

Political Engagement Program

Inserting the Arts & Culture into Political Campaigns

ArtsU Presentation

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Civic & Political Engagement begin with...

Recognizing that in a self governing society we each have a responsibility to do our part

Understanding that we are all in this together and have a responsibility to and for each other

Understanding that we each have power and if we fail to use it ,others grow stronger and we grow weaker

Believing that our impact grows as we join with others

Words from the Wise



We The People, in order to form a more perfect union...

The Declaration of Independence

Ask not what your country can do for you
ask what you can do for your country.

President John F. Kennedy



Words from the Wise

Never doubt that a small group of thoughtful, committed **citizens** can **change** the **world**; indeed, it's the only thing that ever has.

— *Margaret Mead*



AZ QUOTES

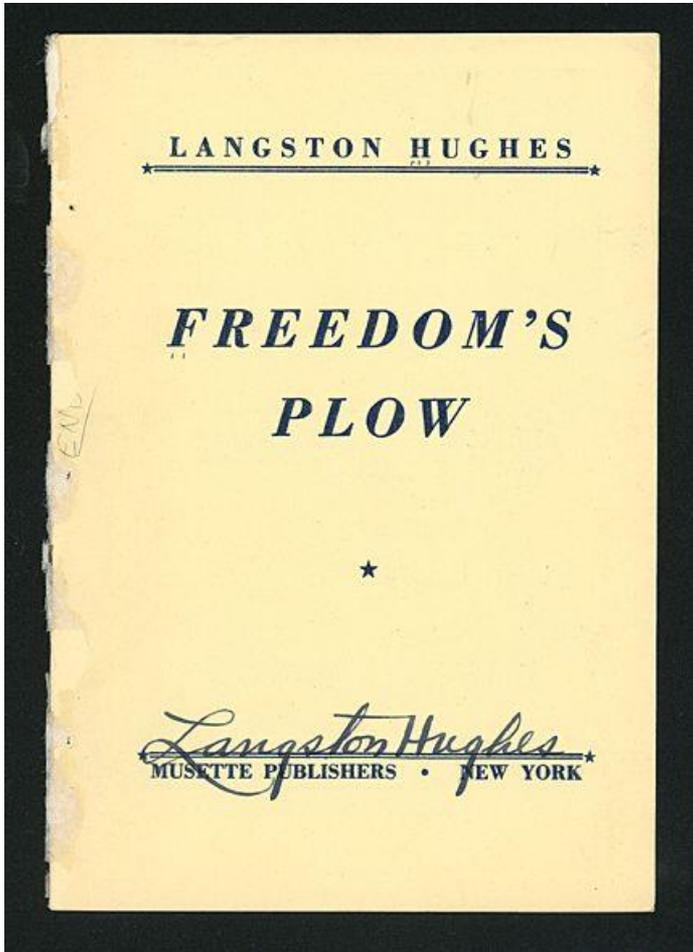


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Words from the Wise



Then the hand seeks other hands to help, a community of hands to help- thus the dream becomes not only one man's dream alone, but a community dream. Not my dream alone, but our dream. Not my world alone, but your world and my world belonging to all the hands that build.

Langston Hughes,
Freedom's Plow

What you can do

BECOME INFORMED

Watch

Listen

Think

Form an opinion



Express Yourself

Express your opinions to family , friends, co-workers.

Write a letter to the Editor

Testify at a meeting or hearing

Write , a poem , an essay , a book

Put a bumper sticker on your car

Wear a political button



Become a Volunteer



Join a club or advocacy group focused on your passion

Join an organized local political organization

Volunteer for a political candidate

Help your Candidate

GATHER SIGNATURES

REGISTER VOTERS

HOLD A SIGN

WEAR A BUTTON

TALK HER UP

DISPLAY A BUMPER STICKER

MAKE CALLS

SEND POSTCARDS

MAKE A CONTRIBUTION

HELP GET OUT THE VOTE

VOTE EARLY AND OFTEN*



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*kidding – just vote!

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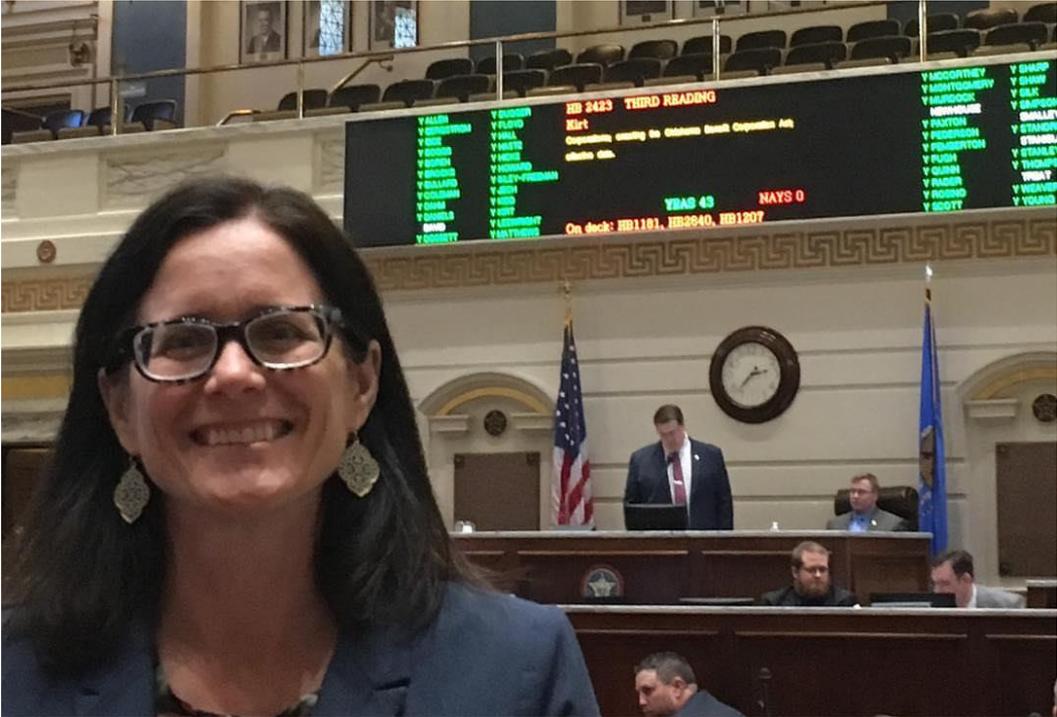


Get Politically Engaged

REGISTER TO VOTE

DO YOUR HOMEWORK

PICK YOUR HORSE



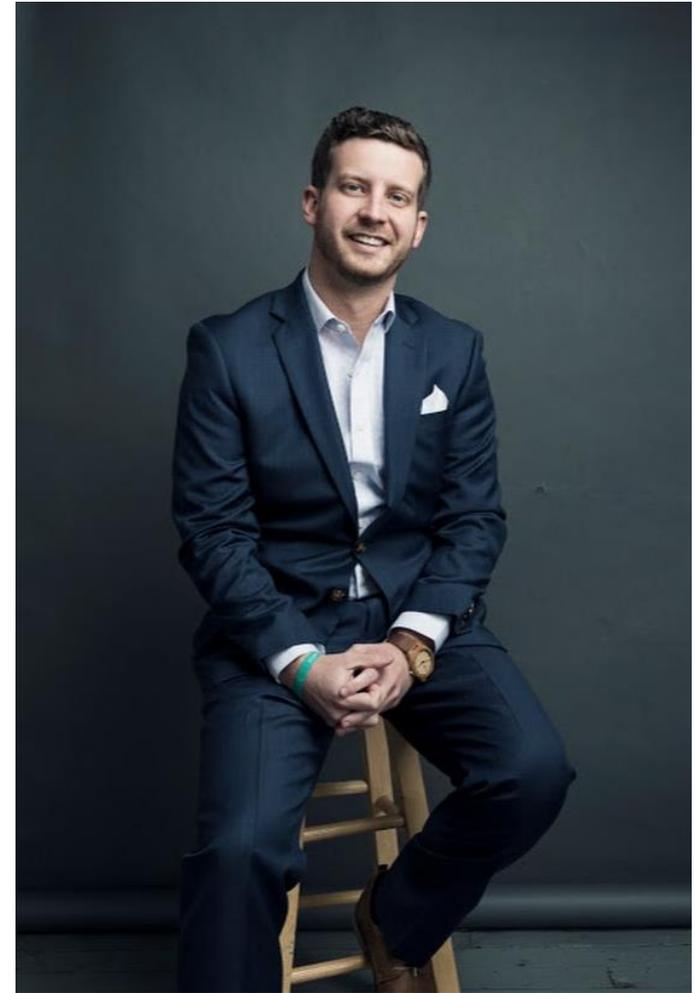
Don't Just Stand There – Run!

It's a big and life changing decision.
Consult with your family

Consult with others you trust to give
you good, honest advice as you
consider running

Form a kitchen cabinet

Identify your core values and issues



Don't Just Stand There – Run!

Articulate clearly why you are running and why this office

Find a campaign manager

Develop your budget

Develop your message

Develop your field strategy and plan.

Develop your GOTV plan



Don't Just Stand There – Run!

Buy lots of comfortable shoes

Plan your victory party



Inserting the Arts into Political Campaigns



What Impact a Community?

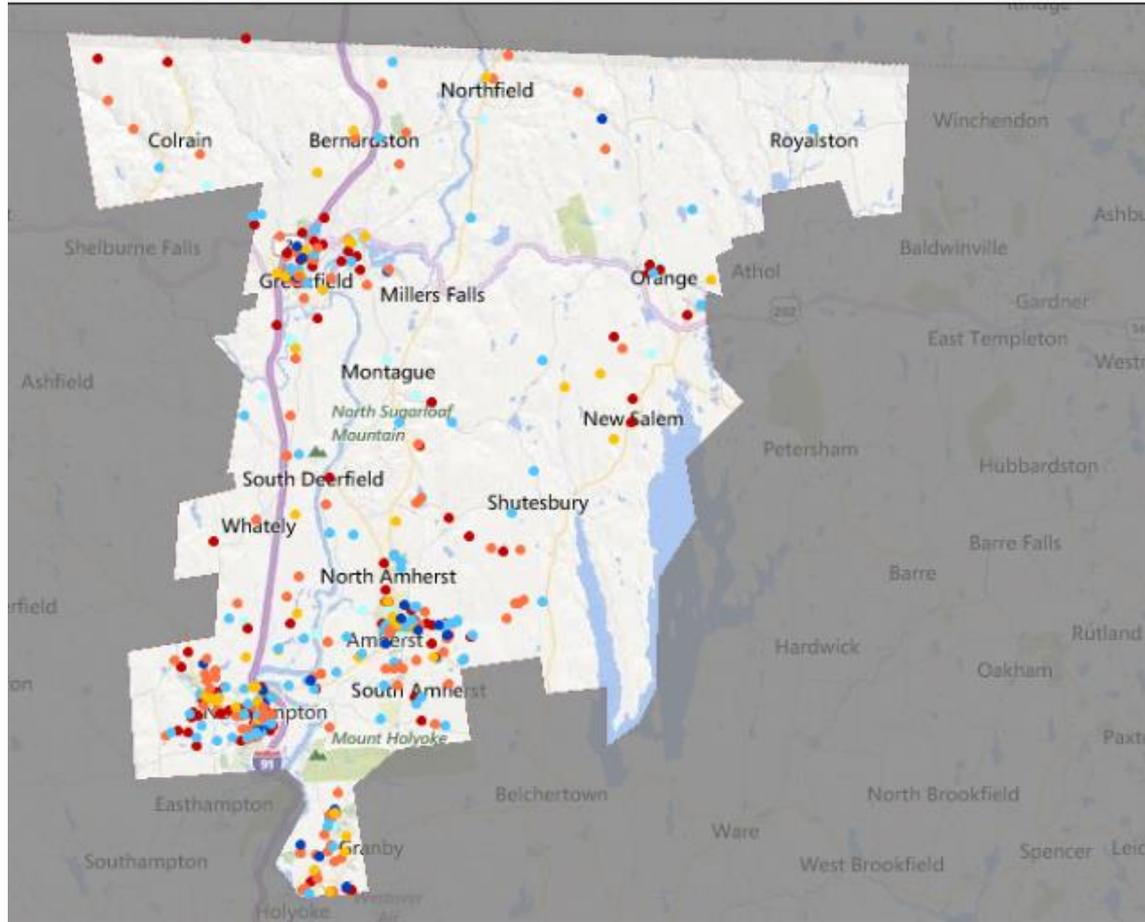


Arts Resources

Creative Industry Maps

Statewide
Federal House
State Senate
State House
County

477 Arts-Related Businesses Employ 2,200 People

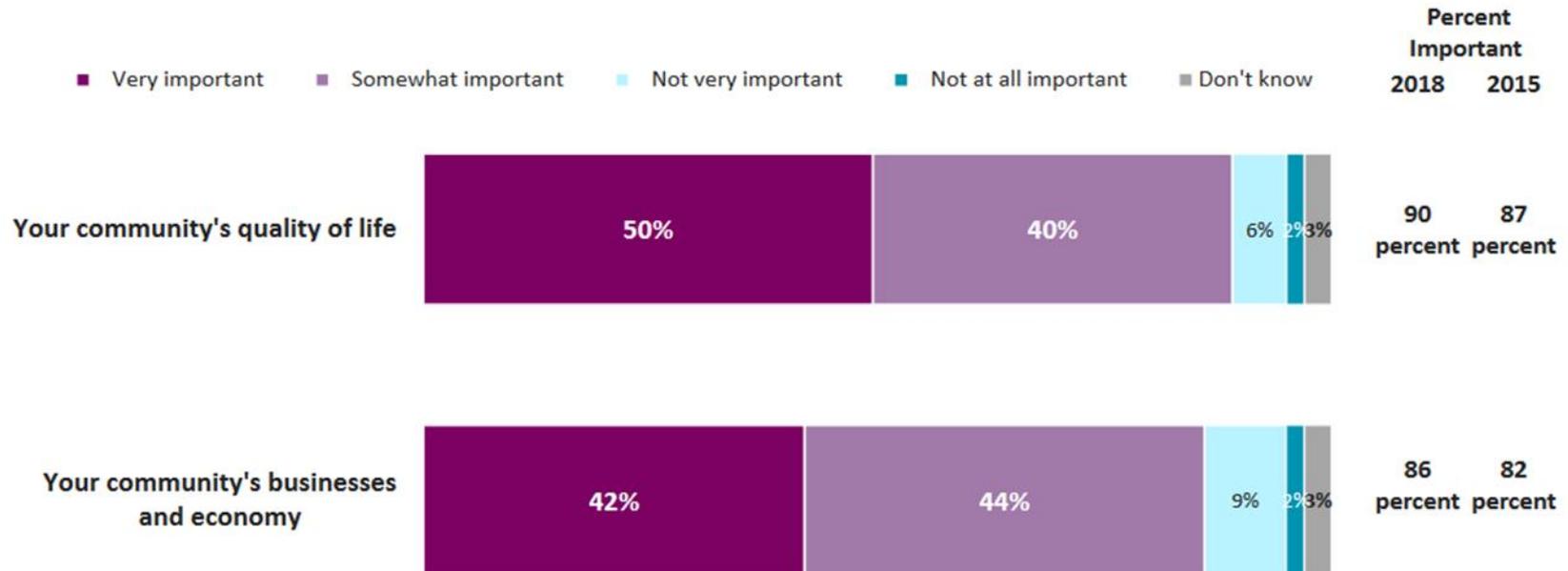


Using the Arts in Your Campaign



Cultural Facilities such as Museums, Theaters, and Concert Halls are Seen as Vital to Business and Quality of Life

- 90 percent of Americans believe that it is important for their community's quality of life, as well as their local businesses and economy, to have cultural facilities such as museums, theaters, concert halls, and historical sites, with half rating this as "very important." Just 5 percent said this is "not important."
- Women and adults under the age of 35 stand out as being more likely to emphasize the importance of cultural facilities to their community's business and economy. There were no major differences across the different age cohorts.

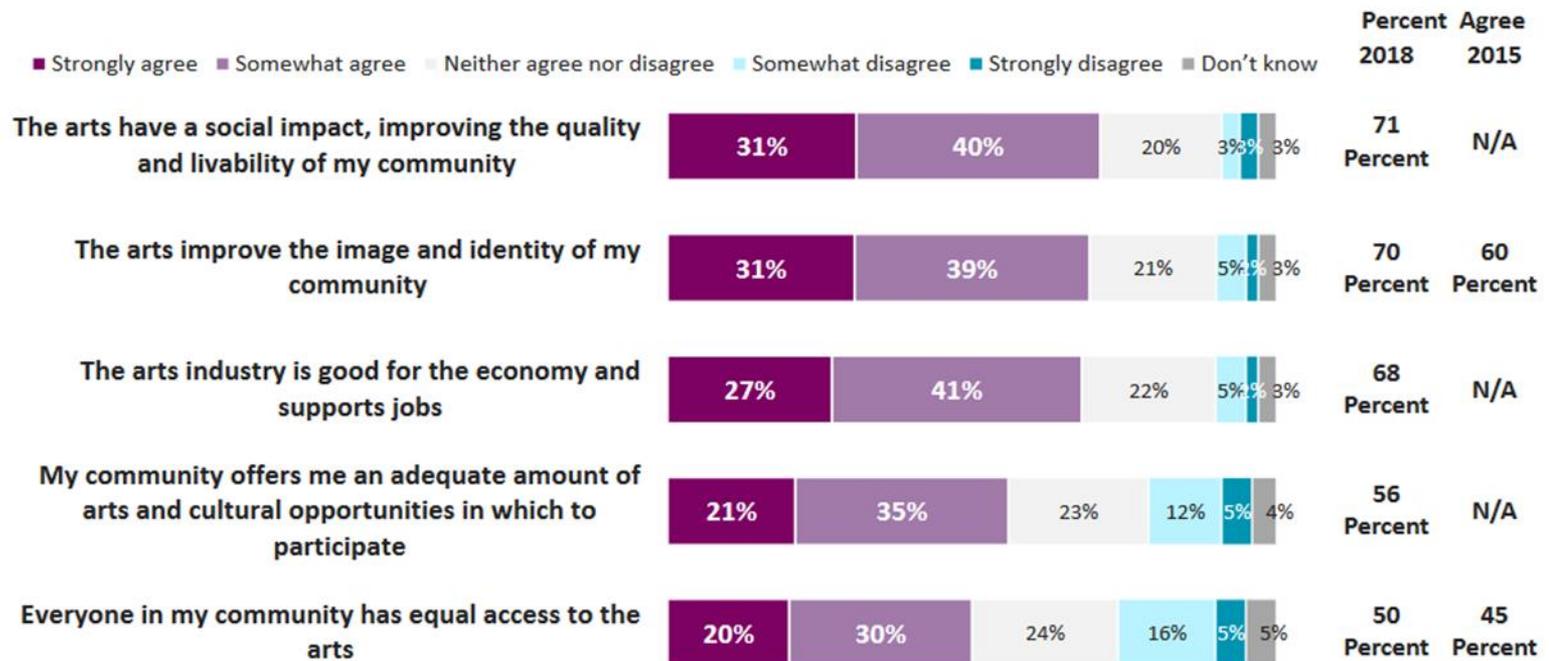


Using the Arts in Your Campaign



Arts Seen as Having a Positive Social and Economic Impact

- Seven-in-ten Americans say the arts have a positive impact on communities, and that the arts “improve the image and identity of my community” as well as are “good for the economy and support jobs.”
- Despite the many benefits to the individual and the community that the arts bring, just 50 percent believe that “everyone in their community has equal access to the arts.”
- High-income earners and college graduates are more likely to say the arts improve their community’s livability and identity as well as agree that they have adequate amounts of arts and cultural opportunities.

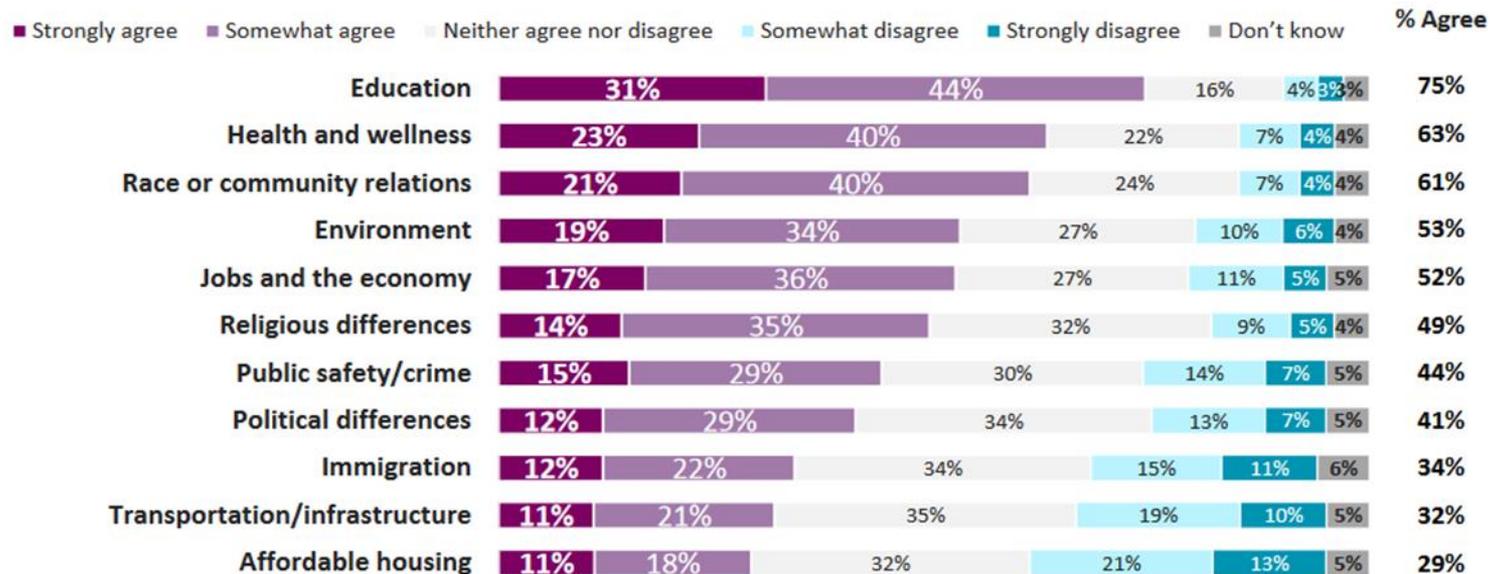


Using the Arts in Your Campaign



The Arts Offer Creative Strategies to Address Key Community Issues

- Survey respondents agree that the arts offer creative strategies that can be used to improve many of their community's pressing issues.
- Education, health and wellness, race/community relations, the environment, and jobs/the economy are all issues seen as being most likely to benefit from creative artistic strategies.
- Those under the age of 35 are especially optimistic about seeing the arts as offering creative strategies to improve community issues. Women are especially likely to agree that the arts can offer creative strategies for some of the top rated issues, especially education, health and wellness, and race or community relation issues.
- No major differences emerge across adults in different income brackets.

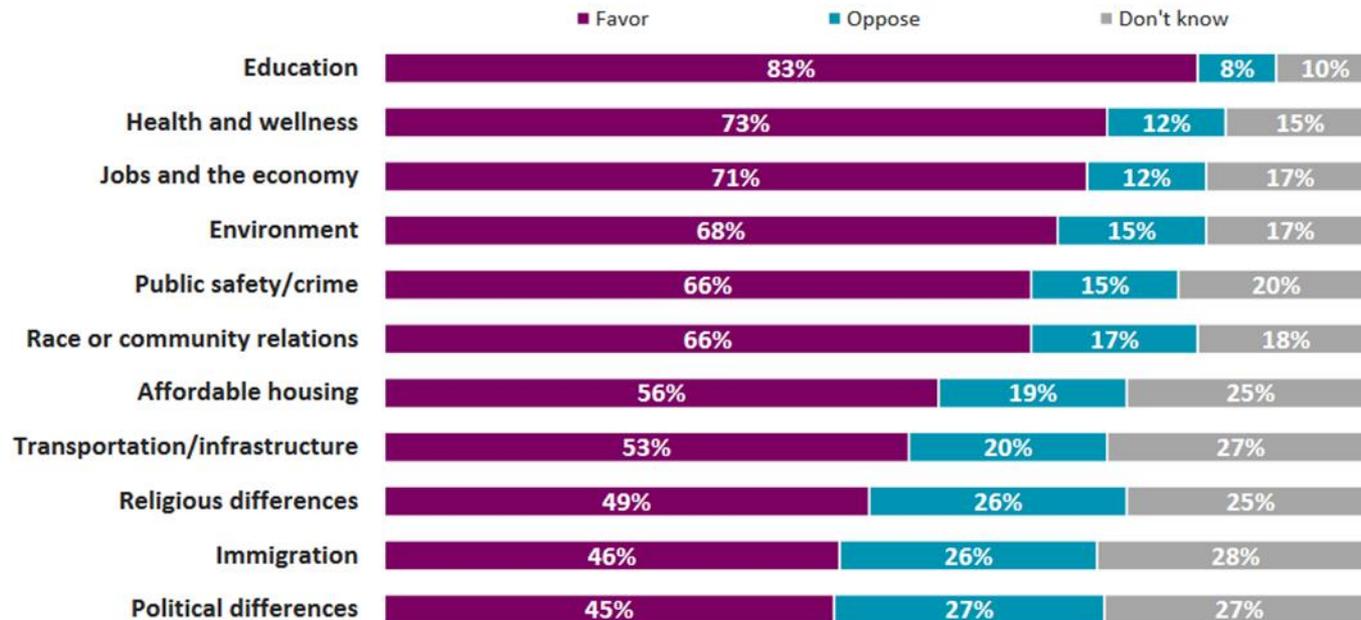


Using the Arts in Your Campaign



Americans Favor Government Arts Funding as a Means to Address Important Social Issues

- Survey respondents were asked if they favored or opposed the government funding the arts to address these 11 important community issues.
- Funding for arts and culture is most likely to be supported to address education issues (83 percent), though at least two-thirds also favor funding to address other issues such as health and wellness (73 percent), jobs/economy (71 percent), environment (68 percent), public safety (66 percent) and race or community relations (66 percent).
- The Millennial cohort were especially likely to favor government arts funding to address education (86 percent), health and wellness (77 percent), jobs/economy (78 percent), environment (76 percent), public safety (72 percent), and race or community relations (74 percent).



Using the Arts in Your Campaign



The Arts Unify Our Communities

- 73 percent of adults say that the arts help them understand other cultures better (up 11 percent from 2015).
- Similar proportions agree the arts also serve to “unify us, regardless of age, race, and ethnicity” (72 percent) and that the “arts are a positive experience in a troubled world” (81 percent—an 8 percent increase from 2015).
- These findings are made even more powerful by the fact that Americans across all socioeconomic strata agree with these statements. In fact, people of color low household incomes is the cohort most likely to “strongly agree” with these community building statements.

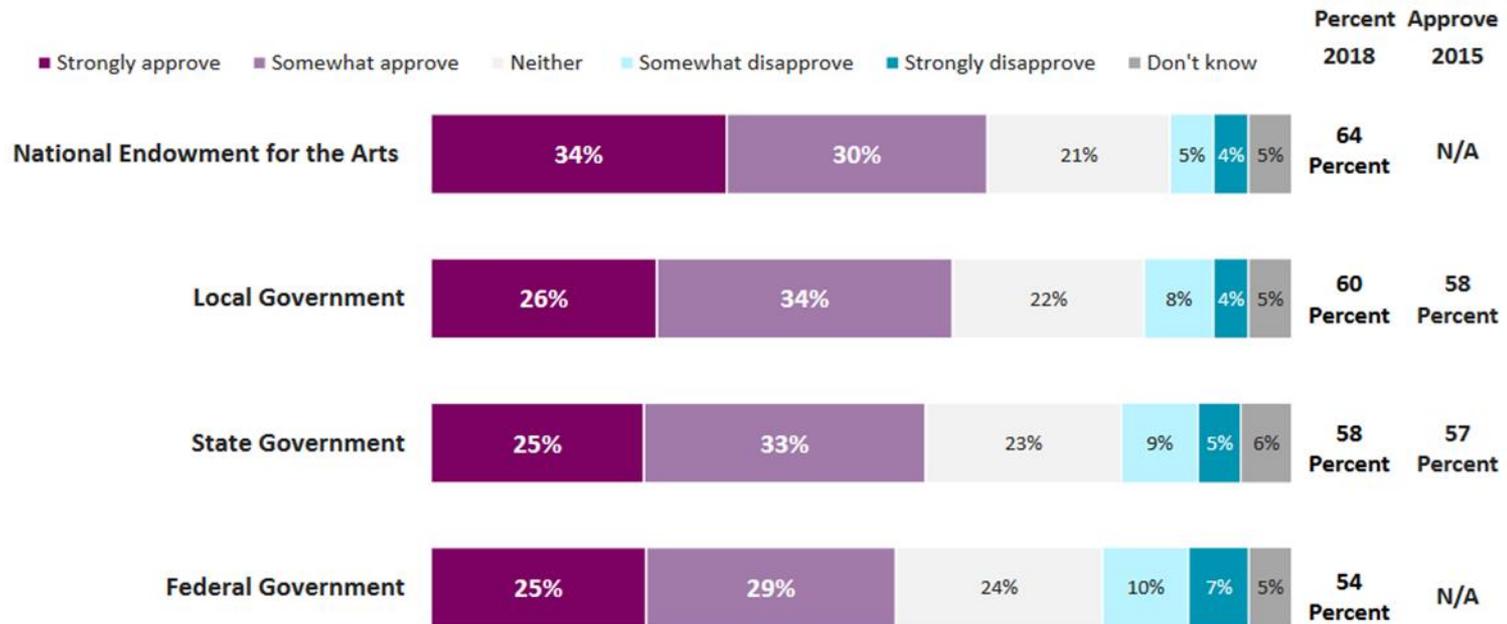


Using the Arts in Your Campaign



The Majority of Americans Approve of Government Arts Funding at All Levels

- Arts funding of nonprofit arts organizations is most likely to be approved when provided by the National Endowment for the Arts (64 percent). 34 percent “strongly approve” of NEA funding compared to just 5 percent who “strongly disapprove.”
- Government funding for the arts is viewed favorably at all levels. More than half of Americans approve of arts funding by local government (60 percent), state government (58 percent), and federal government (54 percent).
- While there was no difference in support for government arts funding across gender and income, adults under the age of 35, those with children living at home, and college graduates are significantly more likely to approve across all levels of government.

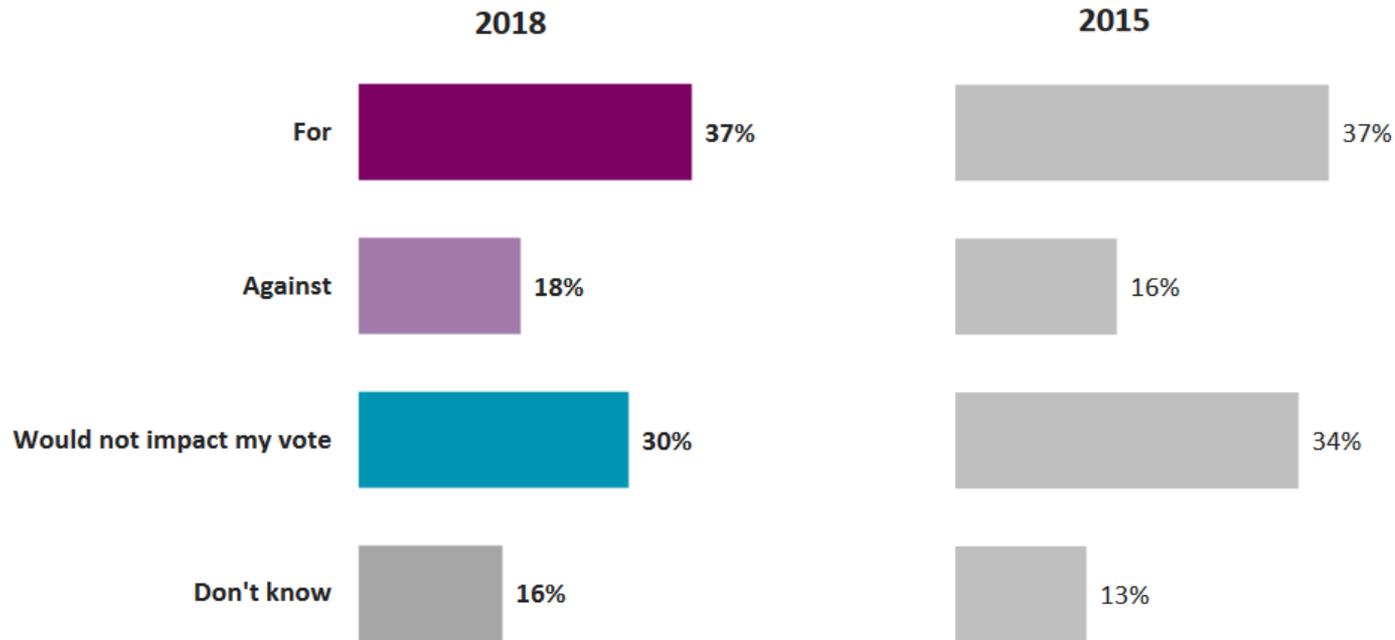


Using the Arts in Your Campaign

Americans are Twice as Likely to Vote FOR a Political Candidate Who Supports Increasing Federal Arts Spending Than AGAINST One



- Americans are twice as likely to vote for a candidate who increases federal arts spending from 45 cents to \$1 per person than against one (37 percent vs. 18 percent).
- Three-in-ten say instead that this would not impact their vote and 16 percent don't know.
- Those most likely to vote for a candidate who wants to increase federal spending on the arts include Millennials (48 percent), adults with children living at home (44 percent), and college graduates (41 percent).



The Arts are the Solution!



www.AmericansfortheArts.org/Research



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Discussion & Questions





Thank You!

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