



PSA Campaign Update

- As the First Phase of the campaign concludes this year, we will be launching the Second Phase with brand new ads. *(New print ad previewed on next slide)*
- Three billion ads were placed on TV, Radio, Newspapers, Magazines, Websites, and Billboards.
- \$122 million of donated media secured.
- 150 million households reached.
- More than 1 million web hits to our PSA website.
- 367 local, state, and national PSA outreach partners in all 50 states.



How Can You Help?

- Sign-on as a PSA outreach partner.
- Publish our ads in your publications.
- Distribute window decals, buttons, posters, ads.

**THE LESS ART KIDS GET,
THE MORE IT SHOWS.**

ART

ASK FOR MORE.



www.AmericansForTheArts.org



Arts Action Fund



Arts Policy Questions to Ask Federal Candidates

1. What steps would you take to significantly increase funding for the National Endowment for the Arts so that our community's arts organizations can present more high quality arts programs for all of our citizens?
2. What specific federal education policies would you promote so that our children can receive a comprehensive arts education in their local schools?

www.ArtsActionFund.org