



**IN SUPPORT OF THE PUBLIC AWARENESS CAMPAIGN
FOR ARTS EDUCATION**

WHEREAS, Americans for the Arts, in partnership with the Advertising Council and the NAMM Foundation will launch the second phase of its award-winning public service advertisements (PSAs), titled “The Arts. Ask for More.” The campaign will feature brand new creative television, radio and print ads promoting the benefits of arts education in America; and

WHEREAS, these PSAs build on the original series of ads first launched in 2002 in partnership with more than 350 local, state, and national partners to help promote the campaign in media markets across the country; and

WHEREAS, Americans for the Arts and The Advertising Council in the past secured media distribution relationships with numerous networks and media outlets including -- CBS, NBC, ABC, FOX, BRAVO, VH1 as well as with *The New York Times*, *USA Today*, Conde Nast publications and many other local, regional and national media companies and will seek to expand the distribution even further during the second phase of the campaign; and

WHEREAS, the first phase of the PSA campaign generated more than \$150 million in donated media making it one of the Ad Council’s most successful campaigns over the past several years; and

WHEREAS, “The Arts. Ask for More.” PSA materials will be distributed to thousands of television stations, radio stations, newspapers, magazines, billboard companies, and websites; and

WHEREAS, the goal of the multi-media campaign is to increase the public's awareness and action that participation in the arts is essential to the development of every child, and to spur the integration of the arts more completely into homes, schools and communities; and

WHEREAS, the PSAs direct parents to visit www.AmericansForTheArts.org where they will find ten simple ways on how to include the arts in their children’s lives, including registering their children for school and community programs, reinforcing the benefits of the arts in your conversations, and communicating the importance of the arts with

teachers, principals and elected officials. The site also features an online resource center to help parents, teachers, school board leaders, and advocates increase the presence and quality of arts education in their schools; and

NOW, THEREFORE, BE IT RESOLVED, that the National Lieutenant Governors Association endorses the second phase of “The Arts. Ask for More.” public awareness campaign. Be it further resolved that the National Lieutenant Governors Association urges the nation’s local and state arts agencies to actively participate in the campaign, and also to motivate parents and other citizens to take action on children’s behalf to ensure the return of a comprehensive arts education in schools.

Introduced this 2nd day of June, 2008, by:

Sponsor: Lt. Governor John Bohlinger, Montana
Lt. Governor Patty Judge, Iowa

Co-sponsors:

Lt. Gov. Catherine Baker Knoll (PA)
Lt. Gov. Jari Askins (OK)
Lt. Gov. Pat Quinn (IL)
Lt. Gov. Timothy P. Villagomez (CNMI)
Lt. Gov. Barbara Lawton (WI)
Lt. Gov. Gregory Francis (USVI)