

CREATING CONNECTION

COMMUNICATIONS
THAT BUILD
PUBLIC WILL

NASAA
Communications Clinic
October 12, 2017

willkommen dobrodosli
nukerekile BEM-VINDA
n VENTI Hos geldiniz

me mieluinen
indiridwa
obrodosli

nukerekile BEM-VINDA
n VENTI Hos geldiniz

pin benvido mieluinen
welkam mwalandiridwa

welkam mwalandiridwa dobrodosao ex
expectata bienvenida chroesawa willkommen
dobrodosli n

WELCOME

bun nazmukerekile willkommen privitani

SZIVESEN LAT welkom VENTI Hos
geldiniz velkominn byenvini vitany
taggapin benvido mieluinen benvenuto

TODAY'S PRESENTERS



David Fraher

President & CEO
Arts Midwest



Anne Romens

Program Director
Arts Midwest



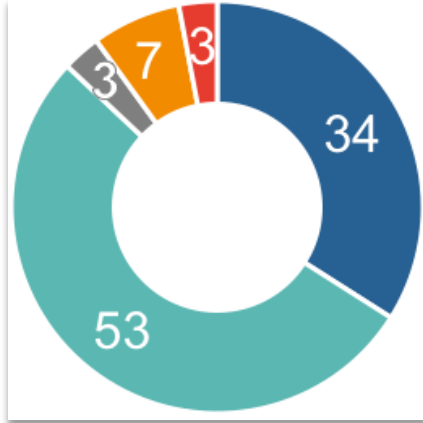
Deb Vaughn

Arts Education Coordinator
Oregon Arts Commission

TODAY'S AGENDA



**A
NEED**



**NEW
INSIGHTS**

(aka facts and
figures)



**MESSAGES
THAT
MATTER**



**KEEPING IT
REAL**

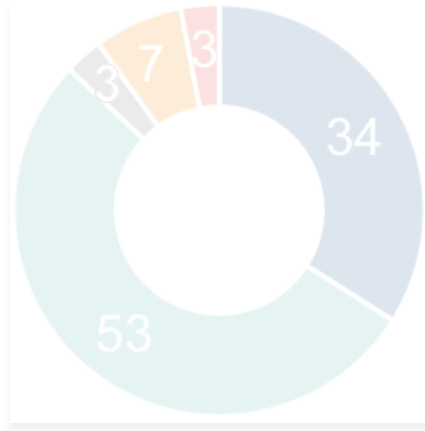


**EXPLORE
TOGETHER**

TODAY'S AGENDA



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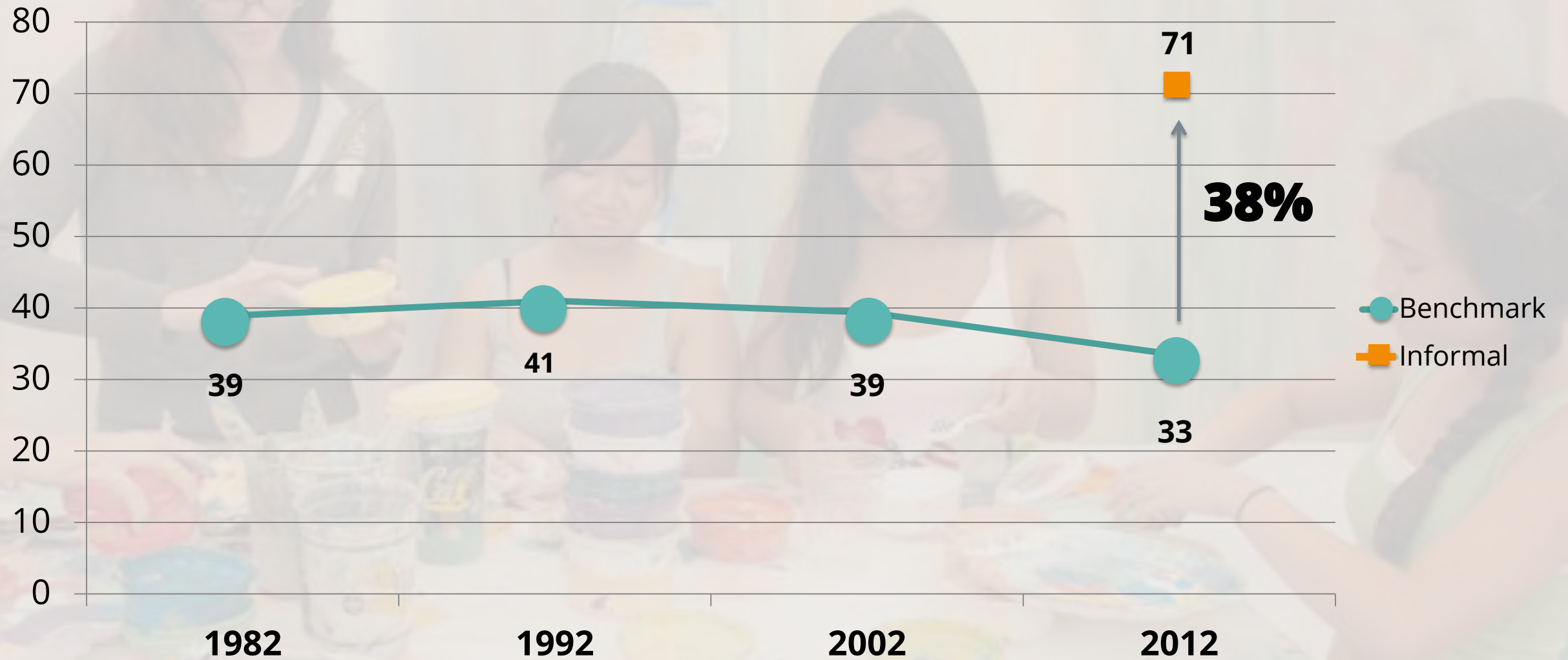


**EXPLORE
TOGETHER**



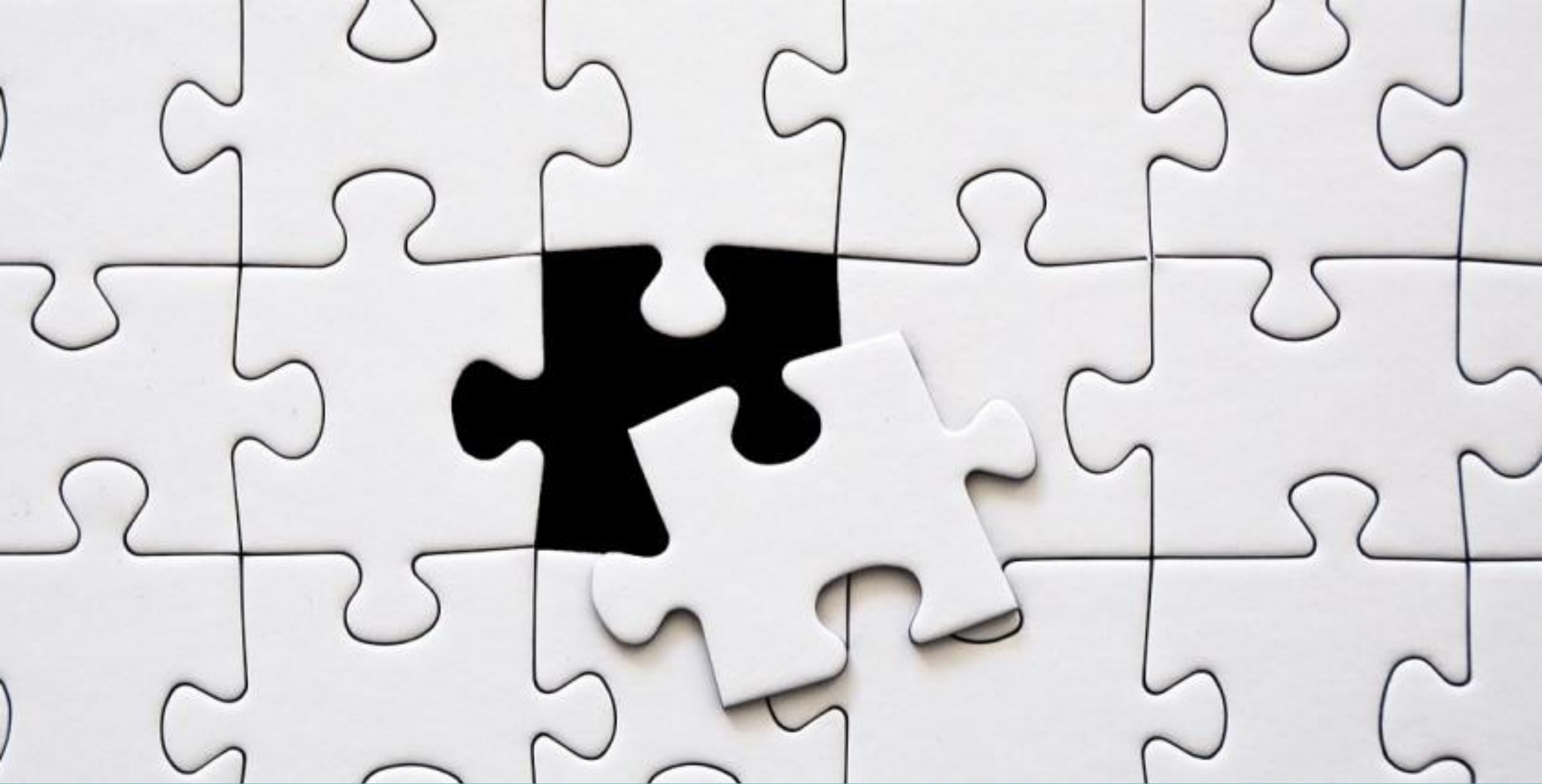
PERENNIAL
CHALLENGE
OF
**MAKING
OUR CASE**

THE GAP



**Let's make arts
and culture a
recognized,
valued, and
expected part of
everyday life.**



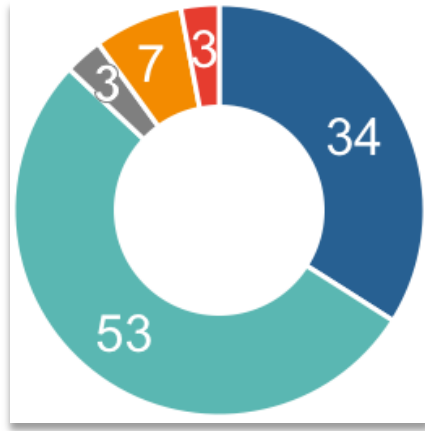


CONNECT TO **DEEPLY HELD VALUES**

TODAY'S AGENDA



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**MESSAGES
THAT
MATTER**

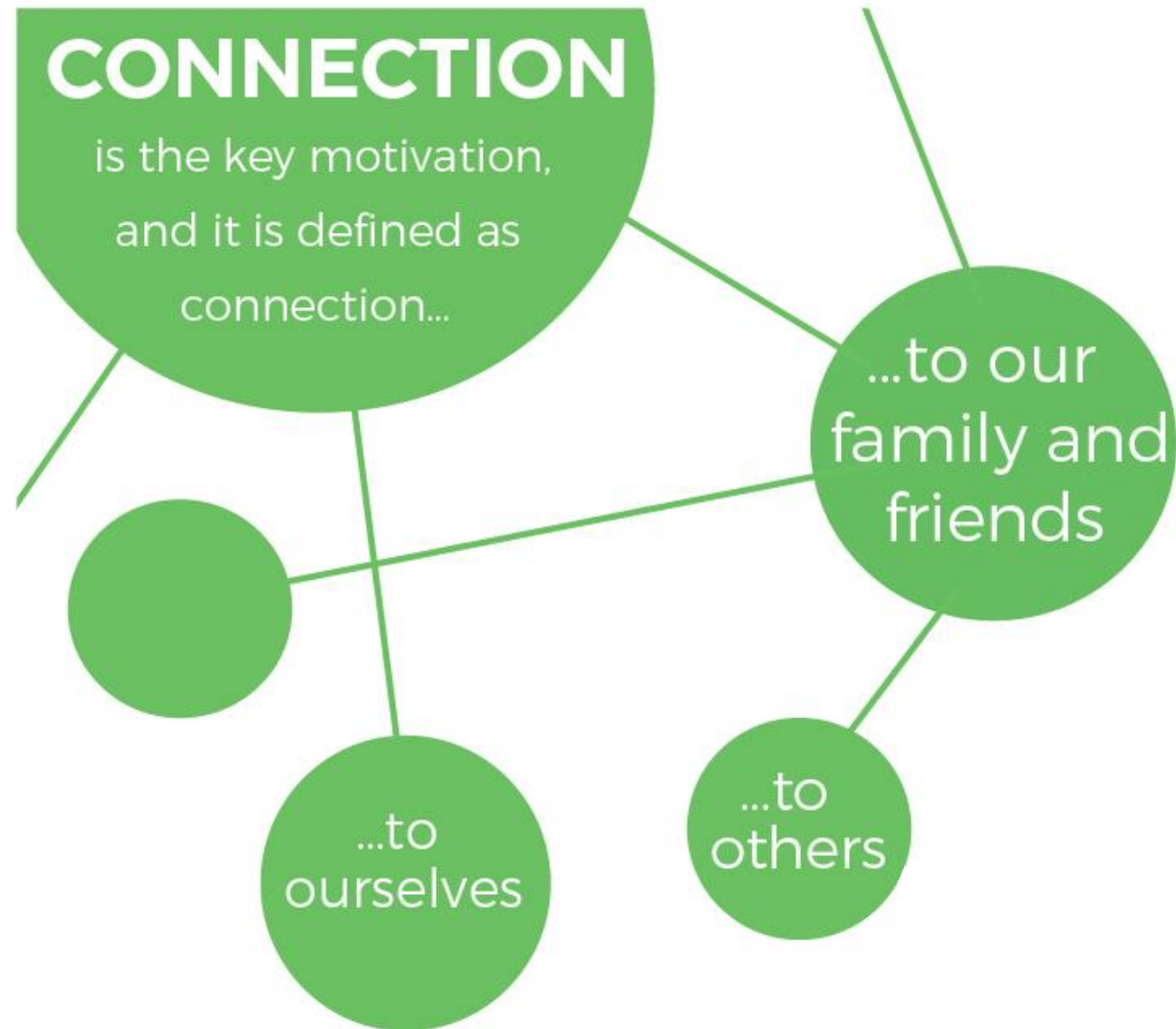


**KEEPING IT
REAL**



**EXPLORE
TOGETHER**

FACTS AND FIGURES



THE OPPORTUNITY

How important are each of the following activities to you personally? (V. Important Shown)




FACTS AND FIGURES

CREATIVE EXPRESSION

...is a more engaging
and powerful frame
than “arts & culture”
for most audiences.

...brings more people
into a conversation
about arts & culture.

FACTS AND FIGURES



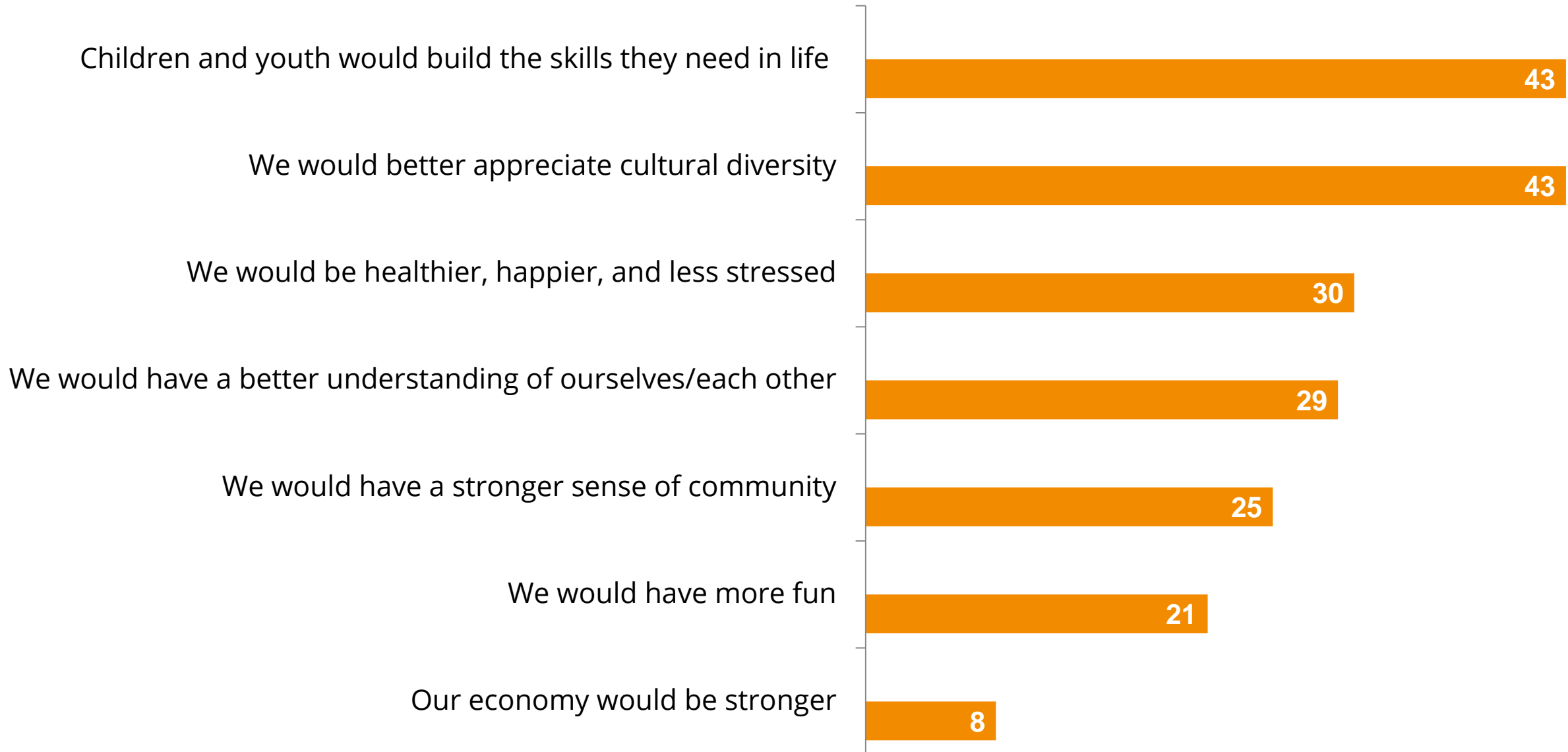
Most people say they would be happier, healthier, and less stressed if they were more active creatively.

BENEFITS

Benefits of arts & culture to children & youth are valued most highly.

BENEFITS

If we had more opportunity to express or experience art and culture, what would be different?



FACTS AND FIGURES

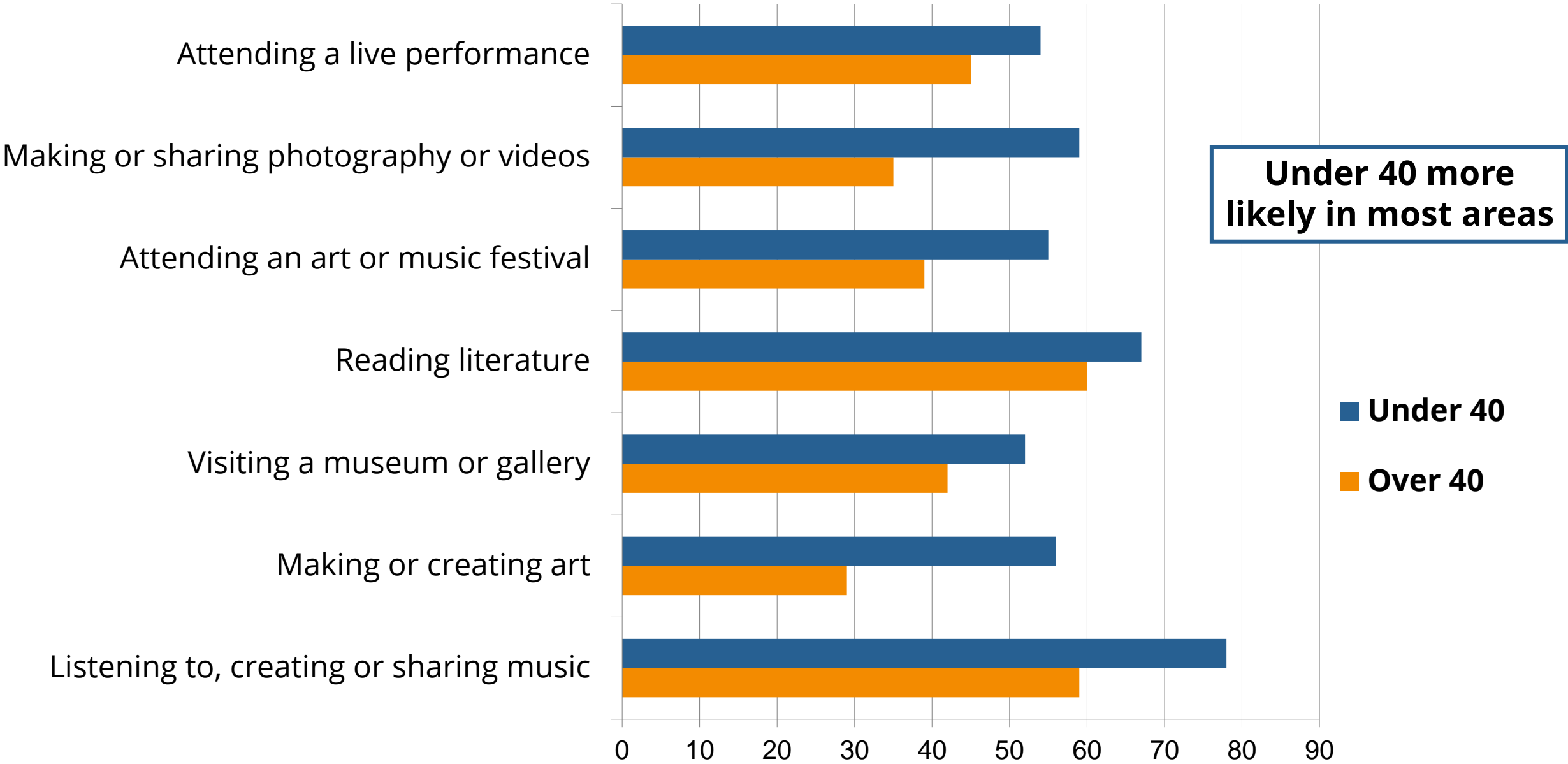
AUDIENCES

Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.



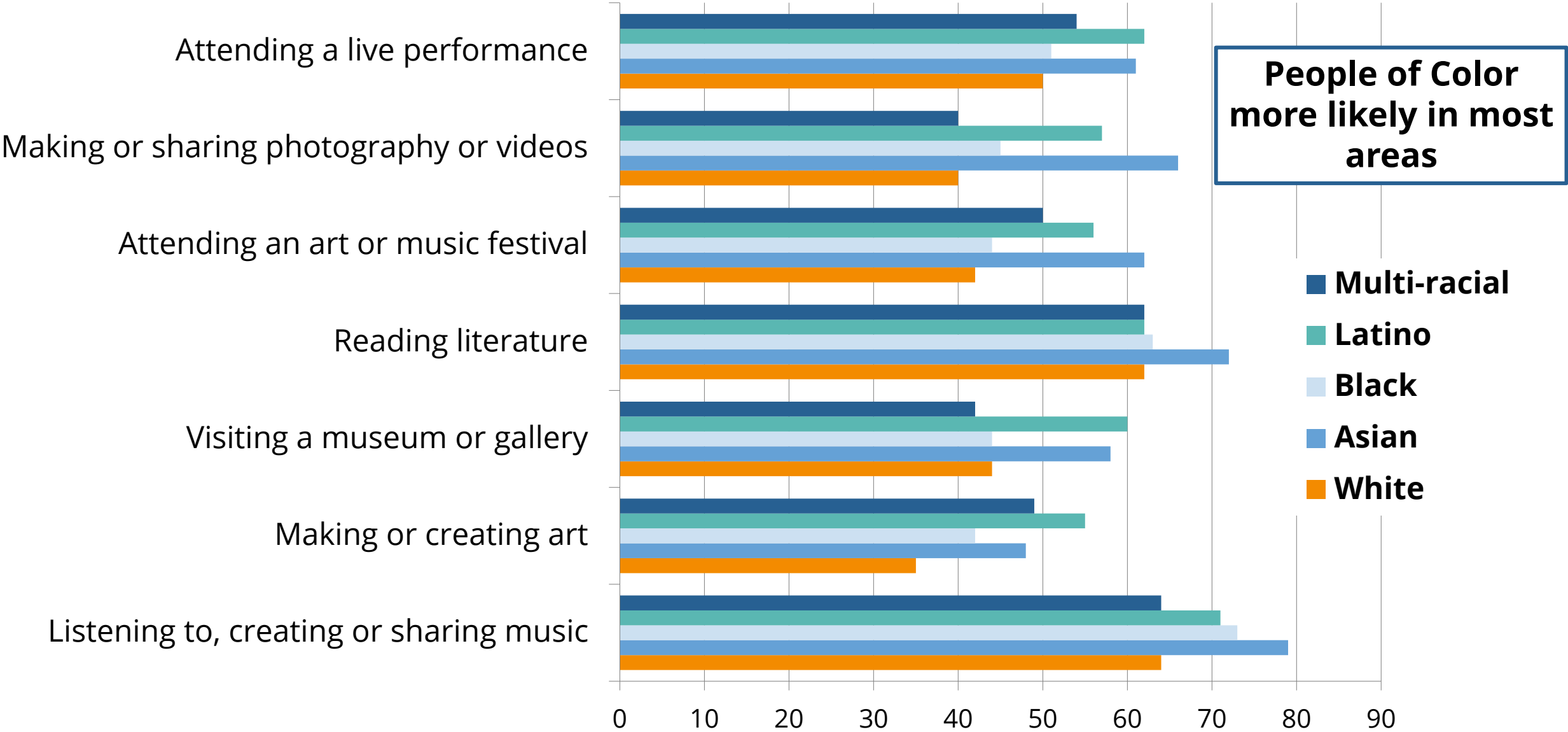
Perceived importance of various activities: **BY AGE**

(survey respondents identifying each as “important”)



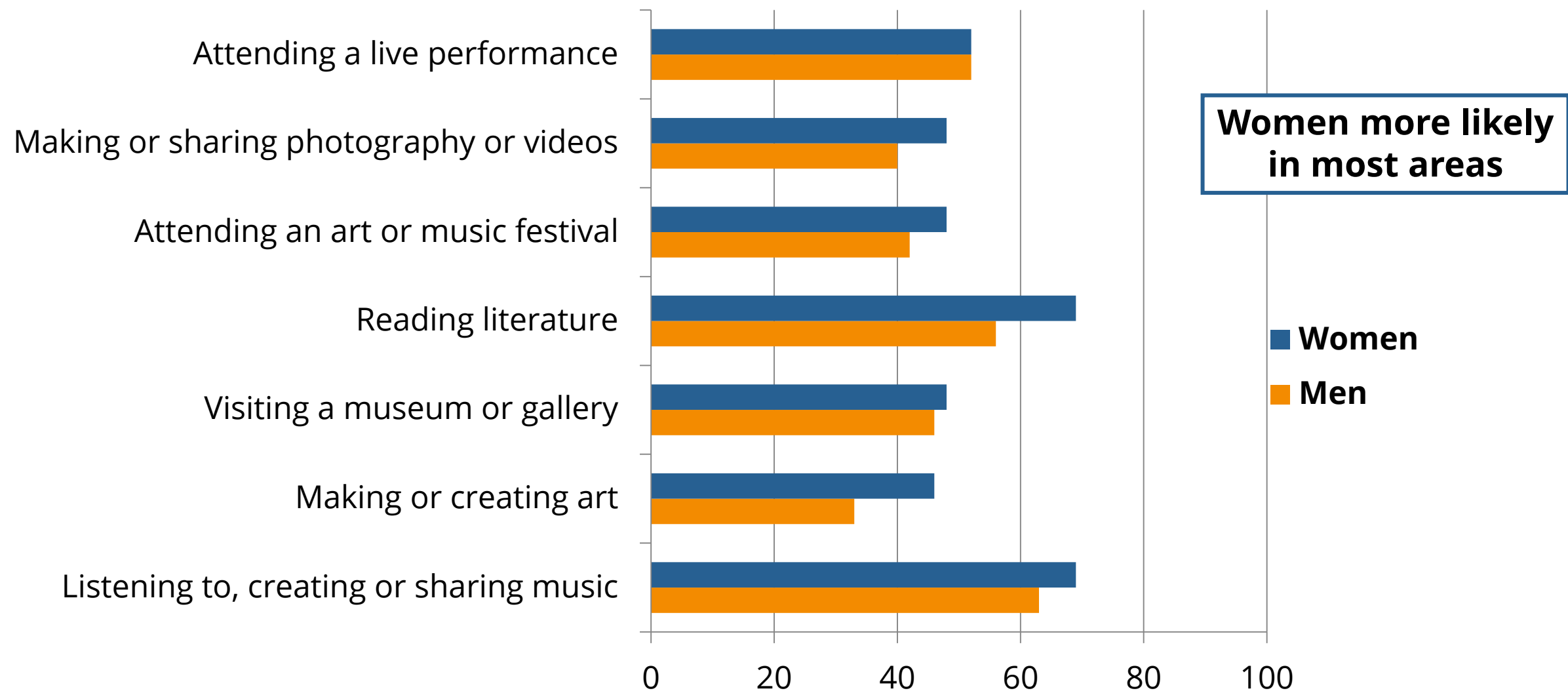
Perceived importance of various activities: **BY RACE**

(survey respondents identifying each as “important”)



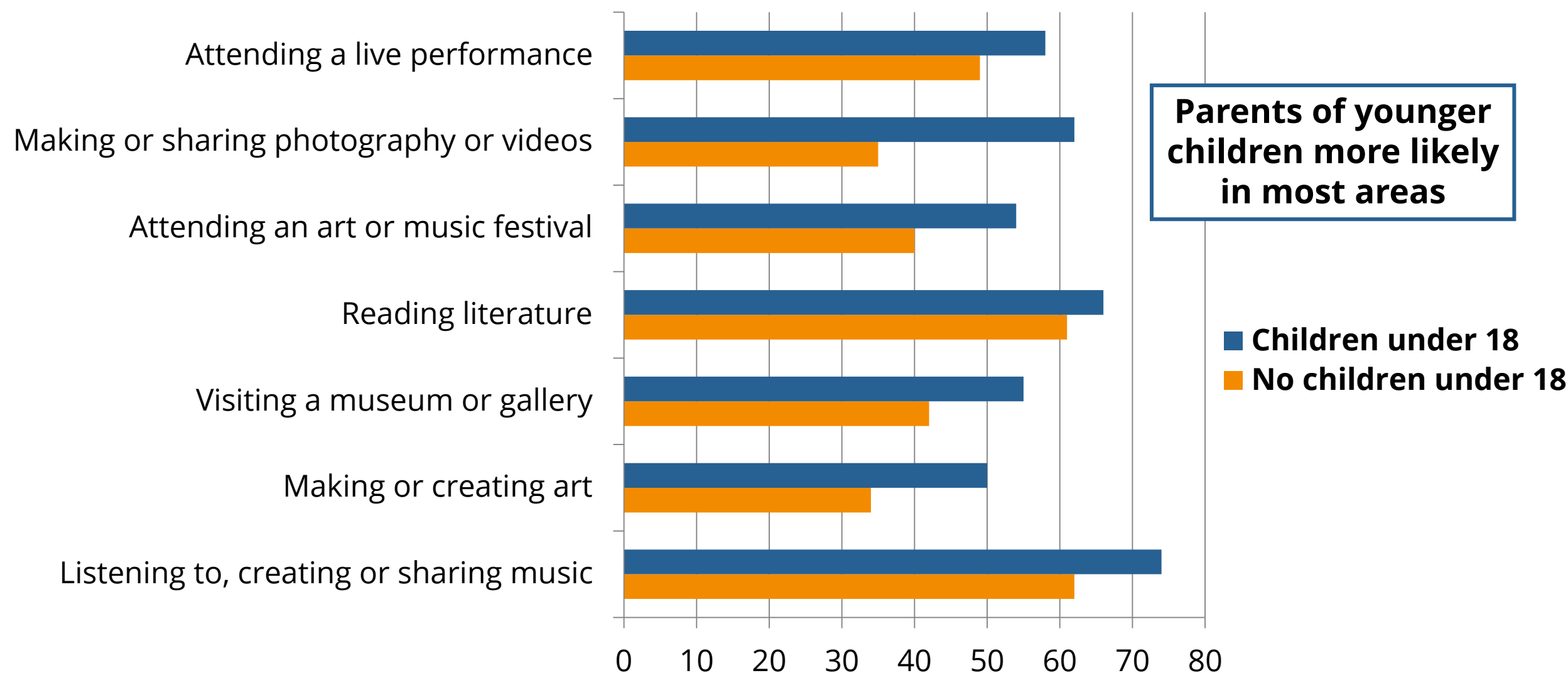
Perceived importance of various activities: **BY GENDER EXPRESSION**

(survey respondents identifying each as “important”)



Perceived importance of various activities: **BY PARENTAL STATUS**

(survey respondents identifying each as “important”)



SEGMENTATION SUMMARY

Four segments are more likely than others to exhibit attitudes or behaviors aligned with creativity



<div>Difference in response rate compared to others <i>(as indicated)</i></div>	<div>Under 40 <i>(vs. 41+)</i></div>	<div>Parents of children <18 <i>(vs. no children <18)</i></div>	<div>People of color <i>(vs. White)</i></div>	<div>Women <i>(vs. men)</i></div>
Consider it important to be creative, artistic or to express their culture	+26	+24	+17	+10
Say they often have the opportunity to be creative	+26	+18	+8	+8
Consider it important to have access to artistic and cultural opportunities, activities or events in their community	+18	+15	+16	+10



FACTS AND FIGURES

BARRIERS
ARTS ARE
VIEWED
AS A “NICETY”
OR LUXURY.



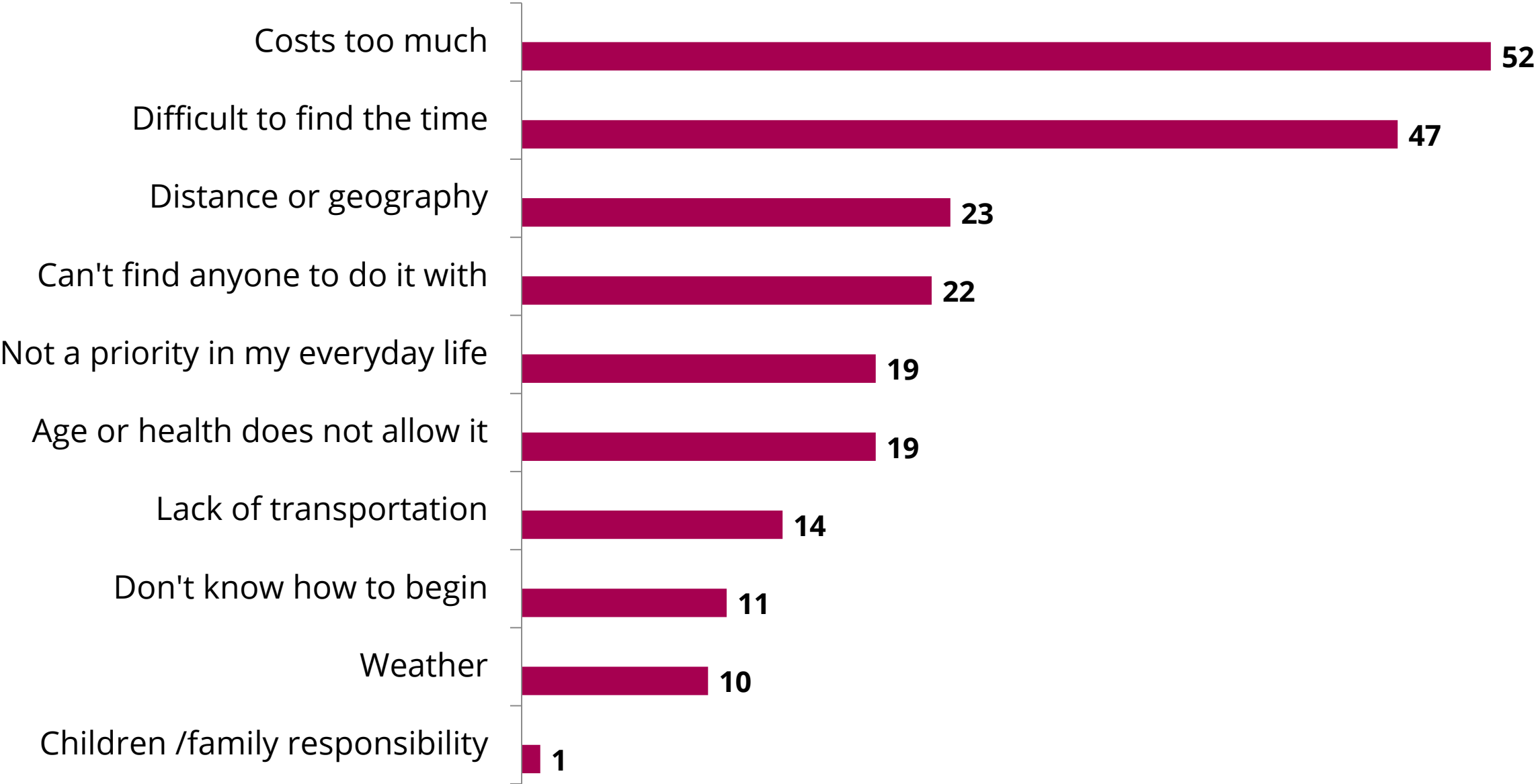
People want to engage with
arts & culture, but are
still finding mostly
opportunities to
passively observe.



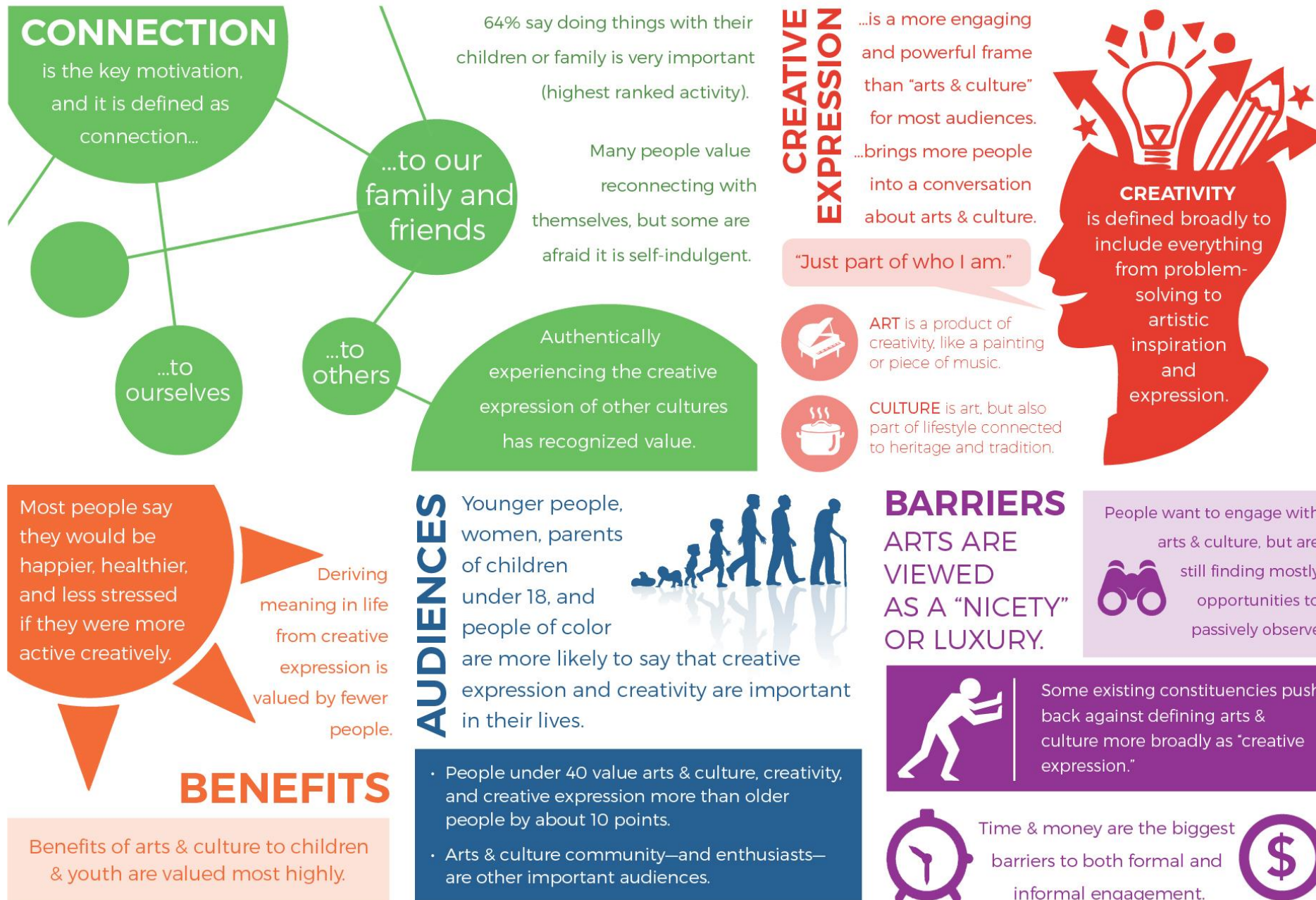
Time & money are the biggest
barriers to both formal and
informal engagement.



To the extent you would like to [engage in creative activities more often], **what gets in the way?**



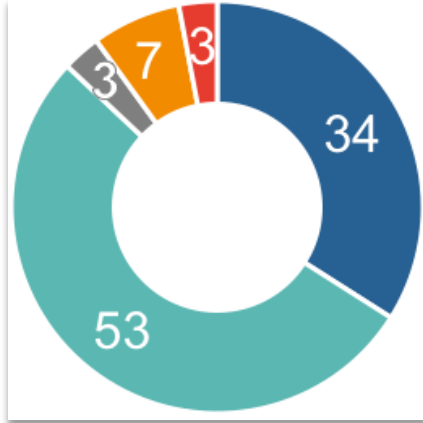
FACTS AND FIGURES (ALL AT ONCE)



TODAY'S AGENDA



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**MESSAGES
THAT
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**KEEPING IT
REAL**



**EXPLORE
TOGETHER**

VALUES

Family &
Relationships

Health &
Well-being

Learning &
Self-Improvement

CONNECTION

CORE

CONNECTION

THROUGH CREATIVE EXPRESSION

Sharing creative experiences and expressing our own creativity builds powerful connections with people, with our community and the world around us, and with ourselves.

VALUES

Family &
Relationships

Health &
Well-being

Learning &
Self-Improvement

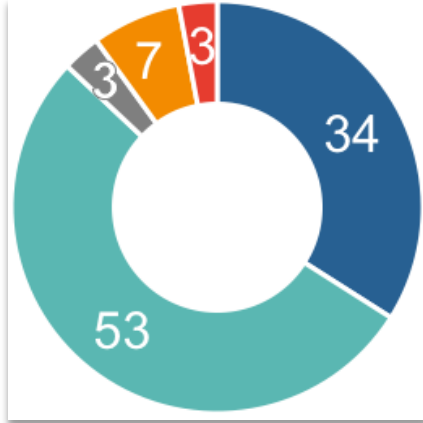
CONNECTION



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**EXPLORE
TOGETHER**

SO WHAT MIGHT THIS ACTUALLY LOOK LIKE?



[Home](#) > [Web](#) > 20170108021800 > **Https:**

Extending the Reach of the Arts

State arts agencies like the [Missouri Arts Council](#) use their grants and services to make certain that every community has access to the arts. » [More](#)

Art parades through town during the Carthage Historic Downtown Art Walk, developed in conjunction with the arts council and the city's convention and visitors bureau. Photo by Koral Martin



New & Noteworthy

New! [Governor's Arts Awards](#)

New! [Three Simple Ways to Advocate for the Arts](#)

[Report to Councils, December 2016](#)

[2016 State Legislative Roundup](#) **M**

[Who's Who in Government Arts Funding](#)

Key Issues

[State Arts Agency Appropriations](#)

[Why Should Government Support the Arts?](#)

[Creative Economic Development](#)

[Diversity Policies & Programs](#)

[Arts & Military Strategy Sampler](#)

[New Engines of Growth: Five Roles for Arts, Culture and Design from NGA](#)

[Arts Education](#)

Quick Links

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[NASAA Notes Newsletter](#)

[Federal Updates](#)

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M = NASAA member-only content

NASAA's mission is to strengthen state arts agencies.

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National Assembly of State Arts Agencies
1200 18th St NW, Suite 1100 | Washington, DC 20036
202-347-6352 | fax: 202-737-0526 | TDD: 202-296-0567 | nasaa@nasaa-arts.org
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**National
Endowment
for the Arts**
arts.gov



State arts agencies ignite creativity, connections and growth. They foster vibrant communities, inspire young imaginations, put people to work and preserve our heritage for future generations.

WHY SAAS MATTER

NASAA NEWS



Advocacy

Why Should Government Support the Arts?

Who benefits from public arts support?



Legislative Update

House Proposes Modest NEA Funding Reduction for FY2018

House lawmakers are sending a message about the value of maintaining public investment for the arts ...



Support NASAA

You can help strengthen state arts agencies

Work for Art's
10th Anniversary




Let's raise **\$1 million**
for our community!




WorkforArt

Let's expand creative
connections in our
community



Visitors experiencing Kenny Scharf's *Cosmic Cavern* (2015) at the
Portland Art Museum. Photo by Nina Johnson.





Let's WorkforArt



The High Desert Museum

History Museum · Tourist Attraction · Public Places & Attractions

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 Message

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The High Desert Museum

@highdesertmuseum

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« < March 2017 > »

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Box Office Hours:

Wednesday 1:00 - 6:00 pm

Thursday - Saturday 12:30 - 5:00 pm

Closed Sunday - Tuesday

QUICK LINKS

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COMING UP NEXT



3/31 @ 7:00 pm

**Mufaros
Beautiful
Daughters**

Children's Theatre

[buy tickets](#)



4/1 @ 6:00 pm

**Adult Prom
Fundraiser**

Come dance like a fool
at the Sheldon!

[buy tickets](#)



4/4 @ 7:00 pm

1984 The Movie
Flyway Film Festival's
Minema Series

[buy tickets](#)

NEWS

Students 'radiate' after NYC artist's visit

Beneath the historic Sheldon Theatre stage, stacks of pizza boxes drew a crowd in the artists' green room Thursday evening. Over a quick slice and introductory conversations, a community choir... [Read More »](#)

Inclement weather policy

In the case of inclement weather, most shows will go on as scheduled. [Read More »](#)

TCL In Your Town: Sheldon Theatre

The Sheldon Theatre on Twin Cities Live!
[Read More »](#)



UNFORGETTABLE





eugene.symphony
Cuthbert Amphitheater

Follow

eugene.symphony Francesco @lecccehong will debut as Music Director & Conductor at our ninth annual free outdoor summer concert, Eugene Symphony in the Park, at the @thecuthbert amphitheater on Saturday, July 22 at 8 p.m. Free tickets are available through the @hultcenter ticket office and online beginning at 11 a.m. on Tuesday, June 20. #SymphonyInThePark2017 For details, visit eugenesymphony.org.

eugene.symphony #eugene
#EugeneSymphony #francescolecccehong
#freeconcerts #concertinthepark
#cuthbertamphitheater #symphony
#classicalmusic



44 likes

JUNE 10

Log in to like or comment.





eugene.symphony
Eugene, Oregon

Follow

eugene.symphony With the help of many volunteers, sponsorship by Eugene-Irkutsk Sister City Committee in memory of the Gorbatenko-Groza Family, and our partners at Pacific Winds Music, our summer Instrument Petting Zoos reached over 1,000 people in Eugene, Cottage Grove, and Roseburg!

Highlights included @leccechong stopping by to teach violin and the Willamalane mascot, Springs the squirrel, giving the cello a try at the Willamalane Children's Celebration.

eugene.symphony #eugene #music
#musiceducation #instrument
#eugenesymphony #summer #education



69 likes

AUGUST 10

Log in to like or comment.



“The Eugene Symphony **incites our imaginations** and inspires; it is a catalyst of introspection, a **journey into ourselves** and a guide to our emotions; it is a communal experience that provokes **awe, wonderment, and conversations** about the beauty and the tragedy in creation; it helps us **explore the human condition** in a way that only music can.”

— MARK McKAY,
Imagination International
employee who attends concerts
thanks to the company's support



OPERATIONAL SUPPORT GUIDELINES

BEFORE

The Michigan Council for Arts and Cultural Affairs (MCACA) is pleased to offer a grant program for Operational Support. This program provides specific support for the operation of arts and cultural organizations throughout Michigan that are promoting public engagement, diverse and excellent art, lifelong learning in the arts, and the strengthening or livability of communities through the arts.

AFTER

The Operational Support Program provides support exclusively to arts and cultural organizations throughout Michigan. These organizations **connect with people and the world around them by exploring, sharing and supporting creative expression.** In doing so, they **promote the health and well-being** of communities and citizens throughout our state. We believe that by sharing creative experiences and expressing our creativity, we build powerful connections with the people we are closest to, with our community, the world around us and with ourselves. Creativity is in everyone and all around us, by exploring and experiencing creative expression our lives are better. Organizations supported by this program provide this service to us all.

LET'S PUT ON OUR
COACHING HATS + PRACTICE



Search

Quick Links

[1st Time Visitors](#)[Fast Facts](#)[Application Deadlines](#)[Program Guidelines](#)[BCAC Forms](#)[Recipients Lists](#)[Adjudication Process](#)[Program Review](#)

UPCOMING DEADLINES

Sept 15 - [Project Assistance for Creative Writers](#)

September 30 - Operating: [Visual Arts Organizations](#), [Media Arts Organizations](#), [Professional Arts Festivals](#), [Public Museums](#), [Arts & Cultural Service Organizations](#), [Community Arts Organizations](#)



FAQ



Email



Print

The BC Arts Council Interactive Events Calendar is currently unavailable.

For a comprehensive listing of upcoming B.C. events, please visit:

- [Hello BC](#)
- [B.C. Alliance for Arts](#)

NEW Phone numbers for BCAC staff:

The Provincial Government is modernizing its current voice technology and replacing it with Voice over Internet Protocol. This is expected to achieve cost savings, improved internal communications and increased public accessibility. As of Feb. 21, telephone numbers for BC Arts Council staff have changed as part of this government-wide initiative. To update contact information, new staff numbers can be found [here](#).

Please note that the main BCAC reception line (250) 356-1718 and fax number (250) 387-4099 remain the same. Email addresses have not changed. In addition, you may also search for any public servants' phone number in the [Government Telephone Directory](#) their name, program area or ministry or contact. You may also call [Enquiry BC](#) and request a direct transfer.



Other
Opportunities



READ THE
**DESIGNED TO
THRIVE**
STRATEGIC PLAN 2017-2022



DISCOVER THE NEW
PROGRAM STRUCTURE

ARTS NOVA SCOTIA

Arts Nova Scotia is the provincial funding agency that provides support to professional artists and arts organizations, arts education programs and a number of arts awards and prizes.

2016 Art Bank Purchase Exhibition



GRANTS



DEADLINES



FIRST TIME?



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

Grants ▼

Awards ▼

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GRANTS

ALL

SEARCH

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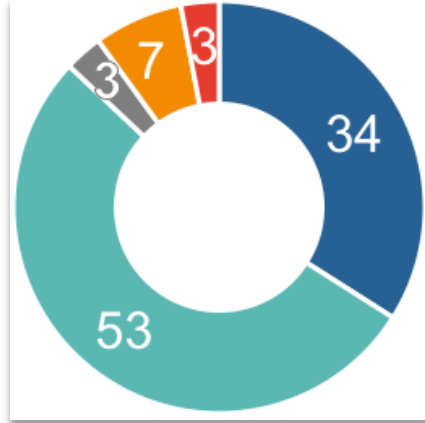
VITAL ARTS, PUBLIC VALUE

**More than 50 years of providing support to
artists and arts organizations across Ontario**

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**NEW
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(aka facts and
figures)



**MESSAGES
THAT
MATTER**



**KEEPING IT
REAL**



**EXPLORE
TOGETHER**





**AMPLIFYING AND
EVOLVING OUR WORK**



REPORT OUT

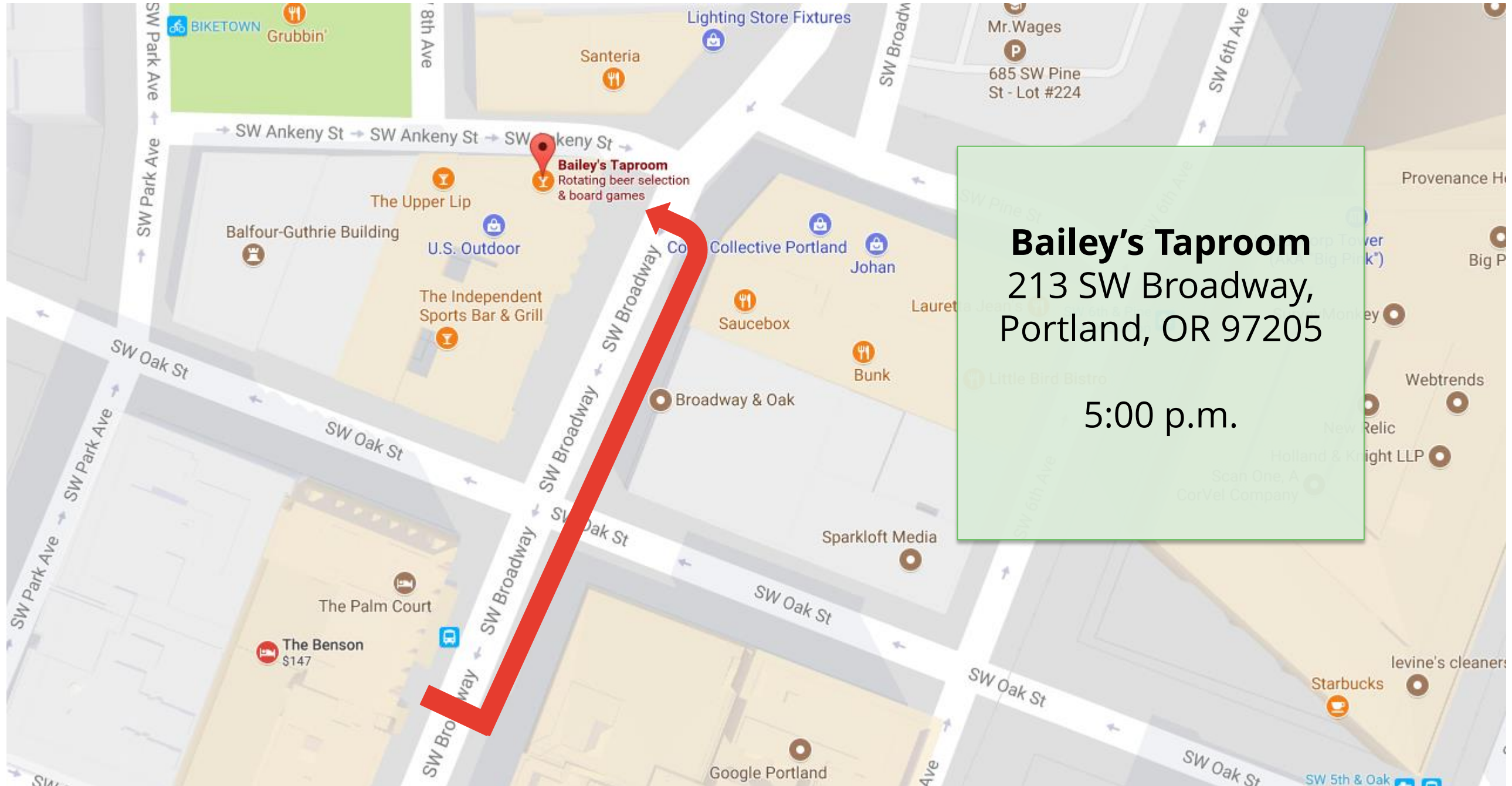


WHAT'S NEXT: TOOLS + RESOURCES



www.creatingconnection.org

QUESTIONS?



Join a social movement to
strengthen arts + culture



**CREATING
CONNECTION**

Enriching lives through the
power of **creative expression**

Contact:

Anne Romens

anne@artsmidwest.org

612.239.8029