Arts Funding Response and Readiness Kit

December 05, 2008—Americans for the Arts has developed an online toolkit to help arts organizations respond effectively in times of crisis. The Arts Funding Response and Readiness Kit provides current information, key messaging, communications and advocacy strategies, and the research you need to make the case for keeping the arts in your community.

In light of the current economic crisis, Americans for the Arts will host a Webinar on December 10, Leadership in Tough Times. Participants will discuss the strategic questions that arts leaders must consider in challenging times—cutting grants, organizations going out of business, talking about the value of the arts during an economic downturn.

Americans for the Arts Action Fund Statement on the 2008 Election

November 05, 2008—Americans for the Arts Action Fund President and CEO Robert L. Lynch gave the following statement on the results of Election Day:

"The historic election of Sen. Barack Obama to be the 44th President of the United States will have tremendous impact on the nation's arts community, public schools, and creative workforce. His commitment to arts and arts education on the campaign trail is just a preview of what his administration can accomplish. President-elect Obama demonstrates the leadership and vision to advance the arts in America through investing in more arts education in public schools, increased funding for the National Endowment for the Arts, promoting cultural diplomacy, and supporting artists rights.

Yesterday's election results also expanded the base of support for the arts in Congress, which will help move arts and arts education initiatives through the legislative process. Initiatives that will fuel innovation and creativity are key to our economic recovery and global competitiveness. A new report issued last month by The Conference Board, 'Ready to Innovate,' touts the importance of arts education in building the 21st century workforce. The arts are good for business, good for the economy, and good for the spirit."

Disney Little Einsteins™ Appear in New PSAs

November 04, 2009—Americans for the Arts, The NAMM Foundation and the Ad Council are debuting new ads in the "The Arts. Ask for More." national public service advertising campaign. Created in collaboration with Walt Disney Studios Home Entertainment, the new
television PSAs help inspire children to play music, dance and draw together with their family and friends by featuring characters from the popular Disney Little Einsteins™ engaged in the arts.

Merger with Business Committee for the Arts

October 30, 2008—Americans for the Arts and Business Committee for the Arts (BCA) announced today that BCA will merge its operations with Americans for the Arts, creating the largest-ever advocacy group for the arts in the private sector. The partnership will further enable the organization to generate increased private-sector support for the arts and arts education by engaging and educating business leaders nationwide on the economic impact and value of the arts in business and community settings.

Closing Bell Rung at NASDAQ

October 08, 2008—Americans for the Arts President and CEO Bob Lynch, Board of Directors Chair Steve Spiess and National Arts Award honoree Joan W. Harris rang the closing bell at NASDAQ on Tuesday, October 7. NASDAQ welcomed Americans for the Arts in celebration of National Arts and Humanities Month and the 2008 National Arts Awards. At the event, Bob McCoey, senior vice president of New Listings and Capital Market at NASDAQ OMX, said “The arts are a vital resource for stimulating economic growth for our communities and our businesses.”

2008 National Arts Awards Presented

October 07, 2008—Americans for the Arts presented the 2008 National Arts Awards on Monday evening in New York City. The awards recognize artists and arts leaders who exhibit exemplary national leadership and whose work demonstrates extraordinary artistic achievement. Congratulations to this year’s honorees:

- Dame Julie Andrews, Lifetime Achievement Award
- Joan W. Harris, Frederick R. Weisman Award for Philanthropy in the Arts
- Yoko Ono, Kitty Carlisle Hart Award for Outstanding Contributions to the Arts
- Phil Ramone, Arts Advocacy Award
- Kehinde Wiley, Young Artist Award for Artistic Excellence
- J. Barry Griswell, The Principal Financial Group, Corporate Citizenship in the Arts Award

National Arts and Humanities Month Kicks Off

October 02, 2008—October is National Arts and Humanities Month, and each year, more than 10,000 communities and millions of people celebrate. What are your plans? On the NAHM website you can find planning toolkits, as well as free downloads of the NAHM logo and Web
stickers that can easily be placed on websites, blogs, and social network user profiles. Be sure to check out the NAHM Event Map to find what's going on in your area.

You can also become a fan of NAHM on the social networking website Facebook. Americans for the Arts is encouraging our members, other arts groups, and arts lovers to join Facebook to show support and promote the arts and humanities during NAHM. On the page, you can view videos and photos from NAHM events around the country or post your own. Be sure to leave a message on the Wall and read NAHM's twitter feed for the latest news.

**Americans for the Arts Collecting Emergency Relief Funds**

September 15, 2008—In response to the devastation in Texas and Louisiana due to recent hurricane activity, Americans for the Arts is collecting donations to its Emergency Relief Fund. Funds will be used to provide assistance to local arts service organizations located in or serving those areas most affected by hurricane damage to help them rebuild the arts in their communities. We have been in touch with our constituents in the affected areas and will continue to monitor their situation as they recover from these storms and assess the damage to the arts in their communities. At this time, the application process for emergency relief funds is not open, and will only be opened when enough resources have been collected and are available to distribute.

Please help Americans for the Arts collect donations to the Emergency Relief Fund by including this information in your next e-newsletter or communication to your constituents.

**2008 Public Art Year in Review Announced**

June 23, 2008—On Sunday, Americans for the Arts announced the 45 selections for the 2008 Public Art Year in Review, which celebrate the most successful, innovative, and creative public art projects. Presented by curators Jody Pinto and Ted Landsmark, the winning submissions were selected out of a pool of over 200 and showcased during the closing general session at the Americans for the Arts annual convention in Philadelphia. The 2008 Public Art Year in Review CD is now available for purchase in Americans for the Arts Store, and includes a flash version of the original presentation along with detailed information about each artist and the winning projects.

**Arts Leaders Honored at Annual Convention**

June 20, 2008—Americans for the Arts announced the recipients of the 2008 Leadership Awards today at its annual convention in Philadelphia. The awards honor individuals and organizations that exhibit outstanding leadership qualities and a demonstrable dedication to the arts and arts advocacy. This year’s celebrated recipients included:

- George Irwin—recipient of the Selina Roberts Ottum Award for making a meaningful contribution to the arts through local arts leadership.
• Julia Kirt—recipient of the Emerging Leader Award for her innovative thinking, a commitment to the advancement of the arts and exemplary leadership.
• Joan Adams Mondale—recipient of the Public Art Network Award for her creative contributions and commitment in the field of public art.
• Marilyn Moosnick—recipient of the Michael Newton Award for leadership in united arts fundraising for efforts to raise money for multiple community arts institutions.
• The New Victory Theater—recipient of the Arts Education Award for changing public education through the arts, and producing the visible results to be seen as a national leader in the field of arts education.
• Judith Kaufman Weiner—recipient of the Alene Valkanas State Arts Advocacy Award for affecting the political landscape through arts advocacy efforts at the state level.

Peggy Amsterdam also received the Ray Hanley Innovation Award for her outstanding contribution to arts and culture in Philadelphia. Congratulations to all the winners who continue to inspire us with their passion and perseverance.

House Interior Appropriations Subcommittee Approves $15.3 million increase for the NEA

June 13, 2008—On June 11, the House Interior Appropriations Subcommittee approved legislation with a substantial FY 2009 increase for the National Endowment for the Arts (NEA) of $15.3 million. Chairman Norm Dicks (D-WA) has once again proposed more funding for arts and culture in the face of dramatic cuts proposed in the president’s recent budget. On the heels of last year’s historic increase to the current $144.7 million level, the administration had requested $128 million for the NEA for FY 2009. The legislation now moves on to the full committee for consideration, where a vote to report the bill to the floor of the House of Representatives is expected on June 18. Please be sure to attend the Branching Out: Becoming a Grassroots Arts Advocate session during the Americans for the Arts 2008 Annual Convention on June 20 for further NEA funding developments and updates on other federal legislative cultural issues.

Ralph Burgard, National Arts Leader, Passes Away at 81

July 10, 2008—Americans for the Arts regretfully shares the news that Ralph Burgard, the first director of one of our founding organizations, has died at the age of 81. For 15 years, he led the Arts Councils of America and was one of the country’s greatest arts leaders and advocates.

Wrote The New York Times:

“While director of Arts Councils of America, Mr. Burgard wrote "Arts in the City" (1968), a book in which he argued that decentralized, local cultural institutions “rooted in local history and traditions” could transform not just towns and cities, but also neighborhoods in large urban areas.
“I’ve always believed that the arts are the antennae of the human race,” Mr. Burgard wrote.

Two years after publishing the book he started Burgard Associates, a planning company that helped develop arts programs in several cities, including Charlotte, N.C., and Santa Cruz, Calif. Concerned about the lack of arts education for children in poor communities, Mr. Burgard started the A+ Schools Program in 1988. Its comprehensive arts curriculum is now offered to 18,000 students in 42 public schools in North Carolina.”

Recruit A Member, Win an iTunes Gift Card

June 04, 2008—Americans for the Arts will be offering an iTunes gift card to the first 50 professional members who recruit a new member now through August 31, 2008. Connect your colleagues to all the benefits and services you enjoy as a member by having them fill out this form and referencing your name. Gift cards will be mailed out in September.

Any new member who joins as an organization at the Standard level or above will receive an extended 18-month membership through December 31, 2009.

New ads from “The Arts. Ask for More.” PSA campaign debut

May 22, 2008—Americans for the Arts, along with The Ad Council and the NAMM Foundation, announce the launch of a new series of public service advertisements designed to promote the benefits of arts education. These ads are part of the second phase of Americans the Arts’ award-winning PSA campaign, “The Arts. Ask for More.” Created pro bono by Leo Burnett, these television, radio, print, and Web ads feature a new creative strategy that encourages parents to “feed their children the arts” with a bowl of “Raisin Brahms” or a serving of “VanGoghurt” for breakfast. The ads speak to the benefits of getting a daily dose of the arts, which include increased test scores, better creative thinking, patience, and determination, all skills that are fundamental to a child’s education and development.

Announcing the 2008 MetLife Foundation National Arts Forum Series

April 29, 2008—This week marks the start of the 2008 MetLife Foundation National Arts Forum Series. These forums on cultural leadership will be held in 11 cities throughout 2008: Atlanta, Boston, Chicago, Des Moines, Hartford, Houston, Los Angeles, New York, Philadelphia, Providence, and Tampa. This is the third annual national Forum series partnership between MetLife Foundation and Americans for the Arts.

The 2008 MetLife Foundation National Arts Forum Series—New Frameworks for The Changing Face of America—looks at how both arts and business are addressing the issue of increasing diversity in this country as it relates to workforce development, leadership and management, and product offerings through a new theory being advanced by keynote speaker, author and cultural analyst Patricia Martin. The first event in each series will feature Martin; the second
forum will be a follow-up discussion among community arts and business leaders tailored specifically to each community.

Register Today for 2008 Annual Convention in Philadelphia

April 29, 2008—Philadelphia, PA, hosts the Americans for the Arts Annual Convention from June 20-22, 2008—American Evolution: Arts in the New Civic Life. At this convention, Americans for the Arts will come together to share strategies for leading creative communities. Check out the convention schedule, plan your visit, or learn about the popular Innovator series. Register today and attend the premiere conference for arts and creative leaders.

Listen to Daniel Pink deliver the Nancy Hanks Lecture on Arts & Public Policy

April 11, 2008—Author Daniel Pink delivered the 21st Annual Nancy Hanks Lecture on Arts & Public Policy on March 31 at the John F. Kennedy for the Performing Arts in Washington, DC.

In this provocative lecture, Pink makes what he calls a “hard-headed case for arts education.” He explains how three powerful forces in the economy are making logical, linear, rule-based, “left-brain” abilities necessary in the workforce, but no longer sufficient. And he shows how these three forces—what he calls abundance, Asia, and automation—are making artistic, empathic, big picture, “right brain” abilities the most important abilities in just about every profession in industry.

Daniel Pink’s books A Whole New Mind and A Free Agent Nation are available in the Americans for the Art Store.

Register Today for the 2008 National Arts Marketing Project Conference

April 11, 2008—Houston, TX, is our host for the National Arts Marketing Project Conference from November 9-12, 2008. Priming the Pump is the place to be for the best in arts marketing and fundraising. There is now three great learning tracks that will pump up your knowledge in arts marketing, fundraising, and where the two intersect and interact. Keynote and plenary speakers include:

- Ed Keller—CEO, Keller Fay Group and word-of-mouth guru
- Karen Brooks Hopkins—President, Brooklyn Academy of Music
- Alan Brown—Principal, WolfBrown
- Patricia Martin—President, LitLamp Communications Group, Inc.

Also on November 8, two preconferences are offered: The Pricing Institute and Sponsorship Bootcamp.
Watch Video of Monumental Congressional Hearing on the Arts

April 01, 2008—Americans for the Arts, in conjunction with the Congressional Arts Caucus celebrates Arts Advocacy Day 2008 today, in which more than 500 arts advocates from across the nation visit their representatives on Capitol Hill. A highlight of the day is a Congressional hearing entitled “Role of the Arts in Creativity and Innovation” hosted by Representative Norm Dicks (D-WA), Chairman of the House Appropriations Subcommittee on the Interior. Robert Redford, John Legend, Kerry Washington, The Conference Board CEO Jonathan Spector, Honolulu Mayor Mufi Hannemann and Americans for the Arts President and CEO Robert L. Lynch, will testify at the hearing and emphasize the importance of developing strong public policies and appropriating increased public funding for the arts. The entire hearing can be viewed at C-SPAN's online archives. Or read the witness testimony here:

- Robert Redford
- John Legend
- Kerry Washington
- Jonathan Spector
- Honolulu Mayor Mufi Hannemann
- Robert L. Lynch

New Report Reveals More than 600,000 Arts-Centric Businesses Employ 2.9 Million

April 01, 2008—Americans for the Arts today released Creative Industries 2008: The 50 City Report, which presents detailed analysis of arts-related businesses, institutions, and organizations in the country’s 50 most-populated cities. The study reveals that arts-centric businesses represent 4.3 percent of all businesses and 2.2 percent of all jobs in the United States and that the arts are a robust and formidable economic growth sector.

Recommendations Released from the Second Annual National Arts Policy Roundtable

March 31, 2008—Americans for the Arts today announce policy recommendations resulting from the second annual Americans for the Arts National Arts Policy Roundtable, entitled Thinking Creatively and Competing Globally. Thirty-two leaders from business, government, philanthropy, education, and the arts convened at the Sundance Preserve in October 2007 to address the role of the arts in building the 21st century American workforce. Roundtable participants focused on the challenge of preparing students to enter the workforce with the creativity and innovation skills needed to compete successfully in the new economy.

Americans for the Arts Welcomes Nation’s Lt. Governors

March 14, 2008—In conjunction with the Winter Meeting of the National Lieutenant Governors Association (NLGA), Americans for the Arts opened its doors to host the group for an evening reception. More than 50 lieutenant governors, spouses, staff, and other corporate leaders attended the event. Nina Ozlu, Chief Counsel for Americans for the Arts, spoke to the group about its legislative efforts and the PSA campaign, “Art. Ask for More.” Jay Dick, Director
of State and Local Government Affairs, welcomed the group to the Washington, DC offices of Americans for the Arts. And Randy Cohen, Vice President for Research, spoke about the Arts & Economic Prosperity III study and future research topics.

Each year, Americans for the Arts and NLGA present a Public Leadership in the Arts Award to a lieutenant governor who demonstrates outstanding leadership in the advancement of the arts at the state level.

Session Proposal Deadline Extended—2008 NAMP Conference in Houston

March 11, 2008—Americans for the Arts invites proposals for the National Arts Marketing Project Conference in Houston, November 10-12, 2008. Priming the Pump: Fueling Integrated Arts Marketing, Fundraising, and Sponsorships to Optimize Revenue will focus on best practices in marketing, fundraising, and audience development in the arts.

New This Year
For 2008, the NAMP Conference is about fundraising too! In addition to the marketing track, there is now a fundraising track, and a track focusing on where the two areas interact. We encourage you to propose sessions in marketing, fundraising, or the intersection of both. Topics of interest include: branding, social networking, sponsorships, young philanthropists, dynamic copywriting, loyalty programs, and more!

You can share your experience in any format—choose from three types of sessions. Applications for conference sessions, exemplary practices presentations, and roundtable discussions will be accepted. Americans for the Arts welcomes proposals from:

- Marketers and Fundraisers
- Arts and Culture Organizations
- Marketing and Fundraising Consultants
- Corporate and Foundation Funders
- Board Members
- Government Agencies
- Educators
- Executive and/or Artistic Directors
- Corporate Sponsorship and/or Marketing Directors
- Communications Professionals
- Technology Professionals

Each track will be divided into two levels:
- 101 Level for beginner/intermediate skill level and small organizations
- 201 Level for intermediate/advanced skill level and larger organizations

Americans for the Arts Responds to President’s FY09 Budget

February 05, 2008—Americans for the Arts President and CEO Robert L. Lynch released a statement today following the release of the President’s budget for FY 2009:

"On the heels of signing the largest Congressionally-initiated funding increase for the arts in 28 years, President Bush has proposed a senseless $16.3 million cut for FY 2009 for the National Endowment for the Arts (NEA)—from $144.7 million to $128.4 million. After three
years of minimal, but incremental, funding growth, we are sorry to see an attempt at this progress erased. Americans for the Arts calls on Congress to restore full funding to the NEA at its FY 1992 level of $176 million .... In May 2007, the House Interior Appropriations Subcommittee, led by Chairman Norm Dicks (D-WA), approved $160 million in funding for the NEA—$32 million more than the White House’s FY2008 proposal. We applaud Congress for its continued and significant support of federal arts and culture funding."

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**Americans for the Arts Job Bank's “New Year, New Deal” Discount**

January 10, 2008—Americans for the Arts Job Bank is offering a limited time discount for all employers to purchase a multiple-job package at a special rate of 10–15 percent off. Purchase before February 29, 2008, and you will have one year from the purchase date to use the jobs in your package. Plus, you'll gain one year of resume access with any multiple job posting package purchased. Americans for the Arts Job Bank is your online resource for recruiting quality candidates in arts administration. Begin optimizing your hiring process today by finding the candidates with the skills and experience you're looking for—and spend less time doing it; gaining access to nearly 1,100 searchable resumes of qualified candidates; and creating e-mail notifications when new candidates match your requirements.