

THE POWER, THE PERIL, & THE PROMISE OF THE CREATIVE ECONOMY



HOUSE
HEARING
TOOLKIT

1/10-1/19

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INTRODUCTION



On January 19th, 2022, we will reset the conversation surrounding the American Creative Economy with a Congressional hearing entitled, “The Power, The Peril, and the Promise of the Creative Economy.”

While only 4 witnesses may testify in this hearing, we are asking all Arts Workers to make their voices heard and testify. We have many opportunities for our institutions and the Arts Workers who animate them to also testify. **This should be a day of testimony for all Arts Workers across the country.**

INTRODUCTION CONT.



Here's how we hope you'll participate during the week of the hearing:

- **Written Testimony.**
We will submit a packet of materials including studies, reports, and written testimony. We want to include the testimony of your members, organizations and institutions. We have guidance for this on pages 7-8
- **Video Testimony.**
Through social media we ask you to submit video testimony and flood the networks with the testimony of Arts Workers, Organizations, Businesses, and Institutions .We have guidance for this on page 10.

INTRODUCTION CONT.



THIS IS YOUR TESTIMONY YOUR WAY. Arts Workers United/Be An #ArtsHero strives to include, amplify, and lift-up all voices. We know that you and your organization have your own network and participatory process.

While we hope this toolkit offers ways to add your voice to the hearing on the 19th, we also don't want you to feel limited. Make your voice heard and your situation understood by Congress in whatever way feels right for you, your community, or your organization— you could:

- Congregate a jazz band in front of your court house & post it on your social media
- Create a chalk mural outside your representative's local office & post it on your social media
- Post a choreographed dance and tag your representatives

INTRODUCTION CONT.



We want this to be an opportunity for all Arts Workers to unite and testify on the 19th of January.

We are honored to know you and work with you, and we hope that we will be able to make January 19th a watershed moment for the Creative Economy and the Arts Workers who animate it.

Yours In Solidarity,



01 WRITTEN TESTIMONY

Instructions & Guidelines



And now...TESTIFY!

Have YOUR testimony included with the Arts Workers United packet submitted to the Congressional record. [[Letter Template](#)]

- **Step 1: Address the letter to your Congressperson.**
 - [Find your reps here.](#)
- **Step 2: Write a letter sharing:**
 - The socio-economic POWER you/your organization/your business bring to your community, district, and state.
 - For your state profile, [click here](#) or [here](#) for information about small businesses in the Arts.
 - For information on small businesses in the arts in your Congressional District, [click here.](#)

01 WRITTEN TESTIMONY

Instructions Cont.



- **Step 2: Write a letter [CONT.]**
 - The PERIL you've faced during the pandemic
 - The PROMISE you provide to your community as we "build back better."

- **Step 3: Submit your testimony**
 - Save your PDF file:
STATE-District_Last Name, First Name
[EXAMPLE:] TX-07_Chū,Tallulah.pdf

-OR-

STATE-District_Last Name, First Name_Org
[EXAMPLE:] TX-07_Chū,Tallulah_ Dance-
NYC.pdf
 - Drop your testimony into THIS folder

02 TWEETS & HASHTAGS



Aeneas Sagar Hemphill 
@aeneashemphill

1/19 - a day that will live in Arts history. #ArtsWorkersUnite #ArtsHearing

[Click Here](#)
[for Pre-populated Tweets](#)



Please use the following hashtags:
#ArtsWorkersUnite #ArtsHearing

03 TESTIMONY VIDEO CHALLENGE

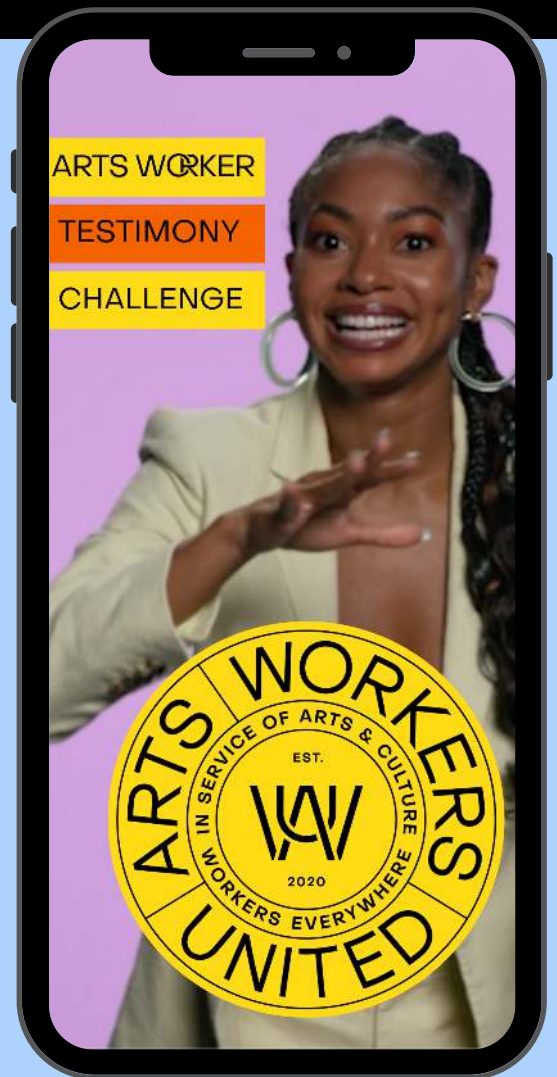
Instructions & Guidelines

And now: Amplify all voices!

In order to spread awareness and solidarity, we are launching a “Testify” video challenge. We want to flood the internet with the testimony of Arts Workers, organizations, businesses, and institutions. We need your social media bandwidth to spread the word, amplify the testimony of Arts Workers and other Arts organizations and businesses and be heard.

We made [this video](#) with [this script](#).

- Post [this video](#) on your socials -or-
 - Shoot your own video with our script -or-
 - Shoot your own video with your own script -or-
 - Any/All of the above
- Remember to use the hashtags:
#ArtsWorkersUnite and #ArtsTestimony



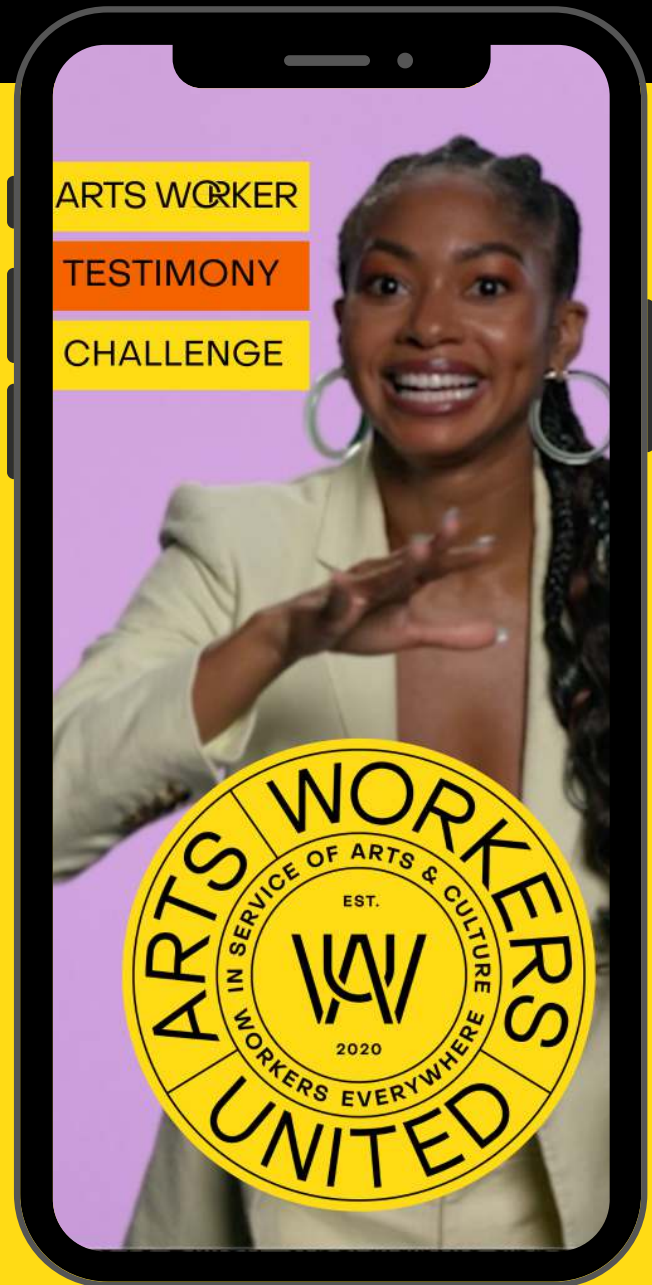
ASSET CALENDAR

1/10-1/20

FRI 1/14- Video Challenge
SAT 1/15- Graphic
SUN 1/16- Tweet
MON 1/17- Your Testimony Video
TUES 1/18- Graphic
WED 1/19- Repost & Tweet

FRI 1/14

Post Testify Video Challenge (Or make your own!)



[Click to Download \[IG & TikTok\]](#)

[Click for suggested Captions & Instructions](#)

SAT 1/15

Graphics– Everything you need to know about the House Hearing



Everything you need to know...

...about the House hearing on "The Power, the Peril, and the Promise of the Creative Economy."



#ArtsWorkersUnite

#ArtsHearing

Click here for:

- [Instructions & Suggested Captions](#)
- [Instagram/FB download](#)
- [Twitter download](#)

SUN 1/16

Tweet



Click here for:

- [Instructions & Pre-populated Tweets](#)

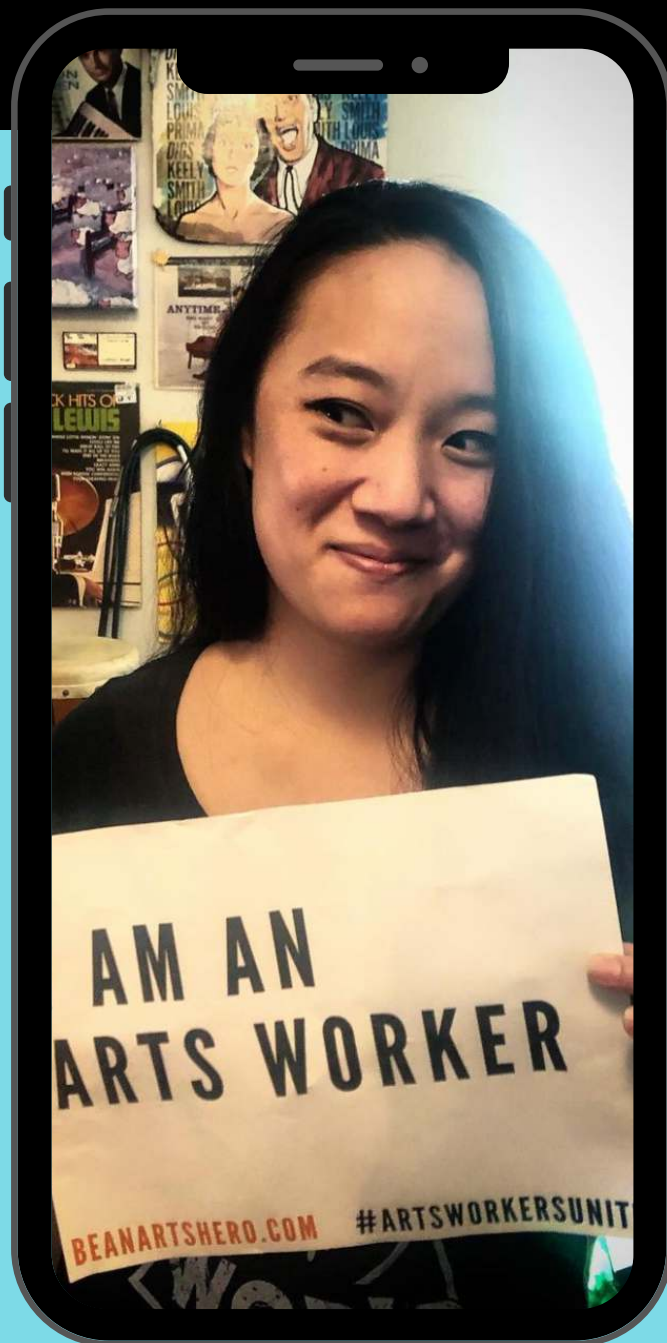


Aeneas Sagar Hemphill 
@aeneashemphill

1/19 - a day that will live in Arts history. #ArtsWorkersUnite
#ArtsHearing

MON 1/17

VIDEO: Post your testimony video



[Click for Instructions and Suggested Captions](#)

TUES 1/18

Graphics- Testify



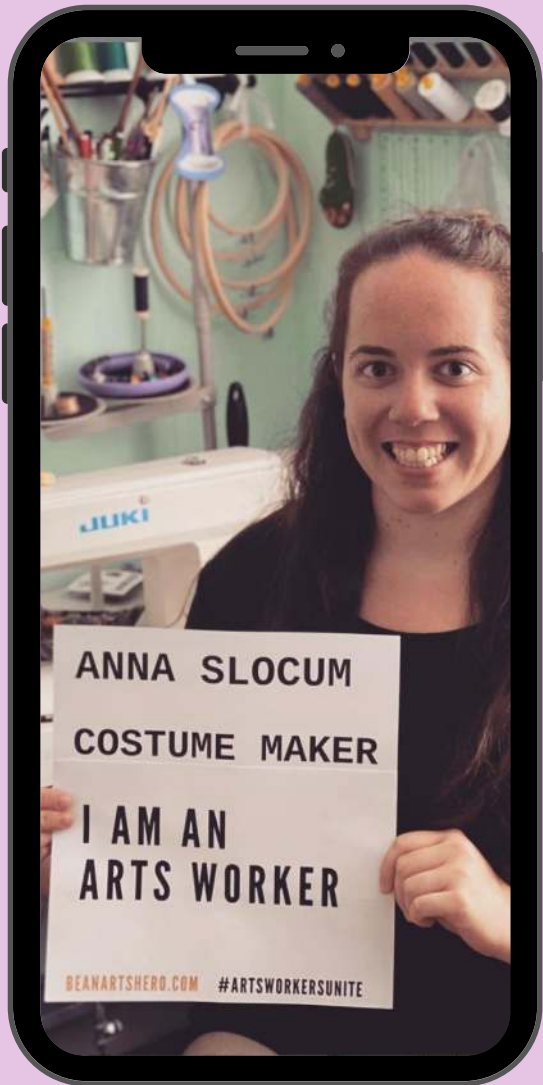
Click here for:

- [Instructions & Suggested Captions](#)
- [Instagram/FB Download](#)
- [Twitter Download](#)

WED 1/19

PG 17

Repost & Tweet



Please Repost and share video testimony.

- Search the hashtags:
 - #ArtsWorkersUnite
 - #ArtsHearing
- Repost on your socials

Please tweet your support or live tweet the hearing



1/19 - a day that will live in Arts history.
#ArtsWorkersUnite
#ArtsHearing