

ARTS FORUM SAN FRANCISCO

AND

California  
**ARTS** *Advocates*

present

# ART IS ESSENTIAL: ADVOCACY TRAINING

**March 4th, 2009 | 5 to 8 PM**

**The San Francisco Foundation  
225 Bush Street, Suite 500 | San Francisco**

**\* FREE\***

Arts Forum and California Arts Advocates join forces to provide a free, results-oriented, hands-on arts advocacy training workshop.

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Led by

**Brad Erickson**

President of California Arts Advocates, Co-Founder of Arts Forum

**Deborah Cullinan**

Co-Founder of Arts Forum, CAA Board Member

**Karen Ames**

Consultant and Advocate and Former CAA Board Member

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The inclusion of \$50 million dollars for the arts in the recent federal economic recovery bill is profound indication that the American arts community can rally around a call to action and score big victories in Washington.

- Why was this advocacy campaign successful?
- What tools, messages and strategies were most effective?
- How was the case for the arts made?
- How can we make sure the momentum around arts advocacy continues in California and the Bay Area?

This workshop will answer those questions and launch the beginning of an ongoing advocacy training program that aims to activate all of us to effectively and constantly make the case for the powerful and essential role that art plays in our communities, and in our democracy.

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Space is limited. RSVP to [Kendra@theatrebayarea.org](mailto:Kendra@theatrebayarea.org)

Deborah Cullinan, Intersection for the Arts

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Brad Erickson, Theatre Bay Area