

You're receiving this email because of your relationship with California Arts Advocates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



STRENGTHENING THE VOICE OF THE ARTS

April 2009

Dear Friend of the Arts,

Advocacy can be frightening for artists. But if we think about it like development, it comes down to the same fundamental rule: never ask someone you don't know for money.

Woody Allen claims "showing up is 90% of success" when making films. It's 100% in the political arena. If you want to have a relationship with a politician so that you can influence policy, show up. You don't need to contribute money. But you do need to be visible. Go to their constituent coffees, fundraisers, 'days of service', committee meetings, anything, but be seen. Send them invitations to your events. Then call and invite them. Are you working with children? Ask them to come when you give out certificates to the kids. Are you participating in the community in some way? Let them know. Send a thank you note to them and their aides. Politicians are people, too, and they really like to be thanked. Make them aware that they are important to you. That makes you important to them.

You don't have to agree politically, but you do have to be seen as someone who cares and is willing to act. The environmentalist Edward Abbey said, "sentiment without action is the ruin of the soul." Politicians only respond to actions. Letters and emails are great, but personal actions matter more. Do you have an economic impact in your neighborhood? Is the restaurant on the corner doing more business when you have a show on? Introduce the owner to the politician. Let the business person tell the politician how important you are. If we don't show them we are important and insist on being treated as important, there will be no reason for others to pay attention to our issues.

Get your audience to advocate for you. Ask them to let the politician know how much you matter to them. Put together a simple postcard which audience members can fill out to let a politician know that you need a cross walk installed, or to show how much grassroots support there is for a bill you care about.

So make a friend by being a friend, and advocacy will no longer be a burden, but a joy.

John Gallogly

California Arts Advocates, Board Member & Treasurer
Theatre West, Executive Director

To take immediate action to support [AB 700](#), please visit the [California Arts Advocates Take Action Center](#). Help us do the work at the State Capitol to advocate for a public investment in the arts. [Join CAA as a TAKE ACTION member.](#)

In This Issue

[Advocacy and the Arts](#)

[California Arts Advocacy Update](#)

[Local Partner Profile: Arts Orange County](#)

[April is National Poetry Month](#)

[National Arts Advocacy Update](#)

California Arts Advocates is Working for the Arts, Working for You!

[Become a member today!](#)

California Arts Advocates (CAA), is the official statewide arts advocacy organization providing advocacy services for California's arts community. CAA provides professional advocacy for all arts stakeholders in California, from the smallest troupe to the largest institution, from the solo artist to the largest organization... [read more](#)

STATE ADVOCACY

California Arts Advocates is the sponsor of [AB 700](#), the Creative Industries & Community Economic Revitalization Act of 2010.

The bill's author is Assembly Member and Assistant Majority Leader Paul Krekorian (D-Los Angeles); co-authors are Assembly Member Anthony Portantino (D-Pasadena) and Senators Mark DeSaulnier (D-Contra Costa) and Carol Liu (D-Pasadena). As the sponsor of the bill, CAA board members are working to build public awareness and support for this bill, are recruiting more co-authors from the assembly and Senate, and meeting with elected officials from all levels of government to gain support among lawmakers at the Capitol.

To become law, AB 700 must pass out of three assembly committees, the assembly floor, two Senate committees, the Senate floor, and be signed by the Governor, all within various legislative deadlines. It has cleared the first hurdle by passing in the [Assembly Arts, Entertainment, Sports, Tourism and Internet Media Committee](#) (5-3) last week.

AB 700 will be heard by the [Assembly Revenue & Taxation Committee](#) on Monday, April 27 at 1:30pm. This committee is particularly interested in the economic impact of the arts. CAA Board Member John Gallogly, Executive Director of Theatre West and Michael McDowell, Senior Director of Cultural Tourism, LA, Inc. (Los Angeles Convention & Visitor's Bureau) will be at the Capitol to testify in support of AB 700 before the committee. **If you are in Sacramento on April 27, we invite you to attend the hearing and show your support.**

More than 25 organizations, including the American Federation of State, County and Municipal Employees, have registered their support for AB 700. To convince legislators to pass this bill, we need more organizations to send a message about the public value of the arts.

Please register your support for a public investment for the arts by faxing your letters to Assembly Member Krekorian at (916) 319-2143 or mail to Assembly Member Krekorian, State Capitol, Sacramento, CA 95814. Sample letters can be found on [CAA's Web site](#). Please also fax a copy to CAA at (916) 979-1116.

The state legislature is in Spring recess from April 2 to April 12. Most legislators are in their district offices and are available to meet with constituents about issues that they care about.

LOCAL PARTNER PROFILE

Arts Orange County is a member of California Arts Advocates



California Arts Advocates welcomes its newest member to the [CAA Board of Directors](#), Richard Stein, Executive Director, Arts Orange County.

Prior to joining [Arts Orange County](#) last August, Stein was the Executive Director of the Laguna Playhouse, an institution he headed for seventeen years. Stein is credited with having transformed Laguna Playhouse from an amateur company to the west coast's most successful professional resident theatre companies. Well-known within Orange County's arts and philanthropic communities, Stein has been Chairman of the John Wayne Airport Arts Commission, President of the Orange County Chapter of the Association of Fund Raising Professionals, President of the Alliance for the Arts of Laguna Beach, and served twice as Co-Chair of Orange County's National Philanthropy Day Celebration.

In this month's local partner profile, Rick offers
A Recipe for Instant Advocacy

Orange County's Board of Supervisors has been notoriously stingy about arts funding--\$0 has been the customary appropriation in the 22 years I've been around the OC, the only exception being from 2004-2006 when 5th District Supervisor Tom



Apr.2009
[National Poetry Month](#)

May.2009
[California Museum Month](#)

May.5.2009
[Museum Advocacy Day](#)

May.19.2009
California Special Election
[State Budget Measures 1A-F](#)

Jun.3.2009
California Arts Council
Board Meeting

Sep.17.2009
California Arts Council
Board Meeting

Oct.2009
National Arts & Humanities
Month

Oct.2.2009
California Arts Day

Nov.19.2009
California Arts Council
Board Meeting

CAA Resources

[Advocacy Toolkit](#)
[Legislative Updates](#)
[Letters, Research & Reports](#)
[CAA Board Letter to the Governor](#)

Arts Legislation & Issues
[AB 700](#)
[ACR 26](#)
[AB 524](#)
[AB 778](#)
[AJR 4](#)

[Joint Legislative Committee on the Arts](#)

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to rrglag@sbcglobal.net by advocacy@californiaartsadvocates.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

California Arts Advocates | P.O. Box 601902 | Sacramento | CA | 95860

Email Marketing by

