

Dr. Christine Davis, Editor

WEB SOURCES ON ADVOCACY AND POLICY for state art education associations and members

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Advocacy Kits

(Sample kits on advocacy/lobbying, identifying the stakeholder audience, parental involvement, defining objectives, developing a program plan, the legislative process, effective communications, working with media and policymakers.)

<http://www.clpi.org/toc.html>
<http://www.ascd.org/advocacykit/>
<http://www.principals.org/advocacy/>
<http://www.createchange.org/librarians/advocacy/intro.html>
<http://www.culturematters.ca/kit.html>
http://www.pta.org/parentinvolvement/familyfun/ff_neaquestions.asp
<http://www.nsba.org/site/page.asp?TRACKID=&CID=59&DID=191>

Arts Advocacy Links

(Key art-related advocacy resources, campaigns, and contacts.)

http://www.artsusa.org/public_awareness/
<http://www.nasaa-arts.org/publications/advo.shtml>
<http://www.aep-arts.org/Advocacy.html>
<http://www.musicfriends.org/>
<http://www.arts.state.tx.us/news/newspage.asp?nid=qaemkt>
http://artsedge.kennedy-center.org/professional_resources/advocacy/artsedge.html
<http://www.vh1.com/insidevh1/savethemus/index.html>
http://www.amc-music.com/advocacy/The_crisis.htm

How to Write a Press Release

(Composition, structure, formatting, selecting recipients and methods of sending.)

<http://lamar.colostate.edu/~hallahan/hpubty.htm#Release>
<http://www.infoscavenger.com/prtips.htm>
<http://www.globalpolicy.org/vigil/presstip.htm>
http://oh.essortment.com/tipswritingpre_rrmh.htm
http://www.workinpr.com/industry/career/pr_prwriting.asp

How To Make A Press Kit

(Compiling a press kit, necessary supplies, supporting documents, assembly, packaging and follow-up.)

http://www.learnpr.com/archives/efeb02_newsletter_archive.htm
<http://www.selfinjury.org/nsiad/pr.html>
<http://www.getsigned.com/ruthless16.html>
<http://www.publicity123.com/tpm3.html>
<http://www.geocities.com/jbjustice/fatpresskit.html>

National Art
Education Association

1916
Association Drive

Reston, VA
20191-1590

703-860-8000

www.naea-reston.org

How To Contact News Media

(General releases, fact sheets, advisories, press kits, developing /organizing list of recipients, follow-up. Includes links to TV and newspapers.)

<http://www.chevron.com/about/programs/pub-relations/media.shtml>
<http://www.newspaperlinks.com/home.cfm>
<http://newsdirectory.com/>
<http://newsdirectory.com/news/press/na/us/>

Publicity Tips

(Internet marketing, unconventional and creative publicity ideas, traditional promotions, interviewing with the media.)

<http://www.publicityadvisor.com/tips.html>
http://216.149.206.183/nvw2000/nvw_publicity.html
<http://www.dos.uci.edu/publications/guides/f2.html>
<http://www.umich.edu/~salead/resources/publicity.tips.html>
<http://www.sonic.net/~cuclis/>

How A Bill Becomes A Law

(Introduction and referral to committee, committee action and hearings, scheduling floor action, debate and voting, referral to other chamber, concurrence and conference action, final actions and overriding a veto.)

<http://www.nydic.org/nydic/gfx/howbill.gif>
http://www.asla.org/Members/govtaffairs/licensure/bill_law.html

Find Legislation In Your State

(Links to state legislative websites)

<http://www.multistate.com/site.nsf/state?OpenPage>

Find Federal Legislation

(Status of Congressional Bills)

<http://thomas.loc.gov/>

How To Contact Elected Officials

(Identifying and contacting local and federal legislators, issues and legislation, status of bills, congressional voting, media guide contacts.)

<http://www.firstgov.gov/Contact.shtml>
<http://www.visi.com/juan/congress/>
<http://www.congress.org/congressorg/dbq/officials/?lvl=L>
<http://www.eff.org/congress/>

Tips on How to Testify

(Scheduling, preparing, submitting and presenting testimony, the hearing process and committee procedures.)

<http://www.asla.org/Members/govtaffairs/licensure/testify.html>
<http://www.unicam.state.ne.us/learning/testifying.htm>
<http://www.leg.wa.gov/legis/testify/testify.htm>
http://www.nationalmssociety.org/txh/event/event_page.asp?p=8381&e=6784
<http://www.state.nd.us/lr//information/general/testify.html>

Lobbying Hints and Guidelines

(General lobbying tips, lobby law, expenditures, communication tools, government funding, strategies, media contacts.)

http://www.clpi.org/lobby_law_hm.html
<http://www.calvoter.org/legguide/lobbyingtips.html>
http://www.asla.org/Members/govtaffairs/licensure/lobbying_hints.html
<http://www.ascd.org/advocacykit/working.html>
<http://www.alliance-exchange.org/advocacy/lobby.htm>
<http://oz.plymouth.edu/~women/lobby.html>