): So isn't that interesting so not only are the arts drawing people that Community but they're keeping our neighbors and their hard one discretionary dollars, right here in town going to local merchants spending locally so.

102

00:19:00.630 --> 00:19:20.940

Randy Cohen (he/him): arts are a real driver of the economy and a real driver of cultural tourism and there's a lot of research over the years that show cultural tourists stay longer spend more more likely to stay in a hotel, these are these are great people that you know have traveled to your community.

103

00:19:22.170 --> 00:19:28.380

Randy Cohen (he/him): what's the economic impact of that you know, so if you were to ask a legislator what their three priorities are.

104

00:19:28.620 --> 00:19:41.610

Randy Cohen (he/him): Well they'll tell you jobs and jobs all right, you know what if jobs are important to them i'm going to connect our cultural product, the arts and culture to what's important to them jobs.

105

00:19:42.060 --> 00:19:52.860

Randy Cohen (he/him): nonprofit arts and culture industry 4.6 million jobs supported and now remember arts organizations those aren't just artists are you know actors or musicians or curators.

106

00:19:53.280 --> 00:20:03.180

Randy Cohen (he/him): arts organizations and play a whole range of folks you know accountants auditors, you know plumbers electricians marketing people development people and.

107

00:20:03.420 --> 00:20:13.680

Randy Cohen (he/him): it's all those dollars, they spend in the Community, you know graphic designers utility bills all of those have an impact on jobs, then of course there's the.

108

00:20:14.070 --> 00:20:25.980

Randy Cohen (he/him): Whole hospitality industry from all that audience spending 4.6 million jobs bottom line arts, not just food for the soul, putting food on the table for 4.6 million households in this country.

109

00:20:26.400 --> 00:20:40.440

Randy Cohen (he/him): government revenue right every governments like we need more income, so we can pay for these critical services, the arts delivering yet again \$27.5 billion in federal state and local.

110

00:20:40.830 --> 00:20:55.710

Randy Cohen (he/him): government revenue total outweigh five maybe \$6 billion so small investment big return that's what we're getting our communities are getting when they invest in the arts now i'm.

111

00:20:56.340 --> 00:21:04.050

Randy Cohen (he/him): You probably know if your Community was part of this study or not at the bottom of the page is a link where you can find.

112

00:21:04.500 --> 00:21:12.930

Randy Cohen (he/him): All the data for all 341 study regions that were part of but maybe you weren't part of the study and like I need some kind of economic impact figure.

113

00:21:13.110 --> 00:21:16.170

Randy Cohen (he/him): Well, you can find the arts and economic prosperity calculator.

114

00:21:16.380 --> 00:21:25.380

Randy Cohen (he/him): And it's all free it's right on the website there it's simple you pick a population group and expenditure figure of your organization or a group of organizations.

115

00:21:25.590 --> 00:21:35.880

Randy Cohen (he/him): And attendance figure hit calculate and all those boxes at the bottom, are going to populate with an estimate of the economic impact of your nonprofit arts and culture sector.

116

00:21:36.870 --> 00:21:48.090

Randy Cohen (he/him): So there's a way that everybody can tell, an economic impact story, now that was arts and economic prosperity five we're actually in the ramp up mode for arts and economic prosperity six.

117

00:21:49.020 --> 00:21:55.080

Randy Cohen (he/him): So i'm going to have my email up later, and if you want to be part of that reach out to Americans for the arts, it can reach out to me directly.

118

00:21:56.100 --> 00:22:08.130

Randy Cohen (he/him): we're going to be signing up communities this year we're going to be doing surveys and 2022 and agenda 2023 rolling out these economic impact studies at the Community and stay level so.

119

00:22:08.850 --> 00:22:17.460

Randy Cohen (he/him): Everybody needs and economic impact, calling card alright, so that was a lot on economic impact, but again, you know it's just the most potent.

120

00:22:18.360 --> 00:22:25.500

Randy Cohen (he/him): talking point case making tool with you know elected and business decision makers.

121

00:22:26.040 --> 00:22:34.920

Randy Cohen (he/him): So I wanted to shift gears a little bit now and to think of the creative economy and artists and innovation, and so what you're looking at here is a.

122

00:22:35.490 --> 00:22:49.140

Randy Cohen (he/him): World War Two tank or is it that was actually an inflatable take can see four guys, the holding up that tank right there it's right next to the inflatable airplane down below.

123

00:22:51.000 --> 00:23:00.780

Randy Cohen (he/him): This was the product of the 23rd special troops unit World War Two nickname the ghost army so kind of turn back the clock 70 years or so.

124

00:23:01.350 --> 00:23:17.400

Randy Cohen (he/him): The war in Europe was real touch and go and the US military was trying to get any kind of edge that they could and so someone got the idea, you know if we were able to create some battlefield diversions and throw off the enemy, a little bit.

125

00:23:18.510 --> 00:23:32.550

Randy Cohen (he/him): might help So what did they do well, they brought in the artists and designers and actors and technicians and performers who designed and produced over 20 elaborate battlefield diversions.

126

00:23:34.320 --> 00:23:42.990

Randy Cohen (he/him): And so, including you know, for example, these inflatable tanks and there was a US General who said during one of the Ryan war battles.

127

00:23:44.220 --> 00:23:55.350

Randy Cohen (he/him): That I they save 10,000 American lives because it PGI this huge part of the German army peeled off to chase down the inflatable tanks.

128

00:23:56.490 --> 00:24:07.260

Randy Cohen (he/him): arcane ellsworth Kelly so many of our World War Two era artists were part of the 23rd the special troops unit, the ghost army now.

129

00:24:07.590 --> 00:24:18.180

Randy Cohen (he/him): My point of all this, not like I think he really wants to be a history teacher someday know history's me but i'm that if we can take arts and creativity and.

130

00:24:18.840 --> 00:24:25.500

Randy Cohen (he/him): be successful in the middle of a World War Two battlefield well, we certainly can do it in the middle of our communities, right in the middle of our cities and.

131

00:24:26.040 --> 00:24:45.660

Randy Cohen (he/him): States and so um arts drives creativity creativity drives innovation, and that is how you prosper in a global economy that is why the US bureau of economic analysis those switch slides I showed earlier does that research, because the importance of arts and creativity.

132

00:24:47.190 --> 00:24:52.800

Randy Cohen (he/him): So let me tell you about this study it's called ready to innovate and it's done by.

133

00:24:53.280 --> 00:24:57.450

Randy Cohen (he/him): A great organizations business, research organizations, called the conference board.

134

00:24:57.810 --> 00:25:06.750

Randy Cohen (he/him): And the conference board you're like the national organization for the fortune thousand companies in this country and they've been around for almost 100 years.

135

00:25:07.050 --> 00:25:20.970

Randy Cohen (he/him): Then research shows that creativity is now risen to the top five applied skills that business leaders are looking for in fact it's leap frog the three RS reading, writing, arithmetic.

136

00:25:21.450 --> 00:25:34.800

Randy Cohen (he/him): Now, researchers, we all talk about this well yeah, of course, it got to build a read, write do math, but if you could take some creativity and apply that to your scientific your engineering your technology knowledge.

137

00:25:35.790 --> 00:25:45.300

Randy Cohen (he/him): that's how we build prosperous companies in the 21st century Those are the kinds of jobs we're trying to attract to our Community.

138

00:25:45.750 --> 00:26:02.340

Randy Cohen (he/him): 72% of business leaders and this studies say creativity is of high importance in hiring 85% of those folks say can't find the people were looking for and they're not even sure how to find the people they're looking for.

139

00:26:04.050 --> 00:26:08.160

Randy Cohen (he/him): So they asked them, they said all right, well, you said creativity is really important.

140

00:26:08.400 --> 00:26:17.760

Randy Cohen (he/him): you're sitting at the desk and somebody across from you as a candidate for the job, how do you know if that's a creative worker or not, and there were two big indicators way at the top.

141

00:26:17.970 --> 00:26:28.950

Randy Cohen (he/him): One starting your own company so entrepreneurial activity and to study the arts specially while in college and they write and the conclusion of this report.

142

00:26:29.190 --> 00:26:40.260

Randy Cohen (he/him): Business scholars writing for business leaders it's clear that the arts, music, drawing drama dance literature media provide skills sought by employers of the third millennium.

143

00:26:41.310 --> 00:26:49.950

Randy Cohen (he/him): So this is something that the business community is really understanding that's key to attracting workers and attracting businesses and.

144

00:26:50.280 --> 00:26:58.470

Randy Cohen (he/him): Real world ramifications to you know a few years ago, I was down in Houston I was speaking with speak with the greater Houston partnership, which is the.

145

00:26:59.310 --> 00:27:09.150

Randy Cohen (he/him): it's like the regional economic development slash Chamber of Commerce organization, there were the Houston arts alliance and I was speaking to their board about 40 business leaders and.

146

00:27:09.630 --> 00:27:20.100

Randy Cohen (he/him): telling them the same information i'm sharing with you today but there's one guy in the back sort of arms folded the whole time hunched over wasn't sure it was too happy to even be there.

147

00:27:21.210 --> 00:27:31.470

Randy Cohen (he/him): And I thought boy that's the guy I gotta reach right and so about a half hour into the presentation he kind of cleared his throat and everybody else sort of made way and.

148

00:27:32.520 --> 00:27:45.420

Randy Cohen (he/him): It was a thought, leader of the group, and they said well governor Perry did say in a speech not long ago that the reason we lost the Boeing headquarters to Chicago is because we couldn't keep up culturally.

149

00:27:46.740 --> 00:27:55.350

Randy Cohen (he/him): Oh, my God, please let this be true, and you can actually go online, and you can find governor Perry speech and prepared remarks and you know the Boeing.

150

00:27:55.740 --> 00:28:10.950

Randy Cohen (he/him): executives told him I said, you know the Dallas Fort worth area was one of the finalists when it just the last couple of cities and and the Boeing folks said, you know, a creative culturally and vibrant community is vital for us to attracting top executive talent and.

151

00:28:11.580 --> 00:28:16.950

Randy Cohen (he/him): and their families and dfw area is great, but Chicago is going to be better for us.

152

00:28:17.970 --> 00:28:27.780

Randy Cohen (he/him): So this really makes a difference for big companies for small companies and it's something that creative workers are looking for is well here's why.

153

00:28:28.320 --> 00:28:45.090

Randy Cohen (he/him): creative people aren't just creative in the workplace, you know they're like I want i'm creative in my life, and so I want arts and culture in the Community, I live, and I want arts maker spaces and places to see live music or performances or galleries or museums.

154

00:28:46.650 --> 00:28:47.220

Randy Cohen (he/him): So.

155

00:28:48.270 --> 00:29:00.720

Randy Cohen (he/him): creative people now back to our public opinion survey, where we really drilled into this and 55% so a little over half of the American workforce says.

156

00:29:01.800 --> 00:29:13.680

Randy Cohen (he/him): Their jobs require them to be creative and then 60% said, the more creative, I am in the workplace, the more successful, I am in the workplace.

157

00:29:14.190 --> 00:29:28.530

Randy Cohen (he/him): And so you know we can really start to see the importance of creativity in our work now here's what this looks like you know in action, so this happy looking fell up Thomas suit off of Stanford researcher 2013.

158

00:29:29.670 --> 00:29:35.220

Randy Cohen (he/him): Ring ring Professor suit off congratulations you've won the Nobel Prize for Medicine.

159

00:29:37.020 --> 00:29:47.100

Randy Cohen (he/him): So that was a great phone call i'm sure well, one of the reporters asked them, not long after he said, you know, Professor who is your most influential teacher growing up.

160

00:29:47.490 --> 00:29:56.730

Randy Cohen (he/him): i'm sure they all expect them to say Oh, I remember my biology teacher so think no he said I owe it all to my bassoon teacher.

161

00:29:57.120 --> 00:30:08.820

Randy Cohen (he/him): And he went on to describe how it was his music education they gave him the habits of mind that made them a great scientists perseverance pattern recognition.

162

00:30:09.150 --> 00:30:18.570

Randy Cohen (he/him): Problem Solving you know the iterative process do it again and again and again, not stopping at one solution but looking at five solutions and.

163

00:30:19.740 --> 00:30:28.440

Randy Cohen (he/him): The research actually shows that that may not have been some unique example there's a Michigan State University researcher.

164

00:30:29.220 --> 00:30:43.560

Randy Cohen (he/him): Robert route bernstein who studied creativity his whole career is a MacArthur genius award winner and everything and one of the things he and his team did was study all the Nobel laureates in the sciences, going back to the beginning.

165

00:30:44.640 --> 00:30:57.990

Randy Cohen (he/him): And compared their level of arts engagement to scientists at two other prominent scientific societies, one of the US, one of the UK, the Nobel laureates 17 times more likely to be.

166

00:30:58.980 --> 00:31:07.770

Randy Cohen (he/him): arts and arts maker and musician a painter more likely to be personally involved in the arts so there's something there.

167

00:31:09.630 --> 00:31:15.810

Randy Cohen (he/him): And you know what the public gets this as well just under 50% of the American public says.

168

00:31:16.830 --> 00:31:24.690

Randy Cohen (he/him): There personally involved as an arts maker I sing in a choir I water a color you know we gave gave people a bunch of options.

169

00:31:25.710 --> 00:31:31.200

Randy Cohen (he/him): When asked why two thirds of them said, makes me feel a more creative person.

170

00:31:32.400 --> 00:31:44.880

Randy Cohen (he/him): And so there's really a fundamental this about creativity that happens um another question that we looked at is you know there's a lot of benefits right that would happen when we're involved in the arts or.

171

00:31:45.660 --> 00:31:54.510

Randy Cohen (he/him): You know they spire we're delighted, you know, the arts remind us of a time and a place or timelessness we aim, a long list.

172

00:31:55.740 --> 00:32:05.310

Randy Cohen (he/him): And then the first time, through the list I only let them pick one thing that the arts did for them, and the number one thing they picked It makes me feel creative so.

173

00:32:06.930 --> 00:32:15.690

Randy Cohen (he/him): creativity in the arts, I mean sounds odd even have to say it, but there's really something there and the public gets it.

174

00:32:16.500 --> 00:32:28.590

Randy Cohen (he/him): and businesses value it and community leaders are looking to create these creative communities, and of course this all makes the case sort of shifting gears here a little bit about the importance for arts education.

175

00:32:29.520 --> 00:32:42.240

Randy Cohen (he/him): And you know within the arts, I think this is just one of the most important things we can be doing now, I think, as our kids and students are trying to stay connected, and you know learning virtually or in school.

176

00:32:43.560 --> 00:32:53.850

Randy Cohen (he/him): You know the arts or my wife's an educator you know any kind of arts activities or something that really are perking these kids up I gotta say it, for me, as a kid i'm.

177

00:32:54.360 --> 00:33:01.230

Randy Cohen (he/him): Not a great student whatever was going on outside the window, I was the most interesting thing that moment, you know so.

178

00:33:02.280 --> 00:33:12.030

Randy Cohen (he/him): But it was really the arts that kept me engaged, it was theater and drama that coming back to school and lemming school and and seeing how all these other classes, that I was taking.

179

00:33:12.630 --> 00:33:21.480

Randy Cohen (he/him): related and the research shows that when the arts are part of a student's education they're performing better academically better grades.

180

00:33:22.140 --> 00:33:29.160

Randy Cohen (he/him): Better standardized test scores lower dropout rates even better attitudes about community service and more Community engagement.

181

00:33:30.060 --> 00:33:40.410

Randy Cohen (he/him): And those are findings, now that we know cut across all socio economic strata so i'm some of the great research in this area was done.

182

00:33:41.340 --> 00:33:54.960

Randy Cohen (he/him): By fellow at UCLA James cattle over the years longitudinal research and what he did I just some of the most powerful arts, education, research, is he looked at.

183

00:33:55.530 --> 00:34:13.770

Randy Cohen (he/him): Department of Education data on 25,000 students across the country thousands, you know different schools nationally representative and so he took those 25,000 students and they divided them into four core tiles for groups based on their level of arts involvement so.

184

00:34:15.510 --> 00:34:25.020

Randy Cohen (he/him): You know I appear, you know practices, the violin three hours a day, and you know and work their way down to maybe goes to a museum once a year, or something like that.

185

00:34:25.230 --> 00:34:32.040

Randy Cohen (he/him): And so the most involved in the least involved and then he compared the academic performance of those two groups.

186

00:34:32.250 --> 00:34:39.750

Randy Cohen (he/him): And what he found, of course, like I just said, the most arts involved students better grades better test scores lower dropout rates.

187

00:34:40.110 --> 00:34:46.740

Randy Cohen (he/him): Now he anticipated the question that a lot of you might be thinking about well yeah that's great but.

188

00:34:47.160 --> 00:34:53.430

Randy Cohen (he/him): These students, probably for better educated or more affluent families, you know there, of course, they're going to do better.

189

00:34:53.790 --> 00:35:03.930

Randy Cohen (he/him): And so, he went back to his base of 25,000 students and then looked at just the lowest socio economic core tile so students who attend title one schools.

190

00:35:04.140 --> 00:35:16.800

Randy Cohen (he/him): or live in low income communities they did the same analysis and what he found out only did the results hold, but there was an even greater disparity between the arts involved and the non arts involved students.

191

00:35:17.130 --> 00:35:34.290

Randy Cohen (he/him): Helping researchers, then realize, you know, the arts help kids catch up, or who got a late start you know they help level the playing field now put all that research here because I there's also some really concerning research that the Department of Education.

192

00:35:35.910 --> 00:35:42.540

Randy Cohen (he/him): has done over the years and about every 10 years they do a big temperature check of arts education and.

193

00:35:43.830 --> 00:35:45.540

Randy Cohen (he/him): You know the provision of it and.

194

00:35:46.710 --> 00:35:59.400

Randy Cohen (he/him): What they found is that overall nationally arts education is kind of held its own and those low income communities and Title one schools there's actually been a huge drop off.

195

00:36:00.000 --> 00:36:13.800

Randy Cohen (he/him): And so what that says is those students who stand to gain the most from it, that we learned about from carol's research are the ones losing it the fastest and so Secretary of education at the time, you know.

196

00:36:14.850 --> 00:36:31.530

Randy Cohen (he/him): call this a civil rights issue because carol's research actually track these young people into their 20s and even as young adults, there were differences between students who had the arts as part of their education had more college going more likely to be in a career oriented job.

197

00:36:33.240 --> 00:36:35.190

Randy Cohen (he/him): or pro social behavior so.

198

00:36:36.270 --> 00:36:44.190

Randy Cohen (he/him): we've all got a really important job to do to make sure every child in our Community is getting access to a quality arts education.

199

00:36:45.630 --> 00:37:00.300

Randy Cohen (he/him): So I want to hit that, and you know the good news is is 91% the American public says, the arts are part of a well rounded education for K through 12 students and there's other questions in our public opinion study that show.

200

00:37:01.350 --> 00:37:11.130

Randy Cohen (he/him): that the American public values arts education so remember to use those public opinion data, you know when you're talking about arts education.

201

00:37:12.150 --> 00:37:17.970

Randy Cohen (he/him): All right, let me talk about another area, you see what i'm doing here i'm basically it would this 10 reasons list.

202

00:37:18.240 --> 00:37:34.920

Randy Cohen (he/him): Just taking the big issues in our communities right off the front page of the newspaper, you know jobs, the economy, education workforce and now let's talk about health care right we're in the midst of you know, healthcare drama all the time.

203

00:37:36.330 --> 00:37:41.940

Randy Cohen (he/him): So I have an arts background, as I mentioned, but um I also have a medical research background.

204

00:37:42.750 --> 00:37:53.040

Randy Cohen (he/him): I still work at Stanford university and scripps clinic and Research Foundation and there's people wondered what are you doing in the sciences and the science people wondered what are you doing in the arts and.

205

00:37:53.670 --> 00:38:02.340

Randy Cohen (he/him): I gotta tell you, you know they're all pretty similar except the content, you know it's always about what if what if what if we tried it this way, what if we looked at it that way.

206

00:38:03.720 --> 00:38:15.210

Randy Cohen (he/him): And when I worked at scripps clinic and Research Foundation la jolla California every Tuesday at three o'clock we have live Chamber music in the lobby and.

207

00:38:16.860 --> 00:38:23.040

Randy Cohen (he/him): You know, as they turn the fountain down and and you know it's a beautiful happy, but it was amazing how.

208

00:38:23.640 --> 00:38:36.210

Randy Cohen (he/him): For musicians would just completely transform the environment and patients would walk in or be wheeled in and they could be there with their families medical staff could be there if they were able and.

209

00:38:37.140 --> 00:38:47.220

Randy Cohen (he/him): But what we started to notice is that patients patients that I would see in their rooms clinically with argerich depressed you know if you have a view of the ocean.

210

00:38:47.580 --> 00:38:56.190

Randy Cohen (he/him): Nobody wants to be in the hospital right, but you could see physical transformation and people highest got less cloudy their posture got better and.

211

00:38:56.610 --> 00:39:09.150

Randy Cohen (he/him): you've sort of sense, like a greater awareness, the environment around them, and you could see it, you could feel it recent think something's happening here it's it's like they're getting an IV drip of the arts, you know.

212

00:39:10.080 --> 00:39:21.090

Randy Cohen (he/him): And now there's this growing body of research that shows when the arts are part of our health care shorter hospital stays less depression fewer doctor visits less medication.

213

00:39:22.560 --> 00:39:24.180

Randy Cohen (he/him): Improved mental health.

214

00:39:25.320 --> 00:39:32.580

Randy Cohen (he/him): You know, Americans for the arts is working with the University of Florida University College London on a study looking at.

215

00:39:34.230 --> 00:39:53.760

Randy Cohen (he/him): The impact of covert and social distancing on mental health and the research, the preliminary findings are really powerful with 30 minutes, a day of some kinds of arts or creative creative activity results in less depression less anxiety and improved.

216

00:39:54.930 --> 00:40:05.430

Randy Cohen (he/him): Improved outlook on life so people feeling better about their today a little more optimistic about tomorrow so really powerful physical and mental health benefits.

217

00:40:06.720 --> 00:40:22.080

Randy Cohen (he/him): This is sort of real time learning that's happening and um and you know it's not even new arts and mental health it's it's been around a long time, you know the Greeks figure this out thousands of years ago, the god Apollo is actually the God of both.

218

00:40:23.280 --> 00:40:35.880

Randy Cohen (he/him): arts, music and healing you know talk about a big portfolio that guy had it right, so you know this has been around for a long time, but it's it's something that thankfully we're rediscovering and relearning.

219

00:40:37.590 --> 00:40:41.550

Randy Cohen (he/him): And so that's really powerful as well, a lot of our arts and healthcare work.

220

00:40:42.240 --> 00:40:50.430

Randy Cohen (he/him): became our arts in military work, and you know we've got a whole national initiative on arts and health in the military and.

221

00:40:50.670 --> 00:41:03.510

Randy Cohen (he/him): So we're working with Department of Defense and working with the va and you know large research projects and clinical study projects like creative forces that we do with the Nea and basically the arts are healing the unseen.

222

00:41:04.200 --> 00:41:13.110

Randy Cohen (he/him): Injuries of war and that it's addressing our returning service Members with you know ptsd issues.

223

00:41:14.250 --> 00:41:21.540

Randy Cohen (he/him): With traumatic brain injury it's helping not just the returning service members, but their family and even.

224

00:41:22.770 --> 00:41:24.690

Randy Cohen (he/him): care providers and.

225

00:41:25.980 --> 00:41:38.070

Randy Cohen (he/him): Walter reed national military medical military Center here in DC where they have about the national trippin Center about 40 different types of health care interventions.

226

00:41:39.390 --> 00:41:55.110

Randy Cohen (he/him): The arts are continue continuously and one of the top four in terms of effectiveness, both from the perspective of the caregivers as well as the patient's themselves so another way that the arts are really touching touching us.

227

00:41:57.120 --> 00:42:01.980

Randy Cohen (he/him): And then, this, I think, is just one of the most important takeaways these days and.

228

00:42:04.320 --> 00:42:13.560

Randy Cohen (he/him): You know it's such a challenging time in our communities, right now, you know we're isolating or quarantining you know people are separated.

229

00:42:15.060 --> 00:42:30.030

Randy Cohen (he/him): 72% of the American public says, the arts unify our communities, regardless of age, race or ethnicity 73% say the arts help me understand other cultures in my community.

230

00:42:30.780 --> 00:42:38.190

Randy Cohen (he/him): And I think, as we get to work to get to the other side of this pandemic there's really two big areas, you know that.

231

00:42:38.820 --> 00:42:49.350

Randy Cohen (he/him): People are thinking about how do we reconnect our communities and how do we jumpstart our economies well now we've heard about both right so.

232

00:42:50.130 --> 00:42:55.710

Randy Cohen (he/him): You know the arts are kindling for the economy, they get us out of our homes into the Community.

233

00:42:56.220 --> 00:43:08.010

Randy Cohen (he/him): They get us going to local businesses, and they also bring us out in the public together shared experiences in public spaces, whether it's you know, a mural or event or.

234

00:43:08.520 --> 00:43:19.080

Randy Cohen (he/him): An open air festival or hey we're all here to see Hamilton for the third time together, nobody cares we voted for it, nobody cares where you practice your faith.

235

00:43:20.220 --> 00:43:25.200

Randy Cohen (he/him): arts and culture it's something we do together and so there's really powerful research.

236

00:43:26.640 --> 00:43:33.360

Randy Cohen (he/him): That underscores that as well um so let me yeah so what you're looking at here is a picture.

237

00:43:34.800 --> 00:43:46.170

Randy Cohen (he/him): From 1913 in Paris bad news at the Louvre the Mona Lisa got stolen, and it was gone for two years, actually, this is where it was hanging.

238

00:43:47.550 --> 00:43:58.860

Randy Cohen (he/him): And in the two years that the Mona Lisa was gone more people went to see where it had been hanging and saw the painting itself and the previous 14 years.

239

00:43:59.790 --> 00:44:17.430

Randy Cohen (he/him): it's so easy for folks to take the arts for granted to assume they're always going to be there to assume they're always going to provide you know these personal these human these inspirational these economic, social, educational healthcare benefits, but the fact is, we got a job to do.

240

00:44:18.510 --> 00:44:31.110

Randy Cohen (he/him): To make sure that the arts are around on the other side of this to provide these benefits to our communities and so yeah these are 10 reasons, you know, to support the arts.

241

00:44:31.890 --> 00:44:43.620

Randy Cohen (he/him): But I always like to remind folks to have the golden rule and the golden rule and Americans for the arts no numbers without a story no stories without a number, you need both right and so.

242

00:44:44.370 --> 00:44:53.160

Randy Cohen (he/him): You got a bunch of great numbers there you know we've all got our art story our personal arts story can be us or kid our neighbors you know.

243

00:44:54.390 --> 00:45:12.660

Randy Cohen (he/him): You know, sometimes small but always meaningful and so when you have a meeting with a decision maker legislator start with that story it draws you in, and you know it's kind of inspiring then follow that up with a number, you know with a piece of research from the 10 reasons list and.

244

00:45:14.220 --> 00:45:21.120

Randy Cohen (he/him): Because that shows that that powerful story it wasn't some accident it happens again and again and again and.

245

00:45:22.530 --> 00:45:30.510

Randy Cohen (he/him): And just a little bit about you know when you're having your advocacy meetings we can talk more about this in the Q amp a as well and i'm about to wrap up here.

246

00:45:32.100 --> 00:45:32.850

Randy Cohen (he/him): So you know.

247

00:45:33.660 --> 00:45:42.240

Randy Cohen (he/him): How do I do it, how do I get started, so if you go to the blog and Americans for the arts number ones that times folks aren't even sure who their legislator is especially you know.

248

00:45:42.420 --> 00:45:56.940

Randy Cohen (he/him): We just had an election, you know, everybody, you know, there was a big change in jobs and you'll find at our arts Action Fund there's a link it's right there in the blog where you clicking it you type in your zip code and up will pop all your.

249

00:45:58.710 --> 00:46:09.600

Randy Cohen (he/him): state and federal elected officials so then set up an appointment, set up a meeting it'll be a virtual most likely now that's totally fine and they're glad to hear you so, then what.

250

00:46:10.290 --> 00:46:14.520

Randy Cohen (he/him): Can it can be intimidating you know, especially if you've only done it a couple of times.

251

00:46:15.300 --> 00:46:28.830

Randy Cohen (he/him): I break it down into three questions what's the message, who gets the message and who delivers the message so we've talked about a whole bunch of messages today right economic jobs, education, health care.

252

00:46:30.360 --> 00:46:40.590

Randy Cohen (he/him): So we need a quiver full of case making arrows because who gets the message that's where you do a little your research what's important to that legislator, you know.

253

00:46:40.920 --> 00:46:52.710

Randy Cohen (he/him): What is this person care about you know if you had to pick one thing you know it might be jobs, the economy, but might be education might be healthcare something like that, and so you know, then you go to your quiver and.

254

00:46:53.460 --> 00:47:02.730

Randy Cohen (he/him): pull out the arrow and you know and and hit with that message first and then who delivers the message now when I go to Capitol Hill.

255

00:47:03.210 --> 00:47:12.570

Randy Cohen (he/him): They see me coming a mile away, and you know and kind of cover up their wallets you know ladies, you know hide their person that or something like that and block it up.

256

00:47:13.650 --> 00:47:24.060

Randy Cohen (he/him): You know, you know what i'm there for, but if I can bring you know somebody who's the head of a hospital or the head of the schools or a parent or a.

257

00:47:24.390 --> 00:47:34.080

Randy Cohen (he/him): Child or someone in the Community who else can tell their story and make the case you know that's really powerful as well, I remember.

258

00:47:34.650 --> 00:47:42.810

Randy Cohen (he/him): The Mira Mesa Arizona was telling a story once and he said you're saying it was talking about how his budget hearing for the arts tonight and.

259

00:47:43.140 --> 00:47:49.140

Randy Cohen (he/him): You know, he was there and all the City Council people and everybody was lined up doing their three minutes and.

260

00:47:49.410 --> 00:48:01.170

Randy Cohen (he/him): He said, I noticed that the chief of police was there, which wasn't too unusual for a city council meeting, but he was in full chief of police regalia at Thai battles so, which was a little different.

261

00:48:01.530 --> 00:48:10.170

Randy Cohen (he/him): And after everybody else that testified he asked for three minutes and basically said, you know if you have to take a cut out of the arts budget.

262

00:48:10.710 --> 00:48:27.630

Randy Cohen (he/him): i'd rather you just took it out of my public safety budget because when they do their job well, it makes my job easier and imagine if we had 1000 police chiefs on that message you know so who delivers the message is really powerful as well.

263

00:48:29.220 --> 00:48:29.910

Randy Cohen (he/him): So.

264

00:48:30.990 --> 00:48:38.160

Randy Cohen (he/him): Thank you all for letting me be with you today and talk about the 10 reasons to support the arts and.

265

00:48:40.620 --> 00:48:57.210

Randy Cohen (he/him): You know everything you do to advance the arts is important, making the case mobilizing your neighbors getting folks and being a champion for the arts it's all important you're important for doing it, the arts aren't just nice they're necessary.

266

00:48:58.290 --> 00:49:09.870

Randy Cohen (he/him): So thank you and i'll stop sharing screen here and bring back a who's probably got some questions, I see the little numbers lit up and things so.

267

00:49:10.350 --> 00:49:16.260

Ami (ah-mee) | she/her @ AFTA: Yes, well, thank you Randy for this very informative and thoughtful presentation on why we should continue to support the arts.

268

00:49:16.620 --> 00:49:22.530

Ami (ah-mee) | she/her @ AFTA: And as Kim had said in the Q & A Randy such an art to advocacy rock star, we definitely agree.

269

00:49:23.130 --> 00:49:38.550

Ami (ah-mee) | she/her @ AFTA: We have some time for your questions, would you can ask in the Q amp a chat box at the bottom of the screen, but first Randy based on the impacts of the pandemic what's a new reason to support the arts for 2021 that you think will continue to be a reason to support the arts in the future.

270

00:49:41.130 --> 00:49:59.610

Randy Cohen (he/him): wow what a great question you know I think what's going to resonate most and I don't know if it's a new reason per se, but I think two of the really powerful reasons gets back to how do we jumpstart the economy, how do we unify our communities and again.

271

00:50:00.690 --> 00:50:08.760

Randy Cohen (he/him): You know the arts they get us out of our homes, and this is going to be an exercise right, I mean been locked in I mean I we've been.

272

00:50:09.120 --> 00:50:16.080

Randy Cohen (he/him): Working the huddle them for 54 weeks now, and we got you know long time to go still and of course that's most people so.

273

00:50:16.560 --> 00:50:26.700

Randy Cohen (he/him): The arts are what's going to bring us out back into the Community it's going to get us frequenting local businesses and help jumpstart those businesses because they've been hurting.

274

00:50:28.140 --> 00:50:37.260

Randy Cohen (he/him): And it's going to get us back together, and I mean things were fractious before the pandemic let's be real, but now we've really been.

275

00:50:37.920 --> 00:50:56.820

Randy Cohen (he/him): So separated so isolated and the research shows that you know, the arts will reconnect us by providing these shared experiences and public spaces and and it's and it's all the arts are going to provide those benefits, so I think those are real to really important ones.

276

00:50:58.050 --> 00:51:07.860

Ami (ah-mee) | she/her @ AFTA: Absolutely, thank you very much Amanda had a question wanting to confirm if EP six is signing up communities currently and if surveys will happen early 2022.

277

00:51:09.270 --> 00:51:18.960

Randy Cohen (he/him): Yes, so we're just beginning to sign up communities and it'll kind of go into the summer, hopefully we'll get folks you know signed up in the summer.

278

00:51:20.190 --> 00:51:36.990

Randy Cohen (he/him): And the audience surveys will start earlier in 2022 the organizational surveys, will go a little later in 2022 and what that's going to enable us to do is focus on fyi 22 budgets for the organizations and.

279

00:51:38.190 --> 00:51:44.820

Randy Cohen (he/him): And so we're trying to put as much daylight between the analysis and the pandemic.

280

00:51:45.720 --> 00:51:56.430

Randy Cohen (he/him): Now folks my ask wow well, is it is it still going to be relevant or important and I gotta tell you it's going to be more important than ever that we remind folks that.

281

00:51:56.640 --> 00:52:13.380

Randy Cohen (he/him): The arts aren't just some frill the arts aren't just some extra that they are an industry and again making those economic benefits, and then we got to keep investing in the arts and artists now to get those benefits later.

282

00:52:14.880 --> 00:52:28.230

Ami (ah-mee) | she/her @ AFTA: Absolutely, and speaking of economic benefits, we have a question from Megan asking do we have an updated figure for the every \$1 we spend on the arts brings \$3 into the economy figure it's my favorite ED point she says.

283

00:52:29.430 --> 00:52:32.640

Randy Cohen (he/him): Well, I really prefer folks talk about.

284

00:52:33.750 --> 00:52:37.110

Randy Cohen (he/him): Specific numbers of jobs and government revenue.

285

00:52:38.010 --> 00:52:38.640

and

286

00:52:39.780 --> 00:52:53.700

Randy Cohen (he/him): Not that economic activity multiplier so much, and so you really I'd encourage you to go to the arts and economic prosperity calculator because here's the thing we work with the US conference of mayors National Association of cities national.

287

00:52:54.930 --> 00:53:08.730

Randy Cohen (he/him): You know the international city county managers association, etc, and they teach their members our community leaders to look for specific data on jobs and government revenue.

288

00:53:09.690 --> 00:53:16.680

Randy Cohen (he/him): Because when you've got those kind of numbers, you know that's the most reliable form of economic analysis and everything so.

289

00:53:17.490 --> 00:53:20.130

Randy Cohen (he/him): Go to that you know Americans for the arts said org slash.

290

00:53:20.940 --> 00:53:32.970

Randy Cohen (he/him): economic impact and there's a couple ways to get it and you'll find the data there you'll find that calculator there if it's still not quite making sense, she just an email will talk you through it, so we want to make sure.

291

00:53:33.660 --> 00:53:37.680

Randy Cohen (he/him): Everybody is comfortable with the numbers and and knows how to use the tools.

292

00:53:39.030 --> 00:53:50.520

Ami (ah-mee) | she/her @ AFTA: Absolutely, thank you very much, we have a question about one of the photos on the page about health care, benefits and the arts, I think it may have looked like an MRI room, do you mind speaking to that a little bit more.

293

00:53:51.270 --> 00:53:54.360

Randy Cohen (he/him): Yes, it was an MRI room and number of.

294

00:53:58.590 --> 00:54:10.290

Randy Cohen (he/him): Artists have been commissioned, especially at children's hospitals tell you, you want to see like incredible art, you know I go to these children's hospitals, where they are.

295

00:54:12.720 --> 00:54:25.050

Randy Cohen (he/him): painting so that looks like a spaceship but some look like Wonderland and actually you can just do some Google searches and some really incredible art will pop up and hospitals are using it.

296

00:54:26.070 --> 00:54:30.180

Randy Cohen (he/him): For way finding as a way to you know for patients.

297

00:54:32.010 --> 00:54:42.330

Randy Cohen (he/him): Just about half of the nation's hospitals have some kind of active arts program might be a you know rotating exhibits might be, you know, like the.

298

00:54:43.140 --> 00:54:55.380

Randy Cohen (he/him): Chamber music, I talked about some hospitals have hospital orchestras somehow bedside carts were you know they bring it to the bedside and you know you can do the heart therapist works with a.

299

00:54:55.890 --> 00:55:03.000

Randy Cohen (he/him): With a patient right there they can pick art that they can put on the wall if they like and here's something even more important.

300

00:55:04.650 --> 00:55:21.390

Randy Cohen (he/him): i've been in the hospital and open heart surgery, you know it's it can be a rough go and it's very dehumanizing and when our therapist comes in and says Randy would you like to do some art, would you like to have some art on the walls and just being able to say no.

301

00:55:22.980 --> 00:55:33.630

Randy Cohen (he/him): Is the most empowering thing that may happen to that person all week so every aspect of the arts and healthcare it's just so powerful there's so much to it, we have a lot of.

302

00:55:34.050 --> 00:55:39.270

Randy Cohen (he/him): lot of resources on our website about it, something i'm very passionate about and honestly, you know what back to my.

303

00:55:39.720 --> 00:55:48.630

Randy Cohen (he/him): Open heart surgery, which was like really a surprise you know the vegetarian to play soccer twice a week, you know, the first of his friends, they hit the table i'm.

304

00:55:49.410 --> 00:55:59.490

Randy Cohen (he/him): A it was honestly, it was the art on the walls that I mean, as I sort of slowly walking the halls with my telemetry and device in my chest tubes in hand.

305

00:56:00.990 --> 00:56:09.450

Randy Cohen (he/him): That made me think I might be able to get through this and I gotta tell you I could feel the hand healing Canada, the artist palpably.

306

00:56:10.920 --> 00:56:12.600

Randy Cohen (he/him): happy to talk to people about that sometime.

307

00:56:13.980 --> 00:56:19.890

Ami (ah-mee) | she/her @ AFTA: Andy Thank you so much for sharing your personal experiences about how the arts was able to really support you and with.

308

00:56:20.250 --> 00:56:28.500

Ami (ah-mee) | she/her @ AFTA: Your experiences as well, we have about one to two more minutes for questions i'm not so this will be our last question, but this is from Kim.

309

00:56:28.830 --> 00:56:34.170

Ami (ah-mee) | she/her @ AFTA: And they asked have Americans for the arts done any studies regarding stats and expanded.

310

00:56:34.530 --> 00:56:49.080

Ami (ah-mee) | she/her @ AFTA: audiences resulting from the creative ways arts have brought people together through the pandemic via innovative video connections and such, for example, virtual choirs with each participant connected via zoom sharing a performance is online, etc.

311

00:56:51.660 --> 00:57:02.580

Randy Cohen (he/him): So we have been tracking more from an organizational approach, and I think about 67% of arts organizations are now presenting.

312

00:57:04.140 --> 00:57:05.460

Randy Cohen (he/him): Their arts product.

313

00:57:06.690 --> 00:57:15.720

Randy Cohen (he/him): Through social media online as a way to stay connected with audiences or with their community and with donors.

314

00:57:17.310 --> 00:57:26.220

Randy Cohen (he/him): Some of them, but interestingly enough, only about 13% was the last number i've seen have gotten people to cross the paywall.

315

00:57:26.910 --> 00:57:36.990

Randy Cohen (he/him): To get there, and only about one in five of these are actually paying for themselves, but the majority of arts organizations expect to continue this, I think this is the new reality.

316

00:57:38.100 --> 00:57:38.730

Randy Cohen (he/him): and

317

00:57:40.110 --> 00:57:43.830

Randy Cohen (he/him): it's going to be interesting because in a way it's a whole different type of.

318

00:57:45.090 --> 00:57:54.960

Randy Cohen (he/him): product for our arts organizations and so it's not just like here's a video of that of that show or something like that, at the risk of going just a few seconds long.

319

00:57:55.890 --> 00:57:59.580

Randy Cohen (he/him): My uncle passed away recently it was one of the early.

320

00:58:00.060 --> 00:58:11.070

Randy Cohen (he/him): Early people working for CBS CBS sports way back in the early days, and he told me he said, you know Randy when we first started with TV we used to do broadcasts of Radio shows.

321

00:58:11.490 --> 00:58:19.080

Randy Cohen (he/him): You know the radio actors and the audience would be there and that's what we're showing on TV and after about a year or so we said, you know we can be doing more here.

322

00:58:20.160 --> 00:58:26.220

Randy Cohen (he/him): And I think we're going to see a lot more of that in the future, but so there's a little bit of research on that.

323

00:58:29.730 --> 00:58:38.580

Ami (ah-mee) | she/her @ AFTA: Absolutely well, thank you very much, this is all the time we have for questions on this presentation today if folks have any additional questions what's the best way that people can reach out to you.

324

00:58:39.510 --> 00:58:48.870

Randy Cohen (he/him): This way shoot me an email I headed up for a little bit, but it's art Cohen, our CEO he and at arts usa.org.

325

00:58:49.350 --> 00:59:06.390

Randy Cohen (he/him): happy to share the PowerPoint you know each of those things guy has a one pager and each one page are links to a big report and also you know check the blog posts out online as well it's got links to everything you might want more information, but happy to communicate with everybody.

326

00:59:07.110 --> 00:59:14.220

Ami (ah-mee) | she/her @ AFTA: may say, well, thank you so much Randy and thank you to everyone that attended and participated in today's event 10 reasons to support the arts and 2021.

327

00:59:14.580 --> 00:59:21.900

Ami (ah-mee) | she/her @ AFTA: A reminder that this event was recorded and will be available for replay in about one to two business days, along with the resources Randy share today.

328

00:59:22.170 --> 00:59:29.910

Ami (ah-mee) | she/her @ AFTA: Because it does that arts you dot Americans for the arts.org for other training opportunities and resources Thank you so much, everyone and have a fantastic day.