



STATE OF THE ARTS

"When advocating for a cause, perhaps the easiest place to start is at home with your family, friends, the people in your community who you know, and who know you best."

– Tennessee Arts Advocacy Toolkit

Greetings from Nashville! The holidays are here and the 2010 legislative session is just around the corner. At this point, we don't have to remind anyone that budget cuts next year will be drastic and the arts will face an even greater threat than before. As we reported to you last month, active leadership and a strong membership base in TFTA are critically important. In light of this focus, TFTA would like to update you on leadership and membership efforts. Additionally, we will be communicating plans for the Arts Advocacy Day on the Hill very soon, so stay tuned!

TFTA ANNOUNCES NEW BOARD OF DIRECTORS LEADERSHIP

At TFTA's board of directors quarterly meeting held Wednesday, October 28th at the [W.O. Smith Nashville Community Music School](#), TFTA welcomed 6 new members and 13 returning members to the board. TFTA's board President, Stephanie Conner, led the new board through orientation and states that "We are extremely pleased with the current composition of TFTA's board. The search and selection process of board members has been extremely deliberate and each new addition and every returning member fills an important need that will move TFTA to the next levels of success. TFTA will benefit greatly from the enthusiasm, leadership and expertise of its board members."

Please take the time to learn about TFTA's leadership by [clicking here](#) to view a listing of our board members with biographical information and photos. TFTA's board development will be ongoing, so if you have any suggestions please contact Sameera at Sameera@comcast.net. [Click here](#) to view the board member criteria.



AN IMPORTANT CALL FOR TFTA MEMBERS

While TFTA's membership is growing, the pace of growth and our individual membership numbers aren't enough to equip TFTA with the level of grassroots ammunition it is going to need to meet the challenges of the upcoming legislative session. TFTA must be able to speak on behalf of the arts with a voice hundreds strong. We have to get the word out and increase our numbers to be successful. As partners in the effort to increase membership, TFTA continues to ask for your help. Please reach out and communicate to your audiences,

boards, staff, colleagues, friends and family. Explain why membership in TFTA is important. Ask them to join TFTA and tell them about the importance of buying a specialty tag for their car.

Please contact Sameera for any tools you might need to help you tell the story. We are happy to equip you with brochures, talking points and/or visuals. You may also access many useful tools from the website.

Additionally, for those of you who are on Facebook, please become a fan of Tennesseans for the Arts by [clicking here](#), post your comments on the importance of the arts and TFTA membership, and ask all your Face Book contacts to become fans and become a member of our organization.

For TFTA's organizational members, some of you are soliciting joint memberships in your organization and encouraging membership in TFTA too. For sample language, or ideas on how to coordinate efforts please contact Sameera. TFTA will continue to keep you informed and share ideas on how to increase our numbers. If you have

any ideas you would like to share, please send them to Sameera and let us pass on that information. TFTA welcomes your input and thanks you for all you do!

WE NEED YOUR HELP!

TFTA and the Tennessee Arts Commission have produced materials for your use to help us spread the word about the value of the arts!

We recently completed materials focused on advocating for the **value of arts in education**. These materials include:

- A fantastic DVD approximately 6 minutes long
- A powerpoint presentation
- A simple script to follow if you need it



Additionally, we have produced three print ads promoting the sale of **specialty and personalized license plates**. As you can see from the flowchart below, the Tennessee Arts Commission is dependent on the sale of these plates in order to provide grant funds to hundreds of arts organizations across the state. [Click here](#) to view all three ads. Then, contact Dennis Adkins with the Tennessee Arts Commission to receive the artwork to include in your own publications. Dennis can be reached at Dennis.Adkins@tn.gov and (615)532-2779.



WE'RE ALL IN THIS TOGETHER!

In an effort to further explain the role Tennesseans for the Arts plays, we produced the flow chart pictured here. As you can see, this is how the process works:

TFTA monitors and protects the revenue sources for the Tennessee Arts Commission. Those revenue sources provide the finances available to fund and support grantees. Grantees and community supporters are necessary to sustain TFTA.

Especially in light of the financial crisis our state is experiencing, we must realize we all play a vital role in each other's success. We appreciate your support and look forward to growing our membership keep the arts strong in Tennessee.



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