

STAGE LEFT

BAY AREA
ACTION GUIDE



GET INVOLVED

GET INVOLVED: Help Keep Theater Alive

Don't be overwhelmed. Start with small steps like going to the theater or volunteering for your favorite theater company, and when you're ready, dive deeper.

EXPERIENCE THEATER

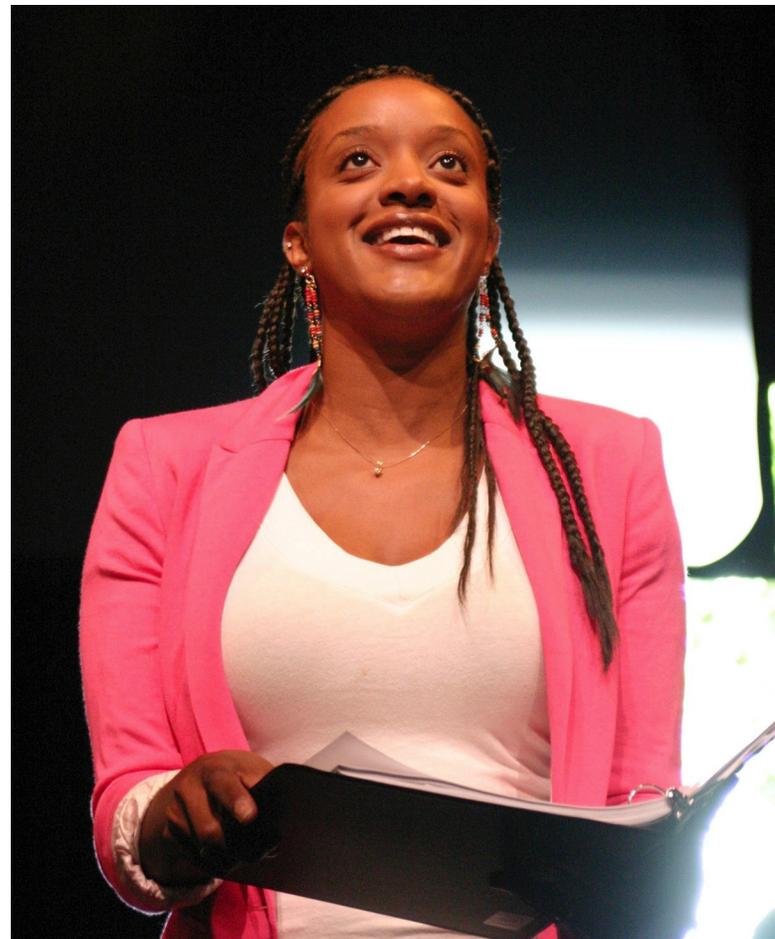
Almost every day, local theaters are presenting thought-provoking, socially relevant, and innovative performances that illuminate the human experience.

- Discover theater groups and check performance calendar listings online at Theatre Bay Area. www.theatrebayarea.org/whats-playing/index2.cfm
- Purchase tickets at Tix Bay Area. www.tixbayarea.com/
- Bring your friends.
- Attend a staged reading – watch how plays come to life from the script and see what new works are coming up. Groups like the Playwrights' Center, PlayGround, and Playwrights Foundation host frequent readings. www.playwrightscentersf.org
www.playground-sf.org
www.playwrightsfoundation.org
- Start a "Theater Club" – Much like a Book Club, enlist a group of friends to attend the theater once a month. Lead engaging discussions on important themes and issues raised by the play. How do these issues relate to you, your community, and society?

VOLUNTEER AT A THEATER

Many theaters depend on people like you to help behind the scenes. Be a part of the action as:

- An usher
- A social media promoter
- A costume assistant
- An administrative assistant/office support
- A server (serve beverages and snacks to patrons)
- A carpenter, painter
- A technician, stage hand



Ryan Peters in 700th & Int'l by Chindka Hodge

GET STARTED

RAISE FUNDS FOR AND DONATE TO THEATER

All donations, large and small, help keep theater alive in your community. Once you've established a relationship with a theater that you enjoy, support them and:

- Organize a fundraiser with your theater-loving friends.
- Host a raffle – asking local businesses to donate prizes can be a great way to get your community involved in the theater.
- Donate to them directly. Donations to 501©3 organizations or fiscally sponsored groups are tax deductible. Visit the IRS website to learn more about charitable contributions, Eight Tips for Deducting Charitable Contributions. www.irs.gov/newsroom/article/0,,id=106990,00.html
- Join the Board of Directors.

GET STARTED: Standing Up To Support The Arts Is As American As Musical Theater!

Did you know that California ranks 50th in the country in government dollars per person spent on the arts? You can join the community of theater fans who believe that the arts are a priority even – maybe especially! – in tough economic times.

ADVOCATE FOR THEATER

- Learn more about the issues, write letters and make phone calls to lawmakers. Include your own facts and personal stories to strengthen your argument and inspire action.
- Add your name to the email list of an advocacy organization like California Arts Advocates. www.californiaartsadvocates.org.



Belva Davis and David Chiu, Arts Town Hall 2012

- Respond to advocacy organization action alerts.
- Participate in an Advocacy Day or Arts Forum. Join other artists and arts supporters in meetings with lawmakers to make the case for support of the arts.
- Educate and engage your whole organization or artistic community by creating a public forum for open dialogue. Create a virtual meeting place or organize a salon series at a local theater to mobilize your community around important policy issues.
- Learn more about advocacy and lobbying by downloading Theatre Bay Area's Arts Advocacy Action Guide at <http://stageleft-movie.com/get-involved/>.

TAKE ACTION

RAISE YOUR VOICE: As Everyone On The Stage Knows, Projecting Your Voice Is Essential!

- Write letters to the editor of your local paper supporting the arts.
- Attend your local Arts Town Hall.
- Make your voice heard by speaking out at City Council and Cultural Affairs meetings.
- Ask the tough questions – Attend election year debates and ask those running for office about what they will do to support the arts.
- Take a leadership role in an advocacy group.
- Lobby for theater, any private citizen can do it. It's your right.

WHAT STUDENTS CAN DO

- Create a Facebook page supporting theater programs and classes at your school or university and keep the discussion moving. Use your personal stories about how theater has changed your life to encourage your friends to get involved.
- There is power in numbers. Use social media to organize your friends around an aspect of the arts that you believe in. Encourage your networks to reach out to their city, state, or federal government representatives to voice their support. Every phone call makes a difference.
- Organize a speaker day. Reach out to your local government representative and ask him/her to come speak to your on-campus theater organization about actions being taken to support theater arts.

- Tell your teachers about standards-based *STAGE LEFT* curriculum. <http://stageleft-movie.com/educators/>

WHAT NONPROFIT ARTS ORGANIZATIONS CAN DO

- Nonprofits can spend up to 15-20% of resources on lobbying. There is no limit to spending on advocacy. (Learn the difference at National PTA. www.pta.org/1755.htm)
- Research the tools available to your organization that can assist in expanding your influence on arts issues, developing political clout for the arts and implementing action strategies. Visit the National Assembly of State Arts Agencies. www.nasaa-arts.org/Advocacy/Advocacy-Tools



Berkeley Rep claimyourARTS Teen Council

TAKE ACTION

- Meet with your lawmaker (or his/her staff) as a representative of your organization and stay in touch.
- Invite lawmakers and their staff to attend your organization's performances. Build and sustain a relationship.
- Network with other nonprofits. Not only with those within the arts, but also those nonprofits whose missions complement yours. Share resources in building media campaigns and getting the word out about advocacy and lobbying opportunities.
- Get your staff, board and the rest of your organization's constituency to advocate with you. Use your passion to move others!

WHAT COMMUNITY GROUPS CAN DO

- To learn how to get involved in arts education, visit the California Alliance for Arts Education. <http://artsed411.org>
- Find your local arts education advocacy coalitions. <http://artsed411.org/LocalAdvocacy>
- Write your senator and urge him/her to vote against a specific bill that might eliminate the NEA or funding for the arts. Tell him/her the arts are important to your city, and that support from the NEA is crucial to the local arts ecology.
- Generate a letter with the help of the Performing Arts Alliance Take Action webpage. <http://thep performingartsalliance.org>
- Send an email to your list explaining the value of arts education in public schools.

A.C.T. Artistic Director Carey Perloff, San Francisco Mayor Ed Lee, and A.C.T. Executive Director Ellen Richard. Photo by Orange Photography.



- Send a message from your organization urging readers to vote yes on a local ballot initiative that would fund arts in communities and schools.
- Advocate for more arts supportive economic policies from your city officials.

BAY AREA ADVOCACY GROUPS:

- SF Arts Town Hall <http://sfartstownhall.com>
- Theatre Bay Area www.theatrebayarea.org
- claimyourARTS teen arts advocacy group www.berkeleyrep.org/school/teencouncil_claimyourarts.asp
- Oakland Cultural Trust www.proartsgallery.org/oaklandCulturalTrust

RESOURCES

STATE ADVOCACY GROUPS:

- California Arts Advocates (CAA)
www.californiaartsadvocates.org
- California Alliance for Arts Education (CAAE)
www.artsed411.org

FEDERAL ADVOCACY GROUPS:

- Americans for the Arts (AFTA)
www.americansforthearts.org
- Theater Communications Group (TCG)
www.tcg.org
- Arts Education Partnership (AEP)
www.aep-arts.org

CONTACT LOCAL LAWMAKERS:

Senator Diane Feinstein:

San Francisco office

One Post Street, Suite 2450

San Francisco, CA 94104

Phone: (415) 393-0707

Fax: (415) 393-0710

Email: senator@feinstein.senate.gov

San Francisco Mayor Ed Lee:

San Francisco City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Phone: (415) 554-6141

Fax: (415) 554-6160

Email: mayoredwinlee@sfgov.org

San Francisco Board of Supervisors:

Visit: <http://sfgov2.org/index.aspx?page=832>

Oakland Mayor Jean Quan

Oakland City Hall

1 Frank H. Ogawa Plaza

Facts & Statistics

- Nationally, the arts industry generated \$135.2 billion of economic activity in 2010. The arts support 4.1 million full-time equivalent jobs and generate \$22.3 billion in revenue to local, state and federal governments.¹
- Arts audiences spent \$24.60 per person, per event, beyond the cost of admission in 2010.¹
- In 2008, California was home to 98,949 arts-related businesses, institutions, and organizations.²
- Arts-related businesses, institutions, and organizations in California employed 500,891 Californians in 2008.²
- There were 49,489 visual and performing arts businesses in California, employing 181,373 Californians in 2008.²
- There were 18,663 film, radio and television businesses in California, employing 174,133 Californians in 2008.²
- California ranked first in the nation in creative industry with more firms than any other state in this creative economic sector.²
- California ranks 50th in the country in government dollars per person spent on the arts.²
- Art increases aptitude for memories, relieves tension, amplifies energy and increases the ability to remember complex concepts.³
- Training in the arts improves the ability of people to focus and helps develop attention and intelligence.⁴

¹ Arts & Economic Prosperity IV, Americans for the Arts.

² 2008 Arts Facts, California Arts Advocates.

³ Overy, K. and I. Molnar-Szakacs. "Being together in time: musical experience and the mirror neuron system." *Music Perception* 26, 5 (2009). 489-504.

⁴ Bowie, Liz. "Arts appear to play role in brain development," *The Baltimore Sun*, 18 May 2009.

CREDITS

Oakland, CA 94612
Phone: (510) 238-3141
Fax: (510) 238-4731

Questions, comments, concerns:
www.oaklandnet.com/contactmayor.asp

Invite Mayor Quan to an Event:
mayors-schedule@oaklandnet.com

Berkeley Mayor Tom Bates
2180 Milvia Street 5th Floor
Berkeley, CA 94704
Phone: (510) 981-7100
Fax: (510) 981-7199
Email: mayor@cityofberkeley.info

San Jose Mayor Chuck Reed
200 East Santa Clara Street
San José, CA 95113
Phone: (408) 535-4800
Fax: (408) 292-6422
Email: mayoremail@sanjoseca.gov

Marin County Mayors and Council Members
<http://mccmc.org>

Diane Crane-Iacopi, Town Clerk
Town of Tiburon
1505 Tiburon Blvd.
Tiburon, CA 94920
Phone: (415) 435-7373
Fax: (415) 435-2438
Email: dcrane@ci.tiburon.ca.us

This guide was developed by Theatre Bay Area, Active Voice and the Kenneth Rainin Foundation.

Compiled and edited by Brad Erickson (TBA), Shelley Trott (KRF), Cindy Yoshiyama (KRF) with contributions from Ellen Schneider (Active Voice).

STAGE LEFT was produced by Rapt Productions, www.raptproductions.com

