

CALIFORNIA
Arts,
Culture, &
Creativity
Month
APRIL 2021



RACIAL EQUITY!

ESSENTIAL WORKERS!

ECONOMIC RECOVERY!

BELONGING & HEALTH!

EMPOWER YOUTH!

Speak Up & Out
for Artists & the Arts
Join the movement!

CALIFORNIANSFORTHEARTS.ORG #ACCM2021

Californians for the Arts
Social Media and Engagement ToolKit
Arts, Culture & Creativity Month April 2021



Arts Culture and Creativity Month

April 2021

The month of April is our time to celebrate, recognize and advocate for the significant impact we make in California.

#ACCM2021 #ARTSADVOCACY
#ARTSAREESSENTIAL #INVESTINARTS
#ARTSCREATEIMPACT
#CAARTSCHAMPION
#RESTARTARTSCA

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What is ACCM?

In 2019, Arts, Culture and Creativity Month was declared by the California Senate in a concurrent resolution to be every April in California to recognize and celebrate the significant impact the arts have in California. Activations occur throughout the state including city and county proclamations, op-eds, special events, performances, round tables and more. The goal of our month-long campaign is to elevate public awareness of the value of the arts and the collective impact the arts bring to our communities and state.

What is Advocacy? How to Become an Advocate (You May Already Be One)!

Advocacy is the act of speaking on the behalf of or in support of another person, place, or thing. Anyone and everyone can be an advocate! Advocacy is the number-one way we can advance social change that affects the people they serve.

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Save the Dates

- **Advocacy Week – April 19-23**

Advocacy Week involves speaking directly with elected officials organized based on our nine CFTA Regional Conversations Districts. In these meetings advocates can encourage elected officials to support increased public funding for the arts, along with legislation and policies that are pro-arts, arts education, culture and the creative sector.

Register at www.californiansforthearts.org/about-accm and be linked with other arts advocates in your region and statewide.

ACTION ALERT: Letter writing campaign: Help us reach our goal of submitting 10,000 letters in support of our budget and legislative asks.

- **ACCM Virtual Convening – April 27**

Join arts advocates from across the state at the ACCM Virtual Convening on Tuesday, April 27. This year's conference includes advocacy action updates, breakout sessions on relevant topics facilitated by leaders in their field, and a celebration of the rich California artistic community.

Ways to Support ACCM

On Your Website

- Post on your homepage to show your solidarity with the arts and bring awareness to the importance of the month
- Write a blog post about ACCM
- Add ACCM to your organization's calendar of events, along with any activities you will be hosting in your community
- Add the ACCM logo and link to your website

Download logo file as a [pdf](#) [eps](#) [jpg](#) or [png](#)



Ways to Support ACCM

Add the ACCM Logo to Your Printed/Online Materials

- Use the ACCM logo on any printed or online materials you distribute throughout the year and especially during the month of April

Organize a Virtual Event in Your Community

- Engage your local community in conversation with artists, arts organizations and government to discuss the role arts play in the social, economic and mental health of your community, and discuss how they can be better supported

Ways to Support ACCM

In Your Newsletter

- Include ACCM in your newsletter and encourage your members and network to participate by sharing your posts with their network, writing local officials about how much the arts mean to them and the community, and/or attend a virtual event
- **Send our Action Alerts to your full e-mailing list**

We are asking the State for significant stimulus funding for our sector. Your subscribers and members will benefit when the arts are sustainable, artists are paid a living wage and we can all gather again.

Ways to Support ACCM

Post on Your Socials

- Use the suggested posts in this tool kit on your social media
- Like, comment and reshare any posts made by CFTA on social media
- In your posts use the hashtags #ACCM2021 #ARTSADVOCACY #ARTSAREESSENTIAL #INVESTINARTS #ARTSCREATEIMPACT #CAARTSCHAMPION #RESTARTARTSCA to be part of the bigger conversation
- Encourage your network to like and follow Californians for the Arts on social media

Ways to Support ACCM

Write an Op-Ed for Your Local Paper or Schedule an Interview with Your Local Radio Station About ACCM

- Contact local media about writing a story or hosting a conversation around ACCM

Initiate a Proclamation for the Arts with Your Local City or County Officials

- Approach your local government in March to advocate for a Arts, Culture & Creativity day or month to help bring recognition for the arts and artists in your community

Talking Points

Post this the Week of March 29

Topic: Artists Are Second Responders

The arts are truly core to our wellbeing. Expressions of affirmation and triumph, heartfelt grief, newfound insight and wisdom – it's creativity that gives us purpose and determination to go on. First responders save lives; second responders help put peoples live back together.

Raise your voice for the arts and join us for advocacy week April 19-23, attend ACCM Virtual Convening on April 27, and show your solidarity with the arts and make the pledge at www.californiansforthearts.org.

Join the conversation online #ACCM2021

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Talking Points

Post this the Week of March 29

Topic: Arts Bring Belonging and Healing

The arts make our communities healthier. Public investment in arts workers & arts organizations helps our communities heal. A recent study found that the arts result in a 66% improvement in individuals experiencing depression, 50% improvement in anxiety symptoms, and an 83% decrease of stress.

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Talking Points

Post this the Week of April 5

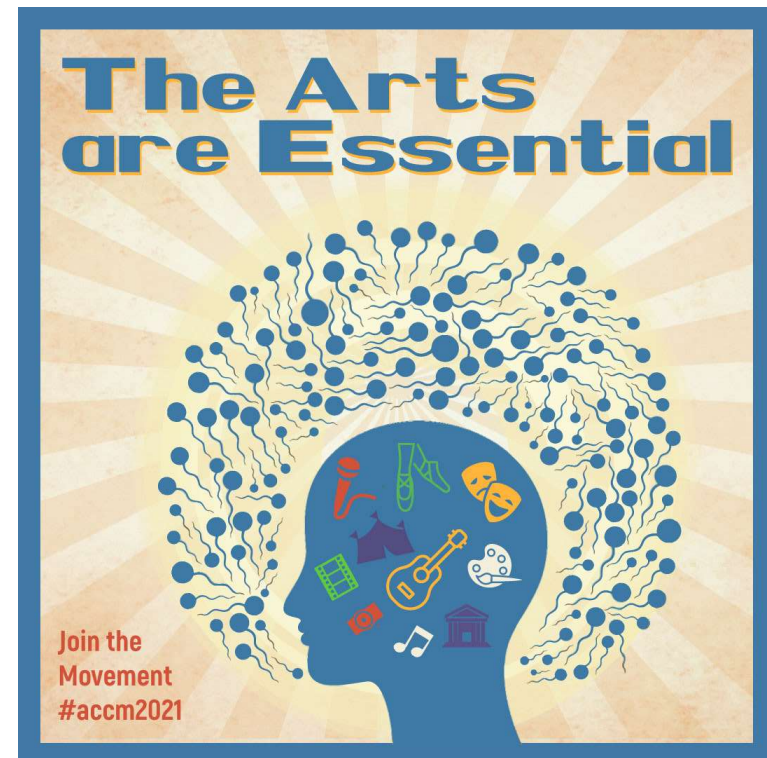
Topic: The Arts are Essential

The arts are even more essential now that we are trying to derive meaning from a world that we have never experienced. Access to the arts will help us survive and overcome the pandemic, and as we emerge from the crisis, we will be a changed society.

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Talking Points

Post this the Week of April 12

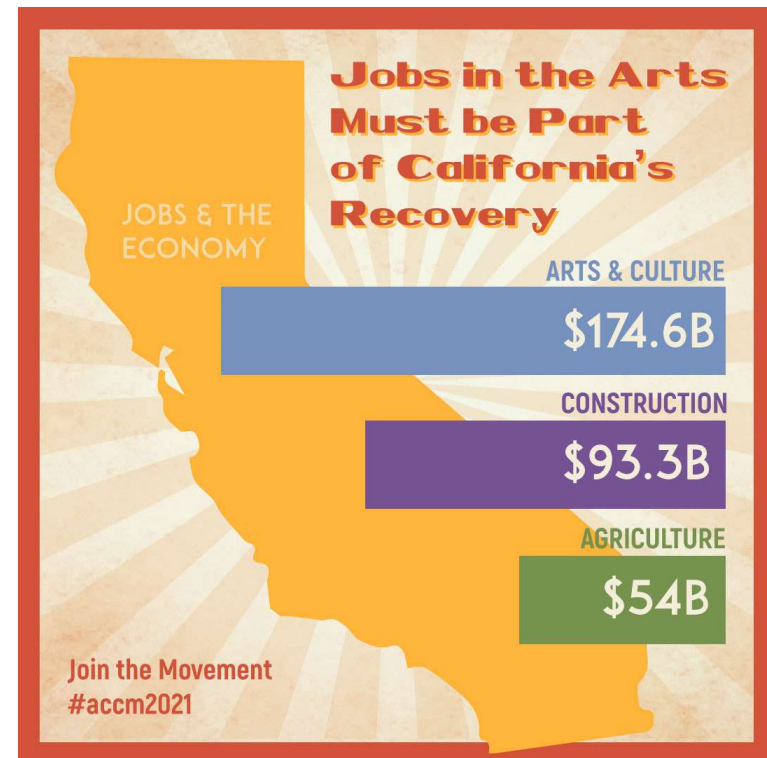
Topic: Jobs in the Arts Must Be Part of California's Recovery

A strong arts and culture foundation unites us in the best of times and makes communities resilient, sustainable, and vibrant places to live and work. In the worst of times, the arts do all of this and more. We are a keystone in our state's economy, identity, and social fabric.

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Talking Points

Post this the Week of April 19

Topic: There Must Be Racial Equity in the Arts

Art fosters understanding between communities. As arts leaders we have a responsibility to build a more equitable world for all. Fighting oppression and making change requires both leadership and participation.

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Talking Points

Post this the Week of April 26

Topic: Empower Youth Voices

We celebrate the transformative power of the arts in education and we must support our young people, so we all may advocate for the arts and participate in arts education together.

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2021 Specific Legislative Requests

- \$1 for the Arts. Increase the funding for the state arts agency from \$26 million to \$40 million (.71 cents per capita to \$1 per capita)
- Support SB 628 (Allen): Creative Workforce Act of 2021
- Support the CA Creative Corps Pilot Program introduced by Governor Newsom in his 21-22 budget proposal to the Legislature.
- Support SB 805 (Rubio): Exemptions to AB 5 for grassroots cultural organizations
- Support AB 247 (Ramos D) COVID-19 emergency: small businesses: nonprofit organizations: immunity from civil liability

2021 Legislative Requests

- Support the “Big Ask” for a significant portion of Federal Stimulus funds to be dedicated to artists, arts workers and the creative industries. More info to come.
- Consider the creation of an unemployment assistance program and payroll system at the state level for self- employed individuals to ensure that post-pandemic they can enjoy the financial support system currently only available to employees.

2021 Legislative Requests

- Arts Are Education
- Arts education is essential to a well-rounded education and successful students. Ensure that arts education is full and fairly funded and not set aside for the remediation of other subjects, while also providing PPE and other resources so that arts instruction can happen safely during the pandemic.

Do Now!

- Sign up to be a delegate for Advocacy Week!
- Download the Media Tool Kit to uplift the art and culture activities happening in your area. Tag your elected officials!
- Sign up for the Convening Sessions.
- All are programs are FREE, but you must register.
- Become a member to keep our programs free!

Thank you

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