Advocacy 101 Webinar

Americans for the Arts & Arts Action Fund

Tuesday, January 23, 2024
Today's Moderator

Nina Ozlu Tunceli
Chief Counsel of Gov't & Public Affairs, Americans for the Arts
Executive Director, Arts Action Fund
Year-Around Arts Advocacy Training

Today's Advocacy 101 webinar – January 23, 2024
• This is the first in a series of Arts Advocacy webinars that we will present in 2024. Webinars are customized to help you become a more effective advocate and is customized for taking action based on the unique state of play happening on Capitol Hill.

Upcoming webinars and advocacy events:
• Requesting for Federal Earmarks Webinar - Feb. 9, 2024
• Advocacy 201 Webinar – April 2024
• National Arts Advocacy Zoom/Call-In Week – May 2024
• Advocacy 301 Webinar – July 2024
• Advocacy 401 Webinar – September 2024
• Post-Election Impact Webinar – November 2024
Today's Webinar Agenda

1. Opening Remarks by **Nolen Bivens**
2. Federal Overview with **Tooshar Swain** and **me**
3. Panel Interview with key Congressional staff
   - **Jesse Isleman**, Office of Senator Brian Schatz of Hawai‘i
4. Advocacy Tips & Strategies with **Jay Dick**
5. State and District Federal Advocacy Panel Interview
   - **Manny Cawaling**, Inspire Washington (state)
   - **Adriane Jefferson**, City of New Haven Cultural Affairs
   - **Chris Kiley**, Texans for the Arts
6. Q & A with all speakers
Q&A Opportunity

Today's webinar will run approximately 90 minutes with an opportunity for Q&A at the end of today's presentation.

Please ask questions in the Q&A box, where you can also up-vote a question that you want to be sure is asked and answered first.
Opening Remarks

Nolen Bivens
President & CEO
Americans for the Arts
Federal & Political Landscape

Tooshar Swain
Director of Public Policy
Americans for the Arts
• Two fiscal years appropriations bills at the same time
• House is narrowly controlled by Republicans, but intense in-party fighting driven by the conservative Freedom Caucus. Most bills can't pass without Democratic assistance in the House.
• The Speakership constantly in jeopardy. Currently held by Rep. Mike Johnson (R-LA)
• Senate is more narrowly controlled by Democrats, but they are operating in a bipartisan manner within the Senate
• Multiple Continuing Resolutions to keep the federal government open because FY’24 appropriations bills not passed yet.
• A possible tax package might be passed in this first quarter.
• Authorizing policy bills to be considered this year.
• FY’25 appropriations bills to begin consideration soon.
• It’s an election year and control of the House of Representatives, the Senate, and the White House are all possible.
• New Hampshire primary is today and Donald Trump might wrap up his GOP candidacy.
• Election Day is Tuesday, November 5, 2024.
FY2024 and FY2025 Appropriations
(In Cycle at the Same Time!)

Appropriations FY24 and FY25

- FY24 Appropriations
  - Continuing Resolutions (CR)
  - 3/1/24 & 3/8/24 Deadlines

- House/Senate Conference

- Omnibus or Minibus passage; otherwise leads to a Government Shutdown

- Automatic recission cuts to FY24 funding if final passage not made by 4/30/24

- 3/7/24 President's State of the Union

- President submits his FY25 Budget Recommendations to Congress later in March

- Defense and NDD Topline Allocations

- 12 Individual Approps Budget Toplines

- 12 Individual Approps bills marked up

- Sub/Full Committee and Floor Votes

- House/Senate Conference
Appropriations for FY2024 (10/1/23 - 9/30/24)

FY2024 Appropriations remains the focus on Capitol Hill:

• Four appropriations bills set to expire on March 1 (Veterans, Transportation, Agriculture, HUD)

• Remaining eight appropriations bills expire on March 8.

• Failure to pass appropriations bills by April 30 result is 1 percent recission.
Appropriations for FY2024 (10/1/23 - 9/30/24)

FY24 Funding Requests From Arts Advocates:

- National Endowment for the Arts (NEA) and Humanities (NEH): $207 Million
- Community Arts Engagement for Veterans (VA): $10 million
- Community Arts Engagement for Active Military (DoD): $10 million
- Increases in Titles I, II and IV to support a well-rounded education. Increase in Arts In Ed Program.
- Maintain Arts in Embassies Funding.
NEA & NEH House Floor Votes Victory

Soundly Defeated!

129-292

100% of Democrats voted against both amendments. 39% of Republicans voted against both to make it a bipartisan declaration that Congress supports the arts and culture.

View how your House Member voted on NEA at clerk.house.gov/Votes/2023570?Date=11%2F02%2F2023 and on NEH at clerk.house.gov/Votes/2023571?Date=11%2F02%2F2023.
Appropriations for FY2025 (10/1/24 - 9/30/25)

• State of The Union on March 7
• President’s Budget expected in mid to late March
• President’s request will help inform Advocate requests. Dear Colleagues for Approps Requests and Advocate Requests to Members of Congress (March/April)
• Defense and Non-Defense Discretionary toplines [302(a)] (April/May)
• Toplines for 12 appropriations bills [302(b)] (May/June)
• Approps markups, passage of subcommittees and full committee, floor vote (Before August recess)
• Conference to reconcile House and Senate differences
Creative Economy/Tax Authorization Issues

Creative Workforce Investment Act (Reps. Leger Fernandez and Obernolte and Sen. Lujan) - $300 million DOL grant through Workforce Innovation Opportunity Act

CREATE Act (Reps. Dingell and Gonzalez-Colon and Sens. Schatz and Cornyn) - Bipartisan legislation to support small businesses in creative industries by increasing access to federal resources in the Small Business Administration

Charitable Act – (Reps. Moore and Pappas, Sens. Lankford and Coons) - Reinstates and expands the charitable deduction to non-itemizers

Performing Artists Tax Parity Act (Reps. Buchanan and Chu) - Updates the Qualified Performing Artist (QPA) deduction from $16,000 to $100,000 for single filers and $200,000 for joint filers
Cultural, Education Authorization Issues

**Advancing Equity in Arts and Humanities Act (Rep. Barbara Lee)** - Addresses inequity in the arts and humanities by providing NEA funding to Black, Indigenous, and People-of-Color (BIPOC) led organizations [Congress.gov](https://www.congress.gov)

**HBCU Arts Act (Rep. Alma Adams)** - Directs financial assistance and resources for arts and arts education programs at HBCUs [Congress.gov](https://www.congress.gov)

**STAR Act (Rep. Adams and Sen. Hirono)** - Lifts ban on federal funds to be used on transit projects [Congress.gov](https://www.congress.gov)

**Arts Education for All Act (Rep. Suzanne Bonamici)** - Most comprehensive arts education bill ever, addressing funding, accountability and data collection [Congress.gov](https://www.congress.gov)
Ticketing & Voting Rights Authorization Issues

**Fans First Act** (Sens. Cornyn and Klobuchar) - Addresses flaws in the current live event ticketing system by increasing transparency in ticket sales, protecting consumers from fake or dramatically overpriced tickets, and holding those who engage in illegal ticket sale practices accountable. [Congress.gov](https://congress.gov)

**John R. Lewis Voting Rights Advancement Act of 2023** (Rep. Sewell) - Provides processes to review new voting procedures proposed by state and local governments to ensure they do not disproportionately harm the people nonprofits serve. [Congress.gov](https://congress.gov)
Key Congressional Committees

Senate Appropriations Committee (Chair Senator Patty Murray and Ranking Member Senator Susan Collins): www.appropriations.senate.gov/


Senate Finance Committee (Chair Senator Ron Wyden and Ranking Member Senator Steve Daines): www.finance.senate.gov/


Senate HELP Committee (Chair Senator Bernie Sanders and Ranking Member Senator Bill Cassidy) www.help.senate.gov/

Calls To Action!

Arts Organization Endorsements for the Creative Workforce Investment Act: forms.gle/coLuEFhiQm7E4bP9

Email your Congressional Members to Support NEA and NEH Funding in the Final FY24 Appropriations Bill: www.votervoice.net/ARTSUSA/campaigns/106481/respond
Key Congressional Staff Panel

Evan Johnston
Office of Rep. Chellie Pingree of Maine

Jesse Isleman
Office of Senator Brian Schatz of Hawai‘i
Advocacy Tips & Strategies

Jay Dick
Senior Director of State and Local Government Affairs,
Americans for the Arts
What is Advocacy?

• Advocacy is simply telling your story, in this case, why the arts matter to you and thus, why they should matter to others.

• Advocacy is educating others about the arts.

• Advocacy is establishing working relationships with key decision makers. These relationships can range from simply sending emails to becoming friends.

• Advocacy is being you, being your authentic self and showing others what you believe in by your words and actions.

Advocacy is NOT scary
Why Should We Advocate for the Arts?

- If elected officials and key decision makers do not hear from constituents about the arts, they will either assume:
  - Everything is ok, no more additional funding or new policies are needed.
  - Nobody cares about the arts, and thus, they can cut support.
- You are the experts in the field. If you don’t take time to educate and inform elected officials, who will?
- Numbers matter! Every person makes a difference!
Advocacy Options

• What can you do to advocate for the arts?
  o Emails, letters, tweets, etc.
  o Virtual or In-person meetings
  o Attending townhall meetings and asking an arts questions
  o Establishing working relationships with the elected official or their staff
  o Becoming a resource to the elected official when they have a question about the arts

• Be part of a larger network of arts advocates
  o Americans for the Arts, Arts Action Fund, your state's advocacy org.
Connect to Your State Arts Advocacy Organizations

Key Principles of Advocacy

• Advocacy, big or small, should be part of your regular activities.
• Being successful depends on a unified message and strategy.
• Expand your advocacy efforts to recruit allies and coalitions.
• Get to know your elected officials and their staff.
• Politicians respond to constituents. Lead with local stories and compliment with local data points.
• Be your authentic self – your passion will show!
Arts Advocacy in a Polarized World

• It is about policy; not personality
• It is not partisan; it is local policy impacting local constituents
• The arts make communities better.
• The arts can also help address other issues: Veteran’s Health, Youth Suicide, Education, Community Safety, Economic Growth, etc.
• Understand what the elected official maker cares about and incorporate how the arts can address those points.
  o Read legislator’s websites, committee assignments, newsletters, social media
• Never ask an elected official to do something that will get them un-elected.
Arts + Social Impact Explorer

Click any topic on the wheel to learn more.

Transportation
Health & Wellness
Justice Reform
Workforce Development
Housing
Economic Development

Americans for the Arts

www.AmericansForTheArts.org/Socialimpact
Advocacy Goals and Rules

• Build ongoing, professional relationships with elected officials and their staff.
  • If you wait until you need help, it is too late!

• Knowledge is Power
  • Become a resource or expert on our issues to the key decision maker

• Never assume you know the key decision makers’ positions. Ask them!!!

• Get to know the staff and stay in regular contact.
Where to Start?

Identifying Your Elected Officials

Constituent based:
• Can you vote for them based on your address?
• If your organization has a footprint in their district?
• Sometimes, if your audience comes from their district.
Go to the ArtsActionFund.org website to Find Your Legislators at:
www.ArtsActionFund.org/arts-action-center?vvsrc=/address
Your Federal Officials

- President Joe Biden Jr.
- Vice President Kamala Harris
- Senator Marco Rubio (R-FL)
- Senator Rick Scott (R-FL)
- Representative Maria Salazar (R-FL-027)

Your State Officials

- Governor Ron DeSantis (R-FL)
- Lt. Governor Jeanette Nunez (R-FL)
- Secretary of State Cord Byrd (R-FL)
- Attorney General Ashley Moody (R-FL)
- CFO Jimmy Patronis (R-FL)
- Senator Alexis Calvayoud (R-FL-038)
| **Representative Maria Salazar**  
| Republican-FL-027 |

- **Capitol Address**: 1751 Longworth House Office Building, Washington, DC 20515
- **Capitol Phone**: (202) 225-3931
- **District Address**: 3951 NW 7th St BAY F, Miami, FL 33126
- **District Phone**: (305) 660-2285
- **Email Address**: noemail@votervoice.net
- **Web Site**: [https://salazar.house.gov/](https://salazar.house.gov/)
- **Facebook**: [https://facebook.com/CongresswomanMariaElviraSalazar](https://facebook.com/CongresswomanMariaElviraSalazar)
- **Twitter**: [http://www.twitter.com/RepMariaSalazar](http://www.twitter.com/RepMariaSalazar)
Representative Maria Salazar
Republican-FL-027

Assumed Office
Committees

- 1/12/2021
  House Foreign Affairs (House)
  House Small Business (House)
  House Foreign Affairs Subcommittee on Western Hemisphere, Civilian Security, Migration & International Economic Policy (House)
  House Small Business Subcommittee on Contracting & Infrastructure (House)
  House Small Business Subcommittee on Innovation, Entrepreneurship, & Workforce Development (House)
  House Small Business Subcommittee on Underserved, Agricultural, & Rural Business Development (House)
  House Foreign Affairs Subcommittee on Middle East, North Africa, & Global Counterterrorism (House)
How Can I Start Advocating?

• After Identifying your elected officials
• Communication options (in increasing difficulty and impact)
  • Send a personalized Email
  • Send a personalized USPS letter
  • Make a Phone Call
  • Meet with them in their office (DC or District)
  • Host them at your organization
Support a minimum of $211 million each year in funding for the NEA and NEH

Thanks to arts advocates across the country, the National Endowment for the Arts and National Endowment for the Humanities each received an all-time high of $207 million for the current 2023 fiscal year. Now marks the beginning of the FY2024 appropriations process. The President has requested a budget increase for both the NEA and NEH to $211 million each for FY24. Now is the time to urge Congress to at least match the President's request by appropriating this increased funding for the NEA and NEH. Please urge your Members of Congress to support a budget of at least $211 million each for the NEA and NEH.
Scheduling a Virtual or In Person Meeting

• Simply call or email their office or use their online scheduling portal on their web site if they have one.
• State you are a constituent, the basic topics you wish to discuss, and who will be attending.
• Be flexible on dates/times. Plan ahead.
• Be mindful of legislative schedules.
  • Federal district work periods
  • Most State Legislatures are part time (January – May)
During the Meeting

Be Prepared

• What are your top 3 issues?
• Have your talking points. If more than one person, denote who is going to talk about which topic.
• Be ready to explain in a way that will resonate with the elected official. Combine issue with a personal story.
• Bring or email written background materials that you can leave behind
• Take a photo – send it out on social media – tag the elected official
• Thank them for their time and follow up!
Follow up and Relationship Building

• Put the elected officials on your organization's mailing list
• Personally invite them to events. Ask them to participate in some way.
• Visit their district office and meet the staff there.
• Arrange opportunities for them to visit/learn from arts supporters throughout the year.
• Attend their town hall meetings or any regular zoom meetings they host.
Thank you!

jay@artsusa.org
State and District Captains Panel

Manny Cawaling
Inspire Washington

Adriane Jefferson
City of New Haven, CT
Cultural Affairs

Chris Kiley
Texans for the Arts
What To Do In The Next 30 Days:

1. Identify your Congressional Members and their district office locations, key staff and websites
2. Join the mailing list for newsletters & events for your Members of Congress
3. Read priorities and committee assignments of your Members of Congress
4. Follow your Members of Congress on social media
5. Send an email message to your Congressional delegation based on our NEA FY24 appropriations VoterVoice campaign. www.votervoice.net/ARTSSUSA/campaigns/106481/respond
6. Have your organization sign-on to endorse the Creative Workforce Investment Act (CWIA) sponsored by Reps. Fernandez (D-NM) and Obernolte (R-CA). forms.gle/coLuEFhiiQm7E4bP9
7. Our next webinar is on Congressional Earmarks on Feb. 9, 2024.
Today's Advocacy 101 Video & Slides


Questions:
For additional questions, please e-mail Americans for the Arts Public Policy Coordinator Olivia Tarpley at Otarpley@artsusa.org.