



NEWS ARCHIVE 2009

Ruth Lilly, Arts Patron, Passes Away

December 31, 2009—The Board and Staff of Americans for the Arts are saddened to share the news that Ruth Lilly, noted philanthropist and arts patron, died on Dec 30 at age 94. Ms. Lilly was a lifelong supporter of the arts, in both her home state of Indiana and throughout the country. In 2002 Ms. Lilly generously presented a \$120 million gift to Americans for the Arts.

"The selfless vision and generosity of Ms. Ruth Lilly has benefitted numerous arts groups, artists, and cultural audiences across the United states. Her extraordinary gift to Americans for the Arts allowed us to greatly expand our work in serving nonprofit arts groups and local arts agencies, as well as advancing the arts for all. She will be deeply missed." said Robert L. Lynch, President and CEO of Americans for the Arts.

Ruth Lilly was the last surviving great-grandchild of pharmaceutical magnate Eli Lilly. Over the course of her life, Lilly gave away the bulk of her inheritance; an estimated \$800 million reported USA Today. A great deal of her philanthropic focus was given to institutions in her native Indiana. Indiana Gov. Mitch Daniels said Lilly "personified the family tradition of overwhelming generosity and special devotion to the state of Indiana." "Her countless gifts will keep on giving for generations," he said.

Councils Elect Members

December 15, 2009—The Arts Education, Emerging Leader, and Public Art networks of Americans for the Arts announce the election of new members to serve on their advisory councils.

ARTS EDUCATION COUNCIL

- Ron Jones - Dean of the College of the Arts, University of South Florida - Tampa, FL
- Stephanie Riven - Director, Center of Creative Arts - St. Louis, MO
- Victoria J. Saunders - Victoria J. Saunders Consulting - San Diego, CA
- Donna Collins (re-elected)- Executive Director, Ohio Alliance for Arts Education - Columbus, OH
- Steven Tennen (re-elected) - Executive Director, Arts Connection - New York, NY

EMERGING LEADER COUNCIL

- Michelle Grove - Events and Grants Manager, Arts and Humanities Council of Montgomery County - Silver Spring, MD
- Letitia Ivins - Civic Art Coordinator, Los Angeles County Arts Commission, Civic Art Program - Los Angeles, CA
- Charles Jensen - Director, The Writer's Center - Bethesda, MD
- Gabriela Jirasek - Marketing and New Media Associate, Chicago Humanities Festival - Chicago, IL
- Ian David Moss - Blogger, Createquity.com - Providence, RI
- Scarlett Swerdlow - Advocacy and Communications Director, Arts Alliance Illinois - Chicago, IL
- Bettina Swigger - Executive Director, Cultural Office of the Pikes Peak Region - Colorado Springs, CO

PUBLIC ART NETWORK COUNCIL

- Renee Piechocki - Artist/Public Art Consultant - Pittsburgh, PA
- Lajos Héder - Environmental Artist/Architect, Harries/Héder - Cambridge, MA
- Martha Peters (re-elected) - Vice President, Public Art, Arts Council of Fort Worth & Tarrant County - Fort Worth, TX

Let Your Professional Needs be Heard

November 19, 2009—If you are an arts leader, please take less than **15 minutes** to complete this survey and let Americans for the Arts hear about your needs and trends!

As part of the 10th anniversary of the Emerging Leader Network, Americans for the Arts and the Emerging Leader Council wants to survey the current professional development needs and trends of emerging arts leaders.

The Americans for the Arts Emerging Leader Program works to identify and cultivate the next generation of arts leaders in America. It is an ideal way for new leaders to share their interests with others as they continue to develop their skills and their commitment to the arts. The Emerging Leader Program targets professionals who are either new to the field, with up to five years of experience, or are 35 years of age or younger.

The information gathered from the survey is intended to address the following objectives:

- To strengthen the connection between Americans for the Arts and the Emerging Leaders Council and Networks, as well as to connect with new emerging leaders
- To help shape future emerging leader professional development offerings
- To help form and prioritize Emerging Leaders Council goals
- To provide insight to Americans for the Arts on how to better assist emerging leaders in their career development

Peggy Amsterdam, Philly Arts Leader, Passes Away

December 27, 2009—Americans for the Arts regrettably shares the news that Peggy Amsterdam, president of the Greater Philadelphia Cultural Alliance and board member of Americans for the Arts, passed away on Saturday after a long battle with illness. She was a champion of the arts in Philadelphia. Writes the *Philadelphia Business Journal*:

Ms. Amsterdam was a key advocate for arts and cultural organizations in the Philadelphia region and she helped lead the charge this year in defeating a proposal in Harrisburg that would have expanded the state sales tax to include tickets for arts performances. She helped Mayor Michael Nutter to re-establish Philadelphia's city arts office, which had been closed the previous administration, as a new Office of Arts, Culture and the Creative Economy.

In 2008, she received the Ray Hanley Innovation Award, presented by the United States Urban Arts Federation (USUAF) in recognition of outstanding individual contributions to arts and culture in American cities. Under her leadership, the GPCA transformed into a leading community asset that shapes regional policy decisions and focuses on culture as a key component of the city's business.

BCA TEN 2009 Businesses Announced

November 19, 2009—Business Committee for the Arts (BCA), a division of Americans for the Arts, announces THE BCA TEN: Best Companies Supporting the Arts in America. Since 2005, BCA has annually recognized ten companies for their exceptional support of the arts in the United States. These companies have exhibited exemplary support for the arts in recent years through grants, volunteer programs, matching gifts, local partnerships, sponsorships, and board membership.

The BCA TEN awards will be presented by Americans for the Arts during a black-tie gala at the American Museum of Natural History in New York City on November 19.

THE BCA TEN – 2009 companies are:

- Adobe Systems Incorporated, San Jose, CA
- Applied Materials, Santa Clara, CA
- Arketype Inc., Green Bay, WI
- Brainforest Inc., Chicago, IL
- Dollar Bank, Pittsburgh, PA
- Duke Energy, Charlotte, NC
- Hanesbrands Inc., Winston-Salem, NC
- Reliance Standard Life Insurance Company, Philadelphia, PA
- UMB Financial Corporation, Kansas City, MO
- Williams & Fudge Inc., Rock Hill, SC

Additional awards include:

- BCA Leadership Award—Thomas A. James, chairman and chief executive officer of Raymond James Financial in St. Petersburg, FL
- BCA Hall of Fame—Movado Group, Inc., based in Paramus, NJ

The Media Sponsor of THE BCA TEN is *USA TODAY* and the Presenting Sponsor is The Principal Financial Group. The Sustaining Sponsor is The First American Corporation and Leadership Circle supporters are C.J. Segerstrom & Sons, Martha and Bronson Ingram Foundation, Morgan Stanley, and Vinson & Elkins LLP.

Leaders in the Arts? Partner With Us During Arts Advocacy Day 2010!

November 17, 2009—Are you a state, regional, or local arts organization? NEW this year, raise your organization's profile by becoming a Grassroots Partner at the 23rd annual Arts Advocacy Day. Register by January 31, 2010 in order to ensure your organization is included in all printed materials.

Grassroots Partner organizations receive national recognition for their advocacy leadership efforts on Capitol Hill in April as well as the opportunity to lead coordinated congressional visits back home during the August recess.

The 23rd annual Arts Advocacy Day is the only national event that brings together a broad cross-section of America's cultural and civic organizations, along with hundreds of grassroots advocates from across the country, to underscore the importance of developing strong public policies and appropriating increased public funding for the arts.

Zac Efron and Claire Danes Advocate for Arts

November 12, 2009—On Tuesday, the stars and director of the upcoming movie *Me and Orson Welles*—**Claire Danes**, **Zac Efron**, and **Richard Linklater**—were in Washington, DC, speaking about the importance of arts education. The filmmaker and actors joined Americans for the Arts and Impact Film + Arts Fund at advocacy meetings on Capitol Hill and at the White House to discuss with policy makers the critical issues facing arts education in schools today. They met with Sen. Barbara Boxer (D-CA), Kalpen Modi, Heather Higginbottom, and Rachel Goslins, among others.

Following a screening of the movie, they assembled for a panel discussion about the film and spoke about how exposure to the arts growing up impacted them. The panel was moderated by Washington Post education writer Valerie Strauss and also included Robert L. Lynch, president and CEO of Americans for the Arts.

Arts Marketing in Providence

October 31, 2009—Arts Marketers from across the country are convening in Providence, RI for Americans for the Arts annual National Arts Marketing Conference. Yesterday's pre-conferences were well attended, focusing on sponsorship, successful pricing, and marketing techniques for independent artists. Staff member John Cloys talked with speakers from the various pre-conference so we could share major take away from the day's session.

Marketing for the Independent Artists co-speaker Deborah Obalil of Obalil & Associates in Lincoln, RI says "arts marketing is possible for independent artists" and goes on to give some advice on how to start. The Pricing Institute Pre-conference gave answers to persistent pricing questions. Do your prices accurately reflect the full value of your programs? Are you offering discounts to the very customers who are the most able to pay? Presenters Tim Baker from Baker Richards Consulting and Steven Roth from the Pricing Institute talk about their topic.

Join the conversations at the conference on Twitter by using the hash tag #nampc09.

NEA and NEH Each Receive \$12.5 Million Boost

October 30, 2009—Yesterday, the House and Senate each approved \$12.5 million increases for the National Endowment for the Arts and the National Endowment for the Humanities. The FY 2010 Interior Appropriations Bill sets budgets for the two federal grant-making cultural agencies at \$167.5 million each. President Obama will sign the bill into law by October 31. With the President's signature, the NEA will be funded at its highest level in 16 years.

"For nearly 45 years the National Endowment for the Arts has awarded grants to support a network of 5,000 local, state, and regional arts agencies that serve as the infrastructure of support for the arts and arts education in America," said Robert L. Lynch, president and CEO of Americans for the Arts. "This important budget increase recognizes the essential role the arts play in our lives, schools, and communities. This funding boost also serves as a warm welcome to the new NEA Chairman Rocco Landesman as he kicks off his nationwide 'Art Works' tour next week."

Emerging Leaders Salon on ARTSblog

October 19, 2009—Are the voices of emerging leaders in the arts too loud or not loud enough? The grumblings of both young arts practitioners and discerning seasoned veterans raise a number of important questions: Are we squelching the voices of emerging professionals in the arts field? And are we causing an exodus of committed young talent to

leave the field for work in other domains? Visit our Emerging Leader Salon all this week on ARTSblog.

For the first time in history there are four generational cohorts in the workplace. The residual clash of generational perspectives has surfaced a number of undeniable challenges—and opportunities—for arts professionals and organizations. Unlike other industries, the arts sector seems to be struggling particularly hard with the inevitable generational shift in leadership.

Join the Emerging Leaders Network of Americans for the Arts and the 20UNDER40 anthology for the Emerging Leaders Salon on ARTSblog the week of October 19-23. More than 15 diverse arts professionals from across the country will discuss the impending generational shift in arts leadership, the value of emerging leaders to the field, and the necessity of a platform for young arts professionals. We invite you to follow these posts and continue the conversation through your ideas, comments, and personal stories.

- Are you a young arts leader? Does the field value your creativity, innovation, and professional experience?
- Are you a veteran arts practitioner? Does this view of the field as an entity unable to let loose the reigns of leadership resonate with you?
- Is the arts field successful in its attempt to foster young leaders? Is something out of synch with our planning for succession—or is it an unwarranted overdose of arrogance being exercised by those new to the field?

Americans for the Arts has worked to address these issues for ten years through the Emerging Leaders Network. This same work is also being advanced by an exciting new anthology of critical discourse called 20UNDER40, established to collect 20 essays about the future of the arts and arts education—each written by a young arts professional under the age of forty. In doing so, 20UNDER40 aims to bring the voices of tomorrow's arts leaders out of the margins and into the forefront of our cultural dialogue. Don't be left out of this important conversation!

This national dialogue will leverage the voices of 20UNDER40's founders and the Americans for the Arts Emerging Leader Network and membership, in concert with guest bloggers. The bloggers represent emerging and veteran leaders from across the arts sector and will discuss arts leadership and the 20UNDER40 project as it relates to the following:

- The value of emerging leaders—and how to best foster their growth
- The exodus of young talent from the arts sector—and strategies for talent retention
- Power distribution in our field—and new visions for establishing a balance
- The necessity of building a platform for young arts professionals
- Bias inherent in the arts, and specifically exercised by the proposed publication
- ...and other issues.

Five Honored at the 2009 National Arts Awards

October 07, 2009—On October 5 in New York City, Americans for the Arts presented its annual National Arts Awards. The awards recognize those artists and arts leaders who exhibit exemplary national leadership and whose work demonstrates extraordinary artistic achievement.

Congratulations to this year's honorees:

- Robert Redford, Lifetime Achievement Award
Presented by U.S. Speaker of the House Nancy Pelosi
- Salman Rushdie, Kitty Carlisle Hart Award for Outstanding Contributions to the Arts
Presented by author Paul Auster
- Ed Ruscha, Artistic Excellence Award
Presented by Lisa Phillips, Director of the New Museum of Contemporary Art
- Sidney Harman, Frederick R. Weisman Award for Philanthropy in the Arts
Presented by Elliot F. Gerson, the Aspen Institute
- Anne Finucane, Bank of America, Corporate Citizenship in the Arts Award
Presented by filmmaker Ken Burns

And be sure to check out the commemorative videos for each National Arts Award winner. The honorees have an amazing stories to tell.

October is National Arts and Humanities Month

October 01, 2009—October is National Arts and Humanities Month (NAHM). Be one of the thousands of communities and millions of people throughout the United States who celebrate every year. Join us in recognizing the many ways the arts and culture enhance our lives.

Here are some ways you can get involved:

National Arts and Humanities Month Events Map—Learn more about the more than 400 NAHM events happening nationwide this October. You can now search for events by state.

Creative Conversations—Are you an Emerging Arts Leader? Attend or host a Creative Conversation in your city this October and connect with others who want to make a difference in the arts in your community.

Official Proclamations—Encourage local public officials to support the arts by signing a NAHM proclamation. Samples are available from the online tool kit. Please send a copy of your signed proclamation (or a link to it) to nahm@artsusa.org to have it posted on our website.

Arts Education Salon on ArtsBlog All Next Week

September 17, 2009—From September 21 to 25, two dozen arts education experts from around the country will blog daily on Americans for the Arts' new arts education blog and webpage.

Each September, thousands visit our site, taking the start of the school year as an opportunity to ask questions about their children's arts education. So the topic of this blog event will serve not only arts professionals but also citizens and concerned parents. Our esteemed bloggers will be talking about steps each person can take to ensure the children of their community have access to a great arts education.

Our bloggers will include members of the Arts Education Council of Americans for the Arts; Lucia Brawley, activist, actress, and writer for the Huffington Post; emerging leaders Jenna Lee and Kim Willey, both of Washington, D.C.; Mike Blakeslee from MENC; state advocacy leaders; state department of education staff; teaching artists; local program experts; and, other folks from all over the country.

But they're just the start. You—and specifically your responses to their posts—are what this online event is truly about. That's where you can weigh in, offer your own opinions and present yourself as an expert for readers around the country. Solutions do not come from the top down—they come from peers, colleagues, friends, and fellows well-met.

So take 10 minutes out of your morning and afternoon routine at work each day September 21 to 25 to find out what everyone's saying. You won't regret connecting with your peers about this topic, I guarantee that.

Arts and Economic Prosperity Participants

August 27, 2009—Are you interested in participating in our fourth national economic impact study of nonprofit arts and culture organizations and their audiences?

In 2007, *Arts & Economic Prosperity III* found America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year and generates 5.7 million jobs. It's this data that has helped our cause—your cause—by demonstrating that the arts mean business.

Americans for the Arts is seeking at least 200 communities representing all 50 states for the next study, which will commence in 2010.

Through the results, your community's elected officials and business leaders will recognize the direct, tangible impact that the arts and culture have on your local economy. This case-

making tool is especially important given the current economic situation and the pressure being placed on politicians across the country to cut arts funding.

Be sure to include a portion of the affordable participation fee in your 2010 budget! Discounts will be available to professional members of Americans for the Arts.

United We Serve: Share Your Story

August 21, 2009—As many of you are aware, President and Mrs. Obama have made volunteerism a central part of their call to build community, part of the White House's United We Serve initiative. Americans for the Arts is happy to announce the launch of a new web portal dedicated to promoting community service opportunities for arts groups, arts volunteers, and artists nationwide. The new portal is a place for volunteers in the arts to share stories and upload photos and videos related to their volunteer experiences. Inspired by President Obama, Americans for the Arts is leading the nation's arts sector to be an active participant in this national service initiative. Please visit the website to showcase your personal or professional volunteer stories, videos, and pictures, which we will then compile and share with the White House, Congress, and the media. By demonstrating the impact of arts volunteerism, we aim to encourage arts volunteerism support. The interactive site allows you to:

- Share your story. Calling all volunteers in the arts to share stories and upload photos and videos related to their volunteer experiences.
- Become a partner. Calling all arts groups around the country to sign up as a national partner for United We Serve: ARTSusa.
- Sign the petition. Show your support of President Obama's proposed "Artists Corp."
- Find volunteer opportunities. The portal links to All for Good where you can browse activities and find volunteer opportunities based on your location or interests.

Apply for the NABE Scholarship Award

August 21, 2009—For the second year, Americans for the Arts is cosponsoring the National Association for Business Economics (NABE) Foundation College Scholarship Award: Americans for the Arts Recipient to encourage the integration of the arts into economic education. Two \$5,000 scholarships will be awarded to college level students or students entering college, who come from an economic disadvantaged household, have attended a public school, can demonstrate a long term participation in the study of, creation in and/or performance in one or more art forms, including dance, music, theatre, literary, visual/media arts), excelled academically, and have formally declared the intent to study and apply economics in their pursuit of higher education and professional career.

The complete application and biography of student must be received by Americans for the Arts no later than COB on Monday, September 14, 2009.

Call to Congress for Health Care Reform

August 13, 2009—Americans for the Arts and a coalition of 20 national arts organizations, together are calling on Congress to fully recognize the rights of individual artists and arts groups in the health care reform debate. The coalition's statement is below. For more information, visit the press room.

Statement from National Nonprofit Arts Organizations in Support of Comprehensive Healthcare Reform

As national arts service organizations representing thousands of nonprofit arts organizations at the state and local level as well as serving thousands of individual artists across the country, we call on Congress to pass a health care reform bill. The current economic crisis has affected the cultural sector as dramatically as it has the millions of unemployed and uninsured Americans. Like others who have fallen through the cracks of the current system, many in the cultural workforce work independently or operate in nontraditional employment relationships, leaving them locked out of group healthcare coverage options.

Additionally, soaring health care costs are consuming the ever decreasing budgets of nonprofit arts organizations hit hard by today's economic recession. The time for reform that delivers high quality and affordable health care for businesses and individuals is now. We call on Congress to pass:

- A health care reform bill that will create a public health insurance option for individual artists, especially the uninsured, and create better choices for affordable access to universal health coverage without being denied because of pre-existing conditions.
- A health care reform bill that will help financially-strapped nonprofit arts organization reduce the skyrocketing health insurance costs to cover their employees without cuts to existing benefits and staff while the economy recovers. These new cost-savings could also enable nonprofit arts organizations to produce and present more programs to serve their communities.
- A health care reform bill that will enable smaller nonprofit and unincorporated arts groups to afford to cover part and full-time employees for the first time.
- A health care reform bill that will support arts in healthcare programs, which have shown to be effective methods of prevention and patient care.

There is little time to waste as a broken system continues to leave far too many behind and adds trillions to our national debt. Millions of cultural workers stand ready to assist our leaders with solutions that protect all Americans and its creative sector with guaranteed universal insurance coverage deserving of the wealthiest nation in the world.

Americans for the Arts
Alliance of Artists Communities
American Art Therapy Association
American Association of Community Theatre
American Dance Therapy Association
American Music Therapy Association
Americans for the Arts Action Fund
Arts & Business Council
Association of Independent Colleges of Art & Design
Association of Writers & Writing Programs
Business Committee for the Arts
Fractured Atlas
Grantmakers in the Arts
Literary N Network etwork
National Alliance for Media Arts and Culture
National Center for Creative Aging
National Dance Association
National Guild of Community Schools of the Arts
Society for Arts in Healthcare
Theatre Communications Group
VSA arts

NEA and NEH Chairs Confirmed

August 07, 2009—This afternoon, the U.S. Senate confirmed Broadway producer Rocco Landesman to serve as the next National Endowment for the Arts chair and former Congressman Jim Leach to serve as National Endowment for the Humanities chair. Americans for the Arts President and CEO Robert L. Lynch issued the following statement: "Today's Senate confirmation of Rocco Landesman to serve as the next National Endowment for the Arts chair and Congressman Jim Leach to serve as National Endowment for the Humanities chair marks a moment of great opportunity for our nation's cultural agencies. Landesman embarks as Chair of the nation's arts agency with a robust agenda, an upward trajectory of funding, broad Congressional approval, and a White House committed to attracting national attention to the value of the arts and integrating them into broader domestic policies.

"Through his service in Congress, Jim Leach proved himself to be a strong leader and strategist on behalf of both the arts and the humanities. I am certain he will lead the NEH to support the innovative and critical work of the nation's humanities groups."

Officials Honored for Arts Work

August 05, 2009—Americans for the Arts presented the a series of Public Leadership in the Arts Awards this summer at the annual gatherings of the National Lieutenant Governors

Association, the National Association of Counties, and the National Conference of State Legislatures. These awards are given in recognition of elected officials whose role in advancement of the arts and arts education within their communities and whose vision and leadership provide heightened visibility to the value of the arts. Public officials receiving honors this year include:

- Texas Lieutenant Governor David Dewhurst - 2009 Lt. Governors Arts Award
- Linn County, Iowa Supervisor Linda Langston - 2009 County Arts Leadership Award
- Minnesota State Sen. Richard Cohen - 2009 State Legislator Arts Leadership Award

The Power of the Arts

July 30, 2009—Animating Democracy and American Public Media are taking their collaboration on *My First Recession*—a mini-project that gave public voice through art to young people in St. Paul, MN who are especially affected by the current economic crisis—to the next level. And they need your input.

Pam Korza, co-director of Animating Democracy, writes more about the partnership and the stories of three St. Paul teens on [ArtsBlog](#).

We know that across the country, artists and arts organizations are applying the power of art to problems in their community. What's happening in your community? Share your stories with Animating Democracy and public radio and become a trusted source in the Public Insight Network. Your insights will help us learn how creativity can be a catalyst to change on issues that matter.

Full Funding Needed for Arts Education and National Service

July 24, 2009—Today, the U.S. House of Representatives passed the FY 2010 Labor-HHS-Education funding bill, setting the initial appropriation level for both the Corporation for National and Community Service (CNCS) and Arts in Education programs (AIE) at the U.S. Department of Education for fiscal year 2010. The Senate Appropriations Committee is preparing to take up this funding legislation within the next week, and Americans for the Arts needs your help to urge your Senators to match, or exceed, the funding levels for these programs set in the House.

Visit our Arts Action Center and take two minutes to send an e-mail to Congress.

"ART FOR OBAMA" to Benefit the Arts

July 14, 2009—We are pleased to announce that proceeds from *ART FOR OBAMA: Designing Manifest Hope and the Campaign for Change*, a new book edited by Shepard Fairey and

Jennifer Gross, will be donated to Americans for the Arts. The book features art work, photos, collages, and other creative pieces inspired by Obama's presidential campaign, including Fairey's iconic *HOPE* portrait. It is now available for pre-order on Amazon.com and will be published in October.

"United We Serve" and the ARTS

June 25, 2009— Americans for the Arts encourages individuals, arts organizations, and artists to get involved in their communities this summer through President Obama's "United We Serve" volunteer campaign. Taking place from June 22 to September 11 of this year, President and Mrs. Obama's national service campaign calls on American citizens from all walks of life to volunteer in their communities. The leadership and excitement of this national campaign should generate an unprecedented number of volunteers giving back to their communities.

Americans for the Arts is planning to document many of the powerful stories that will take place this summer to demonstrate how the arts serve communities across the country. We will be collecting photographs, videos, and stories of your experiences and your accomplishments to share with the White House, the media, and your fellow volunteers. Visit the Americans for the Arts blog and share some ways you think you could volunteer for the arts in your community?

Arts Groups Receive Nearly \$30M for Recovery

July 07, 2009—Today the National Endowment for the Arts announced 631 local arts groups have received direct grants totaling \$29,775,000 as part of the American Economic Recovery & Reinvestment Act. These funds are part of a \$50 million federal stimulus package being allocated by the NEA in support of job recovery programs for nonprofit and local and state public arts agencies.

"In just five short months since the passage of the economic recovery bill, the NEA enacted a plan that quickly and efficiently distributed \$50 million to reach nonprofit arts businesses in every corner of America. Many jobs will be saved and arts programs will continue on as a result of these much-needed funds. The tireless advocacy efforts of our nation's arts community has truly paid off," said Robert L. Lynch, president and CEO of Americans for the Arts.

America's Best Public Art Projects

June 20, 2009—Forty of the best public art works in the United States, including projects from 32 cities in 15 states, were recognized at the 2009 Americans for the Arts annual convention held in Seattle from June 18–20. The works were chosen from more than 300 entries across the country.

At the annual Public Art Year in Review conference session on June 20, two independent public art experts—artists Janet Echelman and Mildred Howard—presented their choices for the most exemplary, innovative permanent or temporary public art works created or debuted in 2008. This is the ninth year that Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America, has recognized public art works. The artists and commissioning organizations involved in creating and citing these public art works will receive letters of recognition and congratulations from Americans for the Arts President and CEO Robert L. Lynch.

Six Awarded for Excellence in Arts Leadership

June 18, 2009—Americans for the Arts announced the recipients of the 2009 Leadership Awards today at its annual convention in Seattle. The awards honor individuals and organizations that exhibit outstanding leadership qualities and a demonstrable dedication to the arts and arts advocacy. This year's recipients are:

- Bruce W. Davis, Michael Newton Award
- Randy Engstrom, Emerging Leader Award
- Victoria Hamilton, Selina Roberts Ottum Award
- Buster Simpson, Public Art Network Award
- Sheila Smith, Alene Valkanas State Arts Advocacy Award
- Big Thought, Arts Education Award

Joyce Foundation Renews Support

June 16, 2009—Americans for the Arts is pleased to announce that Chicago-based Joyce Foundation has renewed its support for Americans for the Arts' Professional Development Fund for Emerging Arts Leaders of Color. A total of five Joyce Fellows from the Great Lakes region (Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin) will be selected to participate in this program.

Fellows will receive stipends of \$3,000 to support their attendance at the 2009 National Arts Marketing Project Conference, Arts Advocacy Day 2010, and the 2010 Americans for the Arts Convention. In addition, fellows will have special opportunities to meet field leaders, work alongside mentors, and receive individualized career coaching. An additional 5 fellows will be selected in 2010.

Arts Ed Report Card Shows 'Mediocre' Achievement

June 16, 2009—Yesterday, for the first time in 11 years, the federal government released a national report card on achievement in the arts among eighth graders. This long-awaited report finds that since 1997, our nation's students have not made significant progress in developing their skills and knowledge in the arts. The National Assessment of Education Progress (NAEP) in the Arts report is the only continuing, national measure of academic achievement in America's schools.

A nationally representative sample of over 7,900 eighth grade students from public and private schools participated in the NAEP Arts Assessment in 2008. Students were measured on their ability to create and respond to the visual arts; whereas, the study scaled back on music questions and only measured a student's ability to respond and identify music. Unfortunately, theater and dance skills were not assessed at all due to budgetary and data collection constraints, according to the National Center for Education Statistics.

As reported today in *The New York Times*, *Christian Science Monitor*, and *USAToday*, the findings are "mediocre," "lackluster," and "may make America's arts instructors kind of blue." Not a great report card. However, new U.S. Secretary of Education Arne Duncan gave a strong reaction in support of arts education, "This Arts Report Card should challenge all of us to make K-12 arts programs more available to America's children ...We can and should do better for America's students."

As you may know, Americans for the Arts has been leading a national effort to increase federal funding and to strengthen the role of the arts in the classroom through legislative efforts in Congress. We have published a set of legislative recommendations that calls for changes to the problematic No Child Left Behind Act. Our schools need greater support for arts education - take two minutes to send a message to your Congressional delegation, please visit our E-Advocacy Center. Stay connected to important news and activities to encourage our elected officials to respond to this challenge and do better for America's students by becoming an arts advocate today!

House Appropriations Subcommittee OKs \$15M Increase for NEA

June 11, 2009—The House Interior Appropriations Subcommittee, which sets the initial funding level for the National Endowment for the Arts (NEA), approved a \$15 million increase for the NEA in its FY 2010 spending bill, setting it on a path towards final House consideration. Currently funded at \$155 million, this increase would bring the agency's budget to \$170 million.

In a statement, Chairman Norm Dicks (D-WA) referenced the Arts Advocacy Day hearings the subcommittee held as demonstrating that "the endowments are vital for preserving and encouraging America's arts and cultural heritage." On Arts Advocacy Day, Americans for the Arts presented a panel of witnesses before Chairman Dicks' Appropriations Subcommittee calling for a significant increase in funding for the NEA.

The FY 2010 Interior Appropriations bill will next go to full committee and then to the House floor for final consideration where your help may be needed to defend against floor amendments attempting to cut this increase. Visit the online Arts Action Center to contact your members of Congress.

What's Your #1 Priority for the NEA Chairman?

May 14, 2009—As many of you heard yesterday, Broadway producer Rocco Landesman was nominated as the next chairman for the National Endowment for the Arts (NEA). What would be your #1 priority for the newly-nominated NEA Chairman? Share your thoughts on [ArtsBlog](#).

Arts in America Series: An Introduction

May 21, 2009—Today the University of California Press in association with CORE: and Ovation TV hosted a panel discussion and book signing to consider the issues documented in Bill Ivey's book, *Arts, Inc.: How Greed and Neglect Have Destroyed Our Cultural Rights*. Gaynor Stachan-Chun, Senior Vice President of Marketing at Ovation TV, moderated the discussion with Mr. Ivey, Agnes Gund and Robert Lynch, President and CEO of Americans for the Arts.

The discussion centered on the value of creativity, how we pay for the arts, and what leaders might do to help the arts. As Americans for the Arts reported in February the arts account for 5.7 million jobs in America and produce \$166.2 billion dollars in economic impact a year. Rob Bettmann writing for Ovation TV said, "According to the GM website, that company employs just 252,000 - and that's globally - not just in the United States. Why are we not spending more to save arts institutions? Given the many compelling priorities facing the administration such as the economy and Healthcare reform, and the competition for funding, I think public discussion about the arts, arts education and America's cultural system is critical."

Rocco Landesman Nominated to Lead NEA

May 13, 2009—President Barack Obama has nominated Rocco Landesman, president of Jujamcyn Theaters, to serve as Chairman of the National Endowment for the Arts. The White House's official statement on his nomination noted that "[h]is career has been a hybrid of commercial, philanthropic, and purely artistic engagements." Americans for the Arts spoke to NPR about the nomination.

"I am excited to see that President Obama has made a bold choice in selecting Rocco Landesman as Chairman of the National Endowment for the Arts. His nomination represents an important opportunity to advance the mission of the NEA to provide access to the arts for all. As evidenced in his work as a theatrical producer, Landesman has an entrepreneurial spirit that will allow the NEA to spotlight the broad spectrum of the arts in America to the nation and to the world. The nomination also represents President Obama's continued dedication to bring all of the arts to all Americans, and his understanding of the critical role the arts play in reflecting our shared values and the strength of our diversity and democracy," said Robert L. Lynch, president and CEO of Americans for the Arts.

2010 Budget Addresses Arts

May 07, 2009—Today the White House released the Obama Administration's budget recommendations for FY 2010. Included in the budget is \$161 million in funding for the National Endowment for the Arts and \$38.16 million for Arts in Education program at the Department of Education. Americans for the Arts President and CEO Robert L. Lynch issued the following statement:

"As the White House works to jump start the economy and re-prioritize the nation's domestic spending initiatives, the Administration's FY 2010 budget proposal to increase support for the National Endowment for the Arts provides another encouraging nod of confidence in the role the arts play in America's future. The Administration's request of \$161 million would take the NEA to its highest funding level in 15 years and will help continue the upward trend of budgetary growth that Congress established several years ago. In contrast to the previous Administration, this year's budget includes funding for the Arts in Education program at the Department of Education at \$38.16 million. We hope that Congress will build on these initial budget requests to secure even higher funding levels to address the needs of the arts and arts education community."

Contact your legislator to voice your support for the Obama Administration's FY 2010 increases in arts and cultural funding via the Arts Action Center.

ARTS=Jobs Hearing

March 31, 2009—Arts Advocacy Day, Americans for the Arts gathered a panel of acclaimed artists and experts to call on Congress for continuing and additional support and funding for the arts and arts education in America. This hearing, entitled "The Arts = Jobs," focused on congressional support of strong public policies for the arts, appropriating increased public funding for the arts and supporting arts workers. Josh Groban and Wynton Marsalis were among the artists who testified before a Congressional Committee to champion the benefits of arts and arts education.

Play Your Part!

Add your voice to the growing list of arts advocates across the country by joining the Arts Action Fund.

Americans for the Arts Releases New Focus

April 23, 2009—For the past two years, Americans for the Arts has been involved in a strategic planning process that enabled us to gather input from more than 6,000 stakeholders through surveys, focus groups, and dialogue. In addition, we worked with AMS Planning & Research to conduct a scan of the arts environment. As the organization prepared to release the results of this work, the current economic crisis shook the nation

and the world. The marriage of the organization's planning outcomes and fiscal realities resulted in a call for a renewed focus on core audiences and the vital programs that serve them.

We are now pleased to present the *2009–2011 Americans for the Arts Strategic Plan*.

Charity Event Benefits Americans for the Arts

April 01, 2009—On Thursday, April 16th, Fast Ashley's Studios in Brooklyn, New York and its fine art printing service IC LAB will present an online auction of contemporary photography entitled "America" to benefit Americans for the Arts.

"America" will include the works of more than 50 masters and emerging talents in contemporary photography available for purchase through an online auction at iGavel. The range of stunning photographic images in "America" not only depicts different aspects of our infinite country, but also celebrate photography as a fine art.

The online auction begins at 7:00 p.m. on April 16th and closes at 1:00 p.m. on April 30th. Online patrons of this nationwide event are encouraged to go to iGavel to view the photographic works beginning on April 16. To place a bid, you must register by clicking the "New Users" link.

All proceeds from the "America" online auction will be generously donated by Fast Ashley's Studios and IC LAB to Americans for the Arts.

Wynton Marsalis Gives Inspiring Nancy Hanks Lecture

April 07, 2009—*If an artist sings deep enough, he takes you to the frontiers of your soul.*
—Wynton Marsalis, 2009 Nancy Hanks Lecturer

World-renowned trumpeter, composer and Artistic Director of Jazz at Lincoln Center Wynton Marsalis dazzled and inspired his audience with a moving lecture mixed with performance titled *The Ballad of the American Arts*. The 22nd Annual Nancy Hanks Lecture on Arts & Public Policy was presented to a capacity crowd at the Kennedy Center on the eve of Arts Advocacy Day. Marsalis's lecture addressed the essential value of culture in the recalibration of American identity. After two standing ovations Marsalis wrapped up the evening with a lively performance with members of the Jazz at Lincoln Center Orchestra (Chris Crenshaw, trombone; Victor Goines, saxophone; Carlos Henriquez, bass; Ali Jackson, drums; and Dan Nimmer, piano).

Arts Advocacy Day Highlights

April 03, 2009—Arts Advocacy Day 2009 presented annually by Americans for the Arts and held in conjunction with the Congressional Arts Caucus and 83 national co-sponsors,

empowers a broad cross section of America's cultural and civic organization and hundreds of grassroots advocates to underscore the importance of developing strong public policies and appropriating increased funding for the arts. This year nearly 500 arts advocates from across the nation met with their representatives on Capitol Hill on March 31, calling on them to support arts-friendly legislation and policies.

A Congressional hearing entitled *The Arts = Jobs* was the pinnacle of the day's activities. Hosted by House Appropriations Subcommittee on the Interior Chair Norm Dicks (D-WA), a distinguished panel called on Congress to support strong public policies for the arts, appropriating increased public funding for the arts, and supporting arts workers. Witnesses included:

- Wynton Marsalis, Artistic Director of Jazz at Lincoln Center
- Josh Groban, GRAMMY®-nominated singer-songwriter
- Linda Ronstadt, GRAMMY®-Award winning singer
- Jeremy Nowak, President and CEO of The Reinvestment Fund
- Robert L. Lynch, Americans for the Arts President and CEO

Arts Advocacy Day Hearing Webcast

March 30, 2009—Americans for the Arts, in conjunction with the Congressional Arts Caucus and 83 national co-sponsors, celebrates Arts Advocacy Day 2009 Tuesday, March 31. More than 500 arts advocates from across the nation will meet with their representatives on Capitol Hill, calling on them to support arts-friendly legislation and policies.

A highlight of the day is a Congressional hearing entitled "The Arts = Jobs" hosted by Rep. Norm Dicks (D-WA), Chairman of the House Appropriations Subcommittee on the Interior. Americans for the Arts has assembled a panel of witnesses to testify: Josh Groban, GRAMMY®-nominated singer-songwriter; Wynton Marsalis, World-renowned trumpeter, composer, Artistic Director of Jazz at Lincoln Center; Linda Ronstadt, GRAMMY®-Award winning vocalist and entertainer; Jeremy Nowak, The Reinvestment Fund, President and CEO; and Robert L. Lynch, Americans for the Arts, President and CEO.

And be sure send your member of Congress a message on Arts Advocacy Day.

Peter Donnelly, Arts Champion, Passes Away

March 30, 2009—Americans for the Arts regrettably shares the news that Peter Donnelly, former President and CEO of Seattle's ArtsFund and board member of Americans for the Arts, has died at the age of 70. A champion of the arts in Seattle for 45 years, he led the city to become one of the country's top cultural centers. Writes the Seattle Times:

Mr. Donnelly played a vital role in the development of not only the city's arts groups but also the infrastructure that supports the arts. He helped develop and headed programs that

funded the arts, mentored artists and leaders of arts organizations, and brought together people and ideas.

"I don't think there's anyone who did more for the arts scene in the whole Puget Sound area than Peter Donnelly," said Seattle Opera general director Speight Jenkins.

During Mr. Donnelly's tenure as head of ArtsFund, from 1989 to 2005, the nonprofit that raises money for the arts in Western Washington more than doubled the money it gave each year. It also raised more than \$10 million for an endowment fund.

Arts Leaders Testify at Arts Workforce Hearing

March 26, 2009—Americans for the Arts presented testimony before the House Education and Labor Committee on Thursday, March 26. The Congressional hearing, titled "The Economic and Employment Impact of the Arts and Music Industry" and hosted by committee chairman Rep. George Miller (D-CA), addressed the economic and employment impact of the arts and music industry. Witnesses included: Robert L. Lynch, President and CEO of Americans for the Arts; Michael Spring, Director, Miami-Dade County Department of Cultural Affairs; and Rep. Louise Slaughter (D-NY), Congressional Arts Caucus co-chair.

Congress Passes \$155M for NEA and NEH

March 11, 2009—On Tuesday, the U.S. Senate passed the FY 2009 Omnibus Appropriations Act. The bill includes a significant \$10 million increase for both the National Endowment for the Arts and the National Endowment for the Humanities, which sets their budgets at \$155 million each. The legislation also increases the budget for Arts in Education programs at the Department of Education to \$38.16 million; and the Office of Museum Services through the IMLS to \$35 million. President Obama will sign the bill into law later this week.

"On the heels of its landmark support for nonprofit arts job recovery in the economic stimulus package, Congress has taken another step forward in restoring full funding to the nation's cultural agencies. This marks the second consecutive increase in federal grant funds for local and state cultural organizations across the country. We are pleased that Congress is recognizing the cultural, educational, and economic contributions that an investment in the arts brings to communities and states throughout the nation," said Robert L. Lynch, president and CEO of Americans for the Arts.

With federal arts funding secured for this year, Americans for the Arts now looks ahead to appropriations for FY 2010. On March 31, more than 500 grassroots advocates will be on Capitol Hill for Arts Advocacy Day meeting with members of Congress to underscore the importance of developing strong public policies and appropriating increased public funding for the arts.

NEA's Economic Stimulus Grant Guidelines

March 03, 2009—The National Endowment for the Arts announced today grant guidelines for the \$50 million in recovery funds available for arts groups in the American Recovery and Reinvestment Act. These grants will fund projects that support job preservation in the arts.

Reports the NEA:

The NEA will offer two categories of one-time support based on its existing distribution mechanism of 40 percent to the designated 56 state and jurisdictional arts agencies and their six authorized regional arts organizations, and 60 percent awarded through competitive direct grants. These direct grants will be available to nonprofit arts organizations including local arts agencies, statewide assemblies of local arts agencies, arts service organizations, and other arts organizations. Applicants must have received NEA funding in the last four years to be eligible to apply.

Application deadline for state arts agencies and regional arts organizations is March 13, 2009. Application deadline for nonprofit arts organizations is April 2, 2009.

House OKs Second Increase in Federal Grant Funds

February 23, 2009—Americans for the Arts President and CEO Robert L. Lynch gave the following statement on the release of the FY 2009 Omnibus Appropriations Act:

“On the heels of its landmark support for nonprofit arts job recovery in the economic stimulus bill, Congress has taken another step forward in restoring full funding to the nation’s cultural agencies. The FY09 Omnibus Bill introduced today by the House Appropriations Committee includes a \$10 million increase for both the National Endowment for the Arts and the National Endowment for the Humanities, setting their annual budgets at \$155 million each. This marks the second consecutive increase in federal grant funds for local and state cultural organizations across the country.

“We applaud the committed leadership of House Appropriations Subcommittee on the Interior Chair Rep. Norm Dicks (D-WA). Last April at the 2008 Arts Advocacy Day summit, Americans for the Arts witnesses testified before Chairman Dicks’ subcommittee calling on Congress to restore full funding to the NEA. We are pleased that Congress is recognizing the cultural, educational, and economic contributions that an investment in the arts brings to communities and states throughout the nation. The arts are integral to rebuilding our economy and workforce.”

Congress is set to vote on the bill later this week.

Arts Recovery Funds Restored

February 13, 2009—Today the House of Representatives voted 246 to 183 to pass the American Recovery and Reinvestment Act. The bill includes \$50 million in direct support for arts jobs through the National Endowment for the Arts and language that would have prevented museums, theaters, and arts centers from receiving stimulus funds was removed.

"It was not politics as usual in Washington, as the Congressional conferees' final version of the bill seized the opportunity to provide much-needed stimulus support for the nation's creative workforce. The National Endowment for the Arts will distribute \$50 million of the stimulus funds to arts projects in all 50 states which specifically preserve jobs in the nonprofit arts sector that have been most hurt by the economic downturn. Additionally, the final version of the stimulus bill further recognized the role the arts play in the overall U.S. economy by removing the Senate ban on state and local governments from using any of the recovery funds to benefit museums, theaters, and art centers," said Robert L. Lynch, president and CEO of Americans for the Arts.

Americans for the Arts will hold a webinar on this topic on Wednesday, February 18 at 2 pm. Free for professional members, it will update arts organizations on the economic stimulus package and other federal sources of arts funding.

Four Honored for Public Leadership in the Arts

January 23, 2009—Americans for the Arts and The United States Conference of Mayors presented the 2009 Public Leadership in the Arts Awards to California Governor Arnold Schwarzenegger, Seattle Mayor Greg Nickels, actress and arts advocate Kerry Washington, and actor and activist Hill Harper at the Mayors Arts Luncheon on January 19 in Washington, DC. The awards honor elected officials and artists or arts organizations that have demonstrated outstanding leadership in the advancement of the arts.

Arts Funding Hangs in Balance

February 10, 2009—The Senate passed the American Recovery and Reinvestment Act with a vote of 61 to 37 today. As the bill heads to Congressional conference, \$50 million in recovery funds to be distributed by the National Endowment for the Arts hang in the balance. Americans for the Arts President and CEO Robert Lynch said:

"The United States Senate missed an opportunity today to provide much needed stimulus support to the nation's creative workforce. By not including \$50 million in recovery funds to assist nonprofit arts organizations from closing or laying-off more workers, the Senate has failed to respond to the very real economic crisis facing the nonprofit arts industry As the bill heads to conference, Congressional leaders and the White House need to recognize that the arts are a legitimate U.S. economic industry and must keep the arts recovery funds

in the final version of the legislation. These funds will allow arts organizations—large and small—to play a vital role in reviving their local economy."

Arts advocates are urged to take action by contacting their member of Congress and writing to their local media. Visit the online Arts Action Center to make your voice heard. Also, advertisements from Americans for the Arts with the title "The Arts = Jobs" are running Washington's top political newspapers—Roll Call, Politico, and The Hill—this week.

Immediate Action Needed to Keep Arts Funding

February 06, 2009—Your action is needed immediately, as \$50 million in federal funds for the arts hangs in the balance. The American Recovery & Reinvestment Act of 2009 is being considered by Congress today, and a growing number of media reports have portrayed the arts funding included in the House version of the bill negatively. Americans for the Arts is calling on all of our members and arts advocates from around the U.S. to take two minutes to send a short letter to the editor to your local media outlet. We've provided the talking points and we just ask you to customize it to your community.

National Endowment for the Arts funds, on average, leverage \$7 in additional support through local, state, and private donations, for every one dollar in federal support. Fifty million in economic stimulus will leverage \$350 million of investment in the nonprofit arts, which will help prevent 14,422 jobs from being lost.

NEA Receives \$50 Million in Economic Recovery Bill

January 28, 2009—Americans for the Arts President and CEO Robert L. Lynch gave the following statement on the passage of the American Recovery and Reinvestment Plan by the U.S. House of Representatives:

"Congress marked a new milestone of federal arts support by approving \$50 million in recovery funds for the National Endowment for the Arts as part of the economic stimulus bill. These additional funds will allow arts organizations—large and small—to play a vital role in reviving their local economy. The arts are a prime vehicle for job creation and a valued economic distribution mechanism. The country's more than 4,000 local and state arts agencies have nearly 50 years of proven history as good stewards of our tax dollars and can ensure speedy disbursement to local projects, along with the excellent direct distribution track record of the NEA itself.

"We applaud the leadership of Congressional Arts Caucus Co-Chair Rep. Louise Slaughter (D-NY), Rep. Norm Dicks (D-WA), and Appropriations Chairman David Obey (D-WI), as well as support received from Speaker Pelosi, in keeping the arts alive in the legislation. While the Senate opted not to include the NEA's \$50 million in its version of the bill, we hope Congress can come to a sensible consensus as the bill is prepared for its final vote. The arts

are essential to the health and vitality of our communities, and it is fiscally sound policy to invest in our nation's arts infrastructure.”

The Arts and Economic Recommendations

January 13, 2009—Americans for the Arts today released its policy recommendations to President-elect Barack Obama and the U.S. Congress, as they begin consideration of the American Recovery and Reinvestment Plan. The nine recommendations detail how existing federal programs, as well as new proposals, can provide critical support to the country's arts, as well as economic infrastructure.

A comprehensive resource guide is also available for arts organizations. The website provides tools and research to assist groups in remaining fiscally healthy in this time of economic uncertainty.

2009 BCA TEN Call for Nominations

January 13, 2009—Nominations are open for THE BCA TEN: Best Companies Supporting the Arts in America, the nation's highest recognition for business involvement in the arts. Sponsored by Business Committee for the Arts, a division of Americans for the Arts, and FORBES Magazine, the honored businesses serve as role models for other companies to follow. Nominations close March 6, 2009. THE BCA TEN–2009 will be announced at a gala event on Thursday, November 19, 2009 in New York City.

Arts Funding Response and Readiness Kit

January 12, 2009—Americans for the Arts online toolkit continues to be a popular resource to help arts organizations respond effectively in times of crisis. The Arts Funding Response and Readiness Kit provides current information, key messaging, communications and advocacy strategies, and the research you need to make the case for keeping the arts in your community.

In light of the current economic crisis, Americans for the Arts will host a Webinar on December 10, *Leadership in Tough Times*. Participants will discuss the strategic questions that arts leaders must consider in challenging times—cutting grants, organizations going out of business, talking about the value of the arts during an economic downturn.
