

Advocacy 101 Webinar

Americans for the Arts & Arts Action Fund

Tuesday, January 23, 2024



Today's Moderator



Nina Ozlu Tunceli

*Chief Counsel of Gov't & Public
Affairs, Americans for the Arts*

Executive Director, Arts Action Fund

Year-Around Arts Advocacy Training

Today's Advocacy 101 webinar – **January 23, 2024**

- This is the **first** in a series of Arts Advocacy webinars that we will present in 2024. Webinars are customized to help you become a more effective advocate and is customized for taking action based on the unique state of play happening on Capitol Hill.

Upcoming webinars and advocacy events:

- Requesting for Federal Earmarks Webinar – **Feb. 9, 2024**
- Advocacy 201 Webinar – **April 2024**
- National Arts Advocacy Zoom/Call-In Week – **May 2024**
- Advocacy 301 Webinar – **July 2024**
- Advocacy 401 Webinar – **September 2024**
- Post-Election Impact Webinar – **November 2024**



Today's Webinar Agenda

1. Opening Remarks by **Nolen Bivens**
2. Federal Overview with **Tooshar Swain** and **me**
3. Panel Interview with key Congressional staff
 - **Evan Johnston**, Office of Rep. Chellie Pingree of Maine
 - **Jesse Isleman**, Office of Senator Brian Schatz of Hawai'i
4. Advocacy Tips & Strategies with **Jay Dick**
5. State and District Federal Advocacy Panel Interview
 - **Manny Cawaling**, Inspire Washington (state)
 - **Adriane Jefferson**, City of New Haven Cultural Affairs
 - **Chris Kiley**, Texans for the Arts
6. Q & A with all speakers

Q&A Opportunity

Today's webinar will run approximately 90 minutes with an opportunity for Q&A at the end of today's presentation.

Please ask questions in the **Q&A box**, where you can also up-vote a question that you want to be sure is asked and answered first.



Opening Remarks



Nolen Bivens

President & CEO

Americans for the Arts

Federal & Political Landscape



Tooshar Swain

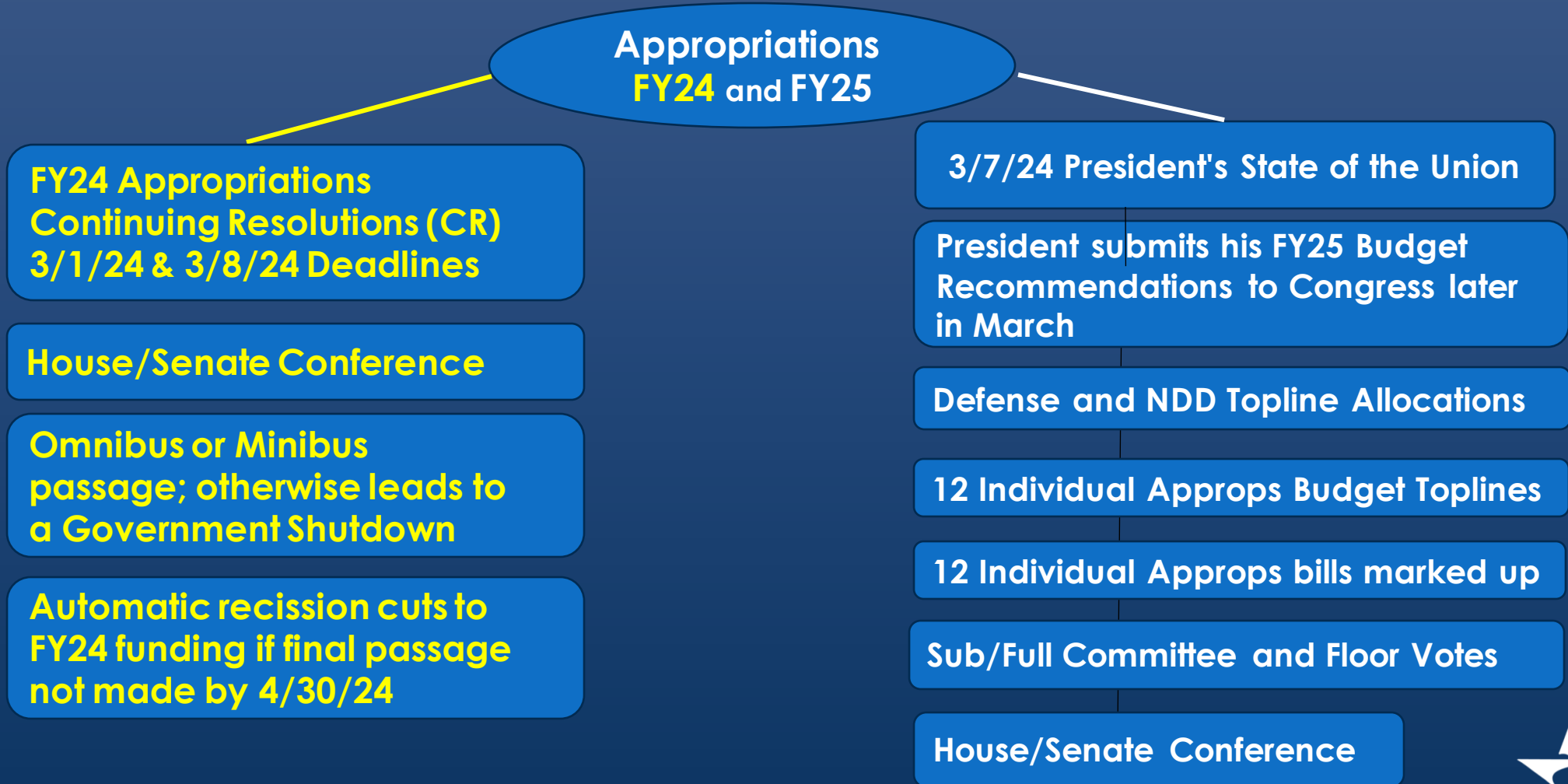
Director of Public Policy
Americans for the Arts

2024 Legislative & Political Landscape

- Two fiscal years appropriations bills at the same time
- House is narrowly controlled by Republicans, but intense in-party fighting driven by the conservative Freedom Caucus. Most bills can't pass without Democratic assistance in the House.
- The Speakership constantly in jeopardy. Currently held by Rep. Mike Johnson (R-LA)
- Senate is more narrowly controlled by Democrats, but they are operating in a bipartisan manner within the Senate
- Multiple Continuing Resolutions to keep the federal government open because FY'24 appropriations bills not passed yet.
- A possible tax package might be passed in this first quarter.
- Authorizing policy bills to be considered this year.
- FY'25 appropriations bills to begin consideration soon.
- It's an election year and control of the House of Representatives, the Senate, and the White House are all possible.
- New Hampshire primary is today and Donald Trump might wrap up his GOP candidacy.
- **Election Day is Tuesday, November 5, 2024.**

FY2024 and FY2025 Appropriations

(In Cycle at the Same Time!)



Appropriations for **FY2024** (10/1/23 - 9/30/24)

FY2024 Appropriations remains the focus on Capitol Hill:

- Four appropriations bills set to expire on March 1 (Veterans, Transportation, Agriculture, HUD)
- Remaining eight appropriations bills expire on March 8.
- Failure to pass appropriations bills by April 30 result is 1 percent recission.

Appropriations for **FY2024** (10/1/23 - 9/30/24)

FY24 Funding Requests From Arts Advocates:

- National Endowment for the Arts (NEA) and Humanities (NEH): **\$207 Million**
- Community Arts Engagement for Veterans (VA): **\$10 million**
- Community Arts Engagement for Active Military (DoD): **\$10 million**
- **Increases** in Titles I, II and IV to support a well-rounded education. Increase in Arts In Ed Program.
- **Maintain** Arts in Embassies Funding.

NEA & NEH House Floor Votes Victory

Soundly
Defeated!
129-292



100% of Democrats voted against both amendments. 39% of Republicans voted against both to make it a bipartisan declaration that Congress supports the arts and culture.

View how your House Member voted on NEA

at clerk.house.gov/Votes/2023570?Date=11%2F02%2F2023 and on **NEH**

at clerk.house.gov/Votes/2023571?Date=11%2F02%2F2023.

Appropriations for FY2025 (10/1/24 - 9/30/25)

- State of The Union on March 7
- President's Budget expected in mid to late March
- President's request will help inform Advocate requests. Dear Colleagues for Approps Requests and Advocate Requests to Members of Congress (March/April)
- Defense and Non-Defense Discretionary topline [302(a)] (April/May)
- Toplines for 12 appropriations bills [302(b)] (May/June)
- Approps markups, passage of subcommittees and full committee, floor vote (Before August recess)
- Conference to reconcile House and Senate differences

Creative Economy/Tax Authorization Issues

Creative Workforce Investment Act (Reps. Leger Fernandez and Obernolte and Sen. Lujan) - \$300 million DOL grant through Workforce Innovation Opportunity Act [Congress.gov](https://www.congress.gov)

CREATE Act (Reps. Dingell and Gonzalez-Colon and Sens. Schatz and Cornyn)- Bipartisan legislation to support small businesses in creative industries by increasing access to federal resources in the Small Business Administration [Congress.gov](https://www.congress.gov)

Charitable Act – (Reps. Moore and Pappas, Sens. Lankford and Coons)- Reinstates and expands the charitable deduction to non-itemizers [Congress.gov](https://www.congress.gov)

Performing Artists Tax Parity Act (Reps. Buchanan and Chu)- Updates the Qualified Performing Artist (QPA) deduction from \$16,000 to \$100,000 for single filers and \$200,000 for joint filers [Congress.gov](https://www.congress.gov)

Cultural, Education Authorization Issues

Advancing Equity in Arts and Humanities Act (Rep. Barbara Lee)- Addresses inequity in the arts and humanities by providing NEA funding to Black, Indigenous, and People-of-Color (BIPOC) led organizations [Congress.gov](#)

HBCU Arts Act (Rep. Alma Adams)- Directs financial assistance and resources for arts and arts education programs at HBCUs [Congress.gov](#)

STAR Act (Rep. Adams and Sen. Hirono)- Lifts ban on federal funds to be used on transit projects [Congress.gov](#)

Arts Education for All Act (Rep. Suzanne Bonamici) - Most comprehensive arts education bill ever, addressing funding, accountability and data collection [Congress.gov](#)



Ticketing & Voting Rights Authorization Issues

Fans First Act (Sens. Cornyn and Klobuchar) - Addresses flaws in the current live event ticketing system by increasing transparency in ticket sales, protecting consumers from fake or dramatically overpriced tickets, and holding those who engage in illegal ticket sale practices accountable [Congress.gov](https://www.congress.gov)

John R. Lewis Voting Rights Advancement Act of 2023 (Rep. Sewell) - Provides processes to review new voting procedures proposed by state and local governments to ensure they do not disproportionately harm the people nonprofits serve. [Congress.gov](https://www.congress.gov)

Key Congressional Committees

Senate Appropriations Committee (Chair Senator Patty Murray and Ranking Member Senator Susan Collins): www.appropriations.senate.gov/

House Appropriations Committee (Chair Rep. Kay Granger and Ranking Member Rep. Rosa DeLauro): appropriations.house.gov/

Senate Finance Committee (Chair Senator Ron Wyden and Ranking Member Senator Steve Daines): www.finance.senate.gov/

House Ways and Means Committee (Chair Rep. Jason Smith and Ranking Member Rep. Richard Neal): waysandmeans.house.gov/

Senate HELP Committee (Chair Senator Bernie Sanders and Ranking Member Senator Bill Cassidy) www.help.senate.gov/

House Education and Workforce Committee (Chair Rep. Virginia Foxx and Ranking Member Rep. Bobby Scott): edworkforce.house.gov/

Calls To Action!

Arts Organization Endorsements for the **Creative Workforce Investment Act**: forms.gle/coLuEFhiiQm7E4bP9

Email your Congressional Members to Support NEA and NEH Funding in the Final **FY24 Appropriations Bill**:
www.votervoice.net/ARTSUSA/campaigns/106481/respond



Key Congressional Staff Panel



Evan Johnston

Office of Rep. Chellie Pingree of
Maine



Jesse Isleman

Office of Senator Brian Schatz of
Hawai'i

Advocacy Tips & Strategies



Jay Dick

*Senior Director of State and
Local Government Affairs,*

Americans for the Arts

What is Advocacy?

- Advocacy is simply telling your story, in this case, why the arts matter to you and thus, why they should matter to others.
- Advocacy is educating others about the arts.
- Advocacy is establishing working relationships with key decision makers. These relationships can range from simply sending emails to becoming friends.
- Advocacy is being you, being your authentic self and showing others what you believe in by your words and actions.

Advocacy is NOT scary



Why Should We Advocate for the Arts?

- If elected officials and key decision makers do not hear from constituents about the arts, they will either assume:
 - Everything is ok, no more additional funding or new policies are needed.
 - Nobody cares about the arts, and thus, they can cut support.
- You are the experts in the field. If you don't take time to educate and inform elected officials, who will?
- Numbers matter! Every person makes a difference!

Advocacy Options

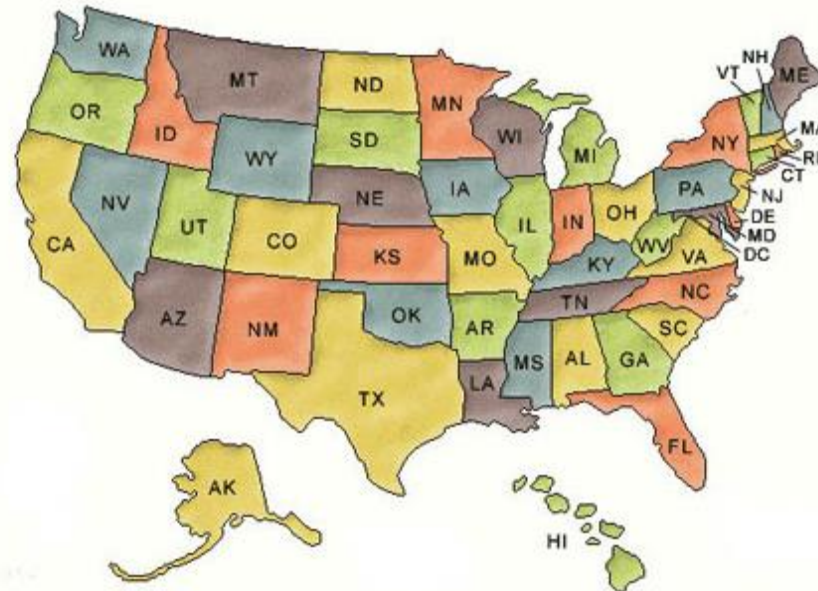
- What can you do to advocate for the arts?
 - Emails, letters, tweets, etc.
 - Virtual or In-person meetings
 - Attending townhall meetings and asking an arts questions
 - Establishing working relationships with the elected official or their staff
 - Becoming a resource to the elected official when they have a question about the arts
- Be part of a larger network of arts advocates
 - Americans for the Arts, Arts Action Fund, your state's advocacy org.

Connect to Your State Arts Advocacy Organizations

PEOPLE & PROJECTS

Meet the State Arts Action Network

The State Arts Action Network (SAAN) is comprised of the various statewide arts advocacy organizations across the 50 states. These groups independently lead their state's arts policy initiatives and gather together to share best practices and advise Americans for the Arts' State & Local Government Affairs team on key policy initiatives.



www.AmericansForTheArts.org/by-program/networks-and-councils/state-arts-action-network/people-projects

Key Principles of Advocacy

- Advocacy, big or small, should be part of your regular activities.
- Being successful depends on a unified message and strategy.
- Expand your advocacy efforts to recruit allies and coalitions.
- Get to know your elected officials and their staff.
- Politicians respond to constituents. Lead with local stories and compliment with local data points.
- Be your authentic self – your passion will show!

Arts Advocacy in a Polarized World

- It is about policy; not personality
- It is not partisan; it is local policy impacting local constituents
- The arts make communities better.
- The arts can also help address other issues: Veteran's Health, Youth Suicide, Education, Community Safety, Economic Growth, etc.
- Understand what the elected official cares about and incorporate how the arts can address those points.
 - Read legislator's websites, committee assignments, newsletters, social media
- Never ask an elected official to do something that will get them un-elected.



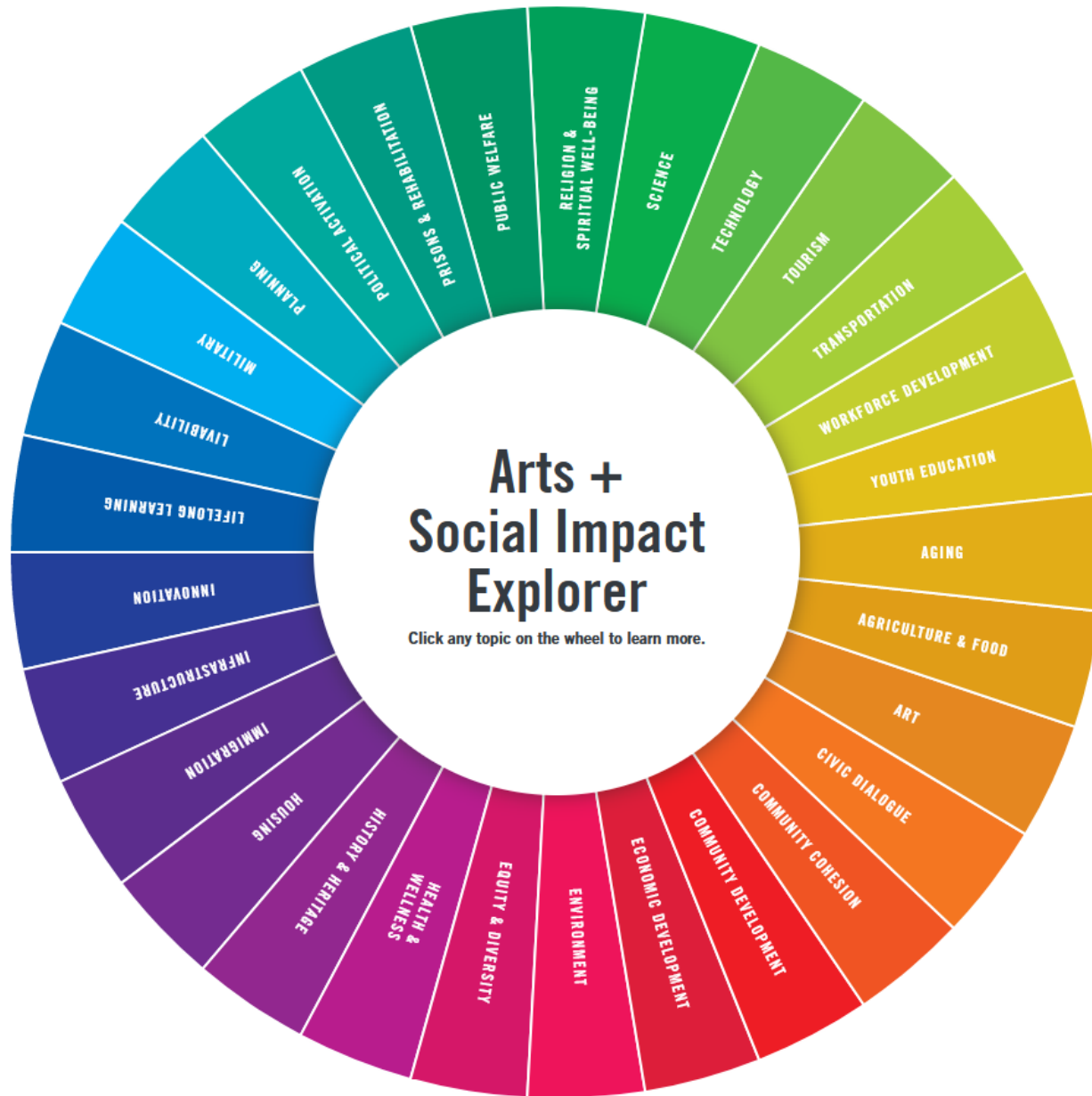
Transportation

Health & Wellness

Justice Reform



www.AmericansForTheArts.org/SocialImpact



Workforce Development

Housing

Economic Development



Advocacy Goals and Rules

- Build ongoing, professional relationships with elected officials and their staff.
 - If you wait until you need help, it is too late!
- Knowledge is Power
 - Become a resource or expert on our issues to the key decision maker
- Never assume you know the key decision makers' positions. Ask them!!!
- Get to know the staff and stay in regular contact.

Where to Start?

Identifying Your Elected Officials

Constituent based:

- Can you vote for them based on your address?
- If your organization has a footprint in their district?
- Sometimes, if your audience comes from their district.

Go the ArtsActionFund.org website to Find Your Legislators at:

www.ArtsActionFund.org/arts-action-center?vvsrc=/address

The screenshot shows the homepage of the Americans for the Arts ACTION Fund. At the top left is the logo with the tagline "Building a movement of one million arts advocates". The navigation menu includes "ABOUT US", "LEARN", "ACT", "DONATE", and "JOIN". A red circle highlights the "ACT" menu item, with a red arrow pointing to the "FIND YOUR LEGISLATORS" button in a grid of action buttons. Below this grid is a "Find Officials" section with a search input field containing "33156" and a "Continue" button. The footer includes logos for "AMERICANS for the ARTS", "votervoice", and "Americans for the Arts ACTION Fund".

SEARCH

Americans for the Arts
ACTION Fund
Building a movement of one million arts advocates

ABOUT US ▾ LEARN ▾ **ACT ▾** DONATE JOIN

ARTS ACTION CENTER

TAKE THE PLEDGE CURRENT ACTION CAMPAIGNS **FIND YOUR LEGISLATORS**

TRACK LEGISLATION VIEW VOTING RECORDS VOTER RESOURCES

Find Officials

Continue

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Americans for the Arts
ACTION Fund



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Your Federal Officials

-  [President Joe Biden Jr.](#)
-  [Vice President Kamala Harris](#)
-  [Senator Marco Rubio \(R-FL\)](#)
-  [Senator Rick Scott \(R-FL\)](#)
-  [Representative Maria Salazar \(R-FL-027\)](#)



Your State Officials

-  [Governor Ron DeSantis \(R-FL\)](#)
-  [Lt. Governor Jeanette Nunez \(R-FL\)](#)
-  [Secretary of State Cord Byrd \(R-FL\)](#)
-  [Attorney General Ashley Moody \(R-FL\)](#)
-  [CFO Jimmy Patronis \(R-FL\)](#)
-  [Senator Alexis Calatayud \(R-FL-038\)](#)



ABOUT US ▾

LEARN ▾

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Representative Maria Salazar
Republican-FL-027

Contact

Political

Staff

Bills

Capitol Address 1616 Longworth House Office Building
Washington, DC 20515

Capitol Phone (202) 225-3931

District Address 3951 NW 7th St BAY F
Miami, FL 33126

District Phone (305) 668-2285

Email Address noemail@votervoice.net

Web Site <https://salazar.house.gov/>

Facebook <https://facebook.com/CongresswomanMariaElviraSalazar>

Twitter <http://www.twitter.com/RepMariaSalazar>

Close



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Representative Maria Salazar
Republican-FL-027

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Capitol Office

Communications Director - Daniel Bucheli
Press Assistant - Joshua Gonzalez
Scheduler - Katherine Gonzalez
Staff Assistant - Howard Senior
Chief of Staff - Tom Moran
Deputy Chief of Staff - John Mark Kolb
Legislative Director - Josh Duncan
Senior Communications Advisor - Valerie Chicola
Policy Director - Austin Johnson
Press Secretary - Alejandra Rodriguez
District Director - Reidel Nabut
District Director - Dagoberto Restrepo

District Office 1

Close



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Representative Maria Salazar
Republican-FL-027

Contact

Political

Staff

Bills

Assumed Office
Committees

1/12/2021

House Foreign Affairs (House)

House Small Business (House)

House Foreign Affairs Subcommittee on Western Hemisphere, Civilian
Security, Migration & International Economic Policy (House)

House Small Business Subcommittee on Contracting & Infrastructure
(House)

House Small Business Subcommittee on Innovation, Entrepreneurship, &
Workforce Development (House)

House Small Business Subcommittee on Underserved, Agricultural, & Rural
Business Development (House)

House Foreign Affairs Subcommittee on Middle East, North Africa, & Global
Counterterrorism (House)

Close

[CFO Jimmy Patronis \(R-FL\)](#)

[Senator Alexis Calatayud \(R-FL-038\)](#)

[Representative Alina Garcia \(R-FL-115\)](#)

How Can I Start Advocating?

- After Identifying your elected officials
- Communication options (in increasing difficulty and impact)
 - Send a personalized Email
 - Send a personalized USPS letter
 - Make a Phone Call
 - Meet with them in their office (DC or District)
 - Host them at your organization



SEARCH

ABOUT US ▾ LEARN ▾ **ACT** ▲ DONATE JOIN



- Arts Action Center
- Petitions
- Social Media Toolkits
- Alerts

Thanks to arts advocates across the country, the National Endowment for the Arts and National Endowment for the Humanities each received an all-time high of \$207 million for the current 2023 fiscal year. **Now marks the beginning of the FY2024 appropriations process. The President has requested a budget increase for both the NEA and NEH to \$211 million each for FY24.** Now is the time to urge Congress to at least match the President's request by appropriating this increased funding for the NEA and NEH. Please urge your Members of Congress to support a budget of at least \$211 million each for the NEA and NEH.

Compose Your Message

- US Senators
- US Representative

Subject

Support at least \$211 Million for FY24 Funding

Message Body

Please add your own story about this issue to personalize your message

As your constituent, I urge you to ask the Interior Appropriations Subcommittee to support an FY24 funding level of at least \$211 million each for the National Endowment for the Arts (NEA) and National

Enter Your Info

Your Information

Prefix * First Name * Last Name *



Scheduling a Virtual or In Person Meeting

- Simply call or email their office or use their online scheduling portal on their web site if they have one.
- State you are a constituent, the basic topics you wish to discuss, and who will be attending.
- Be flexible on dates/times. Plan ahead.
- Be mindful of legislative schedules.
 - Federal district work periods
 - Most State Legislatures are part time (January – May)

During the Meeting

Be Prepared

- What are your top 3 issues?
- Have your talking points. If more than one person, denote who is going to talk about which topic.
- Be ready to explain in a way that will resonate with the elected official. Combine issue with a personal story.
- Bring or email written background materials that you can leave behind
- Take a photo – send it out on social media – tag the elected official
- Thank them for their time and follow up!

Follow up and Relationship Building

- Put the elected officials on your organization's mailing list
- Personally invite them to events. Ask them to participate in some way.
- Visit their district office and meet the staff there.
- Arrange opportunities for them to visit/learn from arts supporters throughout the year.
- Attend their town hall meetings or any regular zoom meetings they host.



Thank you!

jay@artsusa.org



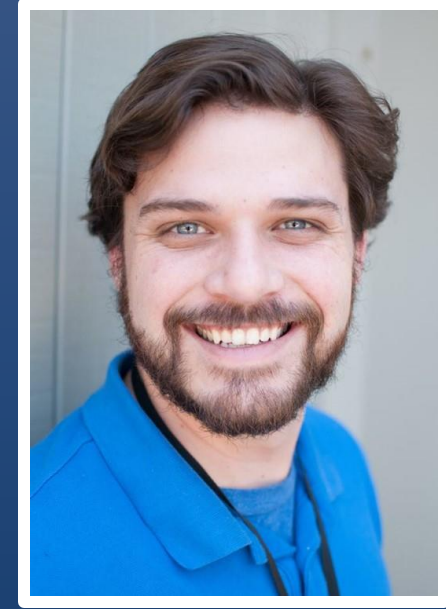
State and District Captains Panel



Manny Cawaling
Inspire Washington



Adriane Jefferson
City of New Haven, CT
Cultural Affairs



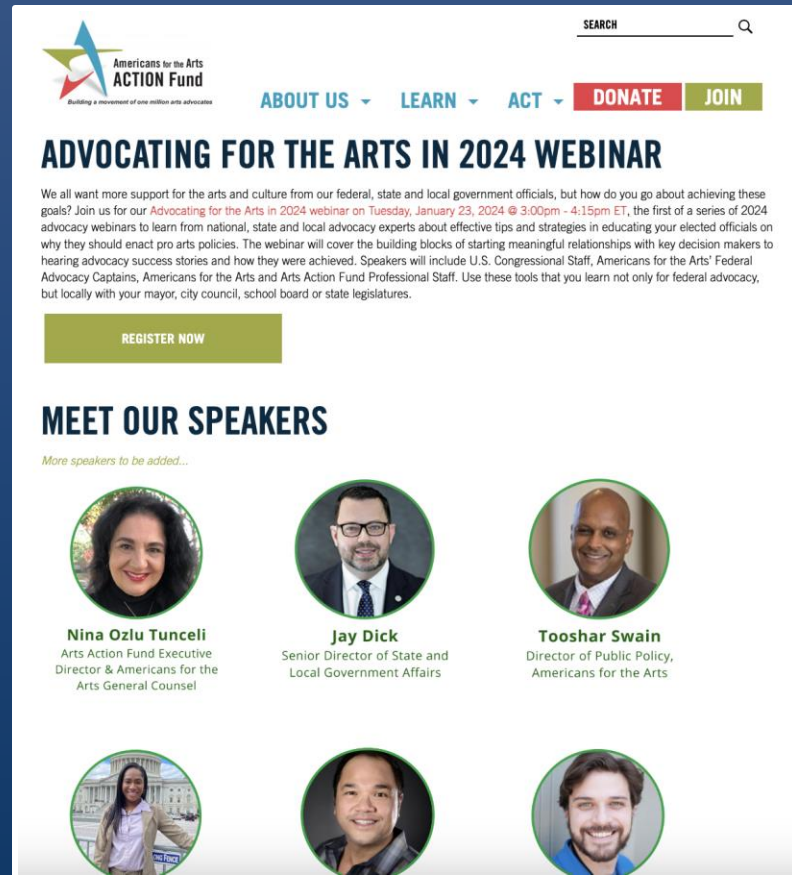
Chris Kiley
Texans for the Arts

What To Do In The Next 30 Days:

1. Identify your Congressional Members and their district office locations, key staff and websites
2. Join the mailing list for newsletters & events for your Members of Congress
3. Read priorities and committee assignments of your Members of Congress
4. Follow your Members of Congress on social media
5. Send an email message to your Congressional delegation based on our NEA FY24 appropriations VoterVoice campaign.
www.votervoice.net/ARTSUSA/campaigns/106481/respond
6. Have your organization sign-on to endorse the Creative Workforce Investment Act (CWIA) sponsored by Reps. Fernandez (D-NM) and Obernolte (R-CA). forms.gle/coLuEFhiiQm7E4bP9
7. Our next webinar is on Congressional Earmarks on **Feb. 9, 2024.**



Today's Advocacy 101 Video & Slides



The screenshot shows the website for the Americans for the Arts ACTION Fund. At the top, there is a search bar and navigation links for ABOUT US, LEARN, ACT, DONATE, and JOIN. The main heading is "ADVOCATING FOR THE ARTS IN 2024 WEBINAR". Below this, a paragraph describes the webinar's purpose: to help advocates learn from national, state, and local experts on effective tips and strategies for educating elected officials. A green "REGISTER NOW" button is prominently displayed. The "MEET OUR SPEAKERS" section features six circular headshots of speakers, with three names and titles visible: Nina Ozlu Tunceli (Arts Action Fund Executive Director & Americans for the Arts General Counsel), Jay Dick (Senior Director of State and Local Government Affairs), and Tooshar Swain (Director of Public Policy, Americans for the Arts).

Advocacy 101 Webinar Resource Page:
www.ArtsActionFund.org/advocating-arts-2024

Questions:

For additional questions, please e-mail
Americans for the Arts Public Policy
Coordinator Olivia Tarpley at
Otarpley@artsusa.org.