

California Arts Council Fiscal Year 2013-14 Press Coverage

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\$2 Million Assembly Funds Announcement

\$2M Assembly Funds Announcement

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Los Angeles Times



CULTURE MONSTER
ALL ARTS, ALL THE TIME

Assembly Speaker John Perez Boosts State Arts Funding by \$2 Million



California Assembly Speaker John Perez boosted state arts funding by \$2 million with an allocation from discretionary funds he controls. (Rich Pedroncelli / Associated Press / July 15, 2013)

By Mike Boehm
July 15, 2013

California's arts grant-making agency announced Monday that it will get \$3 million this year from state coffers instead of the \$1 million called for in the budget legislators passed in June, thanks to Assembly Speaker John Perez, who's providing the extra money from discretionary funds under his control.

It's the first increase in taxpayer-supported funding in more than a decade for the California Arts Council. Since the agency's budget was slashed more than 90% during a recession 10 years ago, California has ranked at or near the bottom nationally in per-capita funding for arts grants.

Before the one-time infusion from Perez, the arts council had received a 7.6% budget reduction for the just-begun 2013-14 fiscal year, down to a fraction more than \$5 million. The boost to just above \$7 million instead represents a 29.2% increase.

“It’s a very positive first step,” said Wylie Aitken, the Orange County attorney who is chairman of the arts council. He agency leaders will quickly identify the arts equivalent of “shovel-ready” projects -- new or existing but underfunded initiatives by private, nonprofit arts groups around the state where the additional money can make a difference.

The arts council aims to closely track how the additional \$2 million in grants is spent, Aitken said, and to document how the funded projects pay off in a broader way by boosting local economies or helping school districts maximize student achievement and minimize dropouts.

“This gives us the opportunity to identify projects that can prove that art does make a difference and will prove our case” that steady and ample support for the arts would be a sensible commitment for California’s elected officials and policymakers to embrace, Aitken said. “We’ll come back with concrete, empirical evidence that it worked,” and use that to support future budget requests.

Aitken said that Perez provided the money strictly for grants, with none going to the agency’s staff salaries or administrative expenses. The arts council has scheduled a retreat this month at Loyola Marymount University in Los Angeles to discuss its overall priorities and specific ideas for allocating the additional \$2 million.

Its grants typically are awarded through a competitive process in which experts in various fields or art forms weigh and rank applications from nonprofit arts groups.

Aitken said the hope for the \$2 million is to target projects that can unfold quickly and produce evidence for policymakers that arts-funding is an effective tool for achieving wider economic and educational goals. “We’ll have to sort through the rules and regulations” on how such grants can be expedited, Aitken said. “We certainly want it to be open and competitive, but we want it to make a difference.”

In previous years, the majority of the funding for the arts council came from motorists who volunteer to pay \$40 or \$50 extra for a special arts-supporter license plate. The arts council’s allocation of about \$1 million a year from the National Endowment for the Arts typically has equaled the smaller state-funded share.

<http://articles.latimes.com/2013/jul/15/entertainment/la-et-cm-california-arts-funding-john-perez-20130715>



California Arts Council Receives \$2 Million from the 2013 State Assembly Operating Budget

Reprint of California Arts Council Press Release
July 15, 2013, 5:24 p.m.

The [California Arts Council](#) is a proud recipient of \$2 million in savings from the 2013 State Assembly operating budget. The funds, directed to support arts and arts education programs in California communities, will help enhance local creative economies, fund effective arts learning programs, and support the growth of the state's creative workforce.

“This investment in the arts shows that Speaker Pérez recognizes the importance of the arts to our State's economy and the needs of our creative workforce,” said Wylie Aitken, Chair of the California Arts Council. “This is a positive first step to gain support for measures that will increase California's arts funding and investment in future budgets.”

The California Arts Council is a state agency whose mission is to advance California through the arts and creativity. These one-time Assembly-provided funds will support projects designed to stimulate economic and social benefits in very specific ways for local communities and schools statewide.

“The arts can and should be at the center of helping solve some of the state's most formidable problems. The Arts Council will leverage these one-time funds to produce the greatest possible impact for Californians across the state, by supporting a variety of innovative collaborations designed to advance areas such as improved student achievement, reductions in dropout rates, as well as offer a spur to local investment,” Aitken remarked.

Support will be distributed during the 2013-2014 fiscal year. The funding will not be used for administrative costs at the agency, but go to direct services for local communities in California and will be leveraged with other funds to prove that the arts is one of California's premier investments.

<http://www.mymotherlode.com/news/local/158835/tuolumne-county-arts-alliance-shares-good-news.html>

Los Angeles Times



CULTURE MONSTER
ALL ARTS, ALL THE TIME

California will Shed Last-In-Nation Ranking for Arts Funding



California state capitol in Sacramento. The state no longer will be last in the nation in per capita funding for its arts grant-making agency. (Myung J. Chun/Los Angeles Times)

By Mike Boehm
July 16, 2013, 8:35 a.m.

The \$2 million budget boost for the California Arts Council likely will allow the Golden State to shed its dubious distinction as the nation's stingiest state for arts-grant funding for just the second time since 2003.

The additional money that Assembly Speaker John Perez funneled to the Arts Council on Monday, using a discretionary account that was at his sole disposal, boosts its total funding to \$7.024 million for the just-begun 2013-14 fiscal year.

That's 18.5 cents each for about 38 million Californians – up from 14 cents in 2012-13. The increase should be enough to lift California past Kansas and Georgia, which placed 47th and 48th, respectively, in the 2012-13 rankings.

Texas, which had finished 49th, has nearly doubled its arts appropriation for the new fiscal year, making up for cuts during the recession, according to a recent report by the National Assembly of State Arts Agencies (NASAA). That brings the Lone Star state's per capita arts funding to nearly 25 cents.

Kansas claimed last place by default in 2011 when it eliminated its arts agency, giving California a brief reprieve from the cellar. A \$700,000 appropriation in 2012 put the Jayhawk state back in the arts-grant game at 24 cents per capita. But the recently passed state budget provides just \$200,000 for arts funding, or 7 cents per resident. NASAA said that may be augmented somewhat by money left over from the previous year. However, it appears unlikely that would be enough to beat California.

Georgia's arts funding now comes to 13 cents per capita, using NASAA's figure for the state's own slightly increased appropriation and separate statistics for decreased federal support because of the impact of budget sequestration in Washington on the National Endowment for the Arts' annual grants to state arts agencies.

In 2012, Georgia officials approved a special arts license plate akin to the one in California, where motorists voluntarily pay \$40 or \$50 extra for a special plate design, with the money going as a contribution to the California Arts Council. But Georgia's program has been slow to reach a minimum threshold it must pass before the plates can be manufactured, generating an extra \$10 for the state's arts agency for each one sold.

California vehicle owners' arts plate purchases and renewals are expected to generate \$2.855 million this fiscal year.

Minnesota is projected to remain first in the nation by far at \$6.50 per capita in the new fiscal year, up from \$5.88 thanks to a 10.9% increase in the state's appropriation. Hawaii, Maryland, New York and Wyoming are the other states budgeting at least \$2 per capita for arts grants.

<http://articles.latimes.com/2013/jul/16/entertainment/la-et-cm-california-arts-funding-rises-us-20130715>

Los Angeles Times



CULTURE MONSTER
ALL ARTS, ALL THE TIME

Arts Backers Hail Perez' \$2-Million Budget Gift, But Aim For More



California Assembly Speaker John Perez (D-Los Angeles) is being praised by arts advocates for adding \$2 million to the budget of the California Arts Council. (Rich Pedronceil / Associated Press / July 15, 2013)

By Mike Boehm
July 16, 2013, 10:45 a.m.

California arts advocates are thanking Assembly Speaker John Perez (D-Los Angeles) for putting money where his mouth is by adding \$2 million to the budget for the state's arts grantmaking agency. But they're also vowing to keep pushing for better and more permanent funding than Perez's one-time infusion.

Perez couldn't be reached Monday after the Arts Council announced that he was using discretionary funds under his sole control to reverse, and then some, the 7.6% cut imposed under the state budget passed last month and signed by Gov. Jerry Brown.

John Gallogly, executive director of the Los Angeles stage company Theatre West and a board member of California Arts Advocates, said the speaker's action backed up his rhetoric at a reception in March at a Sacramento art gallery, La Raza Galeria Posada, where Perez had received a leadership award from the Latino Arts Network of California and the Multicultural Arts Alliance of California.

"He talked eloquently about how in the Depression Franklin Delano Roosevelt insisted arts be part of the WPA," Gallogly said, referring to a massive federal jobs program that encompassed performing and visual artists as well as traditional public works projects. The additional money is "a small step in the right direction, but it's an important step," Gallogly said.

Brad Erickson, president of California Arts Advocates, said he hopes the special allocation, which lifts that Arts Council budget to a shade over \$7 million for 2013-14, will establish a new floor for future budget discussions. "We'll definitely go back to make sure we get at least this much," he said, "and we'll be pushing for more."

Erickson said that an ambitious bill that failed this spring, introduced by Assemblyman Adrin Nazarian (D-Sherman Oaks), helped focus Sacramento's attention on the need to improve arts funding.

Since 2003, when the Arts Council's budget was cut more than 90%, California had ranked last nationally in per-capita funding of its state arts agency, escaping the cellar only in 2011, when Kansas axed its entire arts budget. The Arts Council's biggest budget was \$32 million in 2000-01, when state coffers were temporarily flush from the 1990s boom in technology stocks.

Nazarian proposed that the state commit to providing at least \$75 million a year for the Arts Council -- an investment of about \$2 per capita that would have vaulted the Golden State close to the top 10 nationally in funding its state arts grantmaking agency.

Erickson said that Wylie Aitken, the chairman of the California Arts Council, and council member Rosalind Wyman, a former Los Angeles City Council member and longtime Music Center board member, played important roles in keeping the conversation alive with Perez even after Nazarian's bill was frozen in the Assembly's appropriations committee, giving it no chance to be put to a vote.

"I think whatever conversation we started will lead to more dialogue and, hopefully, something more permanent" for state arts funding, Nazarian said. "This wouldn't have happened without the speaker's interest in ensuring a positive outcome."

Nazarian said he's considering introducing a new proposal that would oblige the state to match money that motorists contribute to the Arts Council through a special license plate program that has been its largest source of funding. The match would be capped at a certain amount.

After years of budgetary neglect, the Arts Council in recent years has envisioned parlaying the license plates into a much bigger source of revenue. They're expected to generate \$2.8 million in 2013-14 from motorists willing to pay \$50 above the usual cost for new plates or \$40 for renewals.

The Arts Council has set a goal of \$39 million -- the estimated revenue from selling 1 million plates a year instead of the current 60,000 to 70,000. Last year it enlisted celebrities including Robert Redford, Debbie Allen and Placido Domingo to deliver the message on electronic billboards, but so far there has been no bonanza.

“We’re actively working on the next step for the campaign,” said Mary Beth Barber, an Arts Council staff member who’s coordinating the effort. “An announcement will be coming soon.”

<http://articles.latimes.com/2013/jul/16/entertainment/la-et-cm-california-arts-funding-assembly-speaker-john-perez-20130715>

BLOUIN ARTINFO

California Poised To No Longer Be Dead Last for State Funding of the Arts



By Benjamin Sutton
July 17, 2013, 7:38 a.m.

The California Arts Council is receiving an additional \$2 million from the state Assembly, a 38-percent increase over its current \$5.2 million budget.

The funding comes from \$2 million in savings from the Assembly's 2013 operating budget. The funds will go toward supporting arts and arts education programs throughout California, as well as supporting and creating arts-related jobs.

Attorney Wylie Aitken, an Anaheim Hills resident, is chair of the California Arts Council. The council has recently received \$2 million from the state Assembly, a 38 percent boost.

"It is good news," said Wylie Aitken, chair of the California Arts Council and a longtime Orange County resident and attorney. "The important thing is, people are beginning to realize that the arts are important. Obviously, they've been in the back of the bus for a long time."

The funds will be distributed during the 2013-14 fiscal year. The onetime allotment will not be used for administrative costs at the council, but will go to direct services for local communities in California and will be leveraged with other funds to prove the importance of the arts as an investment, the agency said.

Aitken, who has been chair of the arts council since February, said the agency will organize meetings up and down the state to allow arts groups to articulate where the money should go. He noted that the arts have beneficial effects in school and in the workforce.

"They help create jobs in the workforce, in the creative economy, and they help keep kids in school," said Aitken, an Anaheim Hills resident. "Some people think art is a nice thing. It's absolutely a necessity. It's really about stimulating the minds of individuals, and helping them become successful in the future."

Orange County arts organizations that have received CAC funding include Arts Orange County, South Coast Repertory, Pacific Symphony and the Philharmonic Society of Orange County.

The California Arts Council gets \$1 million each year from the state, \$1 million from the National Endowment for the Arts, and the remaining \$3.2 million or so comes from a special arts license plate program.

The council saw a 60-percent increase in funds in 2000, but then experienced a 50-percent decrease in 2002-03 and several subsequent cuts, until leveling out at \$5 million in 2008.

<http://blogs.artinfo.com/artintheair/2013/07/17/california-poised-to-no-longer-be-dead-last-for-state-funding-of-the-arts/>



California Arts Council Receives Boost From State

Submitted by San Joaquin Partnership
July 17, 2013, 1:25 p.m.



The California Arts Council will receive \$2 million in savings from the 2013 State Assembly operating budget. The funds, directed to support arts and arts education programs in California communities, will help enhance local creative economies, fund effective arts learning programs, and support the growth of the state's creative workforce.

"This investment in the arts shows that Speaker Pérez and a supportive Governor recognize the importance of the arts to our State's economy and the needs of our creative workforce," said Wylie Aitken, Chair of the California Arts Council. "This is a positive first step to gain support for measures that will increase California's arts funding and investment in future budgets."

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<http://stockton-central.news10.net/news/arts-culture/179133-california-arts-council-receives-boost-state>

ORANGE COUNTY
REGISTER



State Arts Council Gets Additional \$2 Million



Attorney Wylie Aitken, an Anaheim Hills resident, is chair of the California Arts Council. The council has recently received \$2 million from the state Assembly, a 38 percent boost.

By Richard Chang
July 18, 2013

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<http://www.ocregister.com/articles/arts-517510-council-million.html>



Tuolumne County Arts Alliance Shares Good News

By Mark Truppner
July 18, 2013, 6:00 p.m.

The Tuolumne County Arts Alliance has a new name, logo, location and website. And this summer, they are keeping as busy as ever.

Connie O'Connor the Executive Director for the Tuolumne County Arts Alliance (formerly the Central Sierra Arts Council) was Thursday's KVML "Newsmaker of the Day".

The "new" campus for the TCAA is located on Barretta Street in Sonora, in the old Parent Nursery School Building on the north side of the Dome.

O'Connor shared some potentially great news for the arts in Tuolumne County.

The California Arts Council is a proud recipient of \$2 million in savings from the 2013 State Assembly operating budget. The funds, directed to support arts and arts education programs in California communities, will help enhance local creative economies, fund effective arts learning programs, and support the growth of the state's creative workforce.

"This is a huge statement and decision of the recognition of the value that the arts play in all of our collective [community] and individual lives, as well as, the fact that it is a proven economic driver," said O'Connor. "Perhaps, this provides another reason to really look at the local value of the arts in Tuolumne County and Sonora. Some of the core values and programs of TCAA and TCVB and all the other local arts and cultural organizations are dependent upon the acknowledgement by all that reside, visit, work and provide local government leadership upon this level of and type of support."

O'Connor continued, "What the outcome of this sort of support reflects is the elevation of our communities, our children and yes, all our citizens. What we have to offer here in Tuolumne County is truly a "gift of place" – it IS what helps to "make the difference"! As an alliance of organizations, we seek to engage and involve our community and its leaders to continue to strengthen these long held values and opportunities."

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<http://www.mymotherlode.com/news/local/158835/tuolumne-county-arts-alliance-shares-good-news.html>



We're Number 45! (Maybe)

Assembly Awards Arts Council \$2 Million Bonus, Raising National Ranking



Sergio González of Writerz Blok with a mural created by the community organization and Lincoln High School students. Writerz Blok receives some funding from the California Arts Council under the council's "Creating Public Value" program. Photo: Troy Orem/ Enlace

By James Chute
July 19, 2013, 4:00 p.m.

The California Arts Council this week received a \$2 million bonus from the State Assembly. With an earlier effort to substantially boost council funding through legislation stalled and never brought to a vote, Assembly Speaker John Pérez awarded the one-time grant through a discretionary account. The additional support brings the council's total budget to approximately \$7 million.

“This investment in the arts shows that Speaker Pérez and a supportive Governor recognize the importance of the arts to our State’s economy and the needs of our creative workforce,” said Wylie Aitken, chair of the California Arts Council, in a statement.

“This is a positive first step to gain support for measures that will increase California’s arts funding and investment in future budgets.”

The increase apparently moves the California Arts Council out of the bottom rung of state arts support nationwide, when calculated on a per capita basis. California placed 48th (with approximately 18 cents going to the arts for every person in the state) in a preliminary study for 2013-14 conducted by the National Assembly of State Arts Agencies. (Kansas was number 49 and Georgia 50.)

The addition should move California into 45th place, just ahead of Washington, Arizona, and Wisconsin, depending on final figures. (Minnesota, at \$6.36 per citizen, is at the top of the list, with Hawaii a distant second.)

According to an Arts Council statement, all of the additional funding will go to “direct services for local communities” and none to administrative costs.

<http://www.utsandiego.com/news/2013/jul/19/california-arts-council-bonus/>

The Bakersfield Californian

Arts Council Hopes to Get State Money

By Camille Gavin

July 24, 2013 10:02 a.m.

Anthony Goss, newly elected president of the Arts Council of Kern, is pleased with news that the California Arts Council is receiving an additional \$2 million from the state.

The local council has been struggling to stay afloat financially for the past eight months, so any infusion in state money couldn't come at a better time.

"We certainly are hopeful that it will mean increased funding for us and for other arts councils in the state," Goss said. "It's exciting and encouraging and shows that (the state) is placing a high value on the arts."

But the California Arts Council, which announced the new funds July 15, hasn't said how the money will be distributed or to whom.

"This is a positive first step to gain support for measures that will increase California's arts funding and investment in future budgets," said California Arts Council chairman Wylie Aitken in a media release. "The arts can and should be at the center of helping solve some of the state's most formidable problems."

The additional funding will not be used for administrative costs at the agency, according to the release, but will go to direct services for local communities in California and will be leveraged with other funds.

Meanwhile, Goss reported a key change in how the local arts council will be run. Until now the position of executive director has been full time, but with the June 30 departure of Michael Millar, who led the council for two years, the board has elected to cut the hours to 20 per week.

Goss, a program specialist for the Kern County Superintendent of Schools, has been serving as interim director on an unpaid basis since Millar left.

Goss couldn't say if maintaining a residence in Bakersfield or the county would be one of the requirements for potential applicants, but Millar's decision not to move to the area was a bone of contention to critics.

"We definitely think it's a high priority to hire a person with local connections," he said. "We have a rich pool (of candidates) right here in Kern County."

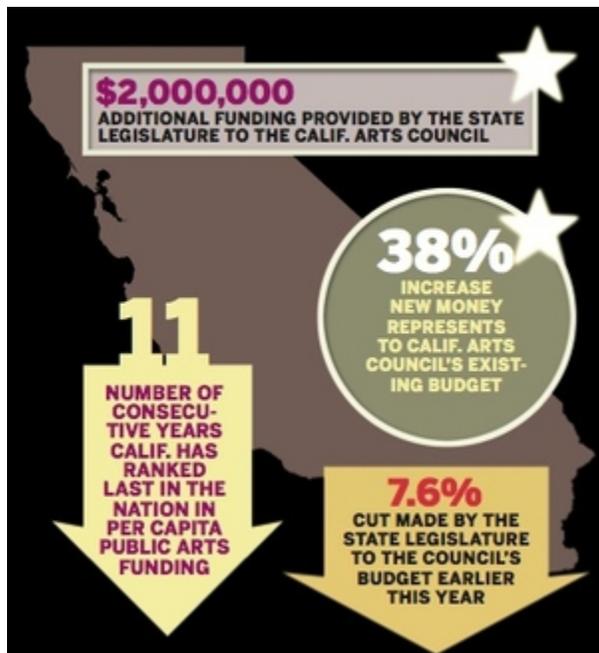
Getting the council on steady financial footing will be the top priority for the new executive director as well, Goss said. To that end, the board has scheduled at least two fundraisers to help build up the treasury.

One is the \$75-per-person dinner being held this evening in honor of Milt and Betty Younger. A separate event in September will be hosted by Tim and Margaret Lemucchi in the spacious gardens surrounding their home on the Kern River. In addition, Margaret Lemucchi is joining Goss on the executive board of the council as vice president. Other officers recently elected to serve this year are CeCe Algra, secretary, and Dr. Joseph Chang, treasurer.

<http://www.bakersfieldcalifornian.com/entertainment/community/x693652127/Arts-Council-hopes-to-get-state-money>

backstage★

Calif. Arts Council Receives \$2 Million Windfall



By Sean J. Miller

July 24, 2013, 4:43 p.m.

The California Arts Council is flush after a one-time funding boost, and its chairman wants to divert some of the cash to Los Angeles–area theaters.

The council has been on a listening tour of the state after receiving an additional \$2 million to allocate to arts groups from the state, courtesy of savings found in the assembly’s 2013 operating budget. The last stop on the council’s listening tour is July 25 in Costa Mesa.

Theater groups have a powerful ally on the council in Wylie Aitken, an Orange County–based attorney who serves as its chairman. Aitken and his wife, Bette, are longtime supporters of South Coast Repertory and have both served on the Costa Mesa theater’s board.

“One of the thoughts that I’ve been kicking around, and that we’ve talked about, is funding a joint partnership with one of the theaters or acting groups in Los Angeles to partner with a school—not just have an artist in school but to put on a yearlong curriculum,” Aitken told Backstage.

Many Southern California theaters have an educational outreach program. The Center Theatre Group, for instance, hosted the August Wilson In-School Residency Program this year, which included having professional actors work with students and teachers in four local high schools.

Moreover, the Geffen Playhouse has a “Literacy Project,” which teaches local 10th graders writing skills and brings them to performances at the Playhouse.

These kinds of programs are crucial, said Aitken, because theater audiences are aging. Drama education could help foster a new generation of theatergoers. “If we don’t get theater back into the schools, we’re going to find it a very, very tough battle to keep audiences,” he said.

Getting funding from the council could also help theaters raise additional money. “I think the most important piece of this is, when you get an arts council grant, it serves as a Good Housekeeping Seal of Approval when applying for other grants,” said Terence McFarland, CEO of the LA Stage Alliance, a nonprofit that advocates for Los Angeles–area theaters. “Without it, you’re less competitive when trying to raise other dollars.”

To get council grants, McFarland suggested theater groups emphasize the public benefit of their programming. “These are public dollars being spent, so when applying you have to make the case for how your art benefits Californians,” he said.

The state of California is notoriously stingy about doling out arts funding. The state has ranked last in the country per capita in its arts funding since 2003 and earlier this year cut funding for the council by 7.6 percent, bringing its 2013–2014 budget to just over \$5 million.

Aitken said he hoped the one-time infusion of the \$2 million will lead to more state funding. “We want to come back with stories that say we turned this \$2 million into \$20 million worth of benefits,” he said. “I really do believe that is a very positive first step.”

After the last stop on its listening tour, the council will meet again at the end of the month at a retreat, where it will consider how to allocate the funds. Once a programming decision is made, the council will publish information on how to apply for the funds.

<http://www.backstage.com/news/calif-arts-council-receives-2-million-windfall/>

Signature Grant Programs – Award Announcement

Signature Grant Programs - Award Announcement

- a) *Sierra Sun Times*, California Arts Council Funds Mariposa County Arts Council and 50 Other Local Arts Agencies Through the State-Local Partnership Program, October 15, 2013
- b) *KPCC*, California Arts Council Awards Grants to Teaching Artists in OC and LA, October 22, 2013



California Arts Council Funds Mariposa County Arts Council and 50 Other Local Arts Agencies Through the State-Local Partnership Program

The State-Local Partnership Program Fosters Arts and Cultural Development through Local Leadership

October 15, 2013

The California Arts Council announces the 2013-14 State-Local Partnership Program grantees. The State-Local Partnership Program fosters arts and cultural development at the local level through a partnership between the California Arts Council and each participating county's designated local arts agency -- a county arts council or commission.

Fifty-one local arts agencies were approved for funding at the California Arts Council's meeting in September 2013. Grants range from \$9,750 to \$13,000, with a total program award of \$591,422.

"The State-Local Partnership Program is integral to the California Arts Council's mission of advancing the entire state through the arts and creativity," said Craig Watson, Director of the California Arts Council. "Our local arts agency partners are leaders in local economic development, arts advocacy, and community engagement. We are pleased to once again support their important work."

The State-Local Partnership Program funds operational support, community collaborations, technical assistance, information exchange, and leadership development. Program goals include:

- increase public awareness and participation in the arts of all cultures,
- broaden public and private support for the arts,
- serve the diverse cultural needs of California's local communities,
- encourage and promote arts in education, and
- foster local and regional partnership and collaboration.

Funds may be used for operations as well as programming activities. The fifty-one 2013-14 State-Local Partnership Program grantees are:

Alameda County	Alameda County Arts Commission
Amador County	AmadorArts
Butte County	Friends of the Arts, Butte County
Calaveras County	Calaveras Arts
Colusa County	Colusa County Arts Council
Contra Costa County	Arts and Culture Commission of Contra Costa County
Del Norte County	Del Norte Association for Cultural Awareness
El Dorado County	El Dorado Arts Council
Fresno County	Fresno Arts Council
Humboldt County	Humboldt Arts Council
Inyo County	Inyo Council for the Arts
Kern County	Arts Council of Kern
Lake County	Lake County Arts Council
Lassen County	Lassen County Arts Council
Los Angeles (City)	City of Los Angeles Department of Cultural Affairs
Los Angeles (County)	Los Angeles County Arts Commission
Madera County	Madera County Arts Council
Mariposa County	Mariposa County Arts Council
Mendocino County	Arts Council for Mendocino County
Merced County	Merced County Arts Council
Modoc County	Modoc County Arts Council
Mono County	Mono Council for the Arts
Monterey County	Arts Council for Monterey County
Napa County	Arts Council Napa Valley
Nevada County	Nevada County Arts
Orange County	Arts Orange County
Placer County	PlacerArts

Plumas County	Plumas Arts
Riverside County	Riverside Arts Council
Sacramento County	Sacramento Metropolitan Arts Commission
San Benito County	San Benito County Arts Council
San Bernardino County	Arts Connection
San Diego (City)	City of San Diego Commission for Arts and Culture
San Francisco County	San Francisco Arts Commission
San Luis Obispo County	ARTS Obispo
San Mateo County	San Mateo County Arts Commission
Santa Barbara County	Santa Barbara County Arts Commission
Santa Clara County	Arts Council Silicon Valley
Santa Cruz County	Cultural Council of Santa Cruz County
Shasta County	Shasta County Arts Council
Sierra County	Sierra County Arts Council
Siskiyou County	Siskiyou Arts Council
Solano County	Solano Arts Council
Sonoma County	Arts Council of Sonoma County
Tehama County	Tehama County Arts Council
Trinity County	Trinity County Arts Council
Tulare County	Arts Consortium
Tuolumne County	Central Sierra Arts Council
Ventura County	Ventura County Arts Council
Yolo County	Yolo Arts
Yuba/Sutter Counties	Yuba-Sutter Regional Arts Council

<http://goldrushcam.com/sierrasuntimes/index.php/news/mariposa-daily-news-2013/161-october/10491-california-arts-council-funds-mariposa-county-arts-council-and-50-other-local-arts-agencies-through-the-state-local-partnership-program>



California Arts Council Awards Grants to Teaching Artists in OC and LA



The California Arts Plate was designed by Wayne Thiebaud. Purchase of the plate helps fund arts education efforts in California. More than 60 percent of the California Arts Council's budget comes from sales and renewals of the Arts Plate.

By Mary Plummer

October 22, 2013, 10:00 a.m.

The California Arts Council announced its latest grant award winners and recipients in Los Angeles and Orange County received more than \$290,000. The grants support teaching artists focusing on music, theater, dance, visual arts and other art forms.

"Arts education leads to increased creativity, higher graduation rates and greater aspirations," said Director of the California Arts Council Craig Watson, in a statement. He said the grants, called Artists in Schools aim to improve K-12 education.

Thirty-four Orange County and Los Angeles organizations received funding for teaching artists this year. In addition, Top Hat Dancers, Inc. received an Artists in Schools Planning grant for \$2,500 to develop strategies with the Wiseburn School District on integrating a dance program into classroom work.

Statewide, 118 arts organizations were awarded \$944,784 in Artists in Schools funding.

The Arts Plate, the state license plate with a sunset and palm tree design, provides partial funding for the yearly grants. Applications are typically available at the beginning of each year. The California Arts Council [will provide application updates for next year on its website](#). Other grant programs also received funding from the California Arts Council. In all, [more than \\$2.8 million was awarded](#).

<http://www.scpr.org/blogs/education/2013/10/22/15031/california-arts-council-awards-grants-to-teaching/>

Keep Arts in Schools Fund

Keep Arts in Schools Fund

- a. *The Press Enterprise*, Arts in Schools: Bill Signed Restoring Tax Return Checkoff, September 30, 2013
- b. *Los Angeles Times*, Brown Signs Law to Protect Student Athletes Who Suffer Concussion, September 30, 2013, 8:26 p.m.
- c. *Los Angeles Times*, California Taxpayers Can Once Again Donate to Arts Ed Via Tax Forms, 6:30 a.m.
- d. *KPCC*, Keep Arts in Schools, October 1, 2013, 12:20 p.m.
- e. *The Press Enterprise*, Charity: Tax Check-Off Program Keeps Growing, October 18, 2013, 3:42 p.m.
- f. *Los Angeles Times*, Annette Bening to Star in Push for Tax-Form Donations to Arts Ed, January 17, 2013, 9:00 A.m.
- g. *KPCC*, Keep Arts in Schools, January 20, 2014
- h. *Sierra Sun Times*, Statement on Arts Education from Annette Bening, Spokesperson for the “Keep Arts in Schools Fund” – Creativity is Critical to the Future Success of California’s Young People, March 15, 2014
- i. *Good Day Sacramento* – Interview with Craig Watson, March 25, 2014

THE PRESS-ENTERPRISE

Arts in Schools: Bill Signed Restoring Tax Return Checkoff



By Jim Miller
September 30, 2013

In 2010, California lawmakers approved legislation that allowed taxpayers to check a box to donate to art programs on their tax returns, with the goal of raising money to offset budget cuts to the arts.

It was a tough time to hit up taxpayers for the arts. About \$165,000 was raised in the fund's first two years, significantly less than the \$250,000 needed to stay on the tax form's list of voluntary contribution funds. The arts checks-off was gone two years later.

Now it's coming back, albeit with a different name, after Gov. Jerry Brown signed [legislation](#) Monday to create a "Keep Arts in Schools Fund."

Supporters of the bill said the renamed fund will be more popular with taxpayers this time around because the economy is better than it was in 2010 and 2011.

Maybe, although a committee analysis of the bill suggested that "the Legislature may wish to consider the questionable precedent of simply re-adding VCFs to the personal income tax return after they have failed to garner sufficient financial support in the past."

From 1982 through 2011, more than \$99 million was donated for various causes through voluntary tax-return checkoffs.

Over the years, 25 voluntary contribution funds have come and gone, including funds to raise money for finding cures to Lou Gehrig's Disease, building a memorial honoring Mexican-American veterans, and raising money to increase awareness of the state law allowing people to safely surrender unwanted babies.

The Keep Arts in School Funds joins 18 other voluntary contribution funds on state tax forms for the 2013 tax year.

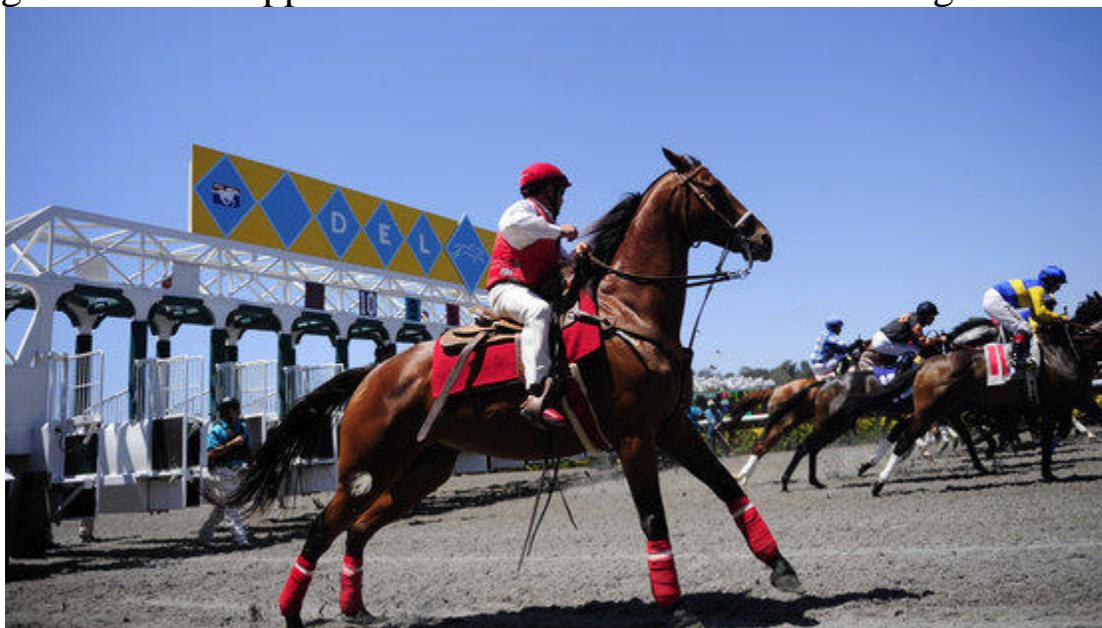
- ALS/Lou Gehrig's Disease Research Fund
- Alzheimer's Disease/Related Disorders Fund
- California Breast Cancer Research Fund
- California Cancer Research Fund
- California Firefighters' Memorial Fund
- California Fund for Senior Citizens
- California Peace Officer Memorial Foundation Fund
- California Sea Otter Fund
- California Seniors Special Fund
- California YMCA Youth and Government Fund
- California Youth Leadership Fund
- Child Victims of Human Trafficking Fund
- Emergency Food for Families Fund
- Municipal Shelter Spay-Neuter Fund
- Rare and Endangered Species Preservation Program
- School Supplies for Homeless Children Fund
- State Children's Trust for the Prevention of Child Abuse
- State Parks Protection Fund/Park Pass Purchase

<http://blog.pe.com/political-empire/2013/09/30/arts-in-schools-bill-signed-restoring-tax-return-checkoff/>

Los Angeles Times

Brown Signs Law to Protect Student Athletes Who Suffer Concussion

AB 588 expands to private and charter schools a rule that students who have sustained head injuries must be removed from games. The governor also approves measures related to horse racing.



Gov. Jerry Brown has approved a number of measures related to horse racing, including one bill that could put the Del Mar race track in the running to host the prestigious Breeders' Cup.

By Melanie Mason and Patrick McGreevy
September 30, 2013, 8:26 p.m.

...Californians will also be able to automatically donate to a Keep Arts in Schools Fund by checking a new box on their personal income tax form under a bill signed by the governor.

Sen. [Carol Liu](#) (D-La Cañada Flintridge) carried the measure, SB 571, to allow taxpayers to voluntarily contribute to a new fund renamed to improve its marketability after a previous check-off box for the Arts Council Fund failed in 2011 to receive enough support to remain on the tax forms.

Currently, taxpayers can donate to 18 funds, but a check-off box must generate at least \$250,000 in contributions in a year or it is dropped from future tax forms.

<http://www.latimes.com/local/politics/la-me-brown-bills-20131001-story.html>

Los Angeles Times

California Taxpayers Can Once Again Donate to Arts Ed Via Tax Forms



Jazz drummer Clayton Cameron gives a lesson to LAUSD student Tomas Ramos in this 2011 photo. A bill signed into law Monday will allow California taxpayers to donate to arts education via a checkoff on state income tax forms. (Kirk McKoy / Los Angeles Times)

By Mike Boehm

October 1, 2013, 6:30 a.m.

California taxpayers who want to donate to arts education in the public schools will again be able to do so by checking off a box on income tax forms starting with the returns they'll be filing next year to pay state taxes on their 2013 earnings.

Gov. Jerry Brown signed the tax checkoff back into law Monday, after a similar program had lapsed after failing to bring in the annual minimum of \$250,000 in donations needed for it to remain on tax forms.

The program is administered by the California Arts Council, which learned an object lesson in 2011 and 2012, when checkoffs brought in \$164,298 and \$165,647, respectively, for the 2010 and 2011 tax years.

Back then, the label on the box was “Arts Council Fund,” which presumed that taxpayers favorably disposed toward the arts would know what that meant.

The new label, “Keep Arts in Schools Fund,” more or less speaks for itself. The minimum contribution is \$1, which donors can add to a tax payment, or subtract from a tax refund.

Another difference in the new law is that the money can be used only for education programs in preschool through 12th grade, instead of the full gamut of grants overseen by the California Arts Council.

The [bill Brown signed](#) specifies that no money can go to the Arts Council’s staff salaries or administrative overhead; it will be funneled directly to “individuals or organizations administering arts programs for children.”

“With the improved fund name and designation of all contributions to support arts education in California communities, the ‘Keep Arts in Schools Fund’ is sure to succeed in bringing much-needed support to arts education in the state,” Craig Watson, the Arts Council’s director, said in an announcement that the governor had signed the tax checkoff into law.

The law, introduced by former Sen. Curren Price Jr. before he was elected in May to the Los Angeles City Council, then carried by Sen. Carol Liu (D-La Cañada Flintridge), authorizes a five-year stay on tax forms for the arts education checkoff box, for tax years 2013 through 2017.

In its start-up year it’s excused from having to meet the \$250,000 minimum, which will kick in for payments received in 2015 for the 2014 tax year. After that, the annual minimum rises in line with the state’s inflation rate.

The California Arts Council’s biggest revenue source is another form of donation: more than \$2 million a year that comes in \$40 and \$50 annual infusions from motorists who opt to renew or buy special arts license plates.

A legislative effort to guarantee a higher level of taxpayer funding -- now about \$1 million a year -- fell short this year, but the agency, which long has ranked last nationally in per capita funding, did receive a one-time infusion of \$2 million from Assembly Speaker John Perez (D-Los Angeles). Perez tapped public funds that he’s empowered to spend at his own discretion.

<http://www.latimes.com/entertainment/arts/culture/la-et-cm-california-taxes-jerry-brown-arts-education-grants-20130930-story.html>



Keep Arts In Schools



Lydia Tseng, music director of the Prelude Program, tunes instruments for students before an Elemental Strings class at McKinley Elementary School in Santa Monica. (Maya Sugarman/KPCC)

By Mary Plummer

October 1, 2013, 12:20 p.m.

Arts advocates are hoping a bill signed by Gov. Jerry Brown Monday will give California arts education a boost. The law will allow Californians to make tax deductible donations to arts education.

Starting in 2014, taxpayers can choose to make contributions of \$1 or more via the "Keep Arts in Schools Fund," located in the voluntary contribution portion of the tax return form.

"This is wonderful news for California's young people," said Craig Watson, director of the California Arts Council, in a statement. "We hope all those who know arts education results in future success for California's children will take advantage of this opportunity."

Californians used to be able to contribute to arts education through the "Arts Council Fund," but that was eliminated when 2011 tax year contributions didn't reach a \$250,000 required minimum. Watson said he hopes the new name would make a difference.

Former state senator Curren Price originally authored [Senate Bill 571](#), which makes the donations legal, but was taken over by State Senator Carol Liu after Price took a seat on the Los Angeles City Council.

Tutorials on the new donation process will be available [on the California Arts Council's website](#) as tax season approaches next Spring.

<http://www.scpr.org/blogs/education/2013/10/01/14869/arts-education-donations-make-a-comeback-on-califo/>

THE PRESS-ENTERPRISE

Charity: Tax Check-Off Program Keeps Growing

By Jim Miller

October 18, 2013, 3:42 p.m.

California has an estimated 40,000 active nonprofit organizations dedicated to every conceivable cause and sharing a constant quest for more money amid a still-sluggish economy.

A relative handful, though, have a prime, Legislature-approved perch from which to appeal for donations: the state income tax form.

After winning approval from both houses of the Legislature and the governor, 18 charitable causes — ranging from endangered animals to breast cancer research — resided on the state income tax form in 2012.

More are on the way. Gov. Jerry Brown signed several bills this month that will add, restore, extend or charitable check-offs on the tax form.

Groups and public agencies that receive grants from the programs listed on tax forms call the money an essential part of their revenue stream. After donations sagged during the recession, supporters expect a rebound in the coming years.

VOLUNTARY CONTRIBUTION FUNDS: California taxpayers have donated more than \$104 million to charitable causes through their tax returns since 1982, including \$4.8 million in 2012. The chart ranks how much each fund received. The map shows the total amount of 2012 voluntary contributions by ZIP code in Inland Southern California.

State income tax form donation options

Your name: _____ Your SSN or ITIN: _____

Contributions	Code	Amount	Code	Amount	
	California Seniors Special Fund (see page 23)	400	00	California Sea Otter Fund	410
Alzheimer's Disease/Related Disorders Fund	401	00	Municipal Shelter Spay-Neuter Fund	412	00
California Fund for Senior Citizens	402	00	California Cancer Research Fund	413	00
Rare and Endangered Species Preservation Program	403	00	ALS/Lou Gehrig's Disease Research Fund	414	00
State Children's Trust Fund for the Prevention of Child Abuse	404	00	Child Victims of Human Trafficking Fund	419	00
California Breast Cancer Research Fund	405	00	California YMCA Youth and Government Fund	420	00
California Firefighters' Memorial Fund	406	00	California Youth Leadership Fund	421	00
Emergency Food for Families Fund	407	00	School Supplies for Homeless Children Fund	422	00
California Peace Officer Memorial Foundation Fund	408	00	State Parks Protection Fund/Parks Pass Purchase	423	00
110 Add code 400 through code 423. This is your total contribution				110	00

Fund	Total contributions in 2012
Rare and Endangered Species Preservation Program	\$558,681
Emergency Food for Families Fund	\$551,515
Alzheimer's Disease/Related Disorders Fund	\$466,485
California Breast Cancer Research Fund	\$440,771
California Cancer Research Fund	\$432,355
State Children's Trust Fund for the Prevention of Child Abuse	\$376,243
California Sea Otter Fund	\$351,037
California Fund for Senior Citizens	\$272,742
Municipal Shelter Spay-Neuter Fund	\$244,701
California Veterans Homes Fund	\$210,078
Arts Council Fund	\$165,647
Safely Surrendered Baby Fund	\$158,645
California Firefighters' Memorial Fund	\$152,004
ALS/Lou Gehrig's Disease Research Fund	\$137,290
California Peace Officer Memorial Foundation Fund	\$136,172
California Police Activities League	\$67,202
California Seniors Special Fund	\$61,315
Child Victims Of Human Trafficking Fund	\$35,317

The map shows total donations to voluntary contribution funds in 2012, by ZIP code. Note: ZIP codes with fewer than 10 donations are not displayed.

“It has the potential to be an enormous help,” said Patrick Brien, executive director of the Riverside Arts Council, one of the groups that would stand to gain from the restoration of a tax check-off to raise money for the arts.

“If the half the people in state of California were to check that, it would be an enormous influx of money,” he added.

But the tax check-off program has skeptics, including Brown’s Department of Finance.

Adding a charity to the list requires legislation. So supporters have to find a lawmaker to carry the bill, testify at hearings and lobby legislators. Besides that expense, a typical bill costs an estimated \$40,000 in staff work by the time it reaches the governor’s desk.

And all that effort and expense could be for naught if the fund fails to receive a required level of contributions, usually \$250,000 by the second year. In that case, the fund is dropped from the tax form list.

State Sen. Lois Wolk, who leads the Senate committee that oversees the program, announced at a June committee hearing that she wants to make changes next year.

“We just keep doing them,” Wolk, D-Davis, chairwoman of the Senate Governance and Finance Committee, said in a recent interview. “Nobody wants to say no, but you have some groups who can’t raise any money. And they just fall off the list.”

Using check-off boxes on tax returns to donate to charitable organizations dates from 1972, when people could begin donating to presidential campaign funds on their federal tax returns. That money would otherwise go to the federal treasury.

Today, California is one of more than 40 states that offer various check-offs. Nearly all state tax check-off programs, though, are straight charitable contributions. They can be deducted on the following year’s return.

Funds for endangered animals are the most common (36 states), followed by health-related programs (28 states), according to the Wisconsin Legislative Fiscal Bureau, which tracks the practice.

California’s tax form started including charity funds in the early 1980s and had directed more than \$104 million to various causes through 2012. The number of boxes has increased, from 10 in 2000 to 18 on the 2012 forms, and back down to 17 this year.

More Choices

Brown signed all of the voluntary contribution fund bills sent to him this year.

One restored the arts check-off, which had been dropped because the level of contributions failed to meet a state minimum. Other laws created new charitable funds to benefit coastal conservation and the American Red Cross.

Other measures either extended existing funds or, in the case of a fund to pay for breast cancer research, temporarily suspended its minimum contribution requirement of \$371,000.

Among all of the bills, there were only a handful of no votes.

State Sen. Joel Anderson, R-Alpine, opposed the measure suspending the contribution threshold for the California Breast Cancer Research Fund.

In a statement, Anderson said the bill “picks favorites among charities and creates a bias between many deserving nonprofit organizations.” Other charities in a similar predicament should get the same break, he said.

Kris Lev-Twombly of the California Association of Nonprofits said he appreciates those concerns. There are about 40,000 active nonprofit groups in California, he said, and he occasionally hears grumbling about “the less than equitable” process.

“The process privileges some nonprofits over others,” Lev-Twombly said. “For us the question is, what’s the right approach?”

Legislative committee analyses of the check-off bills raised concerns that the program is “questionably useful” and puts lawmakers in the position of picking winners and losers among various causes.

Brown’s Department of Finance, meanwhile, noted that people can always donate directly to their charities of choice.

The current process requires nonprofits to “expend their limited time, money, and energy lobbying to add their chosen (voluntary contribution fund) to the form,” reads one analysis.

In its analysis of a bill extending the voluntary contribution check-off that funds the California Senior Legislature, the Department of Finance noted, “It is not clear that a special preference should be given to the organizations receiving the grant supported by this tax check-off, as compared to other organizations also dedicated to advocating legislation which would affect California's senior citizens.”

Wolk said possible changes to the program could include an online listing of every charity in the state, with each having a code. People who want to donate to that charity could put that code on their tax form.

“I think there’s a better way to do this that would open it up to more nonprofits and more charitable organizations,” she said.

Arts Funding

The California general fund included \$30 million for the arts during the 2000-2001 fiscal year. Now it's about \$1 million, with \$2 million in extra one-time money this year courtesy of Assembly Speaker John A. Perez, D-Los Angeles.

Arts supporters celebrated after Brown this month signed the bill restoring a tax form check-off.

"I think it's fantastic. Bravo," Danielle Brazell, executive director of Arts for LA, said in an interview.

A previous tax check-off, the Arts Council Fund, disappeared from tax forms after 2012 when it fell short of a \$250,000 minimum set by the Legislature. It raised \$165,000 its first two years.

"That was with a lousy name in a terrible economy," said Craig Watson, director of the California Arts Council. The new check-off fund is called the "Keep Arts in School Fund."

"People can relate to that," he said.

Check Off Bills

Gov. Jerry Brown signed several bills that create, restore or extend voluntary contributions funds on the state income tax form.

AB 247: Extends the sunset of the California Fund for Senior Citizens from 2015 to 2020

AB 394: Extends the sunset of the California Alzheimer's Disease and Related Disorders Research Fund from 2015 to 2020

AB 754: Creates the Our Coast and Oceans Fund

AB 511: Creates the American Red Cross, California Chapters Fund

AB 1286: Suspends minimum contribution level for California Breast Cancer Research Fund

SB 116: Extends the sunset of the Emergency Food Assistance Program from 2014 to 2019

SB 571: Creates the Keep Arts in School Fund.

<http://www.pe.com/local-news/politics/jim-miller-headlines/20131018-charity-tax-check-off-program-keeps-growing.ece>

California Arts Council - Keep Arts in Schools Fund

Los Angeles Times



CULTURE MONSTER
ALL ARTS, ALL THE TIME

Annette Bening to Star in Push for Tax-Form Donations to Arts Ed



Annette Bening will be featured in a push to persuade Californians to make donations to arts education via their state income tax returns. Here's one of the promotional images being used by the California Arts Council, which oversees the grants. (California Arts Council / January 15, 2014)

By Mike Boehm

January 17, 2014, 9:00 a.m.

Annette Bening has taken on what some might consider the most challenging role of any actor's career: persuading Californians to send the tax collector more money.

The California Arts Council -- the government agency that oversees the state's arts grant program -- announced Wednesday that Bening will be the spokeswoman for its latest effort to boost its meager budget, with the extra money earmarked for arts education.

A bill passed last year places a special checkoff box on state income tax forms, labeled the "Keep Arts in Schools Fund." Taxpayers can voluntarily check the box and write in how much they'd like to add to their tax payment or subtract from their refund, resulting in a heftier payment or a lighter reimbursement.

The Franchise Tax Board, which collects tax receipts, will funnel the checkoff money to the arts council to help it boost arts-education efforts that include programs that hire artists to teach in

public schools.

Bening, who served as an unpaid appointee to the arts council from 2004 through 2007, will be featured in advertising and other promotional efforts to get taxpayers on board.

The arts council is trying to recruit donors who'll pay for those ads, which aim to put Bening's face before the public alongside slogans such as "Join Annette Bening in bringing creativity back to the classroom! Make a difference through your state tax return."

A previous tax form checkoff for state arts funding proved unpopular. Failing to raise the \$250,000 per year required to keep its place on the returns, it was deleted from the forms Californians submitted last year to pay taxes on their 2012 earnings.

Now the checkoff is back, but with a big difference in how it's labeled. Arts advocates believe that "Keep Arts in Schools Fund" will be far more appealing to philanthropic instincts than the previous designation, "Arts Council Fund" -- a moniker far more likely to elicit a "What's that?" than a "Count me in!"

Bening's four-year hitch on the arts council -- she was appointed by the state Senate's then-leader, John Burton -- came as it got used to being at the bottom in national rankings of states' per capita funding of their government arts-grant agencies. Two consecutive years of cutting by Gov. Gray Davis and the Legislature reduced the arts council's budget to \$3.1 million starting in mid-2003, down from \$32 million in mid-2001.

Subsequent governors and Legislatures have left the state's fiscal commitment unchanged -- about \$1 million a year in state tax revenues, supplemented by an approximately matching amount from federal taxpayers via the National Endowment for the Arts.

The arts council has been left to appeal to Californians' charitable instincts for the bulk of its budget, which comes mainly from special arts-supporter license plates that were introduced in 1994.

Legislation passed during 2004 boosted the cost of the arts-supporter plates, allowing the donated proceeds to rise from less than \$1 million a year to the current budgeted level of almost \$3 million. The plates sport an image of palm trees at sunset, designed by artist Wayne Thiebaud.

The arts council's promotional efforts for the voluntary license plates have included a campaign on electronic billboards in 2012 that featured some of California's star creative types -- among them Bening, Robert Redford, Frank Gehry, Debbie Allen, Ed Ruscha and Russell Simmons.

With the license plate funds, budgets have totaled about \$5 million a year, although for the current 2013-14 fiscal year the arts council received about \$7 million, the boost coming from a one-time special allocation of \$2 million from Assembly Speaker John Perez, who dipped into a discretionary fund that's at his sole disposal.

An ambitious bill that would have committed the state to providing at least \$75 million a year in taxpayer-funded arts grants failed last year. It was pegged at about \$2 per resident, enough to

approach the top 10 in per capita state rankings.

Gov. Jerry Brown's recently released budget proposal for 2014-15 would return the arts council to the \$5-million level. Brad Erickson, president of the California Arts Advocates lobbying group, said last week that advocates will try to make a case in Sacramento for a tax-funded appropriation in the \$10-million to \$25-million range, not counting donations via the arts license plates and tax-form checkoff.

<http://articles.latimes.com/2014/jan/17/entertainment/la-et-cm-annette-bening-california-arts-council-income-tax-form-20140115>



Keep Arts In Schools



Annette Bening. (AFP, Getty Images)

By Mary Plummer

January 20, 2014, 6:00 p.m.

Actress Annette Bening has signed on as the new spokesperson for the California Arts Council's "keep art in schools fund."

The fund raises money for arts education through public donations on state tax returns - a move that was signed into law by Gov. Jerry Brown September 30. The goal is to raise at least \$250,000 - enough to keep the donation on tax forms. Arts donations were removed from tax forms after that minimum wasn't met in 2011.

From 2004-08, Bening served as a member of The California Arts Council, a government agency run by the state that helps to expand arts education, among other things.

The council said the details of the new fundraising campaign haven't been fully worked out, but expects Bening will appear in advertisements and promotional materials.

She joins prior celebs Jack Black, Eli Broad, Macy Gray and others who have helped the council. Those three participated in the California Arts Plate campaign, which raises money for public arts funding when people purchase specially designed license plates.

For details on how to donate, visit the California Arts Council's website.

<http://www.scpr.org/blogs/education/2014/01/20/15634/annette-bening-to-become-face-of-arts-education-fo/>



Statement on Arts Education from Annette Bening, Spokesperson for the “Keep Arts in Schools Fund” – Creativity is Critical to the Future Success of California’s Young People

March 15, 2014

Four-time Oscar nominee Annette Bening has teamed up with the California Arts Council, encouraging Californians to support arts education programs via state tax returns.

Statement from Annette Bening - March 12, 2014

"Creativity is critical to the future success of California's young people. This tax season, all Californians can join me in supporting arts education by donating to the 'Keep Arts in Schools Fund' on state tax returns. It's a simple way to support arts education programs that engage students in communities across our state, helping them succeed in school and beyond. I've seen the benefits of arts education firsthand, and I'm so pleased to join the California Arts Council for this campaign."

Bening is a passionate advocate for arts education and served as a member of the California Arts Council from 2004-2008. As a Council Member, Bening fought for increased state arts funding and championed arts initiatives for young people across California.

The "Keep Arts in Schools Fund" can be found in Voluntary Contribution Section 110 (425) of the "540" individual state tax return forms. The fund allows individuals to make tax-deductible contributions in amounts of \$1 or more. 100% of the Keep Arts in Schools Fund contributions will be applied to arts education programs of the California Arts Council, with no funds used for administrative costs.

Research shows that almost a third of schools in California have no music, dance, theatre, media arts or visual arts available whatsoever. The California Arts Council is working to increase arts education statewide by supporting teaching artists in the classroom, incorporating arts into "Common Core" teacher instruction, and turning around low performing schools through the arts.

Arts supporters who use accounting services should tell their tax preparers about contributing to the "Keep Arts in Schools Fund," and encourage others to pursue this opportunity to support California arts education programs.

Detailed information on how to contribute, and promotional resources for the "Keep Arts in Schools Fund," are available at <http://arts.ca.gov/getinvolved/kais.php>.

Californians can also support arts education by purchasing the "Arts Plate," the iconic license plate with a sunset and palm tree motif designed by California artist Wayne Thiebaud. More information is available at www.artsplate.org.

<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/173-march/12432-statement-on-arts-education-from-annette-bening-spokesperson-for-the-qkeep-arts-in-schools-fundq-creativity-is-critical-to-the-future-success-of-californias-young-people>

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Keep Arts In School



The California Arts Council wants to "Keep Arts In Schools!" joining us is the Director of CAA, Craig Watson, who can explain how we can help keep the arts in our schools.

<http://gooddaysacramento.cbslocal.com/video/9981917-keep-arts-in-school/>

One-time Programs Announcement

One-time Programs Announcement

- a) *Sierra Sun Times*, California Arts Council Supports Creating New Programs with One-Time Grant Funds, November 23, 2013
- b) *Two for the Show*, Of Note, November 25, 2013
- c) *Los Angeles Times*, California Using \$2-Million Arts Grant Windfall for New Programs, November 26, 2013
- d) *San Jose Mercury News*, California Using \$2-Million Arts Grant Windfall for New Programs, November 27, 2013
- e) *Inside Philanthropy*, Hewlett Helps Push Creativity in Common Core, February 17, 2014, 8:48 p.m.
- f) *Western City Magazine*, Get Creative: California Arts Council Funding Opportunity, March 2014



California Arts Council Supports Creating New Programs with One-Time Grant Funds

Source: League of California Cities
November 23, 2013, 5:37 p.m.

The California Arts Council voted this week in Los Angeles to support five new programs and initiatives to be funded by one-time support from the California State Assembly.

The council's action reflects its longstanding commitment to arts education and California's young people, and a desire to stimulate increased economic development in communities across the state through the arts and creativity.

The Assembly in July awarded the council \$2 million in from the 2013 Assembly operating budget. Funds will be distributed through competitive grant programs and through special arts education initiatives, resulting from two years of work by a statewide arts education coalition, known as CREATE CA (Core Reforms Engaging Arts to Educate).

The California Arts Council is a founding organization of the CREATE CA coalition, formed to address the full inclusion of arts into the California public education system.

The following five programs and initiatives were approved:

- Creative California Communities
- The Arts in Turnaround Schools in California
- Creativity at the Core
- JUMP STARTS
- Statewide Chinese Cultural Exchange Symposium

Interested cities are encouraged to visit the California Arts Council's website to learn more about these programs and initiatives as further details become available. Notification of guidelines for applicable programs will be published in the California Arts Council's weekly newsletter, *California ArtBeat*. Subscribe at www.arts.ca.gov.

<http://goldrushcam.com/sierrasuntimes/index.php/news/mariposa-daily-news-2013/165-november/10999-california-arts-council-supports-creating-new-programs-with-one-time-grant-funds>

Two for the Show { Central Coast } Your Weekly Link to Arts and Leisure

Of Note

November 25, 2013

Filming of the murder mystery *The White Orchid* continues for a third week in Morro Bay. The independent feature film stars Janina Gavankar of *True Blood* fame and Olivia Thirlby from *Juno* and *No Strings Attached*. The movie, written and directed by Steve Anderson, is being produced through [Santana Films](#), founded by Stephen Bogart, son of famed actor Humphrey Bogart. Monday's schedule calls for shooting at the Inn at Morro Bay.

Kudos to local travel writer [Thomas C. Wilmer](#) for winning a Lowell Thomas Award in the category of Best Travel Broadcast (Audio). Wilmer was cited for a [segment](#) he did for National Public Radio about the [King Biscuit Blues Festival](#). Last week, Wilmer was chosen to receive the 2014 Local Success Award which will be presented next September during the [Central Coast Writers Conference](#) at Cuesta College.

[The California Arts Council \(CAC\)](#) voted last week to support five new programs with funding from the state Assembly. Legislators directed \$2 million in one-time funding towards the CAC last July to support the arts and arts education programs in California. [Read](#) the list of programs receiving the grant monies.

A New York jury issued a landmark decision on Friday when it ruled in favor of a freelance photographer after he sued Getty Images and Agence France-Presse for using photos he posted on Twitter without his permission. Daniel Morel was awarded \$1.5 million. [Mashable](#)

Guy Rathbun joined KCBX in 1975 and embodied the spirit of local public radio for more than 35 years. It's been two years since Rathbun and KCBX parted ways, which makes us wonder what Rathbun's been up to at his new home in Santa Margarita. All is explained. Two for the Show: Asked & Answered

Acclaimed Los Angeles poet Wanda Coleman died Friday. She was 67. Considered a key figure in the literary life of southern California, Coleman wrote of issues relating to race, class, poverty, and disenfranchisement. Coleman was a finalist for the National Book Award for her poetry collection *Mercurochrome* in 2001. She published her first poetry collection, *Mad Dog Black Lady*, in 1979. [Listen](#) to Coleman read *How Not to Die Young*.

<http://twofortheshowcentralcoast.com/?p=1035>

Los Angeles Times



CULTURE MONSTER
ALL ARTS, ALL THE TIME

California Using \$2-Million Arts Grant Windfall for New Programs

By Mike Boehm
November 26, 2013, 7:00 a.m.

The California Arts Council, the agency behind state government's arts grants, is putting down most of its chips from a one-time, \$2-million funding windfall on several new bets involving arts education and community improvement through the arts.

Arts council leaders are hoping that quick payoffs in the form of early success stories from the new programs will improve the long-neglected agency's chances of replenishing its depleted funding.

Wylie Aitken, the arts council's chairman, said Monday that the nearly \$1.6 million allocated at the panel's most recent meeting is primarily aimed at two audiences: citizens and public school students who the newly created programs will serve, and the politicians who control the purse strings in Sacramento.

California governors and legislators have had a decade-long habit of treating arts grants as barely an afterthought in their budget appropriations, landing California chronically near or at the bottom of national rankings of per-capita state funding of the arts.

In last spring's budget deliberations, arts advocates failed yet again to improve the council's customary funding of \$1 million a year from state tax coffers. They'd lobbied harder than in some past years, and when the budget passed with a 7.6% cut for the arts council, Assembly speaker John Perez stepped in with \$2 million from an account under his personal control.

Rather than use the extra money to boost its usual grant-making programs by marginal amounts, Aitken said, the council decided to try to spend it in ways that would win fresh credibility with policymakers, leading to an eventual payoff of increased regular funding.

“We wanted the programs we funded to be shovel-ready, for want of a better term,” said Aitken, an Orange County attorney who's on the board of the Segerstrom Center for the Arts in Costa Mesa and is a past president of the board at South Coast Repertory in Costa Mesa.

“The John Perez grant could be leveraged into greater support for the council if we can prove that we are a good investment, if we could show that the money we invested on a one-time basis was producing results quickly, in programs proven to be successful.”

Nearly half the money allocated at the council meeting last week in Los Angeles will go to Creative California Communities, a new grants program that's patterned after two national grant-making efforts that use the arts to build a sense of community: Our Town, which is fully funded by the arts council's federal equivalent, the National Endowment for the Arts, and ArtPlace America, which uses private funding.

The \$750,000 for Creative California Communities will be allocated in grants of up to \$100,000 to arts nonprofits or municipalities proposing community-fostering projects such as festivals, arts districts and other uses that draw people and attention to a community's artists and arts offerings.

To qualify, an organization will have to raise additional funds from private sources. The aim is to distribute the money to all regions of the state, including rural as well as urban areas.

Three other programs, totaling \$800,000, focus on arts education.

Creativity at the Core will funnel \$300,000 to an already-launched initiative by a statewide association of county school superintendents to increase and improve arts instruction in the public schools.

Another \$300,000 will provide start-up staffing for The Arts in Turnaround Schools, which aims to duplicate on a statewide scale a federal effort that uses the arts to motivate students and improve overall academic performance in underperforming schools, with funding from private donors.

The money will cover salaries and expenses for a year for the equivalent of 3.5 staff members who'll organize the program for 10 schools across the state and help recruit other funders. Aitken said they'll be employees of a new nonprofit organization that runs the program, rather than state employees on the arts council payroll.

An additional \$200,000 will fund Jump stARTS, a new grant program aimed at helping children who are either in the juvenile justice system or at risk of getting into trouble that would land them there. Grants of \$50,000 will be awarded to four groups already working with such children, with some of the funds reserved for a research study evaluating the programs' effectiveness.

A smaller allocation of \$15,000 or \$25,000 will help fund a symposium in the San Francisco area on cultural exchanges with China. Aitken said it's aimed at participants from throughout California. The lead organizer is the Bay Area Council, a business organization that's trying to build on Gov. Jerry Brown's efforts to improve California's business ties with China.

Aitken said the arts council is still working on guidelines that will establish the grant-making ground rules for Jump stARTS and Creative California Communities, including the rules for applying and for evaluating and ranking the applicants. He said he expects the rules will be adopted at the council's next meeting in January, when it will also consider what to do with the remaining \$425,000 to \$435,000 not yet allocated from Perez's \$2 million.

The meeting last week included discussions of several potentially controversial proposals that would have funneled some of the \$2 million to specific arts organizations in a way that bypassed the usual open competition for grants.

Some arts advocates were alarmed that the council might award grants without the usual competitive application-and-review process, but none of the proposals was approved.

They included an after-school filmmaking program by two L.A.-based nonprofits, a proposed video series on the arts in California by PBS SoCal, a children's arts festival sponsored by L.A.'s La Plaza de Cultura y Artes, support for the school of performing and visual arts at Plaza de la Raza in L.A., and proposals for statewide performing-arts tours and touring art exhibitions, including one featuring art by military veterans from California.

Aitken said he hasn't heard any objections concerning the decision to put most of the Perez money into new initiatives instead of temporarily enriching established grant programs. He said he doesn't think that sweetening the pot for existing grants would help change Sacramento's habitual neglect of arts funding.

"To make an impact on the public goodwill, we have to think somewhat differently than we did in the past," he said. He's hoping that results from the new programs will begin to register by June, when it will be crunch time for the coming fiscal year's state budget.

In recent years, the arts council has been stuck at about \$5 million a year to cover its grants and administrative expenses -- \$1 million each from state and federal tax coffers, plus about \$3 million from other sources, primarily voluntary contributions from California motorists via the state's arts-supporter license plate program.

With the one-time infusion from Perez, the arts council has about \$7 million to spend in the current 2013-14 fiscal year.

"I would like to keep at least the \$7 million we have" as an ongoing funding base, Aitken said. "Frankly, we deserve a whole lot more. Realistically, we won't get a whole lot more. We've at least raised the arts to the level where they are part of the discussion, and we're getting a seat at the table with some of the decision-makers."

<http://www.latimes.com/entertainment/arts/culture/la-et-cm-california-arts-grants-education-new-programs-20131125,0,3784813.story#axzz2ppFa6F0q>

California Arts Council - \$2M New Program Announcement

San Jose Mercury News

California Using \$2-Million Arts Grant Windfall for New Programs

Associated Press (Reprint of Mike Boehm's *Los Angeles Times* Article)
November 27, 2013, 6:19 a.m.

The California Arts Council, the agency behind state government's arts grants, is putting down most of its chips from a one-time, \$2-million funding windfall on several new bets involving arts education and community improvement through the arts.

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http://www.mercurynews.com/breaking-news/ci_24607722/california-using-2-million-arts-grant-windfall-new#

Inside Philanthropy

Hewlett Helps Push Creativity in Common Core

By L.S. Hall
February 17, 2014, 8:48 p.m.

With the Common Core State Standards' emphasis on higher expectations in reading and mathematics, as well as standardized testing in both subjects, educators, parents, and policymakers alike have wondered if these new standards will crowd out subjects that foster creativity, such as the arts. In California, the answer will hopefully be no — at least if a school administrators association has anything to say about it.

With the help of a \$100,000 grant from the William and Flora Hewlett Foundation, the California County Superintendents Educational Services Association (CCSESA) will implement Creativity at the Core, an arts education initiative emphasizing professional development to help teachers use the arts to deepen student learning. The program emerged from a set of recommendations by the California Arts Council (CAC), which received \$300,000 in funding from the California State Assembly. The Hewlett Foundation grant of \$100,000 will help in the implementation of the activities, all of which are aligned with the Common Core, adopted by 45 states and the District of Columbia.

CAC and CCSESA see Creativity at the Core as providing valuable tools for teachers to stimulate student engagement and interest through use of the arts. For Hewlett, the program is consistent with the funder's overall education funding goals, which emphasize Deeper Learning and supporting education reform in the foundation's home state. Deeper Learning, a major Hewlett initiative, goes beyond the mastery of core academic content to emphasize the simultaneous development of creativity, critical thinking, and problem solving skills while mastering reading and mathematics.

Amen to all that.

<http://www.insidephilanthropy.com/k-12-education/2014/2/17/hewlett-helps-push-creativity-in-common-core.html>



Get Creative: California Arts Council Offers Grant Funding Opportunity



Education Through Music - Los Angeles partners with inner-city schools to provide and promote music in economically disadvantaged schools as part of the core curriculum for every child.

By Caitlin Fitzwater

March 2014 Issue

Caitlin Fitzwater is public information officer for the California Arts Council and can be reached at caitlin.fitzwater@cac.ca.gov.

The California Arts Council's new Creative California Communities (CCC) Program supports innovative projects that harness arts and culture as a key economic development or arts service strategy for cities and communities of all sizes. The CCC Program staff anticipates that proposed projects will use the grant funds to support exceptional projects statewide that include one or more of the following elements:

- Revitalizing neighborhoods and communities using arts as the central activity;
- Fostering new arts activities or expanded arts activities and/or elements within an ongoing, established event;
- Stimulating increased participation and/or engagement in arts and cultural activities by residents and visitors;
- Bringing together local arts, businesses and/or government entities to build relationships; and

- Increasing opportunities for California artists — those from within and/or outside the applicant’s community — to serve the people of the state through touring and/or presenting their work.

Ideal Opportunity for Local Agency Partnership

While the grant applicant must be an arts nonprofit organization or local arts agency with a history of arts programming, the following project requirements make this program ideal for partnerships with local government agencies. Successful applications will include:

- Project activities tied to economic goals and objectives for the applicant, partnership and/or community;
- A funding plan showing project viability, community support and leveraging of relationships;
- A systematic approach to audience development and access or to tapping arts for economic development; and
- Projects developed through a partnership. The partnership must have a minimum of two partners (including the applicant), each with defined project and decision-making responsibilities. The potential partner(s) may include local government agencies, business leaders, nonprofit organizations, real estate developers, other arts organizations and community-based organizations. Partner commitment letters are required when the application is submitted.

Funding for this program is provided through a one-time allocation to the California Arts Council from the California State Assembly in 2013–14 for activities through June 30, 2015.

Creative Economy & Otis Report

Creative Economy and Otis Report

- a. *KPCC*, Report Draws Picture of California's Creative Economy (Full Report), February 6, 2014
- b. *Los Angeles Times*, State's Creative Jobs Paying Well But Less Plentiful, Report Says, February 7, 2014, 10:50 a.m.
- c. *California Economic Summit*, Creativity is Big in California, February 12, 2014
- d. *Culture Crash*, "The Creative Economy," and Malcolm Cowley, February 12, 2014
- e. *Fox and Hounds*, Art for the Economy's Sake, February 13, 2013, 1:25 p.m.
- f. *Sierra Food Wine Art*, Bill to Increase Funding for the Arts, Stimulate a "Creative Economy", February 13, 2014\
- g. *Zocalo Public Square*, Can California Go Rogue? : Why an Eclectic Fringe Festival in Fresno is a Model for the State's Future, February 19, 2014
- h. *Valley Public Radio*, Commentary: California Should Go Rogue Like Fresno, July 19, 2014.
- i. *Los Angeles Daily News*, Arts Can Boost Employment in California: Joe Mathews, February 20, 2014, 2:46 p.m.
- j. *San Diego Union Tribune*, The Arts May Be Key to Propping up California Economy, February 20, 2014, 5:00 p.m,
- k. *Citywatch*, Can California Go Rogue?, February 20, 2014
- l. *Radio Clip Mentions*



Report Draws Picture of California's Creative Economy (Full Report)



A printer at the LA International Printers Fair. A new report on the state's creative economy includes a wide range of creative industries, including printing and publishing. (Lori Newman/Flickr Creative Commons)

By Josie Huang

February 6, 2014, 6:17 a.m.

California's creative culture is often linked with Hollywood movies, and the music business. Or Silicon Valley, and its social networks.

But a new report released today shows that California's creative jobs stem from a wide range of industries, and together, contributed \$155 billion to the state's economy in 2012.

There is no official definition of a creative economy, but Craig Watson, director of the California Arts Council, said it includes professionals who put a premium on art and expression — "whether it's a furniture designer, an automotive designer, a fashion designer, gaming designer." His agency and toymaker Mattel were lead sponsors of the statewide report. The study — called the Otis Report on the Creative Economy — is the seventh annual survey commissioned by the Otis College of Art and Design in Los Angeles.

This year marked the first time the report examined the entire state, instead of keeping its usual focus on southern California. And it concluded that creative industries are just as vital statewide, as they are in the LA area.

"Nearly 8 percent of the state's product or revenue comes from the creative sector," Watson said. "We can say definitely that this is a sector to try to grow. This is a sector to pay attention to."

Other findings:

- The biggest creative industries in the state are entertainment, publishing and printing and fashion
- Creative industries are responsible for 1 in 10 jobs in the state
- Los Angeles accounts for 44 percent of the workers in creative occupations

Lead author Robert Kleinhenz, chief economist at the Los Angeles County Economic Development Corp., found that many jobs in the creative industries are often quite lucrative. The annual average salary in digital media was nearly \$163,000 compared to the average California wage of roughly \$56,000.

Salaries for toy designers averaged nearly \$99,000.

"It's not like everybody is a starving actor or actress or writer," Kleinhenz said.

The hope is that the report will be used by policymakers to make the case for arts education and vocational training in the arts such as graphic design. The report also recommends making it easier for businesses in the creative industries to tap into investment money.

"Oftentimes, the arts are overlooked and we're trying to draw attention to that to fundamentally raise our community's understanding of it," Kleinhenz said.

To that end, Kleinhenz will be part of a group presenting the report on Feb. 12 to state legislators on the Joint Committee on the Arts chaired by Sen. Ted Lieu, D-Torrance.

<http://www.scpr.org/blogs/economy/2014/02/06/15783/creative-economy-statewide-california-otis-college/>

Los Angeles Times

State's Creative Jobs Paying Well But Less Plentiful, Report Says



Students in the toy product design class at Otis College of Art and design display the toys they made for a presentation. The average salary for toy designers in California is more than \$98,000, according to a report on the state's "creative economy." (Bob Chamberlin/Los Angeles Times)

By Mike Boehm

February 7, 2014, 10:50 a.m.

Mamas, do let your babies grow up to be creative types -- preferably with skills that would appeal to an Internet company or a software publisher, since, on average, people who design video games and online apps and the like make more money than people who take bows on stages, play roles on screens or write the lines actors deliver.

That, with apologies to Waylon Jennings and Willie Nelson, is the gist of the latest annual Otis Report on the Creative Economy, commissioned by L.A.'s Otis College of Art and Design and prepared by the Los Angeles County Economic Development Corp.

The new edition, issued Thursday and crunching employment figures for 2012, for the first time addresses how the arts and culture and related industries affect the economy statewide.

In a nutshell, Internet publishing and digital media boomed in the five years from 2007 to 2012, and everything else was an also-ran, at best.

Since debuting in 2008, the Otis Report had focused only on Los Angeles County and Orange County. The expanded statistical reach comes courtesy of the California Arts Council, state government's meagerly funded arts grant-making agency, which kicked in \$50,000 to extend the study statewide.

The arts council's budget was eviscerated by California elected officials in the early 2000s and has been left to languish ever since. Arts advocates hope that legislators and Gov. Jerry Brown will restore funding after perusing the 150-page Otis Report.

Brown's latest budget proposal would allocate the arts council's standard \$1 million from state tax coffers, which is more or less matched by the federal government. Private donations, primarily from California motorists who opt to pay extra for special arts supporter license plates, figure more heavily than taxpayer funds in the agency's \$5-million annual budget. California perennially ranks 48th to 50th in the nation in per-capita funding of its state arts agency.

Arts advocates' push for more money is scheduled to begin Feb. 12, when state Sen. Ted Lieu (D-Torrance) will convene a legislative hearing on the new Otis Report in Sacramento.

The report lays out how many people work in creative fields, what they earn, how they fare compared to other occupations, and what that means to Californians' wallets and employment possibilities.

The ammo for arts advocates includes a finding that California's 681,400 creative workers, broadly defined, earned an average annual wage of \$90,130 during 2012 -- 37.5% higher than the average statewide wage of \$56,293.

The figures don't include self-employed workers, only those who work for someone else. For the report's purposes, if you work in a furniture or apparel factory, man a printing press for a newspaper, or work in the box office of a museum or theater company, you're as much a member of California's creative economy as an actor, orchestral conductor or museum director.

Still, the report suggests that employment in the creative sector continued to badly lag prerecession levels during 2012, the big exception being digital media. While California's overall economy suffered a jobs decline of 5.1% from 2007 to 2012, the creative sector as defined by Otis fell more than twice as far, losing 12.1% of its jobs -- 94,000 positions swept away.

The areas most heavily hit involved manufacturing and construction. Furniture and fashion accounted for 54,100 of the lost creative sector jobs, and the category that includes architecture and landscape design sacrificed an additional 15,600 workers.

The entertainment sector suffered a 7.1% five-year employment decline, shedding 12,600 jobs. It remained by the far the largest segment of California's creative economy, with 165,000 jobs in 2012, 80.5% of them in Los Angeles County. Besides employees of film, television and music production studios, it includes personnel at broadcast and cable stations. Entertainment workers' average 2012 pay was \$103,866.

The visual and performing arts category is where the stars live -- musicians, dancers, stage and screen actors and scriptwriters, along with their agents and managers; also included are museum employees, from the janitor to the director and curators. This sector eked out a meager gain of 400 jobs from 2007 to 2012, numbering 52,100 statewide, with 52.6% of them in Los Angeles County.

At the top of the creative earnings heap is the digital media sector. Its 51,200 workers, including people who create video games and other kinds of software or do digital design work for the entertainment industry and architecture firms, pulled down an average annual wage of \$162,865. L.A. and Orange counties could claim only 10,600 of those elite jobs.

With a 19.2% employment gain from 2007 to 2012, digital media was the only strong growth area found in the creative industries.

The movie stars and their colleagues in the visual and performing arts category averaged \$130,219, although a single star making millions per picture can skew the average considerably. Most actors go from audition to audition, praying for a payday, and many performers moonlight in other fields to make ends meet.

Among other creative sectors, average 2012 pay for architecture and interior design jobs was \$73,698. Communication arts, which includes employees of advertising agencies, graphic design firms and photography studios, paid \$86,513, and art gallery employees averaged \$49,000 a year.

Populated mainly by factory workers and employees of wholesalers, the fashion industry (average wage, \$42,736) and furniture and decorative arts (\$45,141) trailed in the rankings.

Toy design (\$98,716) and product and industrial design (\$94,314) paid well, but accounted for only 9,000 jobs combined statewide.

The last, and most schizophrenic, creative category is printing and publishing, which includes books, newspapers and magazines on one side, and companies that publish or broadcast via the Internet on the other. The juicy average annual wage, \$112,899, is skewed by high-flying companies like Google, Facebook and Yahoo; the Internet publishing and broadcasting niche they inhabit paid an average wage of \$211,904 in 2012, according to the report.

From 2007 to 2012, California newspapers shed 43.6% of their employees (12,000 jobs lost), while the state's other print periodicals and book publishers lost 32.3% and 29.7% of their workforces, respectively, a loss of 7,100 jobs combined. But a 69.9% rise in employment at Internet publishing/broadcasting operations supplied 18,200 additional jobs, nearly recouping what the traditional information media had lost.

Would more arts instruction in public schools help more Californians land creative sector jobs, and the typically above-average wages they pay?

If policymakers think so, fresh consideration of what's happening in California's K-12 public schools could be in order. The Otis Report notes that only 5.8% of California's public school

students took arts classes during the 2011-12 school year -- though that was an improvement from the previous year's five-year low of 5.4%.

Los Angeles and Orange counties do better, with 7.6% of students taking an arts class in L.A. during 2011-12, and 8.1% in O.C.

Neither county was exactly bullish on arts instruction, however, judging from their hiring. In an academic year when L.A. County public schools reduced their teaching staffs for all subjects by 7.8% in the face of declining enrollments, arts instruction staffs were cut 10.5%, according to the report. An even wider discrepancy arose in O.C. public schools, where the overall teaching workforce grew 15.7%, but the number of arts instructors barely budged, rising 0.5%.

The report's authors noted that changes in methodology for the new report mean that comparing the new figures to ones from past years would not be valid.

<http://www.latimes.com/entertainment/arts/culture/la-et-cm-entertainment-industry-arts-economy-earnings-otis-report-20140206-story.html#axzz2tyeibxE4&page=2>



Creativity is Big Business in California



(James Broad)

By Tracy Hudak
February 12, 2014

Earlier today, California State Assembly members heard testimony about the \$155 billion impact of the Golden State's "creative economy." The informational hearing was convened by Senator Ted Lieu (D-West Los Angeles County), who also introduced legislation today to restore funding to the California Arts Council.

Lieu, who chairs both the Senate Business, Professions and Economic Development Committee and the Joint Committee on the Arts, seems eager to get California thinking strategically about its creative sector, saying in a press release "artistic services and intellectual capital are essential to the 21st Century economy, which is dynamic, knowledge-based and increasingly global."

Fueling this conversation is the [2013 Otis Report on the Creative Economy](#), which argues “creativity is one of California’s greatest economic assets.” Released just last week, the Otis report is California’s first-ever, statewide study that defines the creative sector and analyzes its impact on employment and economic activity. As would be expected from a state boasting several of the most important creative regions in the world, the report has the numbers to back that claim up.

Otis College of Art and Design, with the Los Angeles County Economic Development Corporation [LAEDC], has been producing a seminal creative economy report on the Los Angeles region for six years. It was prompted and funded by the California Arts Council to expand this year’s report to include a statewide analysis. The Otis report finds that in 2012, creative industries contributed \$155 billion to the state’s economy after purchases from other sectors. That net value is 7.8% of the gross state product. As Robert Kleinhenz, Chief Economist for the LAEDC explains, “by itself, the creative economy in California is larger than the gross state product of 22 states.”

While at least thirty-three states have been gathering data on their creative economies, there is no standard definition of what industries to include, allowing each state to measure what is useful and unique about their creative sector. The Otis report considers these commercial and nonprofit activities as creative industries: Apparel, Toy and Furnishings design and manufacturing; Arts and Culture businesses and venues; Architecture and Interior Design; Entertainment and Media; Product and Industrial Design; Publishing and Printing; Communication Arts- including graphic and web design and photography; Arts and Design Education Programs and Institutions as well as Foundations and Funding Organizations.

These industries directly support more than 681,000 wage or salary jobs as well as more than 261,000 self-employed contractors, and include a total (direct, indirect, induced) contribution of 1.4 million jobs in California. The report finds that creative industries account for 9.7%, of California’s workforce– roughly one in ten jobs. These jobs generate \$13 billion in state and local tax revenues. Los Angeles is home to 44% of California’s creative workforce, with one in seven jobs in the region being in the creative economy.

The Otis report also examines California’s creative economy through a workforce development lens. It reports on the number of workers in creative occupations as well as their earnings averages and education levels. While art, design, and entertainment engage the most workers statewide, the report also accounts for creative jobs in other sectors, illustrating how these skills and services ripple through the economy. It counts the software developers working in computer science firms, cabinetmakers working in construction, and advertising and public relations professionals working for all sectors. The report reminds us that workers with creative economy skills “provide a competitive edge that reaches across almost every industry in the state.”

While one would expect California to be a leader in developing its creative economy and leveraging its creative assets, it is actually far behind other regions. Europe has been studying its creative economies since the 1990s, the Northeastern US since the early 2000s, and the National Governors Association reported in 2012 that thirteen states had already integrated creative economy initiatives into their statewide economic development plans. That report, titled “New

Engines For Growth,” discusses how “arts, culture and design touch the economy at crucial leverage points, including innovation, entrepreneurship, employment, and revitalization.”

In contrast to the importance of its creative economy, California ranks 48th in the nation in per capita spending on state art agencies, just above Kansas and Georgia. As Senator Lieu says, “this is an insufficient investment in the state's art programs, and it means art programs and art-related businesses are unable to thrive, or in some cases, to even exist.”

The Otis report authors hope their findings offer, “a critical first step in enabling greater statewide coordination of resources and services to support [creative] industries.” As the first-ever study on the scale and reach of California’s creative economy, the report should help us recognize the impact and potential that the creative sector will have on California’s success as a 21st-century economy.

<http://www.caeconomy.org/reporting/entry/creativity-is-big-business-in-california>

CultureCrash

Scott Timberg on Creative Destruction

an **arts**JOURNAL blog

“The Creative Economy,” and Malcolm Cowley

By Scott Timberg
February 12, 2014

An important survey has just come out from Otis College of Art and Design – its annual [report](#) on the “Creative Economy.” Previously concentrated on the Los Angeles area, the survey is now statewide.

What motivates this study, and reports on things like “cultural tourism,” is the urge by arts and culture types to show that we’re in the game, too: We’re not just sulking in the corner, writing frightening verse to a buck-toothed girl in Luxembourg. (As a poet from Manchester, England once put it.) And the data shows, indeed, that creatives produce jobs, income, revenues for the state, etc.

These “creative jobs” made up, in 2012, \$155 billion of California’s economy, almost 8 percent of the state’s revenue, and roughly 1 in every 10 of the Golden State’s jobs. And some of these creative-industry jobs pay healthy salaries: Digital media folks make, on average \$163,000, toy designers just under \$100,000.

Now, let me first praise the study: It’s important to have data on this stuff, and the Otis report is credible and well-respected.

But the cheery way this is typically spun in the media obscures what’s really going on. If we put video-game designers, movie-studio executives, Silicon Valley types and fashion people in the same data set with modern dancers, novelists, stage actors, and so on, we get numbers that makes the field look healthier than it is. “It’s not like everybody is a starving actor or actress or writer,” economist and lead study author Robert Kleinhenz [told KPCC](#). That’s great – unless you’re one of the many actresses or writers who actually are starving.

The more comprehensive studies of the larger situation for artists – performing, visual, literary and otherwise — is the NEA’s Artists in the Workforce, and in the visual arts, the survey by the group WAGE. These show something that most of us work the non-corporate side of culture

know all too well: The majority of creative folk are struggling, or at least treading water: They are at best members of the shrinking middle class. For many, the recession has not lifted. The majority of folks working in the arts are not making six figures. In fact, if money is the only motivation, students should go to business school.

You don't have to be a pure and rigid art-for-art's-sake type to feel a bit queasy whenever the arts are asked to justify themselves this way.

This all said: The California Arts Council is using the report as a way to urge more arts funding. If this study has gotten the attention of politicians who will restore the arts council to its early-'80s funding levels, though, I'm all for it. A press release that came out just minutes ago shows state Senator Ted Lieu, D-Torrance, urging increased funding because of the Otis study.

"No matter how you paint it, California ranks 48th in the nation in per capita spending on state art agencies, or about 3 cents per resident," Lieu said. "This is an insufficient investment in the state's art programs, and it means art programs and art-related businesses are unable to thrive, or in some cases, to even exist."

Here's what we need to keep in mind. The value of learning music, theater, painting and so on – and having a life deepened by reading novels, going to plays, and other cultural commitments – goes beyond the economic consequences. If we don't remind ourselves of that, we become purely utilitarian, like the characters in Dickens's *Hard Times*, and the arts will lose. If we measure everything in dollar terms, or in terms of GDP, we've lost our values completely. And if we read this study in a superficial way it says, *Everything is okay*. They're not.

So let's be glad for this study, but keep it in context.

ALSO: Ever since reading the memoir *Exile's Return* in college, I've been a serious fan of the man-of-letters Malcolm Cowley. (The loss of the public intellectual, who could write accessibly about serious matters, is something American culture can surely use more of, and he was one of the best.) So it gratifies me to see this excellent [review](#) by Dwight Garner, of Cowley's selected letters, that gets at Cowley's role in the careers of Faulkner (whose books were mostly out of print before Cowley revived his career), Fitzgerald and Kerouac, his political swerves, and his witty assessments of the literary scene over many decades. (To Cowley, creativity wasn't all about the revenue it generated.)

FINALLY: The issue of severe income inequality has now been acknowledged on both sides of the aisle politically, though politicians and commentators of different stripes interpret it differently. One of my favorite observers on the subject is [Robert Reich](#), who points out that the American public has caught up with the problem and is not persuaded by those who tell us we should simply consider it all "inevitable." As he writes:

A new CNN poll asked Americans whether "the government should work to substantially reduce the income gap between the rich and the poor." The answer is "yes" by a margin of 66% to 31%, better than two-to-one.

Income disparity, as I'll get into over time, has an enormous impact on the lives of the creative class, especially those who are not earning six figures at digital media jobs.

<http://www.artsjournal.com/culturecrash/2014/02/the-creative-economy-and-malcolm-cowley.html>



Art for the Economy's Sake

By Alan M. Schwartz
February 13, 2014

Creativity is California's not-so-secret weapon. Seemingly against all odds, the Golden State's economy has made a big comeback from the depths of the worst recession since the Great Depression. Employment has rebounded, the State's fiscal picture has brightened and entrepreneurship is thriving. Creativity and innovation have been the driving forces behind much of this newly regained economic vitality. The folks in Sacramento would do well to remember this as they sort out the State's budget priorities.

This is particularly true when it comes to funding for the arts and arts education. These programs are often the first to be cut and the last to be restored. Too often in the political arena, arts and culture are looked at as luxuries and of interest only to elites. Nothing could be more wrong-headed.

The Otis College of sponsors an annual report on the Creative Economy and the recently released report for 2013 shows just how big a deal the "arts" are in economic terms. The creative economy is made up of not only the performing and visual arts, but also games, toys, furniture and fashion. The report—prepared by the Los Angeles Economic Development Corporation—describes what this all means in terms of jobs and income. In 2012, The creative economy accounted for almost 1.5 million jobs in California with a combined payroll of almost \$100 million. That's nearly one in ten jobs. And these are among the highest paying jobs among major industry groups—often averaging six figures. The creative industries also generate some \$13 billion in State and local taxes.

More than just these impressive numbers, arts and culture also provide an intellectual spark and a climate that feeds ideas. Theatres, museums, concert halls, galleries and clubs are also magnets for the kinds of creative minds that spur innovation and thinking outside the box.

Sure math and science are critical, but they don't cut it by themselves. State Senator Ted Lieu, who chairs the Legislature's Joint Committee on the Arts, talks about the need for STEAM education—Science, Technology, English, Arts and Math. Certainly, the arts are an avenue for California to maintain a competitive edge.

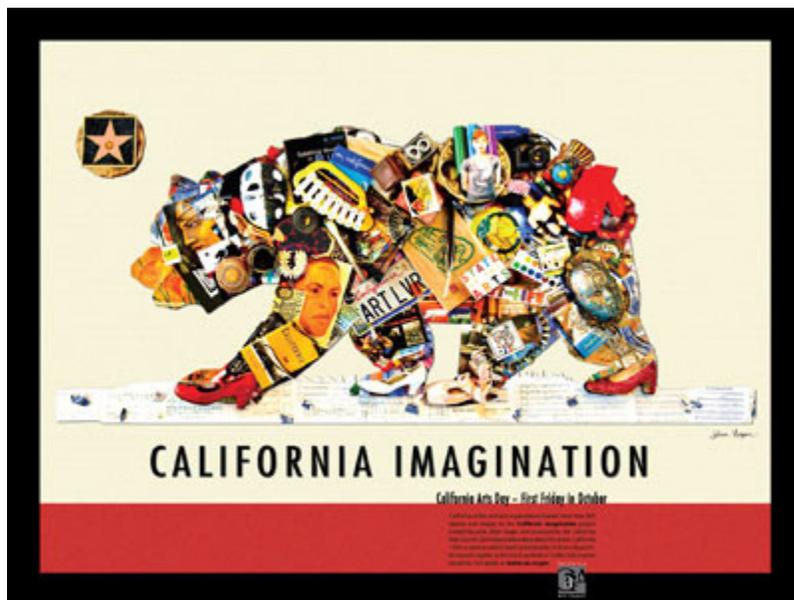
As much as I admire Governor Jerry Brown's stewardship and fiscal prudence, I must admit disappointment that his initial 2014-15 Budget proposal did not call for a restoration of funding for the California Arts Council. A \$5 million Budget does not give the Arts Council to meet the need for grants to local arts organizations. It is ironic that California—one of the world's greatest centers for the arts and cultural innovation—ranks at the bottom of states when it comes to per capita grant funding for the arts.

Senator Lieu and others have been advocating a greater investment in the arts and in arts education. You'd think in a \$100 billion Budget, the State could find more than table scraps for programs that add so much to our economic vitality and our quality of life.

<http://www.foxandhoundsdaily.com/2014/02/art-economys-sake/>



Bill to Increase Funding for the Arts, Stimulate a “Creative Economy”



By Jeff Pelling
February 13, 2014

In response to decades of budget cuts to one of California’s most dynamic industries, Sen. Ted Lieu announced plans to restore state funding for the California Arts Council to levels not seen in more than a decade.

“California is home to one of the highest concentrations of creative individuals in the world,” Lieu, D-Torrance, said in support of the role the ‘creative economy’ plays in the Golden State. “Artistic services and intellectual capital are essential to the 21st Century economy, which is dynamic, knowledge-based and increasingly global.”

Lieu, chair of the Joint Committee on the Arts, announced his plans at the beginning of a Capitol hearing on California’s creative economy.

This followed the formal release last week of the Otis College of Art and Design’s Annual Report on the Creative Economy. Known as the Otis Report, the study assessed the impact and influence the creative sector had on the economy statewide.

Among its conclusions: Creative industries, such as arts and culture businesses and venues, directly support more than 681,000 wage or salary jobs as well as more than 261,000 self-employed contractors, and include a total (direct, indirect, induced) contribution of 1.4 million jobs in California

The report finds that creative industries account for 9.7 percent, of California’s workforce—roughly one in ten jobs. These jobs generate \$13 billion in state and local tax revenues. The report is [here](#).

Restore Cutbacks

Arts and arts education have suffered severe cutbacks since 1975, when Gov. Brown, then in his first term, established the California Arts Council with the goal of inspiring public participation in the arts statewide. Much of this was done through competitive grant programs that helped build arts organizations, programs, leadership development, arts education in schools and awareness of the value of the arts.

When Brown left office in 1983, the Arts Council had a budget of \$11.5 million, eventually reaching a high of \$32 million in 2001. Since then, however, the Council’s budget has faced steady cuts. This year, the Council’s budget is about \$5 million, which includes \$1 million from the state general fund, \$1 million from the National Endowment for the Arts, and \$3 million from sales of the Arts License Plate. The agency also received \$2 million in one-time funds from the Legislature for fiscal year 2013-14.

“No matter how you paint it, California ranks 48th in the nation in per capita spending on state art agencies, or about 3 cents per resident,” Lieu said. “This is an insufficient investment in the state’s art programs, and it means art programs and art-related businesses are unable to thrive, or in some cases, to even exist.”

Under Lieu’s bill, the Arts Council’s budget would be set at \$25 million annually – or about equal to General Fund appropriations of 1982-83, when it was \$11.5 million before adjusted for inflation. The intent of the bill is to maintain at least that level of funding, Lieu said.

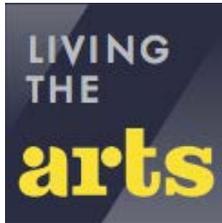
Such an investment in arts is justified, Lieu added, when one considers that every dollar in state support:

- Leverages \$7 in earned and contributed revenue;
- Brings back more than \$3 in taxes to state and local governments;
- Employs 1.4 million workers statewide;
- Earns nearly \$13 billion in property taxes, personal and sales taxes; and
- Translates to one in 10 jobs in California that are linked directly or indirectly to creative industries.

The analysis by Otis explored how the state’s economy is impacted by jobs in the arts, design, education, entertainment, nonprofits and independent creative professions. The report also analyzed numerous and diverse industries and creative individuals that comprise the creative economy, providing analytical tools for advancement of arts and the economy in California.

“As indicated by experts, by increasing our investment in the Arts Council, we will not only enrich the lives of Californians but will better support our creative economy as well,” Lieu said.

<http://www.sierraculture.com/foodwineart/fwablog/bill-to-increase-funding-for-the-arts-stimulate-a-creative-economy/#.U4TKIoFdVnP>



Can California Go Rogue?

Why an Eclectic Fringe Festival in Fresno is a Model for the State's Future



By Joe Mathews
February 19, 2014

Does California need to go Rogue?

I'm not talking about secession or flying Sarah Palin down from Alaska but about what may be the most important California arts event most Californians have never heard of: Fresno's Rogue Festival. Founded more than a decade ago in the backyard of artist Marcel Nunis, the independent festival brings thousands of people from around the country and the world to Fresno the first two weekends of March for hundreds of performances in a dozen different venues. It is a remarkably open festival, a so-called "fringe" event that takes all comers—from foreign pros to local amateurs to, well, rogues—in theater, music, dance, and film.

But what was once rogue feels today like a possible model for the state. California has big problems in employment (particularly in Fresno and other inland areas), education, and civic engagement. And state leaders see the arts as a potential solution to all three problems.

That's why, at a major legislative hearing on the arts last week in Sacramento, there was little in the way of enchanting paintings or violin pieces—and a lot of hard numbers. Thanks to a definition of the "creative economy" broad enough to include people who make chairs, the figures, drawn from a new report from Otis College of Art and Design, included 681,400 creative jobs in California pulling down an above-average salary of \$90,130; over 260,000 similarly high-paying freelancer and contractor gigs; a total \$155 billion in economic impact; and another \$13 billion in state and local taxes.

"It's not just about art for art's sake," testified Robert Kleinhenz, chief economist for the Los Angeles Economic Development Corporation. "The industries that make up the creative economy are uniquely Californian, they make a significant economic contribution to the state, and they require care and nurturing if they are to succeed in the future."

All this can sound to the skeptical ear like so much arts lobby propaganda—until you look at a map of the state. It turns out that the regions where the economy is strongest have the highest percentages of people who participate in the arts. And, more important, vice versa. The regions where spending on and participation in the arts are lowest—the San Joaquin Valley and Southern California's Inland Empire—are the very same regions where the economy is weakest.

Yes, of course, places with wealth often have more happening in the way of arts. But the connections between arts and the economy run deep enough to make you wonder if this is a two-way street. Erik Metzger of Intel told the legislature that many jobs at places like Google and Apple are for artists and designers. "The creative skillset fostered by arts education is an important part of today's technical professions like engineering and computer science," he said.

The arts also attract real estate and retail investment, which is why it seems that nearly every city I visit in California has put together an art district. The arts draw college graduates and professionals—both to work and to spend money—in what Kerry Adams Hapner, San Jose's cultural director, called "the vital cycle": the arts make a community more vital, that vitality

attracts jobs and investment, and those investments produce new revenues, which can be used to enhance the arts and further boost vitality.

Arts investments make especially good sense in California for another reason: The arts is a strength of ours. Surveys show we Californians are more likely to attend or participate in arts and cultural events than people in other parts of the country. (We're especially fond of salsa dance, jazz concerts, plays, art galleries, and museums, compared to other Americans.) But as in so many areas where our state has led—in higher education, in Hollywood production, in aerospace engineering—we've failed to exploit our advantages.

Why? Because we're cheap. We've gutted funding for the arts in schools, and we're spending just \$1 million from the state's \$100 billion general fund on the California Arts Council. Even with some federal money and donations from California motorists who buy [arts license plates](#), our arts funding ranks at the bottom of American states, alongside notoriously arts-unfriendly Kansas.

This makes little sense because arts as a method of public investment is relatively cheap, particularly when compared to, say, a \$67 billion high-speed rail project. State lawmakers think they can make an outsized impact by boosting arts council funding to \$25 million. And some cities are devising new ways to invest in arts development: San Jose uses part of its hotel tax to fund community arts grants.

As for the rest of us, we can vote with our feet, by supporting the arts in those parts of the state where they are weakest. Here in the middle of Los Angeles County, I live in a sea of arts, with so many choices it's almost paralyzing. But inland, where there's less, the arts mean more, and an individual can have an outsized impact. So catching a performance of the Tulare County Symphony, where the musicians all have day jobs, or visiting the terrific art walk in Ontario, where one must endure the screams of passing trains, can make a big difference.

And then there's Fresno, with its ArtHop, a rotary club that is especially devoted to the arts, and the Rogue Festival, perhaps the best example of the surprise and serendipity that the arts can give us.

The town is transformed by the Rogue's thousands of visitors, many of whom are taken in by local families for the festival's two-week duration. So many people come and fill Fresno's massive parking lots that in its Rogue Festival guide two years ago, the *Fresno Bee* offered advice on how to park on the street, a skill not often used there. The Rogue itself is wide open, with no jury or judges picking favorites. Performers come and try new things, and audience members buy tickets to a variety of shows without knowing exactly what they're in for. They might end up at a one-woman comedy about a writer and her demons, or an interactive multimedia presentation by a juggler-unicyclist-musician-turned-video producer. When something works, it's magic.

Californians might prosper by embracing that spirit.

<http://www.zocalopublicsquare.org/2014/02/19/can-california-go-rogue/inquiries/connecting-california/>



NPR News and Classical
Music for Central California

Commentary: California Should Go Rogue Like Fresno

Reprint of Joe Mathews' *Zocalo Public Square* Article
February 19, 2014

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But what was once rogue feels today like a possible model for the state. California has big problems in employment (particularly in Fresno and other inland areas), education, and civic engagement. And state leaders see the arts as a potential solution to all three problems.

That's why, at a major legislative hearing on the arts last week in Sacramento, there was little in the way of enchanting paintings or violin pieces—and a lot of hard numbers. Thanks to a definition of the "creative economy" broad enough to include people who make chairs, the figures, drawn from a new report from Otis College of Art and Design, included 681,400 creative jobs in California pulling down an above-average salary of \$90,130; over 260,000 similarly high-paying freelancer and contractor gigs; a total \$155 billion in economic impact; and another \$13 billion in state and local taxes.

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Yes, of course, places with wealth often have more happening in the way of arts. But the connections between arts and the economy run deep enough to make you wonder if this is a two-way street. Erik Metzger of Intel told the legislature that many jobs at places like Google and Apple are for artists and designers. “The creative skillset fostered by arts education is an important part of today’s technical professions like engineering and computer science,” he said.

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<http://kvpr.org/post/commentary-california-should-go-rogue-fresno>

Los Angeles Daily News

Arts Can Boost Employment in California: Joe Mathews

Reprint of Joe Mathews' *Zocalo Public Square* Article
February 20, 2014, 2:46 p.m.

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Californians might prosper by embracing that spirit.

<http://kvpr.org/post/commentary-california-should-go-rogue-fresno>

The San Diego
Union-Tribune.

The Arts May Be Key to Propping up California Economy

Reprint of Joe Mathews' *Zocalo Public Square* Article
February 20, 2014. 5:00 p.m.

Does California need to go Rogue?

I'm not talking about secession or flying Sarah Palin down from Alaska but about what may be the most important California arts event most Californians have never heard of: Fresno's Rogue Festival. Founded more than a decade ago in the backyard of artist Marcel Nunis, the independent festival brings thousands of people from around the country and the world to Fresno the first two weekends of March for hundreds of performances in a dozen different venues. It is a remarkably open festival, a so-called "fringe" event that takes all comers—from foreign pros to local amateurs to, well, rogues—in theater, music, dance, and film.

But what was once rogue feels today like a possible model for the state. California has big problems in employment (particularly in Fresno and other inland areas), education, and civic engagement. And state leaders see the arts as a potential solution to all three problems.

That's why, at a major legislative hearing on the arts last week in Sacramento, there was little in the way of enchanting paintings or violin pieces—and a lot of hard numbers. Thanks to a definition of the "creative economy" broad enough to include people who make chairs, the figures, drawn from a new report from Otis College of Art and Design, included 681,400 creative jobs in California pulling down an above-average salary of \$90,130; over 260,000 similarly high-paying freelancer and contractor gigs; a total \$155 billion in economic impact; and another \$13 billion in state and local taxes.

"It's not just about art for art's sake," testified Robert Kleinhenz, chief economist for the Los Angeles Economic Development Corporation. "The industries that make up the creative economy are uniquely Californian, they make a significant economic contribution to the state, and they require care and nurturing if they are to succeed in the future."

All this can sound to the skeptical ear like so much arts lobby propaganda—until you look at a map of the state. It turns out that the regions where the economy is strongest have the highest percentages of people who participate in the arts. And, more important, vice versa. The regions where spending on and participation in the arts are lowest—the San Joaquin Valley and Southern California’s Inland Empire—are the very same regions where the economy is weakest.

Yes, of course, places with wealth often have more happening in the way of arts. But the connections between arts and the economy run deep enough to make you wonder if this is a two-way street. Erik Metzger of Intel told the legislature that many jobs at places like Google and Apple are for artists and designers. “The creative skillset fostered by arts education is an important part of today’s technical professions like engineering and computer science,” he said.

The arts also attract real estate and retail investment, which is why it seems that nearly every city I visit in California has put together an art district. The arts draw college graduates and professionals—both to work and to spend money—in what Kerry Adams Hapner, San Jose’s cultural director, called “the vital cycle”: the arts make a community more vital, that vitality attracts jobs and investment, and those investments produce new revenues, which can be used to enhance the arts and further boost vitality.

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<http://www.utsandiego.com/news/2014/feb/20/arts-fresno-rogue-california/>



Can California Go Rogue?



Reprint of Joe Mathews' *Zocalo Public Square* Article
February 21, 2014

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<http://www.citywatchla.com/8br-hidden/6479-can-california-go-rogue>

On-Air Public Radio Coverage – segments on the creative economy hearing and proposed funding bill aired live on the following public media stations.

- **KPCC** – Southern CA Public Radio
- **KQED** – San Francisco
- **Capital Public Radio** – Sacramento, Tahoe, Reno, and Central Valley

Budget Increase

CAC Budget Increase

- a) *Los Angeles Times*, Lieu Urges Big Budget Hike to \$25 Million for State Arts Grants, February 12, 2014
- b) *The Chronicle of Philanthropy*, California Lawmaker Proposes Huge Boost in State Arts Funding, February 13, 2014
- c) *Capital Public Radio*, Capitol Roundup: Brown on the Drought; More Money for Arts?, February 13, 2014
- d) *Capitol Weekly*, Arts under siege, starved of funding, May 12, 2014
- e) *Los Angeles Times*, California Arts Council could see state allocation rise to \$5 million, June 17, 2014
- f) *The Chronicle of Philanthropy*, Calif. Budget Reverses Stagnant Spending for the Arts, June 18, 2014
- g) *Sierra Sun Times*, California Arts Council Announces 2014-15 State Budget Includes \$5 Million Increase in Arts Funding, June 22, 2014

Los Angeles Times

Lieu Urges Big Budget Hike to \$25 Million for State Arts Grants



State Senator Ted Lieu (D- Torrance) is calling for increasing California's taxpayer-funded annual allocation to arts grants from \$1 million to \$25 million. He's seen chairing a hearing Wednesday in Sacramento on the state's creative economy. (Lorrie Shelley)

By Mike Boehm

February 12, 2014, 3:16 p.m.

State Sen. Ted Lieu (D-Torrance) said Wednesday that he would submit a bill that would commit at least \$25 million a year from state tax coffers to California's government arts grant making agency, the California Arts Council.

If adopted, the measure would end a streak of 11 consecutive years in which California governors and legislators have allocated just \$1 million to the arts council from the state's tax-fed general fund -- a level that consistently has left the Golden State last in the nation in per capita funding of its state arts grant making agency.

With an additional \$1 million in federal funding through the National Endowment for the Arts and about \$3 million in donations, mainly from California motorists who pay extra for special arts-supporter license plates, the arts council's overall budgets have been about \$5 million a year,

also good for last place nationally in many years, although at the moment it's 48th, ahead of Kansas and Georgia.

Lieu announced his proposal at the opening of a legislative hearing he chaired in Sacramento, in which the Senate and Assembly's Joint Committee on the Arts reviewed a new report that offered the first statewide assessment in memory of how jobs in the arts and other creative fields figure in California's overall economy.

The report, commissioned by L.A.'s Otis College of Art and Design and compiled by the Los Angeles County Economic Development Corp., is being used as a piece of ballast as arts advocates mount their latest bid to float an improved arts council budget. The arts council itself made a \$50,000 grant to Otis so it could expand what had been an annual look at the creative economy of Los Angeles and Orange counties since 2008 into a statewide study.

In opening the hearing, Lieu said the Otis Report on the Creative Economy confirms that bolstering the state's creative capacity "is how we accelerate our economy and take California to the next level We're not going to compete ... making socks."

Lieu said in a news release Wednesday that a \$25-million appropriation for the arts council would, adjusting for inflation, set the clock back to 1983, the last year of Gov. Jerry Brown's initial tenure in the governor's office. The California Arts Council was created under Brown in 1976.

Crunching employment and earnings statistics from 2012, the Otis Report showed that California's 681,400 creative workers pulled down an average salary of \$90,130, 37.5% above the statewide annual average of \$56,293.

The report defines creative fields broadly, and in fact would include Californians who make socks. In addition to core arts fields such as live performing arts, film and television performance and production, arts education, museums and galleries, architecture firms and recording studios, it includes digital media, radio and television broadcasting, advertising, graphic design, publishing, toy design and industrial design, clothing and furniture design and manufacturing.

Arts advocates hope the employment and earnings figures, along with estimates of what creative sectors add to state tax coffers and their ripple effect on other industries, will have some pull among legislators and in the governor's office.

With 17 full-time positions and an oversight board of unpaid political appointees, the arts council oversees state-funded grants to nonprofit arts groups and public arts education programs while providing other logistical and moral support for the arts.

Lieu, who's running to succeed Rep. Henry A. Waxman (D-Beverly Hills) in Congress after Waxman's impending retirement, said in his written announcement of the arts funding bill that California's current longstanding policy "is an insufficient investment in the state's art programs, and it means art programs and art-related businesses are unable to thrive, and in some cases, to even exist."

Testifying during the hearing, Wylie Aitken, the Orange County trial lawyer who chairs the California Arts Council, said that with the Otis Report's findings, "the evidence is overwhelming what the arts can do for this state."

Assemblywoman Shirley Weber (D-San Diego) acknowledged that the Otis Report provided "a great opportunity to quantify in dollars and cents" how the arts boost the state's economy. But she also wanted to emphasize the intrinsic benefits of fostering and funding creativity. "There's something about the arts that can't be quantified in dollars and cents ... [that's] fulfillment in people's lives."

Otis College President Samuel Hoi testified that the new report confirms that the arts sector is "essential to the 21st century economy. We've entered an age in which creativity will be a sustaining force." California, he said, should reverse past thinking in which "arts has been taken for granted, and when finances get tough, it's the first to be eliminated."

That's what happened to the California Arts Council in the early 2000s. After Gov. Gray Davis and the Legislature boosted the agency's annual funding to a peak of \$32 million in 2000-01. With the state's formerly booming tech sector in retreat and a national recession setting in, they proceeded to slash the arts council's budget to \$3 million by 2003-04 (including federal aid and voluntary contributions from California motorists). A bill in the mid-2000s increased the arts council's take from the special arts license plates, allowing its annual budgets to grow to about \$5 million.

The arts council's budget for the current 2013-14 fiscal year rose to \$7 million because of a one-time allocation of \$2 million from Assembly Speaker John Perez (D-Los Angeles), who provided the sum from a tax-funded account under his sole discretion. Brown's budget proposal for the coming fiscal year that begins July 1 calls for arts council funding to fall back to \$5 million.

<http://www.latimes.com/entertainment/arts/culture/la-et-cm-california-arts-funding-ted-lieu-otis-college-20140212-story.html#axzz2t9jQ8v8g&page=1>

THE CHRONICLE OF
PHILANTHROPY

California Lawmaker Proposes Huge Boost in State Arts Funding

February 13, 2014

A California lawmaker said Wednesday that he will introduce legislation to pump at least \$25-million in taxpayer funds annually into California Arts Council, which would more than quintuple the grant-making agency's budget, writes the [*Los Angeles Times*](#).

In recent years, the council has operated on about \$5-million a year, \$1-million of it allocated from state coffers by the governor and legislators. California ranks 48th in the nation in overall arts funding and last in per-capita taxpayer spending on its arts body.

State Sen. Ted Lieu announced the proposed funding boost at a hearing of the legislature's Joint Committee on the Arts, which reviewed a report by Los Angeles's Otis College of Art and Design on the economic benefits of the state's nonprofit arts world and creative industries.

<http://philanthropy.com/blogs/philanthropytoday/calif-lawmaker-proposes-huge-boost-in-state-arts-funding/81339>



Capitol Roundup: Brown on the Drought; More Money for Arts?



(Max Pringle/CPRN)

By Ben Adler
February 13, 2014

Governor Jerry Brown says California's different regions make it hard to develop water policies that would satisfy the entire state. Meanwhile, a lawmaker wants to quintuple state funding to the California Arts Council.

State's Arts Council Wants More Money

The California Arts Council is asking for five times as much state funding as it gets now.

It's backing a newly-introduced bill by state Sen. Ted Lieu (D-Torrance) that would set aside \$25 million a year from the state's general fund. The council's budget once topped \$30 million, but has dwindled to just \$5 million a year for much of the last decade.

Council Chair Wylie Aitken told a legislative committee Wednesday that even though the new money would just be a small step forward, it would be significant.

"We'll take that step and make it become a leap and make that spark and that seed produce incredible results for California and frankly for the humanness that resides in all of us," Aitken said.

Jerry Brown established the California Arts Council in the 1970s, during his first stint as governor. Brown's Department of Finance declined comment on this measure, but he's repeatedly warned lawmakers against new spending despite the state's budget surplus.

<http://www.capradio.org/articles/2014/02/13/capitol-roundup-brown-on-the-drought-more-money-for-arts/>

Arts under siege, starved of funding

By Charles Segars

May 12, 2014

Sophocles, the fifth century B.C. Greek tragedian, wrote, “Whoever neglects the arts when he is young has lost the past and is dead to the future.” Despite this grand recognition through the ages, arts and arts education programs remain under siege across the country. California continues to suffer, the result of more than a decade of inadequate arts funding.

State Sen. Ted Lieu, D-Torrance, is fighting to reverse this abysmal trend through legislation he’s proposed to restore funding for the California Arts Council. Senate Bill 1432 would allocate \$25 million from the state’s general fund for this purpose.

The California Arts Council is a state agency dedicated to advancing society through the arts and creativity. Every year it provides education, support, partnerships and millions of dollars in grants for art, arts education, music, theatre, dance, design, literature, culture and more to schools, local programs and communities statewide.

Since 2003, California’s Governors and the Legislature have allocated \$1.1 million annually to the Arts Council, the bare minimum necessary to qualify for a \$1 million National Endowment for the Arts grant. This lack of foresight has put California dead last among all 50 states in per capita funding for its arts agency.

The Council’s annual budget, about \$5 million total, comes from the general fund allocation, the NEA grant, nearly \$3 million in fees generated from the “arts-supporter” license plate fund and private donations. Although the Council was created under Gov. Brown in 1976, he has for now abandoned his own history, allocating slightly less than \$1.1 million in his proposed 2014-15 budget, currently under review in the Legislature.

A report commissioned by the Otis College of Art and Design in Los Angeles in 2013 (and funded in part by my company Ovation) examined the annual economic impact of California’s creative industries. Using 2012 data, the 2013 “*Otis Report*” found that more than 1.4 million California workers are employed, that’s roughly one in 10 jobs, directly or indirectly thanks to the state’s creative community. These industries generate 7.8 percent of the total gross state product; \$273 billion in various economic impacts that translate into \$13 billion in state tax revenues.

Our rapidly evolving global economy demands a dynamic and creative workforce that requires support for the arts at all levels. As a critical primer of an economic engine generating \$13

billion in annual tax revenue, it stands to reason that the California Arts Council's state allocation be increased now, and permanently.

Sophocles was correct to identify the importance of immersion in the arts at an early age. Children involved in arts education greatly increase their aptitude in literacy, science and math. This improvement is especially evident among children at-risk, reducing absenteeism, drop-out rates and recidivism. As a 15-year Los Angeles County reserve deputy sheriff assigned to some of our most challenged communities I have seen this firsthand. I can tell you with complete certainty; I have never arrested a child who was leaving an afterschool arts program.

Absent my own experience as a child on field trips, to art museums, with artists who supported those museums, and in afterschool programs that fostered creativity and artistic expression, I'm sure I would not have had the opportunity to lead Ovation, the nation's only arts television network. I would not have had the inspiration to create and write the film *National Treasure*, nor would I have had the chance to spend millions of dollars in local neighborhoods on production costs for the movie. It is because of arts funding, especially here in California, that I was encouraged from a very early age to dream, to create, to write, and to achieve.

We can only hope that Gov. Brown sees the wisdom of increased funding for his California Arts Council when he evaluates the state's budget before signing it in June. In the meantime, I urge the California Legislature to pass Sen. Ted Lieu's SB 1432, as well as two other bills now making their way through the Assembly; AB 1662, Assemblymember Ian Calderon's (D-Whittier) Arts Council funding bill and AB 1625, Assemblymember Adrin Nazarian's (D-Sherman Oaks) bill to establish permanent funding for the Arts Council.

I believe that the strength of our democracy is measured by our commitment to the arts, but the Republic is at risk, we are being outspent in arts funding by countries around the world, from the European Union, to China and India. California is being outspent by every other state in the nation. We are failing and we cannot allow ourselves to fall farther behind. It is both instructive and imperative that we heed the words of Sophocles, by neglecting the arts we are lost to the past and dead to the future.

—

Ed's Note: Charles Segars is the CEO for Ovation, the nation's only arts television network. He co-wrote and was executive producer for the hit films National Treasure and National Treasure 2 – Book of Secrets.

Los Angeles Times

California Arts Council could see state allocation rise to \$5 million



The arts council received a \$2.5-million transfer from the California Department of Corrections and Rehabilitation to issue grants over the coming two years for arts programs for prison inmates. (Allen J. Schaben / Los Angeles Times)

By: Mike Boehm
June 17, 2014, 6:30 AM

It isn't all that the state Legislature's arts allies had hoped for, but the 2014-15 budget recently passed by the Senate and Assembly includes a \$5 million increase for the California Arts Council — the first boost in taxpayer funds the agency has had in 11 years.

The council, which issues grants to nonprofit arts groups and arts education programs, had seen its annual allocation from state tax coffers stagnate at about \$1 million since 2003-04, down from a peak of nearly \$31 million in 2000-2001.

There's one last gatekeeper whose approval is needed: Gov. Jerry Brown, who can reduce any budget item approved by the Legislature. State State Sen. Ted Lieu (D-Torrance) said Monday

that indications from the governor's staff suggest that he'll OK the arts increase. "He knows it's important to many of the members," Lieu said. "He could still [use the veto], but I don't get that sense."

The advocacy group Californians for the Arts issued an email bulletin Monday asking arts supporters to send the governor letters urging him to let the \$5-million increase stand.

A "sample letter" the group suggested reminds Brown of his own declaration in the agency's most recent annual report that "as governor in 1976, I helped form the California Arts Council on the basis that the arts are central to the lives of Californians. My belief in the arts is still strong today...."

The Arts Council's recent overall budgets have been about \$5 million; they include an annual \$1-million federal grant from the National Endowment for the Arts — a match that would have evaporated had the state not anted up at least \$1 million of its own each year. The main funding mechanism has been about \$3 million a year in donations from motorists who opt for special license plates whose extra fees go to support arts grants.

The current session in Sacramento included several unsuccessful bills that would have established a permanent guaranteed minimum for arts funding, including a proposal by Lieu that called for a floor of \$25 million. They all died in legislative committees.

Assemblyman Adrin Nazarian (D-Sherman Oaks) and others decided to try the budget route instead. The increase will be subject to the annual budgetary wrangling, but the amount penciled in to start will be \$6 million instead of \$1 million, which advocates hope will create a de facto higher minimum for arts funding.

Nazarian's \$10-million proposed increase passed the Assembly, was reduced to \$7 million by a budget conference committee of senators and assemblymen, and dropped to \$5 million in the penultimate funding stop, which involves talks between legislative leaders and the governor.

"It's a step in the right direction, it's a turnaround," said Dan Savage, a spokesman for Nazarian. "It's hugely shy of where [arts funding] needs to be, but it shows there's a desire to do it."

A potentially significant bill for arts funding is still alive in the Senate Appropriations Committee, after passage by the Assembly last month. Sponsored by Nazarian, it would allow the arts council to accept private donations separate from the license plate funding. A hearing is scheduled June 23.

The arts council also recently received a \$2.5-million transfer from the California Department of Corrections and Rehabilitation to issue grants over the coming two years for arts programs for prison inmates. The Actors' Gang in Los Angeles, which has funded its own prison theater program since 2006, will get \$112,000 in public funds, and Fullerton's Muckenthaler Cultural Center will receive \$44,600.

For the record, June 18, 3:58 p.m.: A previous version of this story incorrectly said that the California Arts Council's funding from state tax funds would total \$5 million under the recently

passed budget. It will increase \$5 million, bringing the total from California taxpayers to about \$6 million.

<http://www.latimes.com/entertainment/arts/la-et-cm-arts-council-budget-20140617-story.html>

THE CHRONICLE OF PHILANTHROPY

Calif. Budget Reverses Stagnant Spending for the Arts

June 18, 2014

Reversing more than a decade of stagnant spending on the arts, California legislators have approved a budget that allocates \$5-million for the state's cultural grant-making body, reports the *Los Angeles Times*.

If signed by Gov. Jerry Brown, the 2014-15 spending plan would bring the first increase in 11 years for the California Arts Council, which has received \$1-million in taxpayer funds annually since 2003-2004.

Several bills to establish a permanent guaranteed minimum budget for the council, including a proposal by state Sen. Ted Lieu to set the floor at \$25-million, died in legislative committees. California has ranked for years among the lowest states in arts funding. The governor can reduce any budget item approved by lawmakers, but Mr. Lieu said indications from staff members for Mr. Brown suggest that he will sign off on the \$5-million allocation.

<http://philanthropy.com/blogs/philanthropytoday/calif-budget-reverses-stagnant-spending-for-the-arts/86879>



California Arts Council Announces 2014-15 State Budget Includes \$5 Million Increase in Arts Funding

Last Updated on Sunday, 22 June 2014 03:33

2014-15 state budget includes \$5 million increase in arts funding

June 20, 2014 - Today, Governor Edmund G. Brown Jr. signed a state budget that includes a one-time \$5 million increase in general fund support for the California Arts Council. This is the first time in over ten years the arts have seen an increase of general fund monies, after support for the Arts Council was cut by 94% in 2003.

"This is an historic day for the arts in California. The Council expresses our deepest gratitude to Governor Brown, the legislature, and the arts community for their powerful support of increased state arts funding," said Wylie Aitken, Chair of the California Arts Council.

Aitken continued, "With this support, our state's elected officials have reinvested in the arts as a critical tool for supporting our students, fueling our state's economy, and revitalizing our communities. We congratulate them on this important first step in returning the arts to their rightful place among the priorities for our state's success."

He concluded, "We are honored to serve California's arts community, who so effectively mobilized to carry the message, locally and at the Capitol, that art works, in our schools and communities - enriching the lives of all Californians."

The Arts Council previously received an average of \$1 million in annual general fund support. The total fiscal year 2014-15 general fund support for the Arts Council will reach approximately \$6 million. The Arts Council budget also includes \$1 million in annual support from the National Endowment for the Arts, and approximately \$3 million in annual funds from sales and renewals of California's Arts License Plate.

<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/179-june/13957-california-arts-council-announces-2014-15-state-budget-includes-5-million-increase-in-arts-funding>

Poetry Out Loud

Poetry Out Loud

- a) *Sierra Sun Times*, Marin County's Shayna Maci Warner Named California Poetry Out Loud Champion, March 24, 2014
- b) *The Sacramento Bee Capitol Alert*, AM Alert Medical Malpractice Damages Initiative Aims for November Vote, March 24, 2014
- c) *KRCA News*, Senate floor filled with sound of poetry, March 25, 2014
- d) *Monterey County The Herald*, School Bytes: Monterey County has Winners and More, April 6, 2014, 9:31:37 p.m.
- e) *Mount Shasta News*, Spreading the word about poetry, May 22, 2014



Marin County's Shayna Maci Warner Named California Poetry Out Loud Champion

Haley Walker from Monterey County and Wyatt Price from Nevada County were first and second runners-up in the state finals at Sacramento



Shayna Maci Warner

March 24, 2014

Shayna Maci Warner, a senior at Marin School of the Arts in Marin County, took first place in the 2014 California state finals of Poetry Out Loud and will represent the Golden State in Washington, D.C. at the national finals next month. Shayna recited Ode for the American Dead in Asia by Thomas McGrath, On Monsieur's Departure by Queen Elizabeth I, and Baudelaire by Delmore Schwartz.

After graduating this year, Shayna hopes to pursue a major that will allow her to become a Professional Storyteller, as she believes "storytelling transforms our easily distracted, speed-of-

light communication into something more tangible, visceral, and honest."

Haley Walker, a senior at Pacific Grove High School in Monterey County, was the first runner-up and will represent California in the national finals if Shayna is unable to attend. Wyatt Price, a junior at Nevada Union High School in Nevada County, was the second runner-up.

This year marks the ninth time the California Arts Council has produced the annual competition - the largest of its kind in the nation, with over 40,000 students in 35 California counties participating. The program encourages high school students to learn about poetry through memorization, performance, and competition. The 2014 State Final judges included California Poet Laureate Juan Felipe Herrera, filmmaker Christopher Coppola, and poet and arts leader Frances Phillips.

"The California Poetry Out Loud state final is an extremely competitive contest, and all the county champions are remarkable young men and women," said Craig Watson, Director of the California Arts Council. "California's extraordinary diversity and creativity is well represented in these talented young men and women who participated today, and we are delighted that Shayna will represent California in the national finals."

The Competitors

After two rounds, fourteen semifinalists competed for the title of champion, including (in alphabetical order):

- Victoria Baca, Contra Costa County
- Joshua Bjurman, Santa Clara County
- Elizabeth Ebrahimi, Siskiyou County
- Nicolas Krell, Humboldt County
- Jibril Kyser, Sacramento County
- Alex Luu , Los Angeles County
- Wyatt Price, Nevada County
- Connor Ricketts, El Dorado County
- Kaitlyn Sackett, Sonoma County
- Maya Thomas, Placer County
- Haley Walker, Monterey County
- Shayna Maci Warner, Marin County
- Alex Wingfield, San Luis Obispo County
- Teresa Woods, Tuolumne County

A list of all of the county winners, their high schools, and the poems they chose can be found at <http://arts.ca.gov/newsroom/atthecacdetail.php?id=649>.

About Poetry Out Loud

The competition took place on the evening of Sunday, March 23, at the Sacramento Sheraton (Round 1), and the morning of Monday, March 24 (Rounds 2 and 3), on the state Senate floor.

Video recordings of Monday's competition will be made available soon at <http://www.calchannel.com/>.

The California state final is the culminating competition in California between county winners who have shown their merit in the classroom, school, district, and county (a pyramid competition structure similar to the spelling bee).

Shayna Maci Warner, as the California Poetry Out Loud champion, receives \$200 from the National Endowment for the Arts (NEA). She will go on to compete in Washington, DC, later this spring, and her school will receive \$500 for books. Haley Walker, as the runner-up, receives \$100 from the NEA, and \$200 for books at her school.

The California Arts Council's 2014 California Poetry Out Loud state finals were sponsored by the National Endowment for the Arts, the William and Flora Hewlett Foundation, and PAH Nation.

<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/173-march/12568-marin-countys-shayna-maci-warner-named-california-poetry-out-loud-champion>



AM Alert: Medical Malpractice Damages Initiative Aims for November Vote

March 24, 2014

....O CAPTAIN! MY CAPTAIN!: The Senate chamber gets a little more artistic this morning as the 35 finalists in California's high school Poetry Out Loud contest compete for a \$200 prize and entry into the national championships in Washington, D.C., starting at 8:10 a.m.

<http://blogs.sacbee.com/capitolalertlatest/2014/03/am-alert-medical-malpractice-damages-initiative-aims-for-november-vote.html>

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Senate floor filled with sound of poetry

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POETRY OUT-LOUD

3 KCRA

00:17 01:02

Instead of political bickering, the state Capitol was filled with students reciting poetry in an annual competition.

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School Bytes: Monterey County has winners and more

By Claudia Melendez Salinas
April 6, 2014, 9:31:37 p.m.

The California Arts Council has awarded Pacific Grove High School teacher Larry Haggquist the second annual Hero Award for the Poetry Out Loud program. Haggquist received the award on the state Senate floor on March 24 during the California Poetry Out Loud State Finals in Sacramento.

Haggquist was the coach of 2014 state runner-up Haley Walker, a senior at Pacific Grove High.

The Hero Award was established by the California Arts Council to acknowledge the remarkable work done in the classroom by the thousands of teachers, coaches, teaching artists and others who bring the California Poetry Out Loud program to life.

"It's the teachers and others who make this program happen, and for that, they are my personal heroes," said Kristin Margolis, arts program specialist at the Arts Council, who manages the literary programs.

Haggquist was selected as the second recipient of this award based on his coaching and cultivation of young poets as an English teacher and the Poetry Out Loud coach at Pacific Grove High. Haggquist coached three Poetry Out Loud state champions and one runner-up.

http://www.montereyherald.com/localnews/ci_25510244/school-bytes-monterey-county-has-winners-and-more

Spreading the word about poetry

Local poets will celebrate the 50 year anniversary of the California Poets in Schools program with a reading and celebration scheduled for Saturday, June 14 at the Siskiyou Arts Council Gallery and Cultural Center in Mount Shasta.

By Skye Kinkade

Posted May. 22, 2014 @ 12:33 pm

Mount Shasta, Calif.

Local poets will celebrate the 50 year anniversary of the California Poets in Schools program with a reading and celebration scheduled for Saturday, June 14 at the Siskiyou Arts Council Gallery and Cultural Center in Mount Shasta.

Participating are poets Jackie MacNamara, Jim Brown, Jill Gardner, Linda Barnes, Liz Robinson, and Beth Beurkens.

After the reading from 1 to about 2:30 p.m., tea and cake will be served.

“We really want to the public to come out and hear poetry,” said Beurkens, who believes poetry can “lift you out of a deep depression. Something in a poem can click with you deep in your soul and set you steaming ahead. Poetry read aloud really takes you somewhere.”

Founded in 1964, California Poets in the Schools is one of the largest literary artists-in-residence programs in the nation. Local schools, including Golden Eagle Charter School, Mount Shasta High School and Yreka High School have participated in the program, which brings poets into the classrooms to teach students to “express who they are” through various styles of poetry, such as autobiographical, list poems, category poems, and Haiku, said Beurkens.

“It’s very liberating, to be given a place for self expression,” Beurkens said. “To be supported and accepted, so (students) can say, ‘This is who I am and this is what I have to say.’ It’s extremely valuable.”

At the end of the year, schools select one of their students’ poems to be submitted to a statewide anthology for publication.

“To be published while still in high school is such a life changer for these young poets,” said Beurkens, who has been a teacher for the program since 2005.

CPITS serves 25,000 students annually in hundreds of public and private schools, juvenile halls, after-school programs, hospitals, and other community settings. The program also partners with the California Arts Council to sponsor the Poetry Out Loud recitation program in high schools across the state, including those in Siskiyou County.

To learn more about the June 14 celebration, call 541-708-0473.

<http://www.mtshastanews.com/article/20140522/NEWS/140529853/-1/news>

CREATE CA

CREATE CA

- a) *The Huffington Post*, Tapping in to the Real Value of Creativity, February 27, 2014
- b) *EdSource*, Effort to Revive Arts Programs in Schools Gains Momentum, April 18, 2014

THE HUFFINGTON POST

TOP NEWS AND OPINION

Tapping in to the Real Value of Creativity

By Michael Nobleza

February 27, 2014, 4:59 p.m.

The California Arts Council -- the state's agency responsible for arts education policy-setting -- recently concluded a comprehensive strategic planning process involving an extensive statewide survey and numerous stakeholders to explore the future of state arts policy and arts education. At the heart of the Council's new five-year plan is a focus on creativity. This new focus on creativity came from a recent windfall to the state agency made possible by a resurgent California economy. The focus on creativity was also institutionalized through the Council's new CREATE CA coalition that reframes the conversation about the value of arts education from one where the arts plays a marginal role in the economy (and therefore, is one of the first areas to be cut during an economic downturn) to one where the arts and creativity are at the center of efforts to revamp the educational system of the world's twelfth-largest economy. Even more encouraging is the introduction last week of Assembly Bill 1662 by Assembly Member Ian Calderon (D-Whittier), a nod to the growing importance of focusing on creativity as essential to student success and ultimately, to the state's creative economy.

These recent developments are even more important given California's efforts to implement the Common Core State Standards for mathematics and language arts and the Next Generation Science Standards. Layer on top of that a growing educational technology market fueled by Silicon Valley's software and application developers, which in turn raises healthy conversations around the appropriate role of technology in facilitating meaningful and effective learning.

This is a critical time for one of the largest and most economically and culturally diverse public school systems in the country (if not the world). What we are witnessing is a re-envisioning of the California public school classroom that is not only about what students are learning, but also about why the "how" and the "why" they are learning matters. Creativity provides a powerful and useful framework for exploring how we might design the 21st-century learning experience.

Henry Giroux, in "When Schools Become Dead Zones of the Imagination," reflects:

“This approach to critical pedagogy does not reduce educational practice to the mastery of methodologies. It stresses, instead, the importance of understanding what actually happens in classrooms and other educational settings by raising questions such as: What is the relationship between learning and social change? What knowledge is of most worth? What does it mean to know something? And in what direction should one desire? Yet the principles and goals of critical pedagogy encompass more. Pedagogy is simultaneously about the knowledge and practices teachers and students might engage in together and the values, social relations and

visions legitimated by such knowledge and practices. Such a pedagogy listens to students, gives them a voice and role in their own learning, and recognizes that teachers not only educate students but also learn from them.”

Giroux makes the case that learning isn't just about the "what" but about the "how" and "why" as well. In a creativity-focused learning environment, it's not just about sticking the "A" (i.e. the arts) in STEM (i.e. science, technology, engineering and math) and turning it into STEAM. Creativity is essential to all disciplines and shouldn't be treated as an optional subject to be taken up only if there are the resources for it.

A creativity-focused learning environment is about teaching practices that truly put the student at the center of her/his own learning. It's about teachers effectively asking questions that are not intended for the child to regurgitate a right answer but instead get her/him to arrive at her/his own conclusions and to think outside of the box. It's about technology tools that meet a student where they are at, and that go beyond flashy animations and cute characters to encouraging a student to be invested in their progress down a learning track.

A creativity-focused learning environment is about values. It's about students learning to collaborate. It's about them negotiating differing viewpoints to arrive at a common solution or vision that they can own together. It is about -- as we like to say at the Children's Creativity Museum -- failing forward, learning about the importance of making and learning from mistakes quickly and therefore, building up confidence and resilience.

Ultimately, a creativity-focused learning environment provides kids with the tools to engage in social change. Children learn to be effective critical thinkers and creative problem-solvers. They begin to see the world as malleable and responsive. Students become global citizens with the capacity to envision new solutions to the problems they face.

This is a truly exciting time for the state's public school system, with the adoption of new content standards and the availability of new technologies that enable teachers to bring curricula to life, not only in entertaining, but in engaging ways for the student. As we move together through this confluence of powerful societal forces, creativity can be the difference between teaching to yesterday's workplace and empowering the next generation of creative leaders and innovators.

http://www.huffingtonpost.com/michael-nobleza/tapping-into-the-real-val_b_4863307.html



Effort to Revive Arts Programs in Schools Gains Momentum



Instruction in visual and performing arts was severely cut in California schools during the recession. (Credit: Steven Bollman, Oakland School for the Arts)

By David E. Thigpen
April 8, 2014

In an attempt to reverse the impact of years of budget cuts and a state and national emphasis on math and English test results, some 70 education officials, arts advocates, teachers and principals will unveil in June a blueprint designed to renew California’s battered K-12 arts education system.

“This is an opportunity to bring arts back into the curriculum,” State Superintendent of Schools Tom Torlakson told EdSource. “For the last several years such an emphasis has been put on math and English test scores that arts education went by the wayside as a priority.”

Perhaps more than any other segment of school curriculum, the arts – whether in music, dance, drama or the visual arts, such as photography or painting – were hit hard by the state’s budget crisis. The cuts came against the backdrop of the decade-long emphasis on math and reading as mandated by the federal [No Child Left Behind](#) law and the state’s own [Public School Accountability Act](#).

In fact, in the Los Angeles Unified School District, the state’s largest, one-third of the district’s 345 arts teachers were let go between 2008 and 2012 and arts offerings for half of K-5 students were reduced to zero.

Not unpredictably, the decline of arts education has been felt most severely in low-performing, low-income schools as administrators moved resources out of the arts and into remedial math and English in an effort to avoid being placed into program improvement status, one potential penalty for schools that didn't hit achievement benchmarks on standardized tests. Ironically, these are the very schools that stand to benefit most from strong arts curriculums.

The decline of arts education also raised equity and access issues as cuts fell along economic lines. Independent schools and other schools with access to private resources have generally been able to withstand budget cuts by raising private dollars to fill the gap.

New plan

The new plan, titled “Blueprint for Creative Schools: How the Arts and Creative Education Can Transform California’s Classrooms,” is written by [CREATE CA](#), a statewide consortium of groups promoting arts education. The acronym stands for Core Reforms Engaging Arts to Educate.



Research suggests that students who receive intensive art instruction fare better academically than other students. (Steven Bollman/Oakland School for the Arts)

The blueprint, three years in the making, is being designed as large-scale change is washing over public education. With [Proposition 30](#), a temporary tax increase approved by voters in November 2012, providing a large infusion of new money; the [Local Control and Funding Formula](#) revamping school budgets and placing greater autonomy and accountability on school districts; and new [Common Core State Standards](#) triggering curriculum reassessments, arts advocates inside and outside schools are using the opportunity not only to plan ways to rebuild arts education but also to reassess its importance and rethink how it can be sustained. Blueprint supporters point to research indicating that arts education creates value for students that reaches far beyond drawing and painting. For instance, students from low-income backgrounds who had “arts-rich” instruction in school were less likely to drop out of school, more likely to get a bachelor’s degree, and showed higher levels of civic engagement than similar students who did not have intensive art instruction, according to a [2012 study](#) from the National Endowment for the Arts.

Furthermore, advocates note, demand for good arts education instruction is on the rise.

At [Oakland School for the Arts](#), a well-regarded performing arts charter school in Oakland, enrollment is at capacity. The school has a long waiting list, and Executive Director Donn Harris is looking at ways to expand.

The school has actually benefitted from the general K-12 decline in the arts, Harris said, because talented teachers let go by other public schools have come knocking at his door.

Alignment with Common Core

Although the blueprint will not be released until June, CREATE CA members agreed to preview some of it to EdSource. Foremost among its objectives is to avoid a repeat of the pummeling arts education took between 2000 and 2010 by making the arts more resistant to future budget cuts.

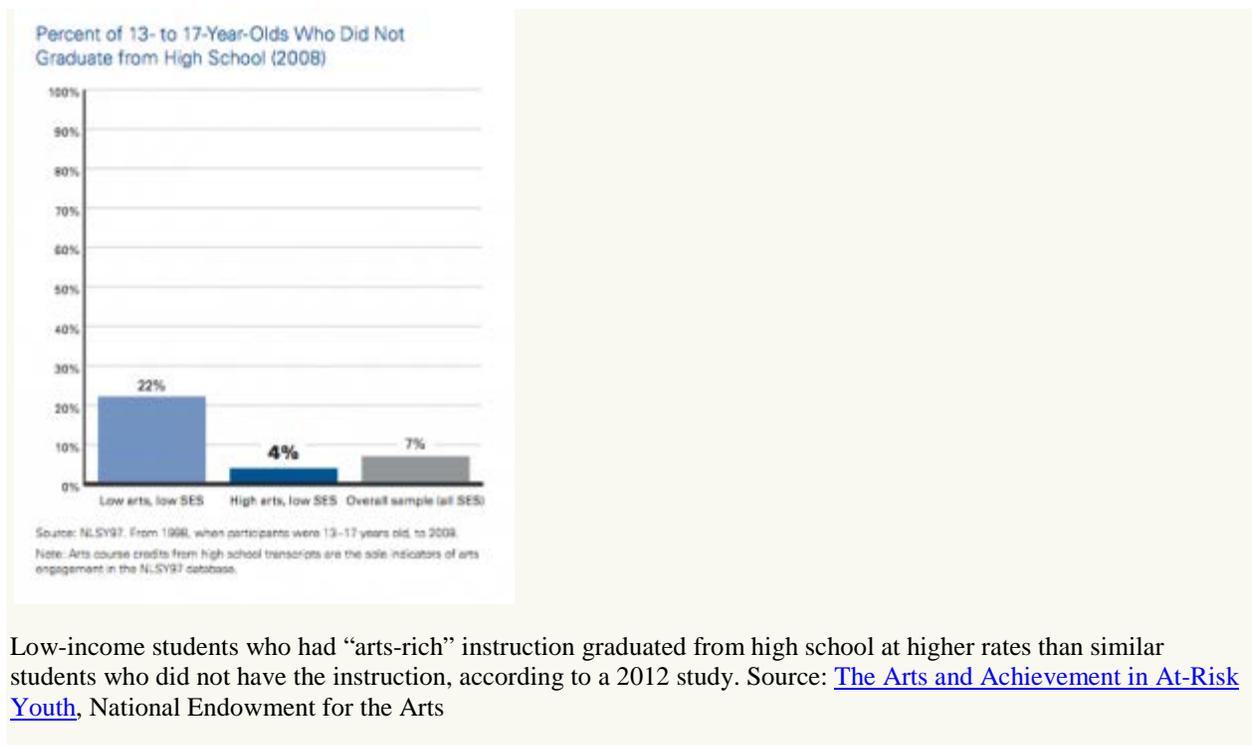
One key recommendation calls for districts to “develop arts curriculum modules aligned to the Common Core standards and make them available to all districts and schools throughout the state.” The new standards emphasize problem-solving and hands-on instruction and favor an interdisciplinary approach to show the interconnectedness of subjects.

Although arts are not a part of the Common Core Standards, CREATE CA members argue that its value reaches far beyond mere painting and drawing.

“Part of our goal is to integrate arts with other subject matters and make it an essential part of Common Core,” Torlakson said.

Examples of that, he said, might be studying ancient terra cotta figurines from China as part of a literature class, or drawing an image of a character as an assignment accompanying a reading of [“The Hunger Games”](#) novel.

“Math, English, social studies and science are the four cores, but we want art to be the fifth core,” said Oakland School of the Arts’ Harris, who is also a member of CREATE CA.



Low-income students who had “arts-rich” instruction graduated from high school at higher rates than similar students who did not have the instruction, according to a 2012 study. Source: [The Arts and Achievement in At-Risk Youth](#), National Endowment for the Arts

CREATE CA member Craig Watson, who also serves as director of the [California Arts Council](#), the state agency that promotes the arts, said this can be done by forging stronger connections to

visual and performing arts experts in local communities who can bring their expertise to classrooms. This effort is already under way through a program called [Creativity at the Core](#) that the arts council developed in partnership with the California County Superintendents Educational Services Association.

Jack Mitchell, secondary arts consultant at the California Department of Education and a CREATE CA member, also agrees that arts can play a valuable role in Common Core.

“In the theater world where I come from, multi-literacy is what we do,” he said. “You can’t construct a stage set without knowing math. You can’t act a part without understanding the social context. Arts teachers can take the lead in taking students from siloed work to broader literacy.”

Academic, Economic Benefits

Watson cites the 2012 NEA report, prepared by Professor James Catterall at the University of California, Los Angeles, who studies the arts, as among the body of research that identifies the benefits of robust arts programs.

“Socially and economically disadvantaged children and teenagers who have high levels of arts engagement or arts learning show more positive outcomes in a variety of areas than their low-arts-engaged peers,” the NEA report said.

A [2013 progress report](#) on the [Turnaround Arts initiative](#) started in 2011 by President Barack Obama to bring arts into low-income schools argues that arts education is an effective tool in reversing the slide of low-performing schools, citing research that says students participating in the programs improved in reading and math.

The arts also have an economic benefit, CREATE CA members said. Creative industries in the state account for a \$273 billion annual input into the California economy and support one out of every 10 jobs, according to a [2013 “creative economy” report](#) prepared by the Otis College of Design in Los Angeles.

Whether the policy recommendations of the blueprint live or die will rest in the hands of parents and local school district officials who under the new Local Control Funding Formula have the greatest say in how they choose to allocate their funding. This in itself may be a difficult hurdle as competition will arise as to just what kinds of arts should be funded.

Still, arts advocates are applauding the direction the blueprint takes and are looking forward to it being implemented as quickly as possible.

“Whatever disagreements I had with No Child Left Behind, it got into the system quickly,” Harris said. “I’d like to see that same kind of energy go into making CREATE CA work.”

<http://edsources.org/2014/effort-to-revive-arts-programs-in-schools-gains-momentum/59632#.U0xDH1XwYba>

Arts-in-Corrections

Arts- In-Corrections

- a. *KPCC*, Effort Emerging to Bring Arts Back to California Prisons, January 6, 2014
- b. *KPCC*, Arts in Corrections to return to California prisons with \$1 million, May 2, 2014
- c. *CVBT*, Artists Wanted By State Prisons, May 2, 2014
- d. *San Diego City Beat*, Arts-in-Corrections to Return to California State Prisons, May 2, 2014
- e. *Sierra Sun Times*, California Arts Council and California Department of Corrections and Rehabilitation Partner to Bring Rehabilitative Arts Programs to State Prisons, May 2, 2014
- f. *Imperial Valley News*, CDCR, California Arts Council Partner to Bring Rehabilitative Arts Programs to State Prisons, May 2, 2014, 10:35 p.m.
- g. *CBS Sacramento*, California to Spend \$2.5M On Arts Programs For Inmates, June 6, 2014 7:53 AM
- h. *Sacramento Bee*, Five California Things to Know for Friday, June 6, 2014
- i. *Orange County Register*, The arts resume behind bars as state agency renews funding, June 5, 2014
- j. *KPBS News*, Arts-In-Corrections Program Returns To California Prisons, June 5, 2014
- k. *HispanicBusiness.com*, Arts-in-Corrections Programs Return to California State Prisons, June 5, 2014
- l. *San Diego City Beat*, Donovan on the list of 14 California state prisons to see the return of Arts-in-Corrections programs, June 5, 2014
- m. *Sierra Sun Times*, Kern Valley State Prison and California State Prison – Corcoran Included in Arts-in-Corrections Programs Returning to California State Prisons, June 6, 2014
- n. *Imperial Valley News*, CDCR and California Arts Council Announce \$1 Million in Contract Awards for Organizations to Provide Arts-in-Corrections Programs, June 5, 2014
- o. *Backstage*, Tim Robbins’ Actors’ Gang Goes to Prison, June 18, 2014
- p. *Fresno Bee*, Arts education in prisons is back, June 6, 2014
- q. *Corrections.com*, State to expand arts programs at 14 prisons, June 9, 2014
- r. *Bakersfield Californian*, Camille Gavin: Arts Council on the right course, June 18, 2014
- s. *KCET*, Arts-In-Corrections Program Returns to California Prisons, June 25, 2014



Effort Emerging to Bring Arts Back to California Prisons



Jesus Ledesma works on a painting inspired by Day of the Dead sugar skulls. The three-hour painting class takes place once a week in a small trailer classroom. Ledesma is serving a six-year sentence for injuring another man in a fight. (Maya Sugarman, KPCC)

By Mary Plummer

January 6, 2014, 9:00 a.m.

About a dozen men sit in a makeshift classroom in Norco. Canvases are draped across their desks, and dabs of paint sit atop sheets of wax paper perched beside them.

The men are hard at work, some painting images they've found in National Geographic while others take inspiration from ideas inside their head.

"The whole week, I'm looking for that day" - the day he gets to paint, said Jesus Ledesma, from Riverside, as he painted a brightly-colored skull. Ledesma is in the California Rehabilitation Center, serving a six year sentence for injuring another man in a fight. "I love it. I'm not really good at it, but I know I can learn."

The class, run by Cal Poly Pomona's [Prison Education Project](#), is one of the few remaining art programs left in California.

A statewide program known as Arts in Corrections that had been providing arts education to prisoners for decades was eliminated in 2010.

But now some state lawmakers and arts advocates are hoping to bring it back.

State senator Ted Lieu, who [represents District 28](#), which includes Torrance, Manhattan Beach and Marina Del Rey, is among them.

"Unless you're in prison for life, virtually all of arrested prisoners will come out one day," he said. "They will go back to our communities, and the question is do you want them to commit more crimes or do you want them to have a better way to express themselves, manage their emotions, learn new skills and be productive members of society?"

Lieu believes California can afford to work on lowering its 63.7 percent recidivism rate, which he said is the highest in the country.

"Not only do we have a structurally balanced budget with a surplus of over \$2 billion," he said, "we also have over \$1 billion in reserves and we can take a very small portion of that surplus and reduce our recidivism rate."

Lieu said he's going to submit a request to the budget subcommittee that oversees state prisons to restore \$3-5 million in funding for arts in prison programs. That money would cover the first year. He said full restoration would cost around \$15 million.

The California Arts Council and Tim Robbins' Actors' Gang are among the groups supporting the effort.

Tom Skelly headed arts instruction at the California Institution for Men in Chino from November of 1980 to the program's end in March 2010.

"It was my hope that they would value it enough to want to keep the program," he said.

He said the program produced undeniable results.

"The officers would tell me that the guys that were involved in my program were more peaceful," he said. "We had the recidivism studies, the incident levels went down on the prisons."

[California Department of Corrections data from a frequently cited study in 1980s](#) shows that 74.2 percent of parolees were not returned to custody within a year after participating in Arts in Corrections vs 49.6 percent of state parolees on a whole.

Skelly now teaches the painting class in Norco, a contract position. It's a skeleton of the instruction he once led - the students meet for just a few hours once a week.

Ledesma, one of his students, has three years left on his sentence. Painting is one of several courses he takes to help pass the time.

"It was a stupid fight," he said. "I have to pay for it."

<http://www.scpr.org/blogs/education/2014/01/06/15527/effort-emerging-to-bring-arts-back-to-california-p/?slide=15>



Arts in Corrections to Return to CA prisons with \$1 Million



Inmate Rudy Sigala paints pandas for his three children at Norco's California Rehabilitation Center (Nov. 19, 2013, Maya Sugarman/KPCC)

By Mary Plummer

May 2, 2014, 12:05 a.m.

The California Department of Corrections and Rehabilitation will announce Friday it plans to spend \$1 million to restore arts programming for prisoners.

The funding will bring back the Arts in Corrections program, [the demise of which KPCC reported on in January, along with makeshift programs that have popped up to try to fill in some of the gaps.](#)

Despite studies showing inmates released from prison were less likely to return if they had participated in the state's arts classes, the program was eliminated in 2010. It had been a staple in state prisons for 30 years.

"These are skills that inmate artists can take out into the community when they get out," said Krissi Khokhobashvili, a spokesperson for the state corrections department. She said the goal is to give inmates job skills so they don't end up back in prison.

The new funding will give prisoners a big boost in access to activities like theater, sculpture, painting and creative writing.

The state has also committed a second round of funding for fiscal year 2014-15, but the amount has yet to be set. [The California Arts Council will oversee proposals from organizations](#) that want to lead the arts programming — the funding is available for use at all 34 state prisons. Teaching artists will be in place as soon as June.

"These programs also direct inmates' energy in a positive direction, promote positive social interaction and lower tension levels, resulting in a safer environment for inmates and staff," state corrections secretary Jeff Beard said in the written statement.

Cal Poly Pomona's Prison Education Project runs what was until now one of the few remaining art programs in the state. Inmates at the California Rehabilitation Center in Norco described the experience of learning to paint as something they looked forward to all week long.

State inmate Earl Stewart told KPCC in November that the experience helped him to cope with the challenges of prison life.

"It keeps your mind occupied," Stewart said. "It's something to escape."

<http://www.scpr.org/blogs/education/2014/05/02/16512/arts-in-corrections-to-return-to-california-prison/>



Artists Wanted By State Prisons

CDCR, California Arts Council partner on rehabilitative arts programs

Artists invited to help inmates develop skills

May 2, 2014, 9:40 a.m.

An arts program is opening at prisons statewide to help rehabilitate inmates.

The California Department of Corrections and Rehabilitation and the California Arts Council are looking for artists to participate.

The Arts in Corrections programs are to offer an array of performing, literary and visual arts disciplines, such as theater, music, creative writing, poetry, painting, drawing and sculpture, the corrections department says.

"Research has shown that structured arts programs improve inmates' problem-solving skills and self-discipline and increase their patience and their ability to work with others," says CDCR Secretary Jeff Beard. "These programs also direct inmates' energy in a positive direction, promote positive social interaction and lower tension levels, resulting in a safer environment for inmates and staff."

CDCR has committed \$1 million funding to add structured, contracted Arts-in-Corrections programs in select state prisons. The funds will be administered by the California Arts Council. Use of funds is subject to review by state control agencies.

"This investment will help inmates develop skills that may help them get jobs when they are released, which would help reduce recidivism and victimization," says Mr. Beard.

Interested arts organizations will be considered through an open request for proposal process. Proposals must be received by Tuesday, May 27. For more information on providing services, contact Mary Beth Barber at the California Arts Council at (916) 322-6588.

<http://www.centralvalleybusinesstimes.com/stories/001/?ID=25774>

San Diego **CityBeat**

Arts-in-Corrections to Return to California State Prisons

The California Department of Corrections and Rehabilitation and the California Arts Council partner up to bring the important program back



Prisoners inside Richard J. Donovan Correctional Facility are excited to have access to the arts again. (Kinsee Marlon)

By Kinsee Marlon
May 2, 2014

The California Department of Corrections and Rehabilitation (CDCR) and the California Arts Council announced today that Arts-in-Corrections is back.

The program, [which I detail in this week's cover story](#), offers state prison inmates diverse rehabilitative programming in the literary, performing and visual arts.

The full press release follows:

The California Department of Corrections and Rehabilitation (CDCR) and the California Arts Council are seeking artists to work for a rehabilitative arts program opening at prisons statewide.

The Arts in Corrections programs will offer an array of performing, literary and visual arts disciplines, such as theater, music, creative writing, poetry, painting, drawing and sculpture.

"Research has shown that structured arts programs improve inmates' problem-solving skills and self-discipline and increase their patience and their ability to work with others," said CDCR Secretary Jeff Beard. "These programs also direct inmates' energy in a positive direction, promote positive social interaction and lower tension levels, resulting in a safer environment for inmates and staff."

CDCR has a long history of providing arts programs, as institutions and community organizations have partnered to offer visual and performing arts programs to inmates. CDCR has committed \$1 million funding to add structured, contracted Arts-in-Corrections programs in select state prisons. CDCR is also committed to a second year of support for fiscal year 2014-15. The funds will be administered by the California Arts Council. Use of funds is subject to review by state control agencies.

"This investment will help inmates develop skills that may help them get jobs when they are released, which would help reduce recidivism and victimization," Beard added.

"The California Arts Council commends Secretary Beard on this investment. Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state," said Wylie Aitken, Chair of the California Arts Council. "The Arts Council looks forward to partnering with the Department of Corrections and Rehabilitation, and to working with arts organizations on the development of these new Arts-in-Corrections programs."

The California Arts Council will be seeking providers beginning May 2, 2014. Interested arts organizations will be considered through an open Request for Proposal (RFP) process. Proposals must be received by May 27, 2014. CDCR and the Arts Council will conduct webinar for interested parties on Thursday, May 15, at 3 pm.

Click here to review the RFP process. For more information on providing services, contact Mary Beth Barber at the California Arts Council at (916) 322-6588.

For CDCR press inquires, contact Dana Simas at (916) 445-4950.

<http://www.sdcitybeat.com/sandiego/blog-1563-arts-in-corrections-to-return-to-california-state-prisons.html>



California Arts Council and California Department Of Corrections and Rehabilitation Partner to Bring Rehabilitative Arts Programs to State Prisons

May 2, 2014

Sacramento - The California Department of Corrections and Rehabilitation (CDCR) and the California Arts Council are seeking artists to work for a rehabilitative arts program opening at prisons statewide.

The Arts in Corrections programs will offer an array of performing, literary and visual arts disciplines, such as theater, music, creative writing, poetry, painting, drawing and sculpture.

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<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/177-may/13188-california-arts-council-and-california-department-of-corrections-and-rehabilitation-partner-to-bring-rehabilitative-arts-programs-to-state-prisons>

Imperial Valley News

Imperial Valley California News Source

CDCR, California Arts Council Partner to Bring Rehabilitative Arts Programs to State Prisons

By IVN

May 2, 2014, 10:35 p.m.

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For more information on providing services, contact Mary Beth Barber at the California Arts Council at (916) 322-6588. To review the RFP process, visit www.arts.ca.gov

<http://www.imperialvalleynews.com/index.php/news/california-news/8497-cdcr-california-arts-council-partner-to-bring-rehabilitative-arts-programs-to-state-prisons.html>

Associated Press Article



Picked up by CA outlets: San Francisco Chronicle, Sacramento Bee, KSBY News San Luis Obispo, KFSN-TV Fresno, Fresno Bee, News 10 Sacramento, The Union Democrat

Picked up by National outlets: The Washington Times (Washington, D.C.), Gainesville Sun, Erie Times-News, The Republic (Columbus, Indiana), The News Tribune (Tacoma, WA), Washington Examiner (Washington, D.C.), Daily Journal (Franklin, IN), Greenwich Time (Greenwich, CT)

California To Spend \$2.5M On Arts Programs For Inmates

SACRAMENTO (AP) – For seven years, inmates at a Southern California state prison have learned to express themselves through acting, acquiring skills that actor Tim Robbins says can change their lives.

The program will now expand as the California Arts Council and the California Department of Corrections and Rehabilitation announced Thursday it will spend \$2.5 million over the next two years to bring the arts to 14 state prisons.

Robbins has starred in movies including “The Shawshank Redemption,” “Bull Durham” and “Mystic River.” He is also artistic director of the Actors’ Gang Prison Project, which has offered theater arts programs in California prisons since 2006, including the California Rehabilitation Center in Norco for the last seven years.

“We find that it fundamentally changes the inmates that participate. It also helps the prison at large because it can change the culture of the prison,” Robbins said in a telephone interview with The Associated Press. “They tell us they can talk to their children for the first time when they’re visiting and can express emotion to them.”

His group had been providing services without charge but will now be able to expand into other prisons with the grant money. It is one of one of seven groups that will offer Arts-in-Corrections programs. Besides theater, the programs will include music, dance, creative writing, poetry, storytelling, painting, drawing and sculpture.

Though prisons are usually rigorously self-segregated by race and gang affiliation, Robbins said his organization insisted that the acting program include inmates of all stripes.

“We’ve had sessions where we’ve had white supremacists and Crips and Asians, and what happens in that room is so profound that the guys tell us, to a man, that the bonds that they made in that room are far more important than they’ve had previously,” he said.

<http://sacramento.cbslocal.com/2014/06/06/california-to-spend-2-5m-on-arts-programs-for-inmates/>

Associated Press Article



Picked up by: Sacramento Bee, Fresno Bee, San Luis Obispo Tribune, Orange County Register

5 California Things to Know for Friday

Your daily look at late-breaking California news, upcoming events and the stories that will be talked about Friday:

1. VOTER APATHY

Preliminary figures show fewer voters likely turned out for Tuesday's primary than for any regular statewide election in California history.

2. CALIFORNIA HIGH-SPEED RAIL

Kings County and residents group file suit claiming the \$68 billion bullet train project violates Environmental Quality Act and other laws.

3. INMATE ART

California Arts Council and state Corrections Department will spend \$2.5 million over two years to bring arts program to 14 prisons.

4. VETERANS' GRAVES

San Diego County authorities seek man who stole brass plaques from graves of military veterans and their spouses at Alpine Cemetery.

5. REAGAN ANNIVERSARY

Nancy Reagan, 92, visited the grave of her husband, former President Ronald Reagan, on the 10th anniversary of his death.

<http://www.sacbee.com/2014/06/06/6462972/5-california-things-to-know-for.html>

ORANGE COUNTY REGISTER

The arts resume behind bars as state agency renews funding



An improv singing class takes place at San Quentin State Prison. The California Arts Council announced Thursday the resumption of its Arts-in-Corrections program, with \$1 million in support this year and \$1.5 million next year.
COURTESY OF PETER MERTS

BY RICHARD CHANG / STAFF WRITER

For the first time more than a decade, the state will fund arts programs for inmates in California prisons, spending \$2.5 million over the next two years.

The California Arts Council announced Thursday that it is collaborating with the state Department of Corrections and Rehabilitation to provide \$1 million in grants this year and \$1.5 million next year for Arts-in-Corrections programs in 14 state prisons. Seven arts organizations will receive funds for projects, including the Muckenthaler Cultural Center in Fullerton and The Actors' Gang in Los Angeles.

The last time the California Arts Council provided official funding for arts in prisons programs was 2003. The actual money is coming from the corrections department's budget.

The Muckenthaler, awarded \$44,605, will provide “intensive mini-residences” for performance artists in music and theater, culminating in a live performance for staff and family members at five correctional facilities in the Central Valley. Those include Kern Valley State Prison, California State Prison, Corcoran, and Pleasant Valley State Prison.

The Actors’ Gang, awarded \$112,000, will continue its current Actors’ Gang Prison Project and expand it to two new institutions, providing theater arts and technical theater programming to inmates. Actor Tim Robbins launched the Actors’ Gang Prison Project in 2006.

“Arts really make a difference in everyone’s lives, not just helping students stay in school, but also for rehabilitation for people not to go (back) to prison, so it doesn’t become an endless cycle,” said Anaheim resident Wylie Aitken, chairman of the California Arts Council. “If we’re successful, we can save millions of dollars for the state of California, since we’re paying \$60,000 per prisoner each year for the prison population.”

Zoot Velasco, executive director of the Muckenthaler, has nine years of experience working with the arts in prisons in California, and more years in other states.

“It’s one of the most rewarding experiences I’ve ever done,” he said. “When you have arts programs in prisons, it makes people less tense, more willing to learn, to behave, to be part of things, and all of that is a plus.”

Velasco said when he was involved in the program, rates of recidivism went down 85 percent, and violence went down about 85 percent as well, at facilities that had arts programs. He cited a 2012 report by Larry Brewster of the University of San Francisco, known as the Brewster Report.

The California Arts Council supported arts in prisons programs from the 1980s to 2003, when its budget was cut by about 94 percent. Its current budget is \$5 million. One million comes from the state general fund, \$1 million comes from the National Endowment for the Arts, and \$3 million comes from a statewide arts license plate program.

State representatives are currently considering a \$10 million increase in the council’s budget.

<http://www.ocregister.com/articles/arts-617252-state-million.html>



Arts-In-Corrections Program Returns To California Prisons

By [Marissa Cabrera](#), [Maureen Cavanaugh](#), [Amita Sharma](#)

Inmates in California prisons have a whole lot of time and not much to do with it. Some people would say that's as it should be.

But many of those prisoners will get out someday so programs that help teach skills and turn lives around generally are accepted as a good idea.

One program that has a track record of being a very good idea is called Arts-in-Corrections. After a budget-induced hiatus of a few years, the [program recently has been restored](#) and is starting up again at Donovan State Prison in San Diego County.

Today the [California Arts Council](#) and [California Department of Corrections and Rehabilitation](#)(CDCR) announced its awarded \$1 million to fund seven groups that provide art instruction, from theater to dance and music, in the state's correctional facilities.

A new playwriting course and painting project at Donovan have been funded through the [William James Association](#).

“Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state,” California Arts Council chair Wylie Aitken said. “The Arts Council is pleased to award contracts to these exceptional organizations, in partnership with the Department of Corrections and Rehabilitation. The arts are a powerful tool that can address many of the challenges facing the state of California.”

[Project PAINT](#) was launched in March at Donovan by UC San Diego PhD candidate Laura Pecenco. The program runs two 16-week courses, serving 50 inmates. Currently, participants are working on a mobile 5 panel mural that will be displayed at the institution.

[Recent studies](#) indicate arts programs have a positive impact on the prison population– improved behavior, reduced inmate conflict, reduction in recidivism.

“Structured arts programs have proven results,” CDCR Secretary Jeff Beard said. “Not only are inmates channeling their energy into constructive, creative projects, they are also learning new skills and expressing themselves in positive ways.

CDCR is also committed to a second year of support, providing \$1.5 million for fiscal year 2014-15.

<http://www.kpbs.org/news/2014/jun/05/arts-corrections-program-returns-ca-prisons/>



Arts-in-Corrections Programs Return to California State Prisons

SACRAMENTO, Calif., June 5 -- The California Arts Council issued the following news release:

Today, the California Arts Council awarded contracts to seven organizations for Arts-in-Corrections programs in fourteen state correctional facilities. Arts-in-Corrections services will be provided by The Actors' Gang, Alliance for California Traditional Arts, Dance Kaiso, Marin Shakespeare Company, Muckenthaler Cultural Center, San Jose Repertory Theatre, and the William James Association.

This Arts-in-Corrections pilot program is made possible by the California Department of Corrections and Rehabilitation (CDCR), which committed \$1 million to add structured, contracted Arts-in-Corrections programs in selected state prisons. CDCR is also committed to a second year of support, providing \$1.5 million for fiscal year 2014-15. The funds are administered by the California Arts Council. Both CDCR and the California Arts Council have a long history of providing arts programs in correctional facilities.

"Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state," said Wylie Aitken, Chair of the California Arts Council. "The Arts Council is pleased to award contracts to these exceptional organizations, in partnership with the Department of Corrections and Rehabilitation. The arts are a powerful tool that can address many of the challenges facing the state of California."

"Structured arts programs have proven results," said CDCR Secretary Jeff Beard. "Not only are inmates channeling their energy into constructive, creative projects, they are also learning new skills and expressing themselves in positive ways."

The Arts-in-Corrections programs will offer an array of performing, literary and visual arts disciplines, such as theater, music, dance, creative writing, poetry, storytelling, painting, and drawing.

The Actors' Gang is among the contracted organizations. Under the leadership of Artistic Director Tim Robbins, The Actors' Gang Prison Project has been providing rehabilitative theatre arts programming in CDCR facilities since 2006, but will be receiving public funds for the first time through this pilot program.

Robbins stated, "The Actors' Gang Prison Project is overjoyed to be a recipient of the newly reinstated state funding for Arts-in-Corrections. We are grateful that the Department of

Corrections and Rehabilitation has recognized the deep value of the work we are doing to facilitate transformation and lower recidivism rates while saving taxpayers money."

He continued, "The Prison Project welcomes new organizations to the movement to reform the prison system and thanks existing arts organizations that have campaigned with us for many years to bring back effective arts rehabilitation. With the support of the California Arts Council, we are excited to continue to expand and deepen the work we have been doing successfully for eight years in California."

Incarcerated for 38 years and released in 2009, Guillermo Willie participated in previous Arts-in-Corrections programs at various California state prisons. He shared, "When I finally made a conscious decision to change my life and become a better human being, one of the factors that played a role in my decision was the fact that I wanted to paint, I wanted to be able to use paint brushes - I wanted to be an artist. I did not want to be the bum, the fool I had been for so many years. Arts-in-Corrections changes people. It changed me."

Contracted services will be provided as follows:

* The Actors' Gang - Los Angeles, CA

- Service facilities: Los Angeles Region - California Institution for Men, California Institution for Women, and California Rehabilitation Center

- Project summary: The Actors' Gang, under the leadership of Artistic Director Tim Robbins, launched The Actors' Gang Prison Project in 2006. For the past eight years, experts from The Actors' Gang have provided privately-funded theatre arts programming in CDCR facilities. The current programming of the Actor's Gang Prison Project will now expand to new institutions, providing theatre arts and technical theatre programming to inmates.

- Contract award: \$112,000 Note: This project is a major expansion of ongoing work in coordination with CDCR, with funds awarded through the State's Non-Competitive Bid process.

* Alliance for California Traditional Arts - Fresno, CA

- Service facilities: Central Valley Region - Kern Valley State Prison and California State Prison - Corcoran

- Project summary: Master teaching artists of traditional expressions will provide four residencies, with a focus on: Chicano theater and music; Mexican Jarcho music, dance, and verse; drawing; and storytelling.

- Contract award: \$90,621

* Dance Kaiso - San Francisco, CA

- Service facility: Central Coast Region - Salinas Valley State Prison

- Project summary: Teaching artists will conduct Caribbean drum/percussion and dance classes

taught in a geographical, historical, and cultural context, culminating in a final presentation.

- Contract award: \$30,900

* Marin Shakespeare Company - San Rafael, CA

- Service facilities: San Francisco Bay Region - San Quentin State Prison and California State Prison - Solano

- Project summary: Marin Shakespeare Company's successful "Shakespeare at San Quentin" theater program will expand, and a new program will launch at Solano Prison, with classes focused on the creation of original autobiographical theatre pieces written and performed by inmates, inspired by themes chosen from Shakespeare.

- Contract award: \$51,671 * Muckenthaler Cultural Center - Fullerton, CA

- Service facilities: Central Valley Region - Kern Valley State Prison, California State Prison - Corcoran, Substance Abuse Training Facility - Corcoran, Valley State Prison, Pleasant Valley State Prison

- Project summary: Performance artists will provide intensive mini-residencies in music and theater, culminating in a live performance for staff and family members, involving stories, monologues, scenes, and other theatrical pieces.

- Contract award: \$44,605

* San Jose Repertory Theatre - San Jose, CA

- Service facility: Central Coast Region - Salinas Valley State Prison

- Project summary: Inmates will participate in workshops focused on the creative process and tools and techniques of improvisational theatre.

- Contract award: \$30,060

* William James Association - Santa Cruz, CA Note: proposals for six regions will be funded

- Project Summary: The William James Association (WJA) has a 37-year history in Arts-in-Corrections and has worked with the California Department of Corrections, the National Endowment for the Arts in partnership with the Federal Bureau of Prisons, the California Department of Mental Health, and various local-government correctional and educational facilities. WJA will provide Arts-in-Corrections services in a wide variety of arts disciplines (music, visual arts, theater, storytelling, and others) in the following facilities:

Pelican Bay State Prison

California State Prison - Sacramento

San Quentin State Prison

Valley State Prison, Chowchilla

Pleasant Valley State Prison, Coalinga

Kern State Prison

California State Prison - Corcoran

Substance Abuse Treatment Facility - Corcoran

Salinas Valley State Prison

Richard J. Donovan Correctional Facility

* While WJA is the principal contractor, the organization has developed partnerships with various local arts agencies throughout the state to provide programming for this contract. WJA intends to provide mentorship and technical assistance and help prepare these organizations for applying for funding and providing services on their own in the future. Official partners include:

Del Norte Association for Cultural Awareness Arts Council of Kern Fresno Arts Council

Additional arts organizations providing expert artists through the WJA contract, include:

Jail Guitar Doors

Playwrights Project

Project PAINT (The Prison Arts INiTiative) working with the Oceanside Museum of Art

* Marin Shakespeare Company

- William James Association cumulative contract award: \$468,764

http://www.hispanicbusiness.com/2014/6/6/arts-in-corrections_programs_return_to_california_state.htm

San Diego **CityBeat**

Donovan on the list of 14 California state prisons to see the return of Arts-in-Corrections programs

By [Kinsee Morlan](#)



Fourteen of California's 34 state prisons will see the [return of the lauded Arts-in-Corrections program](#), which provides inmates with rehabilitative programming in the literary, performing and visual arts.

San Diego's Richard J. Donovan Correctional Facility is one of those 14 prisons, thanks to a \$1 million, two-year pilot program operated by the California Arts Council and the California Department of Corrections and Rehabilitation. Arts-in-Corrections was launched in 1980 and lasted for 30 years before being cut entirely in 2010 due to statewide budget cuts.

Two local programs, Project PAINT and the Playwrights Project, will receive funding and additional support. They're operating under the umbrella of the nonprofit William James Association, a longtime Arts-in-Corrections provider that was awarded \$468,764 to provide services to several state prisons.

I recently [wrote about Project PAINT](#), a volunteer-run program that was already providing arts services to inmates at Donovan, and detailed the push by advocates to get arts programming back behind bars.

The full announcement from the California Arts Council and the California Department of Corrections and Rehabilitation follows:

Today, the California Arts Council awarded contracts to seven organizations for Arts-in-Corrections programs in fourteen state correctional facilities. Arts-in-Corrections services will be provided by The Actors' Gang, Alliance for California Traditional Arts, Dance Kaisei, Marin Shakespeare Company, Muckenthaler Cultural Center, San Jose Repertory Theatre, and the William James Association.

This Arts-in-Corrections pilot program is made possible by the California Department of Corrections and Rehabilitation (CDCR), which committed \$1 million to add structured, contracted Arts-in-Corrections programs in selected state prisons. CDCR is also committed to a second year of support, providing \$1.5 million for fiscal year 2014-15. The funds are administered by the California Arts Council. Both CDCR and the California Arts Council have a long history of providing arts programs in correctional facilities.

“Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state,” said Wylie Aitken, Chair of the California Arts Council. “The Arts Council is pleased to award contracts to these exceptional organizations, in partnership with the Department of Corrections and Rehabilitation. The arts are a powerful tool that can address many of the challenges facing the state of California.”

“Structured arts programs have proven results,” said CDCR Secretary Jeff Beard. “Not only are inmates channeling their energy into constructive, creative projects, they are also learning new skills and expressing themselves in positive ways.”

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Robbins stated, “The Actors' Gang Prison Project is overjoyed to be a recipient of the newly reinstated state funding for Arts-in-Corrections. We are grateful that the Department of Corrections and Rehabilitation has recognized the deep value of the work we are doing to facilitate transformation and lower recidivism rates while saving taxpayers money.”

He continued, “The Prison Project welcomes new organizations to the movement to reform the prison system and thanks existing arts organizations that have campaigned with us for many years to bring back effective arts rehabilitation. With the support of the California Arts Council, we are excited to continue to expand and deepen the work we have been doing successfully for eight years in California.”

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Service facilities: Los Angeles Region – California Institution for Men, California Institution for Women, and California Rehabilitation Center

Project summary: The Actors’ Gang, under the leadership of Artistic Director Tim Robbins, launched The Actors’ Gang Prison Project in 2006. For the past eight years, experts from The Actors’ Gang have provided privately-funded theatre arts programming in CDCR facilities. The current programming of the Actor’s Gang Prison Project will now expand to new institutions, providing theatre arts and technical theatre programming to inmates.

Contract award: \$112,000

Note: This project is a major expansion of ongoing work in coordination with CDCR, with funds awarded through the State’s Non-Competitive Bid process.

Alliance for California Traditional Arts – Fresno, CA

Service facilities: Central Valley Region – Kern Valley State Prison and California State Prison – Corcoran

Project summary: Master teaching artists of traditional expressions will provide four residencies, with a focus on: Chicano theater and music; Mexican Jarcho music, dance, and verse; drawing; and storytelling.

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Dance Kaiso – San Francisco, CA

Service facility: Central Coast Region – Salinas Valley State Prison

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Marin Shakespeare Company – San Rafael, CA

Service facilities: San Francisco Bay Region – San Quentin State Prison and California State Prison - Solano

Project summary: Marin Shakespeare Company’s successful “Shakespeare at San Quentin” theater program will expand, and a new program will launch at Solano Prison, with classes focused on the creation of original autobiographical theatre pieces written and performed by inmates, inspired by themes chosen from Shakespeare.

Contract award: \$51,671

Muckenthaler Cultural Center – Fullerton, CA

Service facilities: Central Valley Region – Kern Valley State Prison, California State Prison – Corcoran, Substance Abuse Training Facility – Corcoran, Valley State Prison, Pleasant Valley State Prison

Project summary: Performance artists will provide intensive mini-residencies in music and theater, culminating in a live performance for staff and family members, involving stories, monologues, scenes, and other theatrical pieces.

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Project summary: Inmates will participate in workshops focused on the creative process and tools and techniques of improvisational theatre.

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California State Prison – Sacramento

San Quentin State Prison

Valley State Prison, Chowchilla

Pleasant Valley State Prison, Coalinga

Kern State Prison

California State Prison – Corcoran

Substance Abuse Treatment Facility – Corcoran

Salinas Valley State Prison

Richard J. Donovan Correctional Facility

While WJA is the principal contractor, the organization has developed partnerships with various local arts agencies throughout the state to provide programming for this contract. WJA intends to provide mentorship and technical assistance and help prepare these organizations for applying for funding and providing services on their own in the future. Official partners include:

Del Norte Association for Cultural Awareness

Arts Council of Kern

Fresno Arts Council

Additional arts organizations providing expert artists through the WJA contract, include:

Jail Guitar Doors

Playwrights Project

Project PAINT (The Prison Arts INiTiative) working with the Oceanside Museum of Art

Marin Shakespeare Company

William James Association cumulative contract award: \$468,764

<http://www.sdcitybeat.com/sandiego/blog-1583-donovan-on-the-list-.html>



Kern Valley State Prison and California State Prison - Corcoran Included in Arts-in-Corrections Programs Returning to California State Prisons

Last Updated on Friday, 06 June 2014 05:17

California Arts Council announces contract awards for organizations providing rehabilitative arts services in state correctional facilities, in partnership with the California Department of Corrections and Rehabilitation

June 5, 2014 - Sacramento - Today, the California Arts Council awarded contracts to seven organizations for Arts-in-Corrections programs in fourteen state correctional facilities. Arts-in-Corrections services will be provided by The Actors' Gang, Alliance for California Traditional Arts, Dance Kairo, Marin Shakespeare Company, Muckenthaler Cultural Center, San Jose Repertory Theatre, and the William James Association.

This Arts-in-Corrections pilot program is made possible by the California Department of Corrections and Rehabilitation (CDCR), which committed \$1 million to add structured, contracted Arts-in-Corrections programs in selected state prisons. CDCR is also committed to a second year of support, providing \$1.5 million for fiscal year 2014-15. The funds are administered by the California Arts Council. Both CDCR and the California Arts Council have a long history of providing arts programs in correctional facilities.

"Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state," said Wylie Aitken, Chair of the California Arts Council. "The Arts Council is pleased to award contracts to these exceptional organizations, in partnership with the Department of Corrections and Rehabilitation. The arts are a powerful tool that can address many of the challenges facing the state of California."

"Structured arts programs have proven results," said CDCR Secretary Jeff Beard. "Not only are inmates channeling their energy into constructive, creative projects, they are also learning new skills and expressing themselves in positive ways."

The Arts-in-Corrections programs will offer an array of performing, literary and visual arts

disciplines, such as theater, music, dance, creative writing, poetry, storytelling, painting, and drawing.

The Actors' Gang is among the contracted organizations. Under the leadership of Artistic Director Tim Robbins, The Actors' Gang Prison Project has been providing rehabilitative theatre arts programming in CDCR facilities since 2006, but will be receiving public funds for the first time through this pilot program.

Robbins stated, "The Actors' Gang Prison Project is overjoyed to be a recipient of the newly reinstated state funding for Arts-in-Corrections. We are grateful that the Department of Corrections and Rehabilitation has recognized the deep value of the work we are doing to facilitate transformation and lower recidivism rates while saving taxpayers money."

He continued, "The Prison Project welcomes new organizations to the movement to reform the prison system and thanks existing arts organizations that have campaigned with us for many years to bring back effective arts rehabilitation. With the support of the California Arts Council, we are excited to continue to expand and deepen the work we have been doing successfully for eight years in California."

Incarcerated for 38 years and released in 2009, Guillermo Willie participated in previous Arts-in-Corrections programs at various California state prisons. He shared, "When I finally made a conscious decision to change my life and become a better human being, one of the factors that played a role in my decision was the fact that I wanted to paint, I wanted to be able to use paint brushes - I wanted to be an artist. I did not want to be the bum, the fool I had been for so many years. Arts-in-Corrections changes people. It changed me."

Contracted services will be provided as follows:

- [The Actors' Gang](#) - Los Angeles, CA
 - *Service facilities: Los Angeles Region - California Institution for Men, California Institution for Women, and California Rehabilitation Center*
 - *Project summary: The Actors' Gang, under the leadership of Artistic Director Tim Robbins, launched The Actors' Gang Prison Project in 2006. For the past eight years, experts from The Actors' Gang have provided privately-funded theatre arts programming in CDCR facilities. The current programming of the Actor's Gang Prison Project will now expand to new institutions, providing theatre arts and technical theatre programming to inmates.*
 - *Contract award: \$112,000 Note: This project is a major expansion of ongoing work in coordination with CDCR, with funds awarded through the State's Non-Competitive Bid process.*
- [Alliance for California Traditional Arts](#) - Fresno, CA
 - *Service facilities: Central Valley Region - Kern Valley State Prison and California State Prison - Corcoran*
 - *Project summary: Master teaching artists of traditional expressions will provide four residencies, with a focus on: Chicano theater and music; Mexican Jarcho music, dance, and verse; drawing; and storytelling.*
 - *Contract award: \$90,621*

- [Dance Kaiso](#) - San Francisco, CA
 - Service facility: Central Coast Region - Salinas Valley State Prison
 - Project summary: Teaching artists will conduct Caribbean drum/percussion and dance classes taught in a geographical, historical, and cultural context, culminating in a final presentation.
 - Contract award: \$30,900
- [Marin Shakespeare Company](#) - San Rafael, CA
 - Service facilities: San Francisco Bay Region - San Quentin State Prison and California State Prison - Solano
 - Project summary: Marin Shakespeare Company's successful "Shakespeare at San Quentin" theater program will expand, and a new program will launch at Solano Prison, with classes focused on the creation of original autobiographical theatre pieces written and performed by inmates, inspired by themes chosen from Shakespeare.
 - Contract award: \$51,671
- [Muckenthaler Cultural Center](#) - Fullerton, CA
 - Service facilities: Central Valley Region - Kern Valley State Prison, California State Prison - Corcoran, Substance Abuse Training Facility - Corcoran, Valley State Prison, Pleasant Valley State Prison
 - Project summary: Performance artists will provide intensive mini-residencies in music and theater, culminating in a live performance for staff and family members, involving stories, monologues, scenes, and other theatrical pieces.
 - Contract award: \$44,605
- [San Jose Repertory Theatre](#) - San Jose, CA
 - Service facility: Central Coast Region - Salinas Valley State Prison
 - Project summary: Inmates will participate in workshops focused on the creative process and tools and techniques of improvisational theatre.
 - Contract award: \$30,060
- [William James Association](#) - Santa Cruz, CA Note: proposals for six regions will be funded
 - Project Summary: The William James Association (WJA) has a 37-year history in Arts-in-Corrections and has worked with the California Department of Corrections, the National Endowment for the Arts in partnership with the Federal Bureau of Prisons, the California Department of Mental Health, and various local-government correctional and educational facilities. WJA will provide Arts-in-Corrections services in a wide variety of arts disciplines (music, visual arts, theater, storytelling, and others) in the following facilities:

*Pelican Bay State Prison
 California State Prison - Sacramento
 San Quentin State Prison
 Valley State Prison, Chowchilla
 Pleasant Valley State Prison, Coalinga
 Kern State Prison
 California State Prison - Corcoran
 Substance Abuse Treatment Facility - Corcoran*

*Salinas Valley State Prison
Richard J. Donovan Correctional Facility*

While WJA is the principal contractor, the organization has developed partnerships with various local arts agencies throughout the state to provide programming for this contract. WJA intends to provide mentorship and technical assistance and help prepare these organizations for applying for funding and providing services on their own in the future. Official partners include:
Del Norte Association for Cultural Awareness
Arts Council of Kern
Fresno Arts Council

Additional arts organizations providing expert artists through the WJA contract, include:
Jail Guitar Doors
Playwrights Project
Project PAINT (The Prison Arts INiTiative) working with the *Oceanside Museum of Art*
Marin Shakespeare Company

- William James Association cumulative contract award: \$468,764

<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/179-june/13706-kern-valley-state-prison-and-california-state-prison-corcoran-included-in-arts-in-corrections-programs-returning-to-california-state-prisons>

Imperial Valley News

Imperial Valley California News Source

CDCR and California Arts Council Announce \$1 Million in Contract Awards for Organizations to Provide Arts-in-Corrections Programs

Created on Thursday, 05 June 2014 21:59

Written by IVN

Sacramento, California - The California Arts Council and California Department of Corrections and Rehabilitation (CDCR) today announced contract awards totaling \$1 million to seven organizations to provide Arts-in-Corrections programs at 14 prisons statewide.

The Arts-in-Corrections programs will offer an array of performing, literary and visual arts disciplines such as theater, music, dance, creative writing, poetry, storytelling, painting, drawing and sculpture.

“Structured arts programs have proven results,” said CDCR Secretary Jeff Beard. “Not only are inmates channeling their energy into constructive, creative projects, they are also learning new skills and expressing themselves in positive ways.”

The California Arts Council awarded the contracts to the following seven organizations: The Actors’ Gang, Alliance for California Traditional Arts, Dance Kaiso, Marin Shakespeare Company, Muckenthaler Cultural Center, San Jose Repertory Theatre and the William James Association.

CDCR committed \$1 million to the Arts-in-Corrections program for fiscal year 2013-2014 and has committed to provide \$1.5 million next fiscal year.

“Arts engagement is a valuable rehabilitation method that can provide positive change for inmates and for communities across our state,” said Wylie Aitken, Chair of the California Arts Council. “The Arts Council is pleased to award contracts to these exceptional organizations, in partnership with CDCR. The arts are a powerful tool that can address many of the challenges facing the state of California.”

The organizations will offer programs in the following prisons:

- California Institution for Men in Chino
- California Institution for Women in Corona
- Pelican Bay State Prison in Crescent City
- San Quentin State Prison
- California State Prison-Sacramento in Folsom
- California Rehabilitation Center in Norco
- Kern Valley State Prison in Delano

- California State Prison-Corcoran
- Salinas Valley State Prison in Soledad
- California State Prison-Solano in Vacaville
- Substance Abuse Treatment Facility and State Prison, Corcoran
- Valley State Prison in Chowchilla
- Pleasant Valley State Prison in Coalinga
- Richard J. Donovan Correctional Facility in San Diego

<http://www.imperialvalleynews.com/index.php/news/california-news/9102-cdc-and-california-arts-council-announce-1-million-in-contract-awards-for-organizations-to-provide-arts-in-corrections-programs.html>



Tim Robbins' Actors' Gang Goes to Prison

By Sean J. Miller | Posted June 18, 2014, 3 p.m.



Photo Source: Jaguar PS

Twenty years after escaping from Shawshank, Tim Robbins once again finds himself working behind bars.

This time he's not doing tax returns for the guards or hiding a warden's ill-gotten gains. The Actors' Gang, the theater company co-founded by the "Shawshank Redemption" actor some 33 years ago, has received its first state grant to expand its work in California's notorious prison system.

Robbins, who also wrote, produced, and directed the prison drama "Dead Man Walking," said the program "allows prisoners to feel a sense of community that diminishes in-prison violence, and enables them to develop emotional and social skills that aid in a positive return to society."

The Actors' Gang has run the program at the California Institution for Men, California Institution for Women, and California Rehabilitation Center since 2006. It now plans to expand to other facilities.

"The reason that the Actors' Gang was started was because Tim and the other actors who created it really believed strongly that the arts had a very, very integral role in society and that actors

should be socially responsible,” Sabra Williams, director of the company’s Prison Project, told Backstage. “He was really excited about” the prospect of expanding the program.

The Actors’ Gang, which is based in Culver City, received \$112,000 as part of \$2.5 million the California Department of Corrections and Rehabilitation doled out to theater groups around the state that conduct workshops and productions with inmates. Money also went to Marin Shakespeare Company and the San Jose Repertory Theatre, among others.

Wylie Aitken, chairman of the California Arts Council, which administers the program for the CDCR, said he’s hopeful more funding will be made available so additional theater groups can get involved. During this round of funding, he said, “We looked for the stability of the organization, the creativity of the people they can recruit, and their experience in making the actual presentations.”

Aitken pointed to a recent study that found the arts-in-prisons program had previously led to a reduction of violence and drug-taking among inmates.

The Actors’ Gang, he said, “have gotten proven results.

“We took a good plan with a good success rate, with a very committed artistic director, Tim Robbins, and said, ‘Look, you’ve done such a great job and you’ve done it with your own fundraising and your own work, now let’s take the same exact plan and give you the funds in order to expand it to additional facilities.’ ”

<http://www.backstage.com/news/tim-robbins-actors-gang-goes-prison/>

FRESNOBEEHIVE.COM

Arts education in prisons is back

Two Fresno arts organizations are part of a program that will bring the arts to prisoners after a 10-year absence. The Arts-in-Corrections pilot program is in partnership with the California Arts Council. The state will spend \$2.5 million over the next two years to bring the arts to 14 state prisons.

The last time the California Arts Council provided official funding for arts in prisons programs was 2003, the [Orange County Register reports](#). The actual money is coming from the corrections department's budget.

The Arts-in-Corrections programs will offer a variety of performing, literary and visual arts disciplines, such as theater, music, dance, creative writing, poetry, storytelling, painting, drawing, and sculpture.

In Fresno, the [Alliance for California Traditional Arts](#) will receive \$90,621 to provide programs to Kern Valley State Prison and the California State Prison at Corcoran. Master artists will focus on Chicano theater and music; Mexican Jarcho music, dance, and verse; drawing; and storytelling.

The [Fresno Arts Council](#) will help provide instruction in music, visual arts, theater and storytelling as part of a 468,764 grant covering six regions of the state. Locally those prisons include Valley State Prison in Chowchilla, Pleasant Valley State Prison in Coalinga and the California State Prison at Corcoran.

Zoot Velasco, executive director of the Muckenthaler Cultural Center in Fullerton, is a fan of arts programs in prisons, he told the Register. He has nine years of experience working with the arts in prisons in California, and more years in other states:

“It’s one of the most rewarding experiences I’ve ever done,” he said. “When you have arts programs in prisons, it makes people less tense, more willing to learn, to behave, to be part of things, and all of that is a plus.”

Velasco said that when he was involved in the program, rates of recidivism went down 85 percent, and violence went down about 85 percent as well, at facilities that had arts programs.

<http://fresnobeehive.com/archives/33643>



State to expand arts programs at 14 prisons

SACRAMENTO >> For seven years, inmates at a Southern California state prison have learned to express themselves through acting, acquiring skills that actor Tim Robbins says can change their lives.

The program will now expand as the California Arts Council and the California Department of Corrections and Rehabilitation announced Thursday that the state will spend \$2.5 million over the next two years to bring the arts to 14 state prisons, including California State Prison, Solano in Vacaville.

Robbins has starred in movies including "The Shawshank Redemption," "Bull Durham" and "Mystic River." He is also artistic director of the Actors' Gang Prison Project, which has offered theater arts programs in California prisons since 2006, including the California Rehabilitation Center in Norco for the last seven years.

<http://www.corrections.com/news/article/36416-state-to-expand-arts-programs-at-14-prisons>

The Bakersfield Californian

CAMILLE GAVIN: Arts Council on the right course

By CAMILLE GAVIN, Contributing columnist

Slow but steady stays the course could be the motto of David Gordon, who in May was appointed executive director of the Arts Council of Kern by the nonprofit's board of directors.

As one who has criticized the council's actions and operations in the recent past, I am pleased to see the nonprofit gradually regaining its strength and stability.

After a rocky year in which many members of the arts community lost confidence with the ACK due mainly to its inadequate leadership and a near depletion of its financial resources, Gordon is cautious about introducing new programs until the council has a firmer foundation.

"We need to do a few things right and do them really well before we start expanding," he said in a recent phone conversation.

And the latest good news is its acceptance into a \$1 million state-sponsored program that provides jobs for artists.

It's called Arts-in-Corrections, a program that offers arts instruction to inmates at 14 California prisons. The local council's share is \$105,635 over the 2014-15 fiscal year; its assignment is the Kern Valley State Prison in Delano.

"We're very excited about it," Gordon said. "It's a positive way to spend taxpayers' dollars."

Gordon, a respected visual artist, speaks from experience. For about 18 months, starting in 1998, he was involved in a similar state program at the Corcoran Substance Abuse facility that was conducted by the Arts Council of Kern in conjunction with Bakersfield College. (That particular program ended statewide in 2002 due to budget cuts.)

"It really went well," he said. "It was like walking into a college art class -- it was very structured and everyone was cooperative and well-behaved."

For the current program, the local council is partnering with the William James Association, a nonprofit organization based in Santa Cruz that has been doing arts in prisons since 1977.

Presently the association has contracted with the California Arts Council, which is distributing the funds provided by the state Department of Corrections and Rehabilitation.

"The artists will teach five to six classes each week," said WJA board chairman Jack Bowers in a recent phone conversation. "Each artist gets paid a minimum of \$30 an hour."

Referring to a study published in January by Larry Brewster of the University of San Francisco, Bowers said the program showed, strong correlations between arts education and improved work ethic, self-esteem, creativity, intellectual agility, motivation, self-confidence, emotional control and an ability to work with others.

"The programming in five Central Valley prisons represents a cooperative effort between our organization, the Fresno Arts Council and the Arts Council of Kern," said Laurie Brooks, the association's executive director, in recent phone call and follow-up email.

"Our intention is to meld the particular expertise of our organization, prison arts programming, with the strong community base and experience that FAC and ACK have in the Central Valley, Brooks said.

"Our intention is that these organizations will be prepared to apply for funding on their own in the next grant cycle."

In advance of its being accepted in the 2014-2015 program, the Bakersfield-based council sent out a call to artists on May 12. As a result, Gordon said applications from five to seven artists in the fields of visual and performing arts have been approved but not are yet assigned.

Meanwhile, the Kern council is planning a fundraiser to be held Aug. 10 at the Bell Tower Club.

"It's going to be a Gospel Brunch and the (choirs) are all local," Gordon said. "That's my thing, you know, finding jobs for local artists."

<http://www.bakersfieldcalifornian.com/entertainment/community/x2071375264/CAMILLE-GAVIN-Arts-Council-on-the-right-course>



Arts-In-Corrections Program Returns to California Prisons

By: Lyle Zimskind
June 25, 2014



After an extended period of abeyance, California's Arts-in-Corrections (AIC) program, which offers "direct instruction and guidance in the creation of and participation in visual, performing, literary and media arts" to state prison inmates, was officially reinstated this month. AIC was funded by the California Arts Council until 2003, when a 94 percent cut in the state arts budget effectively disabled its continued backing of the program, and the California Department of Corrections and Rehabilitation (CDCR) let the coordinated statewide program lapse in 2010, although some individual prison arts projects have remained active. Now, the CDCR is reviving

the AIC with an allocation of \$2.5 million from its own budget over two fiscal years and has teamed up with the Arts Council to co-administer the program.

"We don't want people coming back to prison after they're released," explains CDCR spokeswoman Kristina Khokhobashvili, "and arts programs are proven to be rehabilitative. When inmates have the chance to express themselves, they direct their energy in a positive way and institutions become safer places for both prison staffs and other inmates. Plus once inmates get out and start looking for a job, the communication, collaboration and other skills that these arts programs help them develop come in handy anywhere."

Two studies by University of San Francisco Public and Nonprofit Administration Professor Larry Brewster, published almost 30 years apart, attest to the rehabilitative value and other benefits that the AIC and programs like it provide to participating inmates. His more recent paper on the subject, [Qualitative Study of the California Arts-in-Corrections Program](#)(2012), asserts that "rehabilitation is possible if [prison inmates] are given opportunities to realize their humanity" and that AIC has helped inmates to "earn self-respect, human dignity and self-esteem..., [which] only a very few [had] felt that they possessed...before their incarceration and participation in the program." Many of the released AIC program participants whom Brewster talked to had even ended up "earning a part or all of their living through their art" after leaving prison, becoming "successful artists by any measure."



Theater Workshop at the California Institute for Women | Photo: Peter Merts



Theater Workshop at the California Institute for Women | Photo: Peter Merts

Though all the funding for AIC in these first two years is provided by CDCR, the Arts Council has been charged with running the statewide program. "They're the experts," says Khokhobashvili, "so they've been responsible for choosing the arts organizations that participate in the program and determining how much funding each one gets." The Arts Council's involvement, she also points out, has allowed the range of arts initiatives in state prisons to expand considerably beyond what CDCR has been able to provide on its own since 2003.

Arts Council Chairman Wylie Aitken affirms that since "Corrections obviously had some funds available that we don't have," the two agencies started talking to one another. Once CDCR decided to allocate the \$2.5 million to AIC, "they came to us because we knew how to do it, we knew who the people who could do it were. We'd already had a successful track record, which allowed us to engage participants in the program who'd also had a successful track record."



Printmaking class -- carving a linoleum block, San Quentin State Prison. | Photo: Peter Merts

Certainly no organization has been more dedicated to providing arts programs to prison inmates for a longer period than the [William James Association](#), whose privately funded [Prison Arts Project](#), launched in 1977, was an early model for and precursor to the AIC. "It's been such a huge collaborative effort to get this going again after it was offline for 10 years," enthuses the Association's Executive Director Laurie Brooks, citing the additional political involvement of California Lawyers for the Arts, the California Rehabilitation Oversight Board, the state legislature's Joint Committee on the Arts and other influential supporters. "It's just amazing to me."

STORY CONTINUES BELOW

SUPPORT KCET

Seven different arts organizations have been selected to participate in the AIC's initial two-year program, operating in 14 different California state prisons. One of these groups, the Actors' Gang theater company (whose artistic director, Tim Robbins, starred in the classic 1994 prison drama "The Shawshank Redemption" and wrote and directed "Dead Man Walking"), has already been operating and funding its own [Actors' Gang Prison Project](#) since 2006. The James Association is also providing a mentorship and technical assistance umbrella for several less experienced arts groups that would not have qualified for AIC funding on their own initiative to undertake projects. Other contracts have been awarded to the Alliance for California Traditional Arts, Dance Kaiso, the Marin Shakespeare Company, the Muckenthaler Cultural Center and the San Jose Rep.



Sabra Williams, Director of the Prison Project and Tim Robbins, Artistic Director of the Actors' Gang. Theater Workshop at the California Rehabilitation Center: Norco | Photo: Peter Merts

One AIC program shepherded by the James Association which has already gotten started is [Project PAINT](#), led by UCSD Ph.D. candidate Laura Pecenco, an initiative for inmates at Donovan State Prison in San Diego to collaborate in creating mobile murals to be displayed in each of the institution's five visiting rooms. "It's a great collaborative project, and we really wanted it to be inmate-led," Pecenco says. "The men have come up with the common theme of 'Pathways,' and we've got 20 guys working on these different murals. It's been a great experience getting everyone to agree on different ideas. It's something their families are going to see, a backdrop for family photos, so it represents something more than an art project to them."

With the funding from AIC, Pecenco says, the project will be expanding to allow artists to come in and offer workshops that offer the inmates a chance to learn and experiment with a broader range of artistic techniques. "I want to pair that with a lecture series, too," she continues, "which I think is particularly important, because art sometimes seems 'out there' or 'elite' for some people. This would allow inmates to get an understanding of art even if they think they're bad at drawing stick figures or something like that."



Improv singing class, San Quentin State Prison. | Photo: Peter Merts



Theater Workshop at the California Institute for Women | Photo: Peter Merts

[The Muckenthaler Cultural Center](#), based in Fullerton, will be arranging for a series of theater artists to undertake "mini-residencies" at prisons in California's somewhat isolated Central Valley. "Other than Fresno," the Center's Executive Director, Zoot Velasco points out, "every metropolitan center where artists would come from is at least two, or for some of the prisons even five, hours away. Making that drive every day really wouldn't work, so we suggested that

we get artists to go up for two-week stints on a kind of tour of the [region's] five prisons. Then, after they leave, there'll be a two-week break for the inmates to practice what they've learned, and then another artist will go up and then another two-week break. And then after the third artist's two-week residency, they'll do a performance for their friends and family and staff members and visitors." Velasco himself worked at prisons under the AIC's previous incarnation and observed that "the inmates really need the pressure of knowing there's a show coming up in order to hone their skills. They also really loved to perform for their families, and for their families to see them doing something positive was a really good thing."

When he was involved with the program before, Velasco recalls, he learned that violence inside the prisons where artists were working tended to go way down. "The wardens, who were these very [conservative] people generally, really loved our program because they saw it was a way to reduce trouble and violent incidents in their prisons. I even remember when we did our very first play at Wasco State Prison, four of our guys who were part of this play were what they call in prison 'shot callers,' leaders of [rival] prison gangs. And they put an edict out that as long as the play was happening, there should be no trouble in the yard because they didn't want their rehearsals to get canceled. So we went, like, six months with no lockdowns, which may be a record. It was pretty phenomenal to see that the play had been having that much of an effect on the yard."

Arts Council Chairman Aitken is confident that AIC will be demonstrably successful enough to ensure its continued funding beyond the initial two-year mandate. He also hopes that the agency will soon be able to fund additional, comparable prison arts programs in county and large city jails around the state, where many less violent prisoners have been transferred in recent years under California's "[realignment](#)" program to alleviate state prison overcrowding. (The AIC program supported by CDCR only operates in state prison facilities, not the county jails.) "There's a lot of interest from sheriffs in implementing such a program, so we're hopeful that, with some increased funding for the Arts Council, we'll be able to form the same types of partnerships with the counties and even some of the larger cities that we have with Corrections on the state level."



Theater Workshop at the California Rehabilitation Center: Norco | Photo: Peter Merts

Top Image: Actors' Gang Prison Project | Photo: Peter Merts.

<http://www.kcet.org/arts/artbound/counties/arts-in-corrections-state-prison-tim-robbins.html>

JUMP StArts

JUMP StArts

- a) *Office of the District Attorney of Riverside County*, State Awards Grant to Help Bring Art Education Programs to At-Risk Youth, May 7, 2014
- b) *Armory Center for the Arts*, Armory Awarded \$22,500 to Teach Art to Juvenile Offenders and Dropouts in Boyle Heights, May 22, 2014
- c) *Monterey County Weekly*,



OFFICE OF
THE DISTRICT ATTORNEY
COUNTY OF RIVERSIDE



PAUL ZELLERBACH
District Attorney

State Awards Grant to Help Bring Art Education Programs to At-Risk Youth

Riverside County District Attorney News Release by John Hall (Public Information Specialist)
May 7, 2014

Today, May 7, 2014, the California Arts Council announced the award of a \$38,124 grant to the Riverside Art Museum to help bring art programs to at-risk youth. The program and grant are supported by the Riverside County District Attorney's Office.

The Riverside Art Museum was one of only seven organizations across the state to receive the funds through the Arts Council's pilot competitive grant program known as Juveniles Utilizing Massive Potential Starting with Arts (JUMP StArts).

"This is a wonderful program and opportunity for Riverside County youth and falls right in line with the many juvenile intervention and prevention programs that the DA's Office is involved in," said Riverside County District Attorney Paul Zellerbach.

The grant will provide funding for the Riverside Art Museum to bring arts fundamental classes and mural projects to those housed at Riverside Juvenile Hall and at the museum itself for juveniles on probation.

"This project has been a team effort, and we appreciate the continued support of the DA's Office and other public agencies involved in this effort," said Drew Oberjuege, executive director of the museum.

Oberjuege said the program provides a series of skill-building classes for involved juveniles and includes a mural done at Riverside Juvenile Hall.

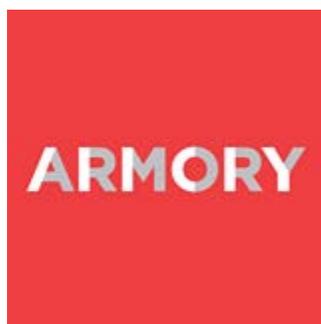
Juvenile halls in Riverside County are overseen by the Probation Department, which has also partnered in the grant. Probation officials say that participation in pro-social activities like this and the exposure to positive role models has proven to help steer youth away from becoming involved in criminal activity.

"The Probation Department's partnership with the Riverside Art Museum has exposed youth in custody and out of custody to art as a new medium – something many of them have never been exposed to," said Chief Probation Officer Mark Hake. "Many of the youth want and need to express themselves and this has given them a positive avenue for that expression."

“The Arts Council believes investment in California’s at-risk youth will greatly benefit our state’s most vulnerable young people and our communities,” said Wylie Aitken, Chair of the California Arts Council. “Riverside Art Museum’s ‘Creative Horizons’ project, supported by our new JUMP StArts program, is an exemplary model initiative. Their work demonstrates proven methods for beneficial arts engagement with local at-risk youth.”

This activity is funded in part by the California Arts Council, a state agency, with special one-time funds from the California State Assembly. Visit www.arts.ca.gov to learn more.

http://www.rivcoda.org/opencms/system/galleries/download/daReleases/NEWS_RELEASE_--_State_arts_council_awards_grant_to_help_bring_art_education_programs_to_at-risk_youth.pdf



Armory Awarded \$22,500 to Teach Art to Juvenile Offenders and Dropouts in Boyle Heights



May 22, 2014

The Armory has received \$22,500 to provide arts programs benefiting at-risk youth, through the California Arts Council's pilot competitive grant program, Juveniles Utilizing Massive Potential Starting with Arts (JUMP StArts).

The Armory's free arts programming at Learning Works @ Homeboy Industries in East LA, begun in 2011, deepens the ongoing collaborative partnership between the Armory, Learning Works, and Homeboy Industries. Through this partnership, the Armory provides free arts opportunities to youth re-entering from juvenile detention centers, youth who have dropped out of school, and youth who are wards of the court. The Learning Works @ Homeboy Industries school campus, located on 1st Street in Boyle Heights, serves over 120 students. The Armory provides all arts programming at this site.

Armory programming at Learning Works @ Homeboy Industries consists of sequential, standards-based arts courses, designed and delivered by Armory Teaching Artists – professionally-trained artists with a passion for educating and mentoring at-risk and in-crisis youth. Courses include Printmaking, Graphic Design, Text Graphics, Video, Poetics of Street Art, Drama, and collaborative mural creation and installation. Students present their work to the public at multiple sites, including Homegirl Café in Chinatown.

The in-crisis teens at Learning Works @ Homeboy Industries are dealing with serious issues including homelessness, pregnancy, drug abuse, domestic abuse, participating in gang activity, and committing criminal activity resulting in their entering the juvenile justice system. These teens are highly susceptible to dangerous activities—gang activity, crime, and drug use—that they are now making a conscious effort to avoid. Recidivism among youth offenders is high: two-thirds will be re-arrested, and up to one-third re-incarcerated within a few years after release. The program has a demonstrable record of positive impact in providing in-crisis teens with direction and support at a critical juncture in their lives. These teens also benefit from being mentored by Armory Teaching Artists – a hallmark of the program. Armory programming empowers these teens to experience accomplishment, creative self-expression, personal fulfillment, and cooperation with peers through unique programming that builds on the power of art to transform lives.

About Learning Works

The mission of the Learning Works Charter School (LW) is to provide a personalized, rigorous academic program and relevant life skills to traditionally underserved, at-risk students in grades 9-12 who have withdrawn or are in danger of withdrawing from mainstream education without attaining a high school diploma. LW addresses the needs in our community by offering a program to give these disengaged students an educational choice designed to meet their specific needs, distinct from the traditional programs that have not served them well. Our model combines both the need for academic intervention and support, as well as acknowledges that this population requires wrap around, social support services.

About Homeboy Industries

Homeboy Industries assists at-risk and formerly gang involved youth to become contributing members of our community through a variety of services in response to their multiple needs. Their free, comprehensive wrap-around services -- including counseling, education, tattoo removal, legal services, family support, job training, job placement and more -- enable young people to redirect their lives and provide them with hope for their futures. Homeboy believes that “Nothing Stops a Bullet Like a Job.”

<http://armoryarts.org/about-us/news/armory-awarded-22-500-to-teach-art-to-juvenile-offenders-and-dropouts-in-boyle-heights/>



Art helps us see the world, for better or worse, more clearly.

By Walter Ryce

Thursday, May 22, 2014 12:00 am

- The letter opens: “The [ORGANIZATION NAME] respectfully urges the Senate and Assembly Budget Committees to increase funding to the **California Arts Council**, which has served as California’s arm for investing in the arts since 1975.” It’s a form letter from **Californians for the Arts** to increase funding for the arts. It’s at www.CaliforniansForTheArts.org.

- And what can such a thing affect? The **Arts Council for Monterey County** has just announced that because it’s one of seven recipients of a California Arts Council grant, it will now be able to, for the first time, extend its arts programming at the **Monterey County Probation Department’s Youth Center** to all of the kids instead of half of them.

http://www.montereycountyweekly.com/entertainment/art/art-helps-us-see-the-world-for-better-or-worse/article_ea74261a-e11c-11e3-8fe7-0017a43b2370.html

Miscellaneous

- a. *Sierra Sun Times*, Donn K. Harris Appointed to the California Arts Council, January 9, 2014
- b. *San Jose Mercury*, Oakland School for the Arts Administration Appointed to Arts Council, January 9, 2014
- c. *Broadway World*, Ovation Announces Launch of New National Arts Initiative: "Stand For The Arts," March 25, 2014, 9:24 a.m.
- d. *The Business Journals*, Ovation Announces Launch of New National Arts Initiative: "Stand For The Arts," March 25, 2014
- e. *Western City*, Inspiring the Creative Economy: How Cities Increase Economic Activity Through Innovation and The Arts, May 2014
- f. *Santa Monica Lookout*, Malissa Ferruzzi Shriver Wins National Arts Education Award, May 2, 2014



Donn K. Harris Appointed to the California Arts Council

Head of Renowned Oakland School for the Arts Joins the State's Arts Leadership



Donn K. Harris

January 9, 2014

On Friday, December 20 Governor Brown announced the appointment of Donn K. Harris of San Francisco to the California Arts Council. Mr. Harris has been Executive and Artistic Director at the Oakland School for the Arts since 2007.

"I am very excited to join the Council in these dynamic times," Harris said. "The arts are rightfully receiving new attention as it is becoming increasingly apparent that creativity is the

currency of the millennium. I look forward to working with my distinguished colleagues on all the wonderful programs the California Arts Council has established."

Mr. Harris brings valuable expertise to the California Arts Council through his extensive leadership in arts education and innovation.

"We are thrilled with the news of Donn Harris' appointment to our Council," said Wylie Aitken, Chair of the California Arts Council. "His passion and experience with arts education in our state makes him an ideal addition to our hard working Council. We are grateful to Governor Brown for recognizing Mr. Harris' significant contributions to the field with this appointment, and for recognizing that arts education in schools should continue to be at the forefront of the Council's priorities."

The California Arts Council will hold its next meeting on Wednesday, January 22 in Sacramento.

About Donn K. Harris

Donn K. Harris is currently the Executive and Artistic Director of The Oakland School for the Arts (OSA), a public charter school serving over 650 students with an immersive arts program. Prior to this, Mr. Harris was the principal of the Ruth Asawa School of the Arts (RASOTA) in San Francisco. Mr. Harris holds an MA in Theater Arts from California State University at Los Angeles and received his teaching, Special Education and Administrative Services credentials from San Francisco State University. In 2005, Mr. Harris helped create The Academy of Arts and Sciences, a San Francisco Unified School District school designed to serve underrepresented students with comprehensive and unique arts programs, including a ground-breaking World Music program still thriving today.

Mr. Harris is committed to the arts and arts education as one of the key leverage points from which students and citizens can be propelled into the new creative economy. As a member of the Board of Directors with the national Arts Schools Network (ASN), Mr. Harris has served as the chair of the Arts Leadership committee, which has engaged arts leaders throughout the country in professional development and creative programming around arts environments throughout the country. Mr. Harris served as the ASN treasurer from 2012-2013 and will become the organization's second Vice President on January 1, 2014.

Innovation, creativity and access to the arts continue to be a key thread in Mr. Harris' ongoing work. The Circus Arts program at The Oakland School for the Arts won the Arts Schools Network's 2011 Innovation Award. As a board member of The Engineers Alliance for the Arts, Mr. Harris has helped to bring creative interdisciplinary programs to schools throughout the Bay Area. At OSA, an innovative recruitment initiative was launched to pair younger students at schools without arts programs with OSA students, who mentor and prepare students for entry into arts schools. A similar program at RASOTA from 2005-2008 resulted in increased diversity at the school. Mr. Harris hopes to continue this work and support the current initiatives as a member of the California Arts Council.

<http://goldrushcam.com/sierrasuntimes/index.php/mariposa-daily-news-2014/169-january/11627-donn-k-harris-appointed-to-the-california-arts-council>

California Arts Council – Donn Harris

San Jose Mercury News

Oakland School for the Arts Administrator Appointed to Arts Council

By Theresa Harrington
January 9, 2014, 6:27 p.m.

Gov. Jerry Brown has appointed Donn Harris of San Francisco, who is executive and artistic director at the Oakland School for the Arts, to the California Arts Council.

Harris has served in his current position at the public charter since 2007. Before that, he was principal of the Ruth Asawa School of the Arts in San Francisco.

"I am very excited to join the council in these dynamic times," Harris said in a news release. "The arts are rightfully receiving new attention as it is becoming increasingly apparent that creativity is the currency of the millennium."

Harris earned a masters in theater arts from California State University at Los Angeles and received his teaching, special education and administrative services credentials from San Francisco State University. He helped create The Academy of Arts and Sciences in the San Francisco school district in 2005 to serve underrepresented students with unique arts programs.

http://www.mercurynews.com/breaking-news/ci_24881446/oakland-school-arts-administrator-appointed-arts-council



Ovation Announces Launch of New National Arts Initiative: “Stand For The Arts”

By Geeks News Desk (Reprint of Newswire Press Release)
March 25, 2014, 9:24 a.m.

At the Americans for the Arts Action Fund reception held in Washington, DC last night for participants of Arts Advocacy Day, Sonia Tower, SVP of Corporate Relations for Ovation and President of the Ovation Foundation, announced the launch of a new national initiative called Stand For The Arts. Designed to raise awareness, protect access, and encourage action on behalf of the arts, the initiative is supported through its robust website and online community: www.standforthearts.com. Also speaking at the event were Robert Lynch, CEO of Americans for the Arts; Nina Ozlu Tunceli, Executive Director, the Americans for the Arts Action Fund; and Alec Baldwin, actor and arts advocate.

"For the past five years, Ovation, America's only arts network, has been a generous supporter of Arts Advocacy Day," said Tower. "Because of the tremendous efforts of Americans for the Arts, its Arts Action Fund and the over 85 national arts organizations who join the Capitol Hill chorus of support for the arts every year, they have managed to stave off deep cuts. We know how powerful that kind of support can be. Stand For The Arts opens the door to millions more who love and support the arts and want to become involved. It is a much-needed resource for action."

Stand For The Arts will periodically recognize publicly-funded arts organizations, agencies, and institutions as its official causes. These causes are highlighted on the homepage of the www.standforthearts.com website and are promoted in its online community. Current causes highlighted on the site include:

- The National Endowment for the Arts - NEA funding is just 80% of what it was a decade ago.
- California Arts Council - Over the past 10 years, the California Arts Council lost 94% of its funding from the state.
- Americans for the Arts Action Fund - The nation's premier arts advocacy organization seeks the support of citizen arts activists.

"The challenges facing the arts in our society are very real. Between tax reform, budget battles and education reauthorization, support for the arts and arts education is more crucial this year than ever before," said Charles Segars, CEO of Ovation. "Arts advocates are here today to make their voices heard. Through Stand For The Arts we are extending the opportunity to take action to everyone who shares our concern for the future of the arts."

About Arts Advocacy Day

Hosted by Americans for the Arts and co-sponsored by 85+ national arts organizations, National Arts Advocacy is the largest gathering of its kind, bringing together a broad cross section of America's cultural and civic organizations. Grassroots advocates from across the country come to Washington DC to meet with their members of Congress in support of issues like arts education policy, the charitable tax deduction and funding for the National Endowment for the Arts.

About Ovation

Ovation is America's only arts network, whose mission is to inspire the world through all forms of art and artistic expression. Ovation programming is a one-of-a-kind mix of original and selectively curated art-centric series, documentaries, films and specials. Ovation's signature programming includes The Art Of, A Young Doctor's Notebook, and The Fashion Fund. Ovation reaches a national audience of over 50 million homes and is available on cable, satellite, and telco systems, such as Time Warner Cable, Bright House Networks, Comcast Cable/Xfinity, RCN, DIRECTV, DISH, Verizon FiOS, AT&T U-Verse, Charter, and Hawaiian Telcom. Ovation is also available on VOD (in both standard and high definition). Ovation's diversified viewer experiences extend across its linear network, the popular ovationtv.com, and active social presence on Facebook, Twitter, YouTube and more. Ovation is a cause based-media company and is deeply engaged with the arts both nationally and locally, providing more than \$15 million in contributions and in-kind support to community organizations, cultural institutions, and arts education programs. See the Ovation Facebook page for the latest information and conversations happening across the Ovation brand and the arts: www.facebook.com/OvationTV.

<http://www.broadwayworld.com/bwwgeeks/article/Ovation-Announces-Launch-Of-New-National-Arts-Initiative-Stand-For-The-Arts-20140325-page2#.U4TfXYFdVnO>



Ovation Announces Launch of New National Arts Initiative: “Stand For The Arts”

Stand For The Arts To Enlist Online Advocates for the Creative Community

Initial Causes Supported by the Initiative Include National Endowment for the Arts, California Arts Council and Americans for the Arts Action Fund



Ovation announces "Stand For The Arts initiative at the Americans for the Arts Action Fun reception held Monday, March 24. Pictured (l to r): Alec Baldwin, actor and arts advocate; Sonia Tower, President, Ovation Foundation; Robert Lynch, CEO, Americans for the Arts; and Nina Ozlu Tunceli, Executive Director, Americans for the Arts Action Fund. (PRNewsFoto/Ovation)

Reprint of Newswire Press Release
March 25, 2014

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http://www.bizjournals.com/prnewswire/press_releases/2014/03/25/LA89965

WESTERN *City*

Inspiring the Creative Economy: How Cities Increase Economic Activity Through Innovation and The Arts



(Bruce Rolff/Shutterstock.com)

Craig Watson
May 2014

When the concept of creativity is combined with “community,” it evokes images of vibrancy, activity and prosperity. In terms of economic development, how important is California’s creative economy?

Quite important, according to *The Otis Report on the Creative Economy*, released in late January 2014. The report notes that 7.8 percent of California’s gross state product is directly attributable to the creative industries, with an impact of more than \$270 billion annually. The creative economy employs some 1.4 million people, either directly or indirectly. “Those are big numbers,” says Kish Rajan, director of the Governor’s Office of Business and Economic Development (GO-Biz). They include more than the obvious arts jobs. Rajan explains, “The creative economy encompasses literally creative activities like art, film and entertainment. And from another perspective, it can include the software, innovation and technology industries that thrive here.”

California's \$100 billion tourism industry also benefits from the creative economy's appeal. "People are attracted to the creativity and innovation that California is all about," says Rajan.

Neighborhoods Come Alive



Making investment in arts-related activity can help drive other local economic development. San Francisco's "Invest in Neighborhoods" initiative led by the city's Economic and Workforce Development agency includes the arts, says Tom DeCaigny, director of cultural affairs. Festivals, temporary arts displays and other activities foster community interaction in San Francisco (pop. 812,538).

"At our 3rd on Third Street event in the Bayview area, there's a beekeeper who makes honey as a hobby, but never saw it as an economic opportunity," says DeCaigny. Now he has found customers and created a business through the monthly arts and culture event. "This intersection of people exploring culture together is inspiring individuals to discover new entrepreneurial pathways. We see the value of the arts in helping people, and the interconnection between the arts is fostering growth in the entrepreneurial community," says DeCaigny.

The City of San Jose (pop. 971,372) has taken a different tack: investing directly in creative businesses with the Creative Industries Incentive Fund, a partnership with the nonprofit Center for Cultural Innovation, which supports arts entrepreneurship statewide. The competitive program offers micro-grants of \$2,000 to \$5,000 to arts-based businesses, such as magazines, fashion designers, photographers and more.

"It helps promote San Jose — from making an artistic product and selling it abroad to driving a better profile of San Jose locally," says Kerry Adams Hapner, the city's director of cultural affairs and deputy director of economic development.

San Jose also works with local nonprofit ZERO1 to establish artists in residencies in unusual places: corporations. Hapner believes efforts like these are responsible for the 29 percent rise in the number of creative industries in San Jose since 2010.

Opportunities for Smaller Cities



Arts organizations can also play a role in attracting companies to a city, according to Julie Baker, executive director of the Center for the Arts, an independent nonprofit performing arts complex in Grass Valley (pop. 12,638). “We do a lot with local employers,” says Baker. “When people come to this community and see what’s happening, they can’t believe what we’re doing in a small town. Then they say, ‘I guess I could leave the city and live in a small community.’”

Grass Valley City Council Member Lisa Swarouth agrees with Baker. “When we’re working to bring jobs here, the arts and culture set us apart from other communities,” she says. “The arts play a vital role in our local economy. The Center for the Arts really helped put Grass Valley on the cultural map with artists of high caliber. Local businesses benefit directly. People travel here to see a show or performance at the center and stay for the weekend in local inns. They eat in our restaurants and shop in the stores and galleries.” The center also offers classes, workshops and a dance studio, creating synergy in the community.

Musicians Wynton Marsalis and Ted Nash recently performed in Grass Valley at the center. Marsalis says, “We’ve played here several times, and we always have a great time.” Nash adds, “It’s one of our favorite places — a community of people who really appreciate music.”

The City of Winters (pop. 6,839) experienced a similar phenomenon with a performing arts venue that consistently draws audiences who also patronize local restaurants and businesses. The Palms Playhouse had been located in an old barn in South Davis for decades but lost its site due to planned development. The City of Winters convinced the owner that it was the best place to relocate. The Palms Playhouse opened in Winters in 2003. Winters City Manager John Donlevy Jr. says, “The economic impact was immediate. When you have between 70 and 200 people coming into town three to four nights a week, it creates almost instant vitality for downtown

businesses. The local business community rose to the challenge of meeting the new demand created by the playhouse visitors. And then those visitors return to explore other aspects of Winters that they found appealing.” In a small city, one popular performing arts venue can draw tourists from throughout the region and beyond, benefiting the local economy without the need to use public resources.

Some of the most successful uses of the arts as an economic driver involve partnering with other local major industries. The Yolo County Arts Council (YoloArts) has the Art and Ag project that ties the arts to the county’s main economy. “We work directly with farms, food, wineries and downtown businesses,” says Dani Whitmore, executive director of YoloArts.

YoloArts found the intersection of agriculture and arts to be a catalyst that gained the interest of major employers like biotech seed companies. “Their people are highly educated, have families and want to put down roots here and invest in the culture and the arts,” says Whitmore.



The arts can also help keep younger generations in Yolo County. “We have three and four generations of farm owners, and they’ve got kids who are leaving and not coming back,” says Whitmore. She contends that an effort to create robust local arts and arts education opportunities can help keep farmers’ families in Yolo, as well as bring in new talent.

City Council Member Lucas Frerichs of Davis (pop. 65,052) concurs with Whitmore. Frerichs says, “YoloArts’ Art Farm program solicits farmers to volunteer their farms for monthly visits by local artists and the public. People come to work on different types of art — painters, photographers and more. Then typically in the fall, there’s an ‘Art Harvest’ fundraiser where you can ‘pick’ the art that was created. It’s immensely popular.”

Planning for the Creative Economy

Strategic investment for the arts can positively impact cities within the entertainment hotspot of Los Angeles County. For years Culver City (pop. 38,000) was quiet after work hours. The few restaurants that catered to corporate employees for breakfast and lunch would be shuttered by the mid-afternoon, says Susan Obrow, performing arts and special events coordinator for Culver

City. Once older facilities were converted and turned over to local performing arts nonprofits, things changed. “All of a sudden the restaurants were staying open at night,” says Obrow.

Much of this arts-related growth benefited from redevelopment investment, from the facilities to parking structures. In the recent absence of redevelopment funds, the city has changed its strategy. Serious thought is being given to which kinds of facilities may be repetitive, according to Obrow. The city adjusted its public art ordinance so if a developer has a 1 percent requirement of \$75,000 or less for public art, he or she can contribute that amount to the city’s Art Fund for performing arts grants, temporary art programs, maintenance of existing public art or the city’s public art collection.

The arts can promote a city’s brand, and San Jose uses this concept to its advantage. “We’ve been doing a lot of work related to thinking about San Jose as the epicenter of global innovation,” says Hapner. “We have an art-in-technology public art program at the San Jose International Airport demonstrating that this is the gateway to Silicon Valley.”

Post-Redevelopment Strategies

Many California communities received a significant amount of arts investment through their local redevelopment agencies and had to get creative after redevelopment was eliminated. San Francisco found one partnership with the Community Arts Stabilization Trust, launched with a \$5 million seed grant from the Kenneth Rainin Foundation. The program aims to help long-time arts organizations acquire space and move out of the competitive rental market. For example, the trust supported the acquisition of a former porn theater for a performing arts group that will run a capital campaign and purchase the building back. The funds are then returned to the trust for the acquisition of another asset.

Other strategies include temporary arts. “We’ve seen great success in the idea of a ‘pop-up,’” says San Francisco’s DeCaigny, explaining that collective economic interaction in underutilized areas started with food trucks. “Now we’ve seen it evolve to parklets,” he adds, a concept where neighbors take over parking spaces and build a temporary mini-park with art provided by local residents.



Most arts experts support centrally locating creative-economy businesses. Sometimes this happens organically, like the art galleries in Culver City attracted by cheap rents or the creative businesses in downtown San Jose and San Francisco neighborhoods, whose owners and staff like being part of an innovative community. Or consolidation occurs through planning, where artists participate in temporary displays in vacant storefronts during arts events. “I’ve seen cultural areas thrive in response to real organic growth, but they can’t grow at the same rate without some type of strategic investment,” says San Jose’s Hapner, who supports a state-sanctioned cultural district program that could put a spotlight on these unique communities and drive tourism.

In the absence of redevelopment, Frerichs explains that Davis, like many other cities, is moving away from publicly funded art programs toward a more hybrid model that engages businesses, nonprofits and others in a collaborative effort to weave the arts into the fabric of the community and enhance tourism and the local economy. The Davis Cultural Arts and Entertainment Committee, the Davis Mural Team and the Yolo County Visitors Bureau recently launched an effort to transform the gray walls of the Regal Cinemas’ parking garage with murals painted by dozens of residents and artists. The murals depict 60 years of Davis history and highlight cultural events such as Oktoberfest, the Whole Earth Festival and Picnic Day.

GO-Biz’s Rajan notes that California is home to a collection of distinct regional economies, each with its own assets and attributes. “We’re quite aware at GO-Biz of the importance of the creative economy and its impact on a number of economic sectors in California’s overall brand,” he says. Policy-makers will be able to obtain more detail about the creative economy’s composition in 2015, when the *Otis Report* will present state data broken out by regions.

Putting It All Together

The arts can be an important economic engine for cities, no matter how large or small. The key elements for successfully using the arts to enhance the local economy include identifying unique local assets, embracing a communitywide collaborative approach and harnessing the unlimited power of creative imagination.

<http://www.westerncity.com/Western-City/May-2014/Feature-Inspiring-Creative-Economy/>

Malissa Feruzzi Shriver Wins National Arts Education Award

By Daniel Larios
Staff Writer

May 2, 2014 – The nation’s leading nonprofit organization for advancing the arts announced on Thursday that Santa Monica resident Malissa Feruzzi Shriver, former chair of the California Arts Council, will receive its 2014 Arts Education Award.

The award, presented by the Americans for the Arts, honors the best in arts education program design, execution and organizational leadership, according to officials. Feruzzi Shriver is an advocate of art education, serving in a number of leadership positions both on a state and national level.

"Malissa Feruzzi Shriver's vision, dedication, passion, and work ethic to advocate for a robust arts education for every child in California are unprecedented," said Craig Watson, Director of the California Arts Council.

"Her leadership, first as a member and then Chair of the California Arts Council, and now as a private citizen has been nothing less than remarkable. Malissa's enthusiasm is infectious, her drive unmatched. We congratulate her on this much deserved national recognition and are proud to work alongside her in advancing arts education policy and practice in California."

The non-profit is honoring Feruzzi Shriver for her years of arts education advocacy, according to officials. Some of her accomplishments include chairing the California team for the National Endowment for the Arts’ Education Leaders Institute, as well as co-founding CREATE CA (Core Reforms Engaging Arts to Educate), a statewide initiative to address the decline of art education in California schools.

“I really believe that arts education is a social justice issue and that students who benefit the most get it the least,” Feruzzi Shriver told the Lookout. “I think that people misunderstand the impact of arts education. It is really applied creativity and has a broad application for the field of design technology and the fine arts.”

In addition, she is the lead executive of Turnaround Arts California, served two terms on the California Arts Council, sits on the California Alliance for Arts Education policy board and serves as a trustee at the California Institute for the Arts.

“I really think that arts education should be reframed as applied creativity,” said Feruzzi Shriver. “If we expect to have a creative work force in the future, we need to educate our students in a different way other than rigid curriculums and standardized tests.”

Nationally, Feruzzi Shriver served on the boards for the National Assembly of State Arts Agencies (NASAA), its Learning Advisory Board, the Western States Arts Federation and the Center for Research on Creativity.

Americans for the Arts presents six awards in various categories to recognize the achievement of individuals, organizations and programs that are committed to enriching the community through the arts.

"Our Local Arts Leadership Awards honorees have distinguished themselves as leaders in innovation, education, management and advocacy for the arts in communities across the country," said Robert Lynch, President and CEO of Americans for the Arts.

"Each of this year's honorees is driven by both a passion for their work and a deep belief in the power of the arts to transform individual lives and communities," Lynch said.

Feruzzi Shriver and the other honorees will be presented with their awards at the upcoming Americans for the Arts 2014 Annual Convention in Nashville during the Opening Plenary session, Friday, June 13, 2014 from 11 a.m. to 1:30 p.m. Presentations will be live streamed online at <http://convention.artsusa.org>.