



Georgia Assembly of Community Arts Agencies  
2011 Arts Advocacy Plan

December 13, 2010

Dear Susan and members of Georgia Council for the Arts,

Attached please find the GACAA Advocacy Plan for 2011. We have worked on this since last spring with advice from statewide leaders, AFTA leadership and State Captains from across the United States. As discussed in an earlier letter, we plan to ask for \$1 Million to support GCA. We feel this is a reach in a year of a very tight budgetary year. This would give GCA the full NEA Match and equates to 10 cents per person. We think we can do a lot with that image.

We do plan to revive the *Arts Day at the Capitol*. This was dropped when GA Citizens folded but we feel we can bring back a strong day, with some changes to the old model. We plan to partner with GA Tourism Day at the Capitol on January 25<sup>th</sup>. This ties us into Economic Development, a strong message for us. The Capitol will be full, another good thing. We will hold a break out, training session late morning with a box lunch. We will do some advocacy training, hand out packets and send the attendees out to bring our message to their legislators. GACAA is confident, with this partnership, we will come on strong and bring the right message.

Once you, your staff and Board have reviewed the plan we would like to meet to discuss. The GACAA Advocacy Committee would like to meet in person for this initial go, in the next week to 10 days please. We would like to suggest Madison or Callanwolde - Madison being first choice.

This message has been sent by Wayne Jones on my behalf. I am out of town until Tuesday and did not want you to have to wait for my return to receive the plan. We look forward to a productive Advocacy Partnership in 2011.

**Brenda Durant**

Brenda Durant  
GACAA President  
Augusta, GA



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*Please note: this is a working document that will be adjusted as needs dictate.*

**1) Recruit and train arts advocates throughout Georgia.**

A. Arts professionals.

1. Recruit arts professionals to the GACAA communications network.
  - a. Ask regional captains to share contact information for all arts and cultural organizations and arts education programs (K-College).
2. Include arts advocacy in regional workshops and at the GACAA state conference.
  - a. Host regional arts advocacy workshops. (10/13/10 & 2/12/11)
  - b. Host town hall-style arts advocacy forum at annual GACAA conference.
3. Update the GACAA website with more advocacy information, links, and resources.

B. Other statewide arts and cultural organizations

1. Invite them to participate in Arts Advocacy Day at the Capitol (01/25/11) and the annual GACAA conference (05/01/11-05/03/11).
2. Foster information and contact sharing opportunities.
3. Establish reciprocal memberships and reciprocal website links.

C. Arts audiences and arts supporters.

1. Recruit them to the GACAA communications network.
  - a. Produce standard size ads which work with the Americans for the Arts (AFTA) campaigns. Make them downloadable from the GACAA website.
2. Educate them about arts advocacy.
  - a. Produce a locally-adaptable Arts Advocacy 101 one-sheet for use by local arts organizations and arts supporters.
  - b. Create an auto-reply to new registrants to the GACAA email list that informs them of our role as arts advocacy captain in Georgia, how to use Capwiz, and where to find arts advocacy resources.

**2) Establish GACAA as the arts advocacy resource to Georgia's elected officials.**

A. Reach out to Governor-Elect Deal and his transition team.

1. Send a letter of congratulations and begin the dialogue about the arts industry in Georgia and GACAA.
2. Follow up with an in-person meeting with GACAA leadership.

B. Plan and execute Arts Advocacy Day at the Capitol. (1/25/11)

C. Advocate for suggested qualifications for the appointment and/or reappointment to Georgia Council for the Arts (GCA) and the GCA Executive Director, based on similar qualifications from other states. (*Please see attached criteria.*)



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*(Continued)*

- D. Cultivate a bipartisan joint Georgia Legislative Arts Caucus.
  - 1. Send letters of congratulations to all newly elected and re-elected legislators. Target key leadership and past supporters to lead the Caucus.
  - 2. Ask GACAA board members and arts leaders throughout the state to draft similar letters that include specific, local information. GACAA will draft a sample letter. Include Capwiz at all levels.
- E. Reach out to Georgia's national legislative team, making GACAA their resource for arts industry information.
- F. Encourage local arts organizations to reach out to their local elected officials to begin the dialogue about their local arts industry. Provide an adaptable letter format and AFTA resources.

**3) Advocate for Arts Education in Georgia.**

- A. Assemble an Arts Education Task Force that includes cross-discipline leadership from throughout the state to develop the multi-year plan.

**4) Advocate for \$1 Million for Georgia Council for the Arts in FY12.**

- A. Make this the top message on Arts Advocacy Day at the Capitol.
- B. With advice from Americans for the Arts, craft a campaign with uniform messaging that includes information about the NEA match.
- C. Use Capwiz to reach voters with information and opportunities to voice support to state legislators.

**5) Use Capwiz to advocate for the Fractional Tax legislation.**

- A. GACAA Board will serve as statewide representatives to Georgia Communities for Growth (GCG).
- B. Work with GCG to be sure the message is clear, uniform, and clearly separate from advocacy messages about GCA funding.

*For more information about the Georgia Assembly of Community Arts Agencies (GACAA) please visit us at [GaArtsNetwork.org](http://GaArtsNetwork.org).*



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**Suggested criteria for Georgia Council for the Arts\***

Executive Director

The Georgia Assembly of Community Arts Agencies, in its role as state arts captain, recommends that the Governor employ the following criteria when considering candidates for appointment/re-appointment to Executive Director of Georgia Council for the Arts:

- 1) A demonstrated commitment to the arts with a proven track record as the director of a large local, state, or regional arts organization in Georgia or in another state.
- 2) Experience in forming effective partnerships and collaborations with public and private funding sources, private business leaders, the media, and other statewide, regional, and national arts organizations.
- 3) Experience educating people about the importance of and need for the arts and arts funding at the local and state level, and the ability to effectively communicate effectively with the Governor, legislators, and state officials.
- 4) An awareness of, sensitivity to, and success at addressing the needs of a diversity of artists, arts and cultural organizations, art institutions, and the communities they serve.
- 5) The ability to communicate effectively in cultural policy development, negotiation, and in all written and oral communication.
- 6) Development and successful oversight of a multi-million dollar budget.
- 7) Expert management skills to direct the staff and volunteers at Georgia Council for the Arts.

Council Members

The Georgia Assembly of Community Arts Agencies, in its role as state arts captain, recommends that the Governor's appointed council members to the Georgia Council for the Arts be comprised of volunteer arts leaders and patrons who represent the diversity of artistic disciplines, geography, and culture in Georgia. They will have both practical experience and political clout, and be engaged with the arts community at the local, regional, and state level, and demonstrate leadership in developing the creative economy in Georgia.

\*These criteria are based on similar established criteria in more than 30 states.