

# Accent on Advocacy Strategic Plan

## Arizona Music Educators Association 2009-2010

EDUCATE & INVOLVE    CONFERENCE    COLLABORATION    COMMUNICATION    STATEWIDE ACTIVISM

**ADVOCACY GOALS**

### Membership

- ◆ Fall Statewide Advocacy Gatherings
- ◆ AMEA Conference Advocacy Booth
- ◆ Advocacy Tools & Resources
- ◆ Advocacy Training
- ◆ Local Media Involvement
- ◆ Network with Other Arizona Arts Organizations
- ◆ Heightened Music in Our Schools Month
- ◆ Collection of Home Contact Information

### Community

- ◆ AZ Media Blitz: Conference and Ongoing
- ◆ Advocacy Blurbs @ Regional Festivals
- ◆ Advocacy Booths @ All-State Festivals
- ◆ Encourage Participation in Arts Congress
- ◆ Collection of Home Contact Information
- ◆ MENC Public Service Announcements

### District Leaders & Legislature

- ◆ Communication Campaign; scripts, calls, visits
- ◆ AMEA "From the President's Desk"
- ◆ Tracking Representative's Voting Records
- ◆ AZ Media Blitz: Conference and Ongoing
- ◆ Local Media Involvement

## Keep Music Alive in Arizona!

- ◇ AMEA Web Site
- ◇ AMEA Facebook
- ◇ AMEA Con. Org. Web Sites
- ◇ Arts Education Advocacy Facebook
- ◇ AMEA Advocacy Tools Wiki Space

### Internet & Social Networking Venues

- ◇ Arts Council for Youth
- ◇ Arizona Citizens for the Arts
- ◇ ADE - Lynn Tuttle, Arts Ed Director
- ◇ National Association for Music Merchants (NAMM)

### Partnerships in Arizona Advocacy