Issuing and Using a Proclamation

YOUTH ART MONTH
Art Builds Bridges

The proclamation serves as a tool to gain public recognition. Governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns can issue a proclamation to officially designate an event.

1. Begin early. Most states require AT LEAST one to two months advance notice.
2. Select one individual to be the main contact for this project. Most governor offices will want to converse with only one individual.
3. Need help? Identify a colleague with access to the governor's office.
4. If you don't have a personal connection, phone the state legislator's office to identify the staff member who handles proclamations or resolutions. Stress your local connection.
5. Read over and use the sample state proclamation and cover letter, filling in the name of your state and any blank areas with the necessary information.
6. Print out any appropriate news release or "About" material. Many governor offices want to understand the importance and significance of any event they are going to officially recognize. Including these documents in your request package should cover those concerns. However, be prepared to field an follow up questions that may come your way.
7. Combine the cover letter, sample proclamation, your contact information, and any other necessary materials into a sealed envelope. Send your request to the address provided in the governor's website proclamation link. U.S. mail should be used unless another form of communication (fax, e-mail, etc) is mentioned in your state/territory guidelines.
8. Consider making a follow-up call to the governor's office if you receive no information within 2-3 weeks of sending your request.
9. Do you know a member of the state legislature personally? Approach the person regarding passage of the proclamation.
10. Find out if and when the legislature will pass the proclamation. Let the staff person know you are willing to meet him/her or attend any related meeting in person or by your representative.
11. Let them know that you would like to pick the proclamation up in person. That way you may be able to get a photo that can be used in any publications or media opportunities.
12. Seek publicity after the governor approves the proclamation. It is great to have a state adopt the proclamation; it is even better to have the local newspaper report the action. Send a representative to the meeting when the proclamation is being adopted. Frequently, the governor's office will present a quality copy to an appropriate recipient. Take photos. Also, disseminate your proclamation news release to the appropriate news media in your state. Be sure to send a follow-up thank you to the governor for the proclamation.
13. Ask that the proclamation be placed on the Governor's web site. Also see if you can get the proclamation placed on your state representative's web sites as well.
14. Keep good records of what works and what doesn't work this year, whom you contacted, and who made contacts in your state.
15. Adapt the above guidelines to your local mayor and town/city council. Offer the appropriate sample city proclamation or sample city resolution and sample cover letter.

Sample Letter

Dear :

On behalf of and those who advocate for art education to all elementary, middle and secondary students, please consider writing a proclamation recognizing March as Youth Art Month in the state of .

Youth Art Month is an annual celebration supported through the Council for Art Education to emphasize the value of art education for all children and to encourage support for quality school art programs. It provides a forum for acknowledging skills that are fostered through experience in the visual arts that are not possible in other subjects in the curriculum.

While Youth Art Month supports many purposes, it exists primarily to:

- Direct attention to the value of art education
- Encourage commitment to the arts by students, community organizations, and individuals
- Increase community understanding and interest in art and art education through involvement in art exhibits, workshops, and other creative ventures
- Increase community, business and governmental support for art education
- Recognize art education as a viable component in the total education curricula that develops citizens of a global society
- Reflect and demonstrate the goals of the National Art Education Association that work toward the improvement of art education at all levels

A variety of activities across the country at the local and state level support Youth Art Month, including a student flag design program supporting the annual theme. The winning design for the state is made into a flag, and the flag is displayed and recognized at the National Art Education Association Conference in March.

Please join us in our efforts to spotlight art education by issuing a , recognizing Youth Art Month. By making Youth Art Month an official celebration in , you will be joining other who are committed to the same effort.

I've enclosed additional information and a sample proclamation. I am happy to assist with any additional information you may require.

Thank you for your time and consideration and I look forward to hearing from your office in the near future.

Sincerely,

Sample Endorsement

YOUTH ART MONTH ENDORSEMENT

WHEREAS: Art education is a viable academic endeavor and contributes educational benefits to all elementary and secondary students including the following:

- Art education develops students' creative problem-solving and critical thinking abilities;
- Art education teaches sensitivity to beauty, order, and other expressive qualities;
- Art education gives students a deeper understanding of multi-cultural values and beliefs;
- Art education reinforces and brings to life what students learn in other subjects;
- Art education interrelates student learning in art production, art history, art criticism and aesthetics and

WHEREAS: Our national leaders have acknowledged the necessity of including arts experiences in all students' education, and

WHEREAS: MARCH is officially recognized as YOUTH ART MONTH, I endorse the observance of Youth Art Month and encourage the support of quality school art programs for children and youth.

SIGNED _____

POSITION_____

DATE_____

Sample Certificate of Recognition

CERTIFICATE of RECOGNITION

By virtue of the authority vested by the Constitution in the Governor of , there is hereby officially recognized:

YOUTH ART MONTH

WHEREAS, art education contributes powerful educational benefits to all elementary, middle and secondary students; and

WHEREAS, art education develops students' creative problem-solving and critical thinking abilities; and

WHEREAS, art education teaches sensitivity to beauty, order, and other expressive qualities; and

WHEREAS, art education gives students a deeper understanding of multi-cultural values and beliefs; and

WHEREAS, art education reinforces and brings to life what students learn in other subjects; and

WHEREAS, art education interrelates student learning in art production, art history, art criticism, and aesthetics; and

WHEREAS, support should be given to art teachers as they attempt to strengthen art education in their schools and communities;

NOW, THEREFORE, I , do hereby recognize March 2014 as **YOUTH ART MONTH** in our **STATE OF** **,** and I call this observance to the attention of all our citizens.