The background is a vibrant, abstract painting with various colors including purple, blue, green, yellow, and red. The painting features thick, textured brushstrokes and some circular motifs. A white rectangular box with a thin black border is centered on the page. At the top center of this box is a grey rectangular tab. The text is centered within the white box.

NASAA 2023  
LEARNING SERIES

**Making a Strong Case  
for the Arts**

# Key Challenges

- Talk about the arts in ways that excite elected officials.
- Position the arts as a necessity, not just a nicety.
- Develop messages that work across the political spectrum.

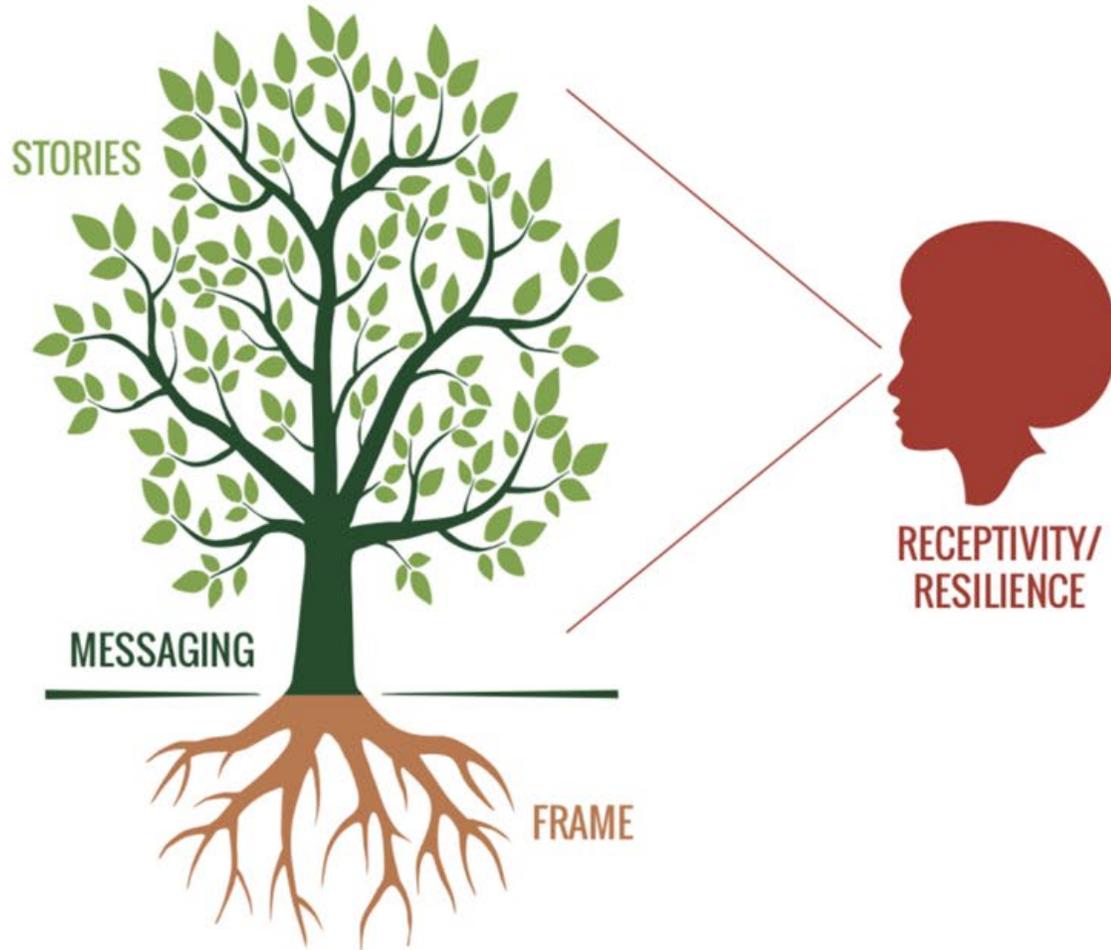


Photo courtesy of MASSCreative

# Research Approach

- Communications firm with **messaging expertise**
- Advisory group of **diverse perspectives**
- Literature review and **discourse analysis**
- Consultations with **other sectors**
- Extensive **message testing** and feedback loops

# NARRATIVE



**NARRATIVE:** A way of seeing that shapes what we think, believe and do.

**STORIES:** What we see, hear and experience over time that aggregates to create or reinforce narrative.

**MESSAGING:** The articulation of the narrative frame that serves as the strategic foundation for storytelling.

## FRAME:

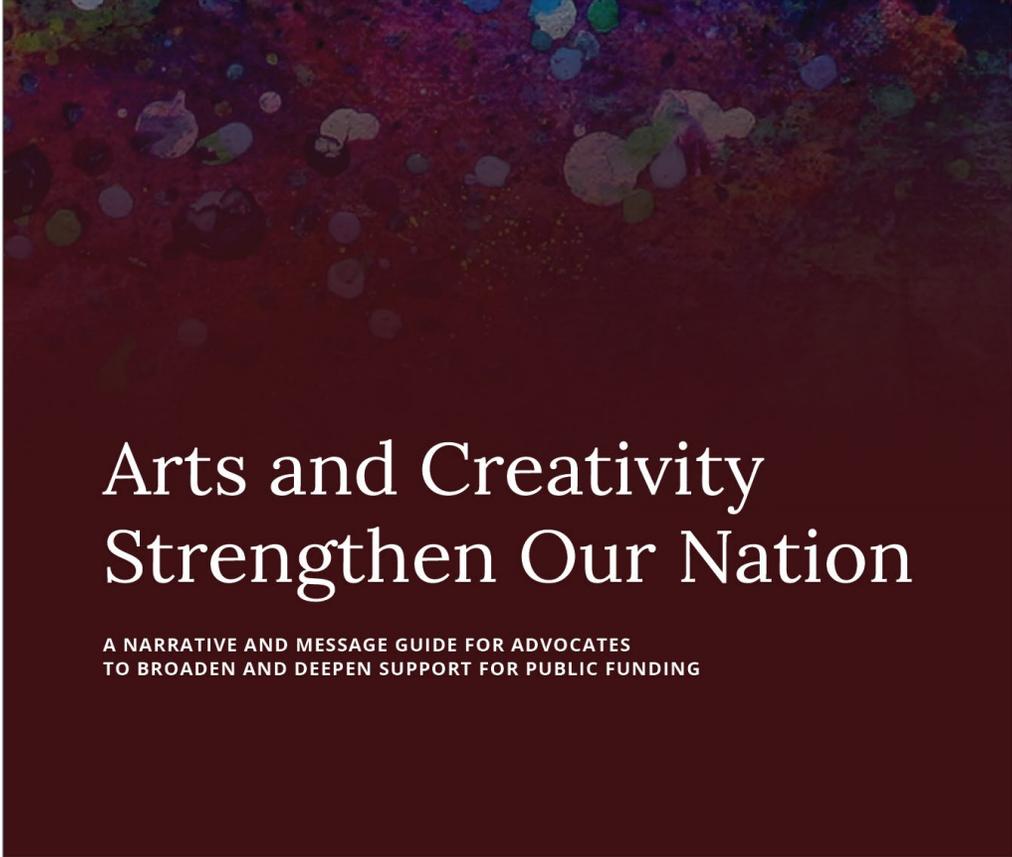
- Core values
- Definition of the problem
- Identification of the solution
- Assignment of blame or responsibility

## RECEPTIVITY/RESILIENCE:

- Lived experience
- Environment
- Echo chamber(s)

National Assembly of  
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



Arts and Creativity  
Strengthen Our Nation

A NARRATIVE AND MESSAGE GUIDE FOR ADVOCATES  
TO BROADEN AND DEEPEN SUPPORT FOR PUBLIC FUNDING

# Core Message

## OVERARCHING NARRATIVE

Arts and creativity strengthen our nation.

## CORE MESSAGE

Arts and creativity make us stronger—as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town and rural community nationwide.

# Benefits to Emphasize



Economy



Health &  
Well-Being



Community  
Cohesion



Education

# Q & A



**Michael  
Lange**  
Wyoming



**Miah  
Michaelson**  
Indiana



**David  
Schmitz**  
Iowa



[www.nasaa-arts.org](http://www.nasaa-arts.org)

- Complete message guide
- Handy one-pagers
- Research
- Free advocacy tools

**NASAA** NATIONAL ASSEMBLY of  
STATE ARTS AGENCIES  
Knowledge ▲ Representation ▲ Community