



SAN MATEO COUNTY

ARTS ADVOCACY TOOLKIT 2022



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SAN MATEO COUNTY – BOARD OF SUPERVISORS

Mailing Address: The Hon. Supervisor _____ (name)
Hall of Justice
400 County Center
Redwood City, CA 94063

home page: <https://bos.smcgov.org>
Scroll to bottom of page to “Find Your District”

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ASSEMBLY

• NORTH COUNTY, ASSEMBLY DISTRICT 19

Assemblyman **PHILIP Y. TING**
District Office: 455 Golden Gate Ave, Ste 14600, San Francisco CA 94102; 415-557-2312
Capitol Office: P.O. Box 942849, Rm 3173, Sacramento CA 94249; 916-319-2019
email: assemblymember.ting@assembly.ca.gov

• CENTRAL COUNTY, ASSEMBLY DISTRICT 22

Assemblyman **KEVIN MULLIN**
District Office: 1528 So. El Camino Real, Ste 302, San Mateo CA 94022; 650-349-2200
Capitol Office: P.O. Box 942849, Rm 3126, Sacramento CA 94249; 916-319-2022
email: assemblymember.mullin@assembly.ca.gov

• SOUTH COUNTY, ASSEMBLY DISTRICT 24

Assemblyman **MARK BERMAN**
District Office: 5050 El Camino Real, Ste 117, Los Altos CA 94022; 650-691-2121
Capitol Office: P.O. Box 942849, Rm 4126, Sacramento CA 94249; 916-319-2024
email: assemblymember.berman@assembly.ca.gov

STATE SENATE

• SENATE DISTRICT 11: *San Francisco and No. San Mateo County (Broadmoor, Colma, Daly City, and part of So. San Francisco)*

Senator **SCOTT WIENER**
Email: <https://sd11.senate.ca.gov/contact>
District Office: 455 Golden Gate Ave, Ste 14800, San Francisco CA 94102; Phone: 415-557-1300; Fax: 415-557-1252
Capitol Office: State Capitol, Rm 5100 Sacramento, CA 95814
Phone: 916-651-4011 Fax: (916) 445 -4722

• SENATE DISTRICT 13: *central and south San Mateo County*

Senator **JOSH BECKER**
Email: <https://sd13.senate.ca.gov/contact>
District Office 1528 So. El Camino Real, Ste 303, San Mateo CA 94402; Phone: 650-212-3313; Fax: 650-212-3320
Capitol Office:
State Capitol, Room 5035, Sacramento, CA 95814
Phone: 916-651-4013 Fax: 916-651-4913

ASSEMBLY ARTS, ENTERTAINMENT, SPORTS, TOURISM AND INTERNET MEDIA

Chief: Tasha Boerner Horvath. Secretary: Tabatha Vogelsang 1020 N Street, Room 152. Phone: (916) 319-3450. BILLS HEARD IN FILE ORDER. Fax: (916) 319-3451. REPUBLICAN CAUCUS: Calvin Rusch. Phone: 916-319-3900.

Member	District	Party	Room	Phone	
Bloom, Richard	50	D	4001	916 319 2050	
Boerner Horvath, Tasha (Chair)	76	D	4112	916 319 2076	
Choi, Steven	68	R	2016	916 319 2068	
Friedman, Laura	43	D	6011	916 319 2043	
VACANT	54	D	4015	916 319 2054	
Nazarian, Adrin	46	D	4146	916 319 2046	
Valladares, Suzette Martinez (Vice-Chair)	38	R	3149	916 319 2038	

ASSEMBLY BUDGET SUBCOMMITTEE NO. 4 ON STATE ADMINISTRATION

Room 6026. Phone (916) 319-2099. REPUBLICAN CAUCUS: Brent Finkel. Phone: 916-319-3900.

Member	District	Party	Room	Phone	
Carrillo, Wendy (Chair)	51	D	4167	916 319 2051	
Cooper, Jim	9	D	6025	916 319 2009	
Lackey, Tom	36	R	2174	916 319 2036	
Nazarian, Adrin	46	D	4146	916 319 2046	
Wickes, Buffy	15	D		916 319 0015	
Ting, Phillip Y. (Alternate)	19	D		916 319 2019	
Fong, Vince (Alternate)	34	R		916 319 2034	

SENATE BUDGET AND FISCAL REVIEW SUBCOMMITTEE NO. 4 ON STATE ADMINISTRATION AND GENERAL GOVERNMENT

Phone: (916) 651-4103. State Capitol, Room 502.

Member	District	Party	Room	Phone	Fax
Kamlager, Sydney (Chair)	30	D		916 651 4930	
Caballero, Anna	12	D	5052	916 651 4012	
Nielsen, Jim	4	R	5064	916 651 4004	
Roth, Richard	31	D	2080	916 651 4031	

JOINT COMMITTEE ON ARTS

1021 O Street, Suite 6610, Sacramento, CA 95814. Phone: (916) 651-4026.

Member	House	District	Party	Room	Phone	Fax
Allen, Benjamin (Chair)	S	26	D	4076	916 651 4026	
Bloom, Richard	A	50	D	2003	916 319 2050	
Fong, Vince	A	34	R	2002	916 319 2034	
Medina, Jose	A	61	D	2141	916 319 2061	
Pan, Richard	S	6	D	5114	916 651 4006	
Boerner Horvath, Tasha (Vice-Chair)	A	76	D		916 319 2176	
Rendon, Anthony	A	63	D	219	916 319 2063	
Stern, Henry	S	27	D	5080	916 651 4027	
Valladares, Suzette Martinez	A	38	R	3149	916 319 2038	
Wilk, Scott	S	21	R	305	916 651 4021	

District	Member	Chief of Staff	COS E-mail	Legislative Director	LD E-mail	Scheduler	Scheduler E-mail
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AD 62	VACANT						
AD 80	VACANT						
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CA ASSEMBLY		Sort by District	Social Media		
Representative	District	Twitter	Instagram	Facebook	
<u>Dahle, Megan (CA-1-R)</u>	1	@AsmMeganDahle	@megandahleca		
	1				
<u>Wood, Jim (CA-2-D)</u>	2	@JimWoodAD2	@jimwood02		
	2				
<u>Gallagher, James (CA-3-R)</u>	3	@J_GallagherAD3	@jgallagher530		
	3				
<u>Aguiar-Curry, Cecilia M. (CA-4-D)</u>	4	@AsmAguiarCurry	@asmaguiarcurry		
	4				
<u>Bigelow, Frank (CA-5-R)</u>	5	@FrankBigelowCA	@frankbigelowca		
	5				
<u>Kiley, Kevin (CA-6-R)</u>	6	@KevinKileyCA	@kevinpkiley		
	6				
<u>McCarty, Kevin (CA-7-D)</u>	7	@AsmKevinMcCarty	@asmkevinmccarty		
	7				
<u>Cooley, Ken (CA-8-D)</u>	8	@Ken_Cooley	N/A		
	8				
<u>VACANT (CA-9-D)</u>	9				
	9				
<u>Levine, Marc (CA-10-D)</u>	10	@AsmMarcLevine	@asmmarclevine		
	10				
<u>VACANT (CA-11-D)</u>	11				
	11				
<u>Flora, Heath (CA-12-R)</u>	12	@HeathFloraCA	@assemblyman_heath_flora		
	12				
<u>Villapudua, Carlos (CA-13-D)</u>	13	@AsmVillapudua	@asmvillapudua		
	13				
<u>Grayson, Timothy S. (CA-14-D)</u>	14	@AsmGrayson	@graysonforassembly		
	14				
<u>Wicks, Buffy (CA-15-D)</u>	15	@BuffyWicks	@asmbuffywicks @buffywicks		

	15		
<u>Bauer-Kahan, Rebecca (CA-16-D)</u>	16	@BauerKahan	@rebeccaforassembly
	16		
<u>VACANT (CA-17-D)</u>	17		
	17		
<u>Bonta, Rob (CA-18-D)</u>	18	@RobBontaCA	@robbonta
	18		
<u>Ting, Philip Y. (CA-19-D)</u>	19	@PhilTing	@philting
	19		
<u>Quirk, Bill (CA-20-D)</u>	20	@AsmBillQuirk	@asmbillquirk
	20		
<u>Gray, Adam C. (CA-21-D)</u>	21	@AdamGrayCA	n/a
	21		
<u>Mullin, Kevin (CA-22-D)</u>	22	@kevinmullin	@kevin.mullin
	22		
<u>Patterson, Jim (CA-23-R)</u>	23	@JimPatterson559	n/a
	23		
<u>Berman, Marc (CA-24-D)</u>	24	@AsmMarcBerman	@marc_berman
	24		
<u>Lee, Alex (CA-25-D)</u>	25	@VoteAlexLee2020	@alex_lee
	25		
<u>Mathis, Devon J. (CA-26-R)</u>	26	@AD26Mathis	@devon_mathis
	26		
<u>Kalra, Ash (CA-27-D)</u>	27	@Ash_Kalra	@ash_kalra
	27		
<u>Low, Evan (CA-28-D)</u>	28	@Evan_Low	n/a
	28		
<u>Stone, Mark (CA-29-D)</u>	29	@AsmMarkStone	@asmmarkstone
	29		
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	30		
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	31		
<u>Salas, Jr., Rudy (CA-32-D)</u>	32	@rudysalaszr	@rudysalaszr

	32			
<u>Smith, Thurston (CA-33-R)</u>	33	@SmittyThurston	n/a	
	33			
<u>Fong, Vince (CA-34-R)</u>	34	@AsmVinceFong	@vincefong661	
	34			
<u>Cunningham, Jordan (CA-35-R)</u>	35	@Cunning_Jordan	@jcforassembly	
	35			
<u>Lackey, Tom (CA-36-R)</u>	36	@TomLackey36	@tomlackey	
	36			
<u>Bennet, Steve (CA-37-D)</u>	37	@asmstevebennett	@asmstevebennett	
	37			
<u>Valladares, Suzette Martinez (CA-38-R)</u>	38	@suzettemartinez	@suzettemvalladares	
	38			
<u>Rivas, Luz M. (CA-39-D)</u>	39	@AsmLuzRivas	@luzmrivas	
	39			
<u>Ramos, James C. (CA-40-D)</u>	40	@AsmJamesRamos	@asmjamesramos	
	40			
<u>Holden, Chris R. (CA-41-D)</u>	41	@ChrisHoldenNews	n/a	
	41			
<u>Mayes, Chad (CA-42-I)</u>	42	@ChadMayes	@chadmayesca	@ChadMayesCA
	42			
<u>Friedman, Laura (CA-43-D)</u>	43	@laurafriedman43	@laurafriedman43	
	43			
<u>Irwin, Jacqui (CA-44-D)</u>	44	@ASM_Irwin	@asm_irwin Verified	
	44			
<u>Gabriel, Jesse (CA-45-D)</u>	45	@AsmJesseGabriel	@asm.jesse.gabriel	
	45			
<u>Nazarian, Adrin (CA-46-D)</u>	46	@Asm_Nazarian	@adrinnazarianad46	
	46			
<u>Reyes, Eloise Gómez (CA-47-D)</u>	47	@AsmReyes47	@teameloisereyes	
	47			
<u>Rubio, Blanca E. (CA-48-D)</u>	48	@AsmBlancaRubio	@berubio714	
	48			

<u>Chau, Ed (CA-49-D)</u>	49	@AsmEdChau	N/A
	49		
<u>Bloom, Richard (CA-50-D)</u>	50	@AsmRichardBloom	@richardbloom
	50		
<u>Carrillo, Wendy (CA-51-D)</u>	51	@wendycarrillo	@asmcarrillo
	51		
<u>Rodriguez, Freddie (CA-52-D)</u>	52	@AsmRodriguez52	n/a
	52		
<u>Santiago, Miguel (CA-53-D)</u>	53	@SantiagoAD53	@santiagoad53 @SantiagoAD53
	53		
<u>Bryan, Isaac (CA-54-D)</u>	54	@ib2_real	@ib2_real
	54		
<u>Chen, Phillip (CA-55-R)</u>	55	@PhillipChenCA	@asmphillipchen
	55		
<u>Garcia, Eduardo (CA-56-D)</u>	56	@AsmEGarciaAD56	@asmegarcia
	56		
<u>Calderon, Lisa (CA-57-D)</u>	57	@AsmLisaCalderon	@lisacalderon4assembly
	57		
<u>Garcia, Cristina (CA-58-D)</u>	58	@AsmGarcia	@asmgarcia
	58		
<u>Jones-Sawyer, Reginald (CA-59-D)</u>	59	@JonesSawyerAD59	@jonessawyer59official @reggiejonessawersr
	59		
<u>Cervantes, Sabrina (CA-60-D)</u>	60	@AsmCervantes	@asmcervantes
	60		
<u>Medina, Jose (CA-61-D)</u>	61	@AsmJoseMedina	@medina4ad6 @medina4assembly
	61		
<u>VACANT (CA-62-D)</u>	62		
	62		
<u>Rendon, Anthony (CA-63-D)</u>	63	@Rendon63rd	@rendon63rd
	63		
<u>Gipson, Mike A. (CA-64-D)</u>	64	@AsmMikeGipson	@asmmikegipson
	64		

<u>Quirk-Silva, Sharon (CA-65-D)</u>	65	@QuirkSilva65th	@sqsforasassembly @quirksilva
	65		
<u>Muratsuchi, Al (CA-66-D)</u>	66	@AsmMuratsuchi	@asmmuratsuchi
	66		
<u>Seyarto, Kelly (CA-67-R)</u>	67	@AssemblySeyarto	@assemblymember_kelly_ seyarto
	67		
<u>Choi, Ph.D., Steven S. (CA-68-R)</u>	68	@AsmStevenChoi68	@steven_choi68
	68		
<u>Daly, Tom (CA-69-D)</u>	69	n/a	n/a
	69		
<u>O'Donnell, Patrick (CA-70-D)</u>	70	@AsmPatODonnell	@asmpatodonnell
	70		
<u>Voepel, Randy (CA-71-R)</u>	71	@RandyVoepel	@randyvoepel
	71		
<u>Nguyen, Janet (CA-72-R)</u>	72	@AsmJanetNguyen	@asmjanetnguyen
	72		
<u>Davies, Laurie (CA-73-R)</u>	73	@AsmLaurieDavies	n/a
	73		
<u>Petrie-Norris, Cottie (CA-74-D)</u>	74	@AsmCottie	@asmcottie
	74		
<u>Waldron, Marie (CA-75-R)</u>	75	@MarieWaldron75	@waldron4710
	75		
<u>Boerner Horvath, Tasha (CA-76-D)</u>	76	@AsmTbh	@tashaboerner
	76		
<u>Maienschein, Brian (CA-77-D)</u>	77	@BMaienschein	@bmaienschein
	77		
<u>Ward, Christopher M. (CA-78-D)</u>	78	@AsmChrisWard	@chriswardad78
	78		
<u>Weber, Shirley N. (CA-79-D)</u>	79	@DrWeber4CA	@asmshirleyweber
	79		
<u>VACANT (CA-80-D)</u>	80		
	80		

CA STATE SENATE		Sort by District	Social Media		
Representative	District	Twitter	Instagram	Facebook	
Dahle, Brian (CA-1-R)	1	@BrianDahleCA	@briandahleca	@BrianDahleCalifornia	
	1				
McGuire, Mike (CA-2-D)	2	@ilike_mike		@SenatorMikeMcGuire	
	2				
Dodd, Bill (CA-3-D)	3	@BillDoddCA @SenBillDodd	@senbilldodd	@BillDoddCA	
	3				
Nielsen, Jim (CA-4-R)	4	@CASenatorJim		@senatorjimnielsen	
	4				
Talamantes Eggman, Susan (CA-5-D)	5	@SenSusanEggman @SusanEggman	@eggmansusan	@SenSusanEggman	
	5				
Pan, Richard (CA-6-D)	6	@DrPanMD	@DrPanMD	@RichardPanMD	
	6				
Glazer, Steven M. (CA-7-D)	7	@Steve_Glazer			
	7				
Borgeas, Andreas (CA-8-R)	8	@SenatorBorgeas	@senatorborgeas	@SenatorBorgeas	
	8				
Skinner, Nancy (CA-9-D)	9	@NancySkinnerCA	@senatorskinner	@StateSenatorNancySkinner	
	9				
Wieckowski, Bob (CA-10-D)	10	@BobWieckowskiCA	@bobwieckowskica		
	10				
Wiener, Scott D. (CA-11-D)	11	@Scott_Wiener	@scott_wiener	@ScottWiener2	
	11				
Caballero, Anna M. (CA-12-D)	12	@CASenCaballero @AMCab2	@senatorcaballero	@senatorcaballero	
	12				
Becker, Josh (CA-13-D)	13	@SenJoshBecker @JoshBeckerSV			
	13				

<u>Hurtado, Melissa (CA-14-D)</u>	14	@Senator_Hurtado @MHurtadoCA	@senmelissahurtado	<u>@SenatorMelissaHurtado</u>
	14			
<u>Cortese, Dave (CA-15-D)</u>	15	@SenDaveCortese @DaveCortese	@senatordavecortese @davecortese	<u>@davecortesegov</u>
	15			
<u>Grove, Shannon (CA-16-R)</u>	16	@ShannonGroveCA	@shannongrovec	<u>@ShannonGroveCA</u>
	16			
<u>Laird, John (CA-17-D)</u>	17	@SenJohnLaird	@lairdforcasen	<u>@SenatorJohnLaird</u>
	17		@laird4casenate	
<u>Hertzberg, Robert M. (CA-18-D)</u>	18	@hertzieLA	@SenateHertzberg	<u>@robert.hertzberg</u>
	18			
<u>Limón, S. Monique (CA-19-D)</u>	19	@MoniqueLimonCA	@moniquelimonca	<u>@MoniqueLimonCA</u> <u>@S.Monique.Limon</u>
	19			
<u>Leyva, Connie M. (CA-20-D)</u>	20	@SenatorLeyva	@connie.m.leyva	<u>@SenatorLeyva</u>
	20			
<u>Wilk, Scott (CA-21-R)</u>	21	@ScottWilkCA	@senator_wilk	<u>@ScottWilkCA</u>
	21			
<u>Rubio, Susan (CA-22-D)</u>	22	@SenSusanRubio @SusanRubioCA	@sensusanrubio @susanrubio	<u>@SenSusanRubio</u>
	22			
<u>Bogh, Rosilicie Ochoa (CA-23-R)</u>	23	@rosilicie	@rosilicieochoabogh @rosiliciebogh	<u>@rosilicieochoabogh</u>
	23			
<u>Durazo, Maria Elena (CA-24-D)</u>	24	@MariaEDurazo @SenMariaEDurazo	@senatormed	<u>@SenatorMariaElenaDurazo</u>
	24			
<u>Portantino, Anthony J. (CA-25-D)</u>	25	@Portantino	@portantino	<u>@portantino</u>
	25			
<u>Allen, Benjamin (CA-26-D)</u>	26	@BenAllenCA	@benallencia	<u>@benallencalifornia</u>
	26			
<u>Stern, Henry I. (CA-27-D)</u>	27	@HenrySternCA @SenHenryStern	@senatorhenry	<u>@HenrySternCA</u>
	27			

<u>Melendez, Melissa A. (CA-28-R)</u>	28	@senatormelendez	@casenmelendez	<u>@MelissaMelendezCA</u>
	28			
<u>Newman, Josh (CA-29-D)</u>	29	@JoshNewmanCA	@senatornewmanca	<u>@JoshNewmanCA</u>
	29			
<u>Kamlager, Sydney K. (CA-30-D)</u>	30			
	30			
<u>Roth, Richard D. (CA-31-D)</u>	31	@GeneralRoth	@generalroth	<u>@maigen.roth</u>
	31			
<u>Archuleta, Bob (CA-32-D)</u>	32	@SenBobArchuleta	@senatorbobarchuleta	<u>@senatorbobarchuleta</u>
	32			
<u>Gonzalez, Lena A. (CA-33-D)</u>	33	@SenGonzalez33 @SenGonzalez_33	@senatorgonzalez	<u>@SenGonzalez33</u>
	33			
<u>Umberg, Thomas J. (CA-34-D)</u>	34	@SenatorUmberg	@senator_umberg	<u>@SenatorUmberg</u>
	34			
<u>Bradford, Steven (CA-35-D)</u>	35	@SteveBradford	@stevecbradford	<u>@stevenbradford62</u>
	35			
<u>Bates, Patricia C. (CA-36-R)</u>	36	@SenatorPatBates	@senatorpatbates	<u>@senatorpatbates</u>
	36			
<u>Min, Dave (CA-37-D)</u>	37	@DaveMinCA		<u>@SenatorDaveMin</u>
	37			
<u>Jones, Brian W. (CA-38-R)</u>	38	@SenBrianJones	@senbrianjones	<u>@senbrianjones</u>
	38			
<u>Atkins, Toni G. (CA-39-D)</u>	39	@SenToniAtkins @toniatkins	@senatortoniatkins @toni.atkins	<u>@SDToni</u>
	39			
<u>Hueso, Ben (CA-40-D)</u>	40	@SenBenHueso	@senbenhueso	
	40			



CONTACT INFORMATION FOR MEDIA (PRINT, BROADCAST, INTERNET) IN SAN MATEO COUNTY

1. SAN MATEO COUNTY COMMUNICATIONS OFFICE MEDIA CONTACTS:

County of San Mateo Communications Office

Michelle Durand
Chief Communications Officer
Phone: (650) 363-4153
Email: mdurand@smcgov.org

San Mateo County Health

Preston Merchant
Chief Communications and Public Information Officer
Phone: (650) 867-1661
Email: press@smchealth.org

Human Services Agency

Bryan Kingston
Communications Specialist
Phone: (650) 802-6433
Email: bkingston@smcgov.org

Office of Sustainability

Effie Verducci
Communications Officer
Phone: (650) 363-4120
Email: everducci@smcgov.org

Parks

Carla Schoof
Communications Specialist
Phone: (650) 599-1306
Email: cschoof@smcgov.org



COUNTY OF SAN MATEO
COUNTY MANAGER'S OFFICE
OFFICE OF ARTS & CULTURE

Sheriff's Office

Lt. Eamonn Allen
Public Information Officer
Phone: 650) 421-1243
Email: pio@smcgov.org



2. PRINT/INTERNET MEDIA

A. Bay Area Parent - San Francisco/Peninsula Edition

1660 Amphlett Boulevard S, Suite 335
San Mateo California 94402

<http://www.bayareaparent.com/>

Daniel Payomo, Publisher

daniel.payomo@bayareaparent.com; 408-533-4412

Malaika Fraley, Calendar Editor, SV

bapcalendarsv@gmail.com; 408-412-8627

Janine DeFao, Associate Editor,

janine.defao@bayareaparent.com

To submit stories/articles:

Jill Wolfson, Editor

jill.wolfson@bayareaparent.com

B. Discover Silicon Valley

617 Veterans Boulevard Suite 213

Redwood City California 94063

650-366-6099

<http://www.explorepublishing.com>

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doug@explorepublishing.com

Rita Vanderaa | Co-Publisher | Art Director | Editor

rita@explorepublishing.com

Press releases/calendar information and any updates/corrections to any of the online content should be sent to dsp@explorepublishing.com



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C. Half Moon Bay Review/ Pacifica Tribune (Same Address, Publisher & Editor)

P.O. Box 68
714 Kelly Avenue
Half Moon Bay, CA 94019-1919
650-726-4424
<https://www.hmbreview.com/>

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publisher@coastsidenewsgroup.com;

Clay Lambert; Editorial Director
editor@coastsidenewsgroup.com

August Howell, Community & Arts Writer august@coastsidenewsgroup.com

Link to Add Events to Community Calendar to HMBReview:
<https://www.hmbreview.com/local-events/>

Form to Submit Letter to the Editor to HMBReview:
https://www.hmbreview.com/site/forms/online_services/letter/

Link to add Events to Pacifica Tribune:
<https://www.pacifictribune.com/local-events/>

Form to Submit Letter to the Editor to Pacifica Tribune:
https://www.pacifictribune.com/site/forms/online_services/letter_editor/

D. San Mateo Daily Journal

1720 S. Amphlett Blvd. #123
San Mateo, CA 94402
650-344-5200

Jon Mays, Editor in Chief
info@smdailyjournal.com

To submit items for the Datebook Calendar of Events
<https://www.smdailyjournal.com/users/admin/calendar/event/>

This is a free service. All entries will be considered but are not guaranteed.

To submit Opinions & Letters:
https://www.smdailyjournal.com/site/forms/online_services/letter_editor/



COUNTY OF SAN MATEO
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E. The Mercury News – Bay Area News Group - San Mateo County Times

4 N. Second Street, Suite 700

San Jose, CA 95113

<https://www.mercurynews.com/location/san-mateo-county/>

Randy McMullen, Arts and Entertainment Editor

rmcmullen@bayareanewsgroup.com; 510-293-2461

Cecily Burt, Bay Area Focus Editor

cburt@bayareanewsgroup.com; 925-943-8227

Jim Harrington, Music Reporter

jharrington@bayareanewsgroup.com

Form to Submit Letter to the Editor: **<https://www.mercurynews.com/letters-to-the-editor/>**

Suggest an entertainment or lifestyle story

[features\(at\)bayareanewsgroup.com](mailto:features(at)bayareanewsgroup.com)

F. Foster City Islander

969 Edgewater Boulevard, Suite 777

Foster City, CA 94404

650-574-5952

Published Weekly on Wednesdays

info@fostercityislander.com

news@fostercityislander.com

Mark Watson & Bob Jungbluth, Owners & Publishers

<https://www.facebook.com/FosterCityIslander>

www.fostercityislander.com



COUNTY OF SAN MATEO
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G. Daily Post Palo Alto

385 Forest Ave.,
Palo Alto, CA 94301
650-328-7700; <https://padailypost.com/>

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price@padailypost.com

Advertising email: ads@padailypost.com

Newsroom email: news@padailypost.com

Distribution email: amando@padailypost.com

Send a letter to the editor at letters@padailypost.com

H. PALO ALTO ONLINE & WEEKLY

450 Cambridge Ave.
Palo Alto, CA 94306
650-326-8210
<https://www.paloaltoonline.com/arts/>

[William S. Johnson](#), Publisher
650-223-6505

[Jocelyn Dong](#), Editor
650-223-6514

[Heather Zimmerman](#), Arts & Entertainment Editor
650-223-6515

General Editorial Information: editor@paweekly.com

Submit Letters to the Editor: letters@paweekly.com

Submit Entry for Calendar:
<https://portal.cityspark.com/EventEntry/EventEntry/PaloAltoWeekly>



I. SAN FRANCISCO CHRONICLE

901 Mission Street
San Francisco, CA 94103
(415) 777-1111
www.sfchronicle.com

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Mozes, Zarate, Assistant Arts & Entertainment Editor
mozes.zarate@sfchronicle.com

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Opinion Page
opinion@sfchronicle.com

Datebook Section
datebook@sfchronicle.com

To submit an event for inclusion in A&E section, send press release to:
listings@sfchronicle.com

Form to submit a letter to the editor:
<https://www.sfchronicle.com/submit-your-opinion/>

J. SFGATE

901 Mission Street
San Francisco, CA 94103
<https://www.sfgate.com/>

Grant Marek, Editor in Chief
grant.marek@sfgate.com

Amanda Bartlett, Culture Reporter
amanda.bartlett@sfgate.com

Dianne de Guzman, Food + Drink Editor
dianne.deguzman@sfgate.com

Link to submit event listing to SF Gate:
<https://thebay-community.pointslocal.com/community/authenticate>



3. BROADCAST MEDIA

KDOG Student Radio at College of San Mateo
kdog@smccd.edu

Channel San Mateo - San Mateo's local PEG (Public, Education, or Government) channel, providing local cable subscribers with a wide variety of programming.
<https://www.cityofsanmateo.org/193/Channel-San-Mateo-Live-Stream>

Peninsula TV
<https://pentv.tv/>

Peninsula Television
P.O. Box 1065
1250 San Carlos Avenue, 2nd Floor
San Carlos, CA 94070
pentv26@gmail.com
650-637-1936

Rocky Robinson, Chief Technical Engineer
rocky@pentv.tv

Contact PenTV Using This Form:
<https://pentv.tv/contact-us/>

Subscribe to PenTV Newsletter:
<https://pentv.tv/whats-going-on-in-san-mateo-county/subscribe-to-pentv-newsletter/>

<https://pentv.tv/blog/>

<https://pentv.tv/more/stream/>

KCSM PUBLIC RADIO

KCSM Radio (Public Jazz Radio)
Dante Betteo, Radio Station Manager
dante@kcsm.net
650-524-6903

KCSM TV & FM
1700 West Hillsdale Blvd
San Mateo, California 94402
650-574-6586

Jazz Datebook: Questions or Info on Event Submissions
jazzdatebook@kcsm.net



ACTION STEPS AND RESOURCES FOR SAN MATEO COUNTY ARTS/CULTURE NONPROFITS

NATIONAL, STATE & LOCAL ADVOCACY GROUPS

- [AMERICANS FOR THE ARTS](#), the largest arts/culture advocacy organization in the US, is conducting a survey to make the case to Congress for providing relief funding [through the NEA] to arts/culture organizations and practitioners. [Join AFTA](#) for their extensive library of books, resource materials, and data – all of which is free or inexpensive for members.
- [CALIFORNIANS FOR THE ARTS](#) (CFA) is the most comprehensive Statewide Arts Advocacy organization. Follow CFA on [FACEBOOK](#) and become a [CFA Member](#). YOU are your own best advocate: [PARTICIPATE IN](#) CFA's Annual **Art, Culture, Creativity Month** – a virtual series of advocacy events and trainings that take place every April.
- [CREATE CA is the NEW CA ALLIANCE FOR ARTS EDUCATION](#). The two organizations joined forces in an effort to more effectively advocate for high quality arts education for all students. Join their [SPEAK UP ACTION PLAN](#) and find [RESOURCES](#) to advocate for arts education.
- [THRIVE, THE ALLIANCE OF NONPROFITS FOR SAN MATEO COUNTY](#) provides nonprofits with resources, networking opportunities with other sectors- philanthropy, businesses, and government, advocacy tools and strategies to forge strong cross-sector partnerships. [Join Thrive](#) today to share ideas, best practices and learnings.

RESOURCES

- Federal dollars for small businesses and nonprofits are directed through the [U.S. SMALL BUSINESS ADMINISTRATION](#) – their Northern California District office provides resources and information on loans, funding, and webinars.
- [Taproot Foundation](#) and [Catchafire](#) help nonprofits solve critical organizational challenges through the support of skilled volunteers sharing their expertise pro bono.
- [How to Plan a Virtual Event on Vimeo](#) – Why not try a virtual event? Vimeo's live production team offers advice on how schools, event coordinators, marketers, and more are evolving their event strategies to optimize engaging live streaming experiences.
- [The Center for Nonprofit Excellence](#) provides resources, trainings, peer support networks, and consulting to nonprofit organizations, including experienced and emerging leaders, board members and staff.
- [Fleischhacker Foundation](#) offers small grants to arts organizations engaged in the production and presentation of new work by Bay Area artists in the disciplines of dance, music, theater, visual arts, interdisciplinary arts, or film.
- [Palo Alto Community Fund](#) offers grants including arts organizations in East Palo Alto, Palo Alto and Menlo Park.



- [Silicon Valley Community Foundation's](#) offers Community Action Grants to organizations that foster greater creativity and help build community and power to promote a just, equitable and inclusive Silicon Valley.
- [Northern California Grantmakers Art Loan Fund](#) is offering COVID 19 Emergency Loans to support arts and culture nonprofits in 11 Bay Area counties including San Mateo County.



SIGN THE PETITION	CURRENT ACTION CAMPAIGNS	FIND YOUR LEGISLATORS
TRACK LEGISLATION	VIEW VOTING RECORDS	VOTER RESOURCES

A WORD FROM KERRY



Tweets by @ArtsActionFund

Arts Action Fund Retweeted

Arts Action Fund @ArtsActionFund

It's time for you to cast your annual 2021 Arts Policy Vote! Please review the platforms below and cast your vote on these four policy agendas for 2021 on our website NOW [★](https://artsactionfund.org/formassembly/f...)

- 1. Target all federal programs to include workers & businesses in any infrastructure & workforce initiatives while proactively establishing racial justice and equity.
- 2. Encourage the White House to create a Presidential Arts & Culture Advisor.
- 3. Double funding for the NEA and NEH by increasing them each to \$1 per person, currently funded at only 51 cents per person.
- 4. Secure additional COVID-19 economic relief funds to assist arts and cultural organizations and self-employed gig artists survive the pandemic shutdown.

5h

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Putting Creative Workers to Work

Spread the word!

The \$878 billion arts, culture, and creative sector needs COVID-19 relief now, and putting creative workers to work is integral to our national economic recovery and an essential path to total economic health and resilience. For our nation's 435 congressional districts to come back, we must make the creative sector a cornerstone of America's economic recovery.

Send op-eds to your local media contacts to make sure decisionmakers at municipal, state, and federal levels know how important it is to integrate artists and creative workers into any and all relief and recovery efforts. Activating the creative economy for the common good makes sense; it energizes our fellow citizens, helps us all reimagine how communities can thrive, sparks exponential economic growth, and improves quality of life for us all.

We've provided a starter template for your op-ed. To increase the chances that it is printed, **make sure to personalize it!** Here's how:

Where you see **<COMMUNITY>**, write in the name of your city, town, or state.

Where you see **<ORGANIZATION>**, write in the name of your organization, if applicable.

Where you see **<INSERT 2-3 SENTENCES ABOUT LOCAL IMPACT OF THE CREATIVE ECONOMY>**, write about the impact of COVID on your city or state's creative economy, and how the creative economy has been participating in local recovery. You can [click here](#) and scroll to your state to get some helpful statistics on the impact of COVID-19. We also recommend you reference a local creative business or arts organization if you can.

Remember that this language is intended as a guide. We hope that it will be useful to you in articulating your belief in the creative economy as an engine for change, but it should not limit your expression.

Once you input your ZIP Code, a list of media outlets your letter will be sent to will appear at the top.

Thank you!

Compose Your Message

- Letter to the Editor (daily newspapers near you)

Subject

To Rebuild, We Must Put Creative Workers to W

Message Body

Please add your own story about this issue to personalize your message

There is no economic recovery unless a working creative engine is driving it. To rebuild after the devastating effects of COVID-19, we must put creative workers to work both nationally and right here in

Enter Your Info

Your Information

Prefix * First Name * Last Name *

Email *

Describe your arts/cultural affiliation:
Please select

Home Information

Street Address *

ZIP Code * Enter Zip for **City** and **State**

Organization Information

Your Title Company

Street Address

ZIP Code Enter Zip for **City** and **State**

Yes! I want to play my part and also become a free member of the Arts Action Fund

Arts Action Fund

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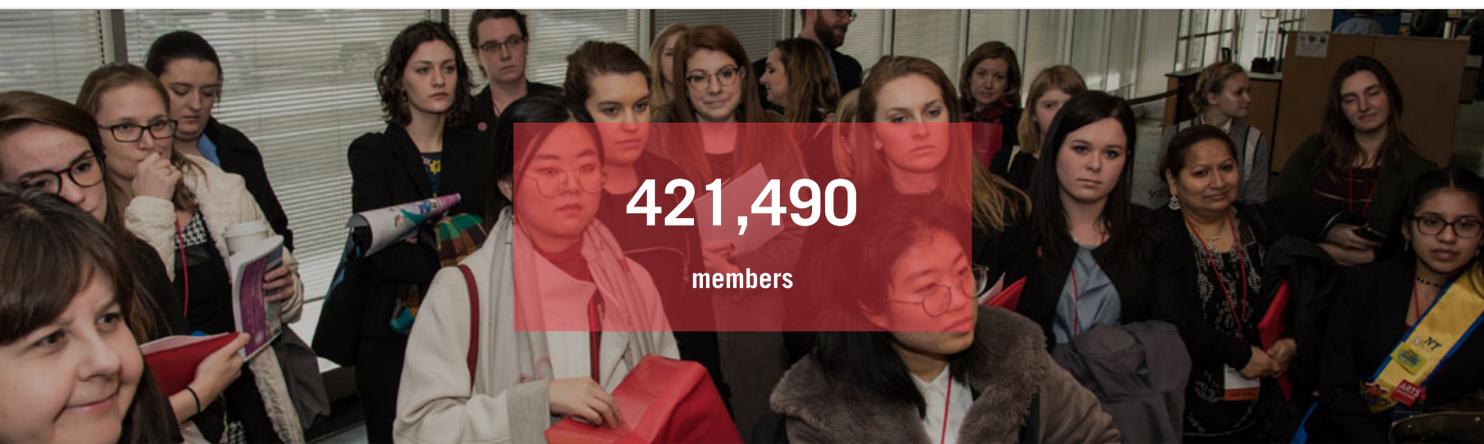
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421,490
members

MEETING REQUEST LETTER TEMPLATE

Date:

To: [Scheduler and Elected Representative]

Subject Line: Meeting Request

My name is [name] and I am [state your title and the name of your organization).

(Next, describe how your organization has a positive impact through its programs in the County/State, and describe the challenges you are currently facing as a member of the Arts Community)

I would like to request a 20-30 minute virtual meeting with [Insert Name of Elected Representative] to discuss arts-related policy and appropriations issues, including [feel free to customize this listing/add your priorities!] funding for the arts and creative industries, and jobs creation strategies.

For purposes of scheduling an appointment, the ideal dates and times that work for me would be [insert ideal times/dates], if your schedule permits (or say you are completely open and will work around their schedule).

Please do not hesitate to contact me at [insert phone number/email] if you have any questions regarding the content or scheduling of the meeting.

Thank you for your kind consideration of our meeting request and I look forward to hearing from you soon.

Sincerely,

SAMPLE LETTER TO INVITE ELECTED REPRESENTATIVES TO EVENTS

Insert Your Logo Here!

FAX (or email)

Date:

To: [insert District scheduler or field staff name here]

Fax # or address:

Re: Invitation for Rep. XXX to attend [event]

On behalf of [insert name of your organization] I would like to invite Rep. XXX to attend the [name of event/exhibition] on [date and time] and be a featured speaker.

This event, taking place in [name of arts venue] and attended by over XX people, would provide us with an opportunity to share how our programs are serving the community and hear directly from the Representative.

[Insert background on YOUR organization and highlight your unique programming and services.]

Thank you for your consideration of our request. If Rep. XXX is unable to attend the event, we would like to schedule a meeting in your district office to discuss with you and your staff how [Insert Name of Organization] serves our community.

Name

Title

Organization

Contact Information

LETTER SAMPLE TO THANK AN ELECTED OFFICIAL FOR A GRANT OR FUNDING

[Date]

[Legislator Name]

[Full Address]

Dear Supervisor/Senator/Assembly Member,

Our organization, [NAME OF YOUR ORGANIZATION], recently received a grant from {San Mateo County Arts Commission/California Arts Council} to fund [describe the activity including artistic concept, dates, who will be served. This is your chance to speak enthusiastically about the arts activity and why it was worthy of funding.]

[NAME OF YOUR ORGANIZATION] is a vital part of this community and the opportunity to receive funding through the {San Mateo County Arts Commission/California Arts Council} is important to our artistry, our future, and our ability to serve this community. Members of our organization, the young people, and families we serve, and in general our audiences are your constituents; we want you to know that we appreciate your support of the arts in California.

Public funding for the arts supports broad public access to the arts for the citizens of California. {The San Mateo County Arts Commission/California Arts Council} has consistently recognized the importance of the arts and their role in building community by providing funds that enable residents throughout the {County/State} to participate directly in the arts. The {County/State}'s continued financial investment in the arts is critical to our community. Thank you for your ongoing support and interest in the arts.

I would welcome an opportunity to have you attend our activities or speak with you on the phone about our organization.

Sincerely, [Your Signature]

TEMPLATE LETTER/EMAIL FOR MEETING REQUEST WITH LEGISLATOR (OR STAFF)

- Appointments shouldn't be expected to last more than 30 minutes. Prepare enough content for that amount of time but be flexible if the elected or staffer wants to ask related questions that may take you off your plan for the meeting.
- A week before your meeting send the list of meeting attendees and a pre-read email to the scheduler or the arts staffer. This can include a few attachments or links. Don't overload it with too much information.
- A day or two after your meeting send a follow-up thank you email with any additional information or reminders from your meeting. Even if the meeting didn't end with a "yes!" to our asks, still send a thank you email for their time and remind them that they can come to you with any follow up questions.

Note: You may not be able to meet with your State elected officials directly, but don't be discouraged. *Meeting with the arts staffer is of vital importance in developing a relationship with your electeds and getting our issues noticed.* This is an excellent opportunity to start a great relationship with the arts staffer, or further develop your relationship with that office.

SAMPLE MEETING REQUEST LANGUAGE

Date: March 29, 2021

To: [Scheduler and Elected]

Subject Line: Arts Advocacy Week: Member Meeting Request

My name is [name] and I am [your title, organization]. This April we are rallying around the theme that, "The Arts are an Essential Industry." 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.

As part of the Arts, Culture, and Creativity Month, Arts Advocacy Week provides a way for advocates to engage with our California Elected Officials. Hundreds of grassroots arts advocates will be meeting with their representative the week of April 19-23, 2021, including a group of arts leaders from [insert city and/or state].

I would like to request a 20-30 minute virtual meeting for this group to meet with [Representative or Senator, insert name] sometime during the week of April 19-23 to discuss arts-related policy and appropriations issues, including [feel free to customize this listing/add your priorities!] funding for the arts and creative industries, and jobs creation strategies such as the Governor's Proposal for a California Creative Corps and SB 628 (Allen), California Creative Workforce Act.

For purposes of scheduling an appointment with you during the week of April 19-23, the ideal time for us would be [insert ideal time/date], (or say you are completely open and will work around their schedule) if your schedule permits. Please do not hesitate to contact me at [insert phone number/email] if you have any questions regarding the content or scheduling of the meeting.

Thank you for your consideration of our meeting request and I look forward to hearing from you soon.

Sincerely,

SAMPLE LETTER/EMAIL TO REQUEST ENDORSEMENT OF AMERICANS FOR THE ARTS CREATIVE WORKFORCE PROPOSAL

Dear **NAME**,

I wanted to share **“To Rebuild and Reimagine the United States Post-Pandemic, We Must Put Creative Workers to Work,”** a new collaborative Creative Workforce proposal that was developed by a collective of over 100 collaborating cultural organizations. **MY_ORG_NAME has/I have endorsed this policy proposal** alongside over 725 other cultural organizations and individual creative workers, and I am writing to encourage you to review it and consider doing the same.

This policy proposal is all about activating the creative economy within a comprehensive national and local recovery strategy. Creative workers are an essential component of getting communities back on their feet financially, socially, and emotionally. They now have over 700 endorsements from across the country, and are hoping to show strong, unified support for a creative workforce program to both Presidential campaigns and to the current Administration and Congressional officials.

The proposal has now officially launched at <http://www.americansforthearts.org/CreativeWork>, and that’s where you can review the proposal and endorse it.

The document compiles 15 different, specific proposals for action, centered on efforts that will:

- 1) drive direct federal employment of creative workers;
- 2) encourage local, state, private sector, and tribal activation of creative workers;
- 3) adjust existing federal policies to treat creative workers as workers;
- 4) integrate creative interventions into response, recovery, and resilience programs; and
- 5) support cultural organizations and access to arts, culture, and arts education for all.

Please review the proposal and consider adding your endorsement to the growing list. And please also share this email with anyone you work with who you think shares in the believe that **there is no recovery without creativity** including other cultural groups, creative workers, funders, and patrons.

If you have any questions, please email Clay Lord at Americans for the Arts at clord@artsusa.org.

Thank you, and keep well,

YOUR NAME

YOUR ORGANIZATION NAME

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Debra Tudor
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Yuba County Arts Council, Grass Valley

Imund Velasco, Vice-President, Local 7 Musicians'
Union, Orange County

Richard Cantu Wear
Associate Director of Development, Strategic
Partnerships, The Old Globe Theatre, San Diego

Heather Baker, Executive Director

californiaartsadvocates.org



Advancing California through the arts, culture and creativity

March 15, 2021

To: Board of Supervisors – All counties in California

Re: American Rescue Plan funding allocation for arts and culture

Dear Board of Supervisors,

One year into the pandemic, artists, arts workers, and nonprofit cultural organizations and creative businesses are still in crisis. Performing and visual arts organizations and the live events industry are facing utter devastation.

As you consider how your County or City will allocate federal funds we urge you to take the following actions as outlined in the American Rescue Plan which clarifies eligible use of funds for assistance to small businesses, nonprofits, and hard-hit industries like tourism, travel, and hospitality of which arts and culture can be described as part of all and essential to the recovery of your community. Funding the arts is a high return investment of which your community will greatly benefit.

California Arts Advocates is the state organization that lobbies for funding and resources for the creative industries. We urge you to:

- **Direct federal stimulus funding to County and City level arts & culture agencies, departments, and programs to ensure these organizations can continue their vital services and enable the regranting of funds to arts and cultural organizations and artists throughout the community**
- Retain and increase budgets of local arts & culture agencies, departments, and programs;
- Lower barriers for small, midsize, and emerging arts organizations to access public funding (ie broaden eligibility for all nonprofit arts and cultural organization to include fiscally sponsored organizations, no matching component and eliminate reimbursement basis payments, lower insurance requirements);
- Invest directly in artists in support of your social and economic recovery plans.

The arts make our local economies stronger. Public investment in arts workers & arts organizations is key to the region's economic recovery

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.

Arts make our communities more equitable. Public investment in arts workers & arts organizations is an urgent equity issue. Studies show that arts and culture make students

5 times more likely to graduate from high school, lower neighborhood crime rates by up to 18%, and increase civic participation by 2 times.

As the vaccine become more available and the spread of COVID 19 weakens, we know the arts and culture industries will play a vital role in seeing all communities across California equitably rebuild and recover and our downtowns come back to life.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julie Baker', with a long horizontal flourish extending to the right.

Julie Baker
Executive Director

A handwritten signature in black ink, appearing to read 'Victoria L. Hamilton', with a long horizontal flourish extending to the right.

Victoria L. Hamilton
President, Board of Directors

The Creative Industry Can Power California's Economic Recovery

Act · February 17, 2021



THE CREATIVE INDUSTRY CAN POWER CALIFORNIA'S ECONOMIC RECOVERY

Any investment in infrastructure, community, and workforce recovery must include the creative industries, arts and culture organizations and arts workers.

Recognizing the disproportionate impact to California's Creative Industries due to the COVID Pandemic and the state mandated closures and recognizing the value and impact of the arts, culture and creative sector to power community engagement, social cohesion, wellness, healing, and state and local economies, California Arts Advocates asks for the following resources and investment from the Newsom Administration and California Legislature.

1. For the CA Relief grant program: **Increase funding for vulnerable small businesses and nonprofits** that have been forced to close and unable to earn revenue due to the pandemic. We urge the California Budget Committee Chairs to **support at least \$50 million in immediate relief funding for cultural institutions** and increase the grant sizes as well and remove the cap on budget size so all organizations can apply. We also agree with the Legislative Analyst's office examination of this program that there is currently no way to gauge if the grants are being dispersed fairly and to those who need it the most. We ask for more transparency in this relief program.
2. **Support the CA Creative Corps Pilot Program** for \$15 million (\$5m in 20-21 and \$10m 21-22) as introduced by Governor Newsom in his budget proposal to the Legislature. Let's put creative workers back to work in service to public health.
3. Increase funding for the state arts agency to at least **\$1 per capita per person to \$40 million** in ongoing funds from the general budget.
4. Urge the Newsom Administration to issue **guidelines for live events and performing arts now** in collaboration with industry experts so businesses have ample time to prepare venues and staffing for a safe reopening.
5. Provide **funding and resources to reopen arts safely** in the form of loans or grants for needs such as audience and performer COVID testing, digital broadband program delivery and staffing transition to meet new standards, and capital improvements to retrofit venues that may not have the ventilation systems needed for proper airflow.

6. Urge policymakers to continue dedicated state and federal support for California's creative industries. If and when a second relief package includes state funding, we ask for a **dedicated funding stream to creative businesses organizations** that are still closed due to the state's blueprint for reopening and to local arts agencies that have lost their TOT (transit occupancy tax) and have seen dramatic budget cuts in municipalities across CA.
7. Provide financial support in the form of **forgivable loans and artist relief grants** for independent artists and self-employed workers.
8. 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.
9. Develop innovative strategies to **utilize venues for vaccine distribution** and other needs until we can gather safely again. Consider state supported outdoor pop-up events employing local artists to acclimate patrons to return live events safely and demonstrate that safe behavior protocols are possible while experiencing something that brings communities together. (see NY Governor [Cuomo's plan](#).)
10. **Expand the CA Creative Corps Pilot Program to ongoing legislation** to employ and/or commission creative workers in statewide infrastructure programs, as artists-in-residence in government agencies, to offer employment training and mentorships, expand opportunities for teaching artists, and creative economy businesses to produce free and low-cost cultural experiences, with a specific focus on living-wage creative jobs.

Simply put, there is no California recovery or rebuilding of California's economy without the arts, culture and creative industries. From rural towns to big cities, arts and creativity strengthen the fabric of every California community. With the expected \$15 billion surplus this one time bonus of funds should in part be dedicated to restoring the creative workforce, businesses and nonprofits that contribute so much to every community in California an industry that represents \$230.3 billion to California's economy and 8.2% of the state's GDP—a larger share than Construction or Transportation.

For more information please contact Julie Baker, Executive Director, 916-296-1838, Julie@californiaartsadvocates.org
Or Jason Schmelzer, Shaw, Yoder, Antwih, Schmelzer & Lange, 916-549-0898 jason@SYASLpartners.com



PREVIOUS

CA Legislature & Newsom Administration Approve \$50 Million in Immediate Relief for Cultural Institutions

NEXT

Mobilizing Local Arts and Cultural Assets in Response to COVID-19



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WALTER & ELISE HAAS FUND



Talking points for Federal & State Policy needs for the Creative Industries

Act · February 15, 2021



Talking points for Federal & State Policy needs for the Creative Industries

Submitted by Californians for the Arts, February 15, 2021

Contact: Julie Baker, 916-296-1838 www.californiansforthearts.org

FEDERAL

There is no economic recovery unless a working creative engine is driving it. To rebuild after the devastating effects of COVID-19, we must put creative workers to work both nationally and right here in California beginning with relief and recovery funding for the creative sector now.

Investing in the creative economy just makes sense. An \$878-billion industry that supports 5.1 million jobs and represents 4.5% of the nation's economy (according to the U.S. Bureau of Economic Analysis), the creative sector is larger than transportation, and larger than agriculture & mining *combined*. As local, state, and federal legislators consider how our communities can best reimagine ourselves after the Coronavirus pandemic, their strategies must include the creative economy. Both the national and local economy need the creative sector to deliver on its unique ability to catalyze economic activity while also addressing the social and educational needs of a community emerging from a disaster.

For that reason, Californians for the Arts has joined other cultural organizations and arts and culture workers across the country to propose a set of relief and recovery policy actions legislators can take today to put creative workers to work. They will activate the creative economy for the common good, energize our fellow citizens, re-imagine how our communities can thrive, spark economic growth, and improve the lives of us all.

To date, over 2,300 arts and culture organizations and creative workers from all 50 states, the District of Columbia, and Puerto Rico have endorsed a comprehensive proposal to Put Creative Workers to Work, which can be found at

<http://www.americansforthearts.org/CreativeWork>. This recovery proposal has been put in front of the Biden Administration as well as members of Congress.

The COVID-19 pandemic has devastated America's arts industry: 63% (!) of the nation's artists and creative industry workers are now unemployed; thousands of arts and arts-adjacent businesses doubt they will survive the pandemic. Despite that, 3 out of 4 artists have used their creative practice to address community needs, raise morale, and create community cohesion, and over 80% are ready to deploy their creativity to support the recovery, according to research from Americans for the Arts.

That is why 204 chambers of commerce in all 50 states have written to Congress supporting legislation that would fund the creative economy as part of recovery, and why mayors from 10 major cities including Los Angeles, Chicago, Phoenix, and Houston have written a similar letter encouraging the employment of creative workers across federal programs.

The proposal to Put Creative Workers to Work encourages decision makers at all levels of government to (1) provide relief funds for creative workers and organizations devastated by the pandemic and economic crisis, (2) invest in restart funds and hiring/retention incentives for businesses, creative non-profits, and schools to allow these cash-strapped organizations to rehire quickly and produce new economy-driving creative products, (3) directly employ creative industry workers in the recovery through residencies and commissions, (4) improve existing local, state, and federal policies that treat creative industry workers inequitably, (5) improve conditions for independent workers of all types, including access to unemployment and healthcare, and (6) install a senior advisor on arts, culture, and the creative economy in the Executive Office of the President.

Without arts and culture, American communities cannot fully recover. Arts organizations, their employees, and artists are vital contributors to the nonprofit sector, are essential to the prosperity of the communities they serve, and should be supported by all forms of relief. We must invest in arts, culture, and creativity for our communities to thrive.

To view the full proposal and find the ever-growing list of endorsing organizations and individuals, visit <http://www.americansforthearts.org/CreativeWork>.

CALIFORNIA

In California, the arts, culture and entertainment industry suffers from one of the highest unemployment rates with one-third of our sector out of work, according to a study by the Brookings Institution, which is a loss of more than 450,000 jobs and an estimated \$45 billion in accumulative economic loss to the state. This is backed up by a report from the California Department of Labor that found the arts, entertainment and recreation field accounted for 40.3% of job losses from March to August 2020, the largest percentage, well beyond even the next hardest hit sector, leisure and hospitality, at 27%.

In a recent study conducted by Californians for the Arts of close to 1000 creative workers, 83% of all survey respondents indicated that the pandemic had impacted their employment situation and 88% indicated that they had lost income or other arts-related revenues due to the pandemic. For those who identified as arts educators, 90% have lost income due to the pandemic. Had it not been for the availability of Pandemic Unemployment Assistance (PUA) these workers would have been left with few, if any, means of support.

In a companion study of over 600 California creative businesses, 79% of respondents have eliminated and/or reduced programs and 16% are not confident they will be able to survive if programs cannot resume before April 1. It is clear that unless we come up with guidelines for the arts to reopen safely and sustainable funding opportunities it will be almost impossible for this sector to survive the crisis.

Arts, culture and entertainment have an important role to play in rebuilding California's economy. From rural towns to big cities, arts and creativity strengthen the fabric of California's communities economically and socially. U.S. Bureau of Economic Analysis reports that in 2017, the arts and culture sector contributed \$230.3 billion to California's economy, representing 8.2% of the state's GDP—a larger share of the state's economy than Construction (\$102 billion), or Transportation (\$72 billion). According to the Otis report, California's Creative Economy represents \$650.3 billion in total financial output per year, and 15.4% of the state's jobs. Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher

incomes. (Rural establishment innovation survey, U.S. Dept. of Agriculture Economic Research Service (2018). We are an essential industry to California.

There are close to 6500 nonprofit performing arts companies and thousands of live independent venues in California. Every community, rural and urban, relies on the live events industries for economic vitality, jobs and industries, tourism and social cohesion. In fact, 72% of Americans attend arts or cultural event. And according to Americans for the Arts, Arts attendees spend \$31.47 per person, per event, beyond the cost of admission (meals, retail, and lodging)—vital commerce for rebuilding local businesses. Arts businesses are active co-architects of destination tourism, community revitalization, talent attraction, economic diversification, livability and regional economic development strategies. Simply put, there is no California Recovery without an active arts and culture industry.

There are many roles for the arts to play during and after the health crisis. Let us make sure we are supporting the people and the industries we need the most today and for a healthier future tomorrow. We need our live event and performing arts venues, cultural institutions, community service organizations, museums, galleries, music festivals, theater and dance companies and the workers they hire to not only survive but thrive to restore our communities social, emotional and economic health. Assemblymember Kamlager reminds us "The arts are essential to our entire way of life, when we don't have answers, somehow or another, the arts provide us the pathway to the answers, and the opportunity to reflect on what's happening so we can find those answers ourselves."

For a complete list of all policy asks and recommendations for California please visit <https://bit.ly/3aD1NoY>

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PREVIOUS

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A Guide to Successful Advocacy



Prepared by



For more information, contact:

Julie Baker, Executive Director

Californians for the Arts

915 L Street, C-422, Sacramento, CA 95814

(916) 296-1838 · julie@californiansforthearts.org

THE ARTS ARE AN ESSENTIAL INDUSTRY!

From a Campaign to a Movement: Arts Advocacy Today



The purpose of Californians for the Arts' "A Guide to Successful Advocacy" is to provide delegates with advocacy tools to ensure a successful meeting with your California legislator and/or their legislative staff. California elected officials and their staff want to understand the effects of the issues that are important to their constituents, and who better to convey information than arts, creative & cultural advocates from their district.

This guide will help you navigate through a legislative visit and provide tips for success during and after your meeting, including pertinent information to enhance the content of your message.

What is advocacy?

- Building a relationship with your legislator.
- Issue identification, research, and analysis.
- Educating your legislator and their staff on issues of concern.

Advocacy is all of the above. It can be a simple "drop in" to your legislator's office, or as complex as providing detailed analysis on how a piece of legislation could negatively impact a community. Any activity that supports an idea or cause is advocacy, relationship building, and educating legislators and the public.

Summary of Easy Steps for Setting up a Meeting with Your Legislator

Step 1: Identify who is your Elected Official

Step 2: Request a meeting

Step 3: Follow up

If you do not hear back, follow up!

Step 4: Use a Legislative Request document to guide your conversation and asks with the Representative or arts staffer.

Step 5: Let us know how it goes.

REMEMBER: your elected officials want to be helpful if they can. If you follow the following detailed tips, you should be able to have a productive visit with your legislators and/or their staff and be well on your way to establishing a good working relationship into the future.

Detailed Steps for Setting up a Meeting with Your Legislator



- I. **Identify your State Legislators.** Visit <https://www.votervoice.net/CAARTS/Home> on the bottom right to enter your address to receive a list of all your elected representatives.
- II. **Contact your legislator's office to send a "Meeting Request" via email to the Scheduler.** We will provide you a list of all Legislators contact information including their Chief of Staff, and Scheduler. Be sure to cc them all in your email.
- III. **We will provide you with a meeting request template that includes:**
 - » The ideal date range of your visit during Advocacy Week. The more meeting times you provide for that day, the more likely you will get a meeting with your legislator. Be flexible with your schedule.
 - » Provide a brief synopsis of the issues you would like to discuss. Limit this list to three topics.
 - » A detailed list of key Legislative Requests for 2021 will be provided by April 12th.
- IV. **If you do not hear back within a couple of days, resubmit your request** and state that you are "just checking back in regarding your meeting request for DATE/TIME." But don't be too aggressive.

Prior to Your Meeting

- I. **Learn your legislator's committee assignments** as well as any general biographical information which is usually available on their web page. You never know what you might have in common – high school, college, military, etc. A personal connection is invaluable.
- II. **Try to determine if your legislator has been supportive of arts, cultural or creative issues.** You can research on their website or ask CFTA!
- III. **If your legislator has been supportive, you want to thank him or her.** If not, you want to educate them on these issues and ask for their support.
- IV. **Familiarize yourself with the Legislative Request** document created by CFTA.
- V. **If you are meeting in a group setting with other delegates, assign roles and talking points** so you are clear on who will cover which issue and when you plan to speak.

During a Legislative Visit

- I. **Team Captain:** Prepare a one to two-minute brief introduction of yourself and/or your group. Then allow the group to introduce themselves and where they are from.
- II. **Person 1 or Team Captain:** Start with a positive note by finding some common ground. If your legislator has supported a priority issue for the arts (i.e., voted for or co-sponsored a bill), thank them for that support.
- III. **Person 2:** Have a local representative from the electeds district provide an uplifting yet brief example of a positive artistic story or program occurring in their jurisdiction.

- IV. **Person 3 or Team Captain:** Please keep in mind your meeting will only last 15 to 20 minutes so you want to avoid getting distracted with non-essential conversation. Use the Legislative Request document from CFTA as a guide to focus your requests. Focus on 2 to 3 items that are relevant to your group and to the elected.. Keep the conversation simple and polite. While legislators and their staff are educated on most issues, they are typically “generalists” unless it pertains to specific issues within the jurisdiction of their committee assignment. For instance, a legislator that sits on the Budget Committee will have a much better understanding of funding issues (and perhaps allocations related to the arts), than a legislator that sits on the Health Committee.
- V. **When discussing specific topics, it is important to use personal stories** to explain why the issue needs action. Explain a position with facts and use personal stories to back it up.
- VI. **Be positive and avoid partisanship.** It is also extremely inappropriate to discuss political contributions, whether personal or from an Arts Political Action Committee (PAC). Also, it is illegal to give your elected officials a campaign contribution in their official legislative office.
- VII. **Ask the legislator to take a specific action**, such as co-sponsoring a bill or committing their support for increase in funding. If a legislator agrees to support an issue (i.e. co-sponsor a bill or vote in favor of that bill) move on to the next issue. Once they have said “yes,” move on the next “ask.” Do not waste time rehashing an issue they have agreed to support.
- VIII. **Show openness to counterarguments** and politely respond to them if it seems appropriate to do so. Do not argue with the legislator or their staff.
- IX. **If the answer to a question from the legislator or staff is not known to you**, it is okay to say so. Simply reply that you are not sure of that answer, offer to get an answer and follow up with that answer. This actually provides a good opportunity to keep the conversation going after your meeting ends.
- X. **If you are unable to meet with your legislator, do not underestimate the influence of their staff!** While they may be young (the average age of a legislative staffer is usually 27), they are educated, well informed, and help provide direction to the decision-making process of the legislator.
- XI. **If there is time, it is appropriate to ask the legislator for a picture or screen shot.** If you use Twitter, Facebook or Instagram, post your picture with a nice comment, making sure to include your legislator’s Twitter handle or hashtag so they see your positive feedback and can share your post with other constituents. We will provide a list of social media handles of all elected officials.
- XII. **Thank them for their time upon leaving.**

Meeting Logistics

- I. **Be prepared to organize virtual meeting logistics.** Have your group log in at least 15 minutes prior to the meeting to organize or schedule a meeting prior.
- II. **Be sure that your name and organization are listed** so that you may begin to form relationships and networking with your legislator and staff.
- III. **Be on time and ready for the meeting.** These meetings last in the range of 15 minutes, so you will want to be prepared and ready.

After Your Legislative Visit



- I. **Write a thank you letter or email summarizing your visit.** Thank the legislator again for his or her support on your issues and most importantly, if there was a certain bill they agreed to co-sponsor or issue they committed to support, remind them.
- II. **Maintain ongoing communication with the legislator and their staff** through letters, emails, or calls. Offer to serve as a resource to them on issues related to arts and culture.
- III. **Find out when the legislator will be back in their district** and offer to host a visit to your organization.
- IV. **Team Captains should communicate with CFTA if the Legislator agrees to support our requests** or if they need more information.

Ongoing Advocacy - Stay In Touch Year Round

- I. **Phone your legislators office and simply ask, "what are they doing to support the arts in their district?"** and encourage them to support our calls to action.
- II. **Use our online template letter system and send letters/tweets asking for funding support** and reopening guidelines for the arts industry. *Tip: This takes less than 5 minutes.*
- III. **Ask for a virtual meeting with your legislator** and use our testimonies and calls to action throughout the year as guides or contact us and we can help you set it up! *Tip: You may meet with a staff member. They are valuable people to get to know and they will give their boss a report on the meeting.*
- IV. **Provide information on great news you are doing in their districts.** Most electeds have social media and newsletters that go out to their community. They are looking for content and usually are happy to share positive stories.
- V. **Request a letter of support or a season announcement** for your performance arts playbill or gallery opening.

Remember, these are your elected representatives -
it is their duty to serve their constituents but they cannot solve the problem
if they do not know it exists.

**Thank you for participating in Arts Advocacy Week
- your voice matters!**



Tips for an Effective Legislative Visit

DOs

- Thank the legislator and/or staff for taking time to meet with you and the delegation.
- Thank the legislator and/or staff for considering your viewpoint.
- Be forthright and informative in your communications.
- Stick to an agenda.
- Keep it simple and brief.
- Provide an "Ask." Tell the legislator or staff what you would like them to do.
- Provide the legislator and/or staff with a persuasive argument.
- Cite specific issues and data and use personal anecdotes.
- Offer to provide additional background information on the issue(s) you are discussing.
- Offer to assist the legislator and/or their staff in any way possible.
- Let the legislator and/or their staff know why you care about the issue. Again, share personal stories.
- Tell the legislator and/or their staff how the issue affects you and his or her constituents.
- Expect your legislator and/or their staff to be responsive to your views.

DON'Ts

- Don't be narrowly ideological.
- Don't be argumentative or confrontational.
- Don't be close-minded.
- Don't be overly technical. Simplify when necessary.
- Don't lose track of time. Just like you, legislators and their staff are extremely busy and you should be respectful of their time.
- Don't expect your legislator to drop everything and focus solely on your concerns.

**ARTS
NOW**

**LOCAL
ADVOCACY
TOOLKIT**

SOCIAL MEDIA TIPS

FOR SUCCESSFUL ADVOCACY

Social media is an important tool to help you connect with your school and district leaders, news outlets and community members by tagging them in your posts. To get started, pick a platform that you feel comfortable on and that highlights your content – Twitter is best for information sharing and conversation, Facebook is well-suited to storytelling, and Instagram is ideal for photos and videos. Whatever platform you use, keep it simple: Focus on one message, target your audiences and include images.

TWITTER:

- Join a conversation, follow people who are in the know, who support you, and who you want to learn from.
- Do not create your own hashtags, instead join others that put your tweet into a larger context. You want your tweets to be pulled into other feeds.
 - *Examples of hashtags: #ArtsEd, #ArtsEquity, #ArtsMatter*
 - *You can also tag accounts such as @GavinNewsom, @CADeptofEd, as well as @TonyThurmond*
- Dig into your region and city and see what hashtags your community or city is using so you can enter conversations that are happening in a timely matter.

INSTAGRAM:

- Instrumental in sharing student work (with appropriate permissions!) and sharing resources with students.
- Tag community members, arts organizations, etc. to encourage others to utilize your content.

FACEBOOK:

- Ideal for calls to action, great place to share other people's content.
- Support an organization with more followers and share their relevant content.
- Leverage each other's community.



Helena Brantley @RedPencilPR · Mar 13

Replying to @rs_sparks @ShelfAwareness and 4 others

I am one of many parents in **#Alameda** trading texts about plans for next 3 weeks. Our **school Board** has emergency mtg today. most think schools will close until April 1. Bookstores + libraries were 1 understand need for plans c + d.



Change The Name of Dixie District @NewNameFor... · Apr 16, 2019

We agree! **Join** us tonight for the **school board meeting**. It starts at 6pm at 380 Nova Albion Way. It's time to **#LoseTheLostCause** in **#Marin #California**.



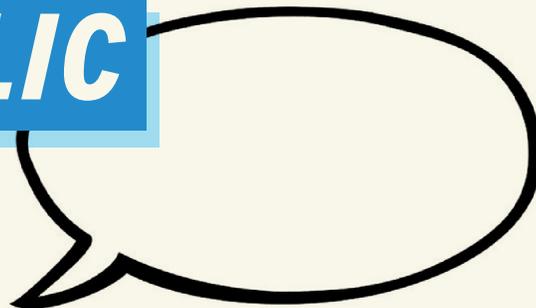
Rep. Jared Huffman @JaredHuffman · Apr 15, 2019

US House candidate, CA-2

Replying to @NewNameForDixie

If they were making fun of you in Red Bluff a century-and-a-half ago, it's probably a good idea to change the name.

EFFECTIVE PUBLIC COMMENT



WHAT TO INCLUDE IN YOUR PRESENTATION

- Focus on personal stories and personal impact.
- Utilize storytelling techniques and build to an “ask” at the end of your speech
- Include a data snapshot—one or two statistics or research findings—that supports your comments.
- Link your comments directly to the goals articulated by the district in the Local Control Accountability Plan or other strategic priorities document. Borrow the language of these plans to frame your comments to the school board.

BEFORE THE MEETING:

- Research the public comment rules and operating norms on your district website – you may need to sign up to speak prior to the start of in-person meetings and/or register for new online public comment protocols.
- Email board members to provide background on your presentation topic and, if you know there is a board member particularly supportive of the arts, ask that member if you can count on them to agendize the topic after your public comment.
- Coordinate multiple speakers who will make public comment on the same topic and coordinate your messaging if possible.
- Practice reading your comments aloud at least once before the meeting to make sure you can finish within the allotted time (usually 2-3 minutes).

DURING THE MEETING:

- Listen to the presentations that come before so that you do not repeat the exact same messages.
- Don't just read from a piece of paper, try to speak conversationally and be sure to make eye contact with board members.

AFTER THE MEETING:

- Send a follow up email to board members that summarizes your comments and clearly states your request.



As a result of the statewide ‘Safer-at-Home’ order, school board meetings have moved to virtual platforms.

The virtual meeting format could limit public access due to lack of computers or internet service.

Every district is handling the public comment differently in the virtual space so check the district website for new rules regarding public comment.

PUBLIC COMMENT **TALKING POINTS**

The talking points below can be used as a starting point for an effective 3-minute public comment at a school board meeting. In order to maximize impact, advocates should link their comments directly to the goals articulated by the district in the Local Control Accountability Plan or other strategic priorities document. Borrow the language of these plans to frame public comment to the school board. For example, if a district is focused on closing the achievement gap, an advocate should explain how the arts are an effective strategy to achieve this goal.

Research consistently shows that the arts play an integral part in the health and well-being of children. In particular, students are experiencing everything from obstacles to learning, increased homelessness, food shortages and increased mental health challenges as a result of this pandemic. Our students, communities and economy need to heal, and arts education is necessary to the solution.

Multiple research studies show **arts education not only decreases feelings of anxiety, depression, and isolation, but also positively impacts all-around academic performance.** Students with an arts education are:

- 5 times more likely to stay in school,
- 3 times more likely to get a bachelor's degree, and
- 4 times more likely to be recognized for academic achievement.

Especially important during this time of trauma and upheaval, students need to develop self-management and self-discipline, interpersonal and relationship skills, and self-expression. Numerous studies show the arts support the development of all of these essential skills.

California's creative economy generates 2.7 million jobs. If we do not provide students access to arts education, we sideline millions of young people soon to enter the workforce and endanger the future of the world's fifth-largest economy.

We know the economic devastation caused by COVID-19 will translate into hard decisions for the state of California and its schools. If budget cuts are unavoidable, we would like to ensure that reductions to the arts are not disproportionate to other state mandated disciplines.

ENGAGING YOUTH VOICE IN ADVOCACY

Students are critical partners in advocacy. Youth-driven student advocacy and adult partnerships can create further pathways for change by:

- Identifying key issues from those directly impacted by the public education system;
- Fostering intergenerational learning;
- Building a shared strategy between all stakeholders working towards a common goal;
- Implementing a shared strategy in a united way; therefore,
- Creating meaningful change in communities driven by the students impacted by education reform.

PROMISING PRACTICES

• REACHING OUT

Think about young people in your life who are interested in advocacy and local groups of students engaging in civic action. Teachers are also a great resource to get connected to diverse groups of students with varying experiences in school, extracurricular activities and academics. Once you get connected to students, ask them what platforms are most accessible - text, messenger, or social media might be better than email.

• BE SOLUTIONS-ORIENTED

Work with young people to have solution-oriented discussions about the problems they face in their school environment. The partnership should be focused on fostering creative approaches, increasing awareness and ensuring equitable representation to strengthen students' experiences in schools.

• BRIDGE THE EMPATHY GAP

Students do not want to be viewed as lesser or treated like the "other." Meaningful engagement is empathizing with the student experience while seeing students as partners who can provide valuable insights and information. This includes being treated as professionals who can propose valuable solutions to issues that directly affect them.

• EQUAL PARTNERSHIPS BUILT ON TRUST

Adult and student relationships are built on trust. For meaningful partnerships to occur, recognizing that students are experts in their own experiences in school is essential. When both parties trust each other and believe that the other is acting with the best intentions, both adults and students will feel more comfortable sharing their experiences and using their voices.

[Insert logo(s) here]

[Date]

[Address]

Dear [School Board Member NAME],

We are here to help. As parents, students, arts education organizations and leaders [specify], we commit to support the [location] school board in navigating how best to support our students' learning and mental health during [location's] recovery. Students are at the center of this crisis – facing everything from obstacles to learning, increased homelessness, food shortages and increased mental health challenges. Our students and economy need to heal, and arts education is critical to the solution.

We know the economic devastation caused by COVID-19 will translate into hard decisions for you in the months ahead. Whether through virtual or physical classrooms, providing a comprehensive arts education is integral, and state mandated, for our students.

The arts are key to the healing, learning and resiliency of our students. If cuts are unavoidable, we would like to ensure that reductions to the arts are not disproportionate to other state mandated disciplines. We continue to offer our support and partnership, and to stand in solidarity with students, parents and teachers as they navigate this difficult time.

[Blurb about organization/advocacy efforts if relevant]

As we imagine what the future holds, there are a few things that we can confidently say. The arts will be fundamental in addressing the needs of our students and families affected by the traumatic experiences unfolding. [I, We, Organization] [is/are] ready and committed to advocate for our students' access to the arts they need and deserve. Together we can ensure that our students have the tools necessary to navigate the challenging times ahead and are prepared for a dynamic 21st century workforce.

We look forward to working with you.

Sincerely,

[Signatures]

Arts are Here to Help [Your Community's] Students

The effects of COVID-19 reverberate through all of our lives, as communities across our state, and nation, suffer devastating consequences. Our students are at the center of this crisis – facing everything from obstacles to learning, increased homelessness, food shortages and increased mental health challenges. **Our students and community need to heal, and arts education is necessary to the solution.**

We know the economic devastation caused by COVID-19 is translating to hard decisions for our schools. Whether through virtual or physical classrooms, providing a comprehensive arts education is required by the California Education Code and integral to both the academic and overall success of our students.

Multiple studies show **arts education not only decreases feelings of anxiety, depression, and isolation, but also positively impacts all-around academic performance.** The arts are essential to our students as they process their present and futures.

[We suggest you personalize a section based on the threat level to your community]

- **If you know that the arts are threatened by cuts, communicate cuts and actionable items so community members can join you**
- **If you don't know yet what the cuts are, make it clear that arts are critical and should not be cut disproportionately**
- **Include examples of students/teachers/community members using the arts during Safer at Home order**
- **Include photos and/or images (with appropriate permissions)**

Decisions about how to ensure all students receive the arts education they need and deserve happens at the local level and you, the voter, have the power to make your voice heard. I encourage you to join me in expressing support for our students' learning at our local school board meetings. The California Alliance for Arts Education is providing a toolkit with helpful resources for getting involved and it is free on their website: artsed411.org. Now is the time for our community to make our values clear and make sure the next generation is not left behind.

***Refer to Alliance's Talking Points for additional content**