

Art Policy and Advocacy

Policy Diagram Assignment

The ability to give visual representation to a policy process has a lot of value for advocacy. Showing a visual representation can help others understand the complexities of a policy process for a particular policy or policy issue that words alone might not convey.

For this assignment, select an arts-policy document that has already been adopted. Create a diagram in Microsoft Word or a similar word-processing program using the draw, shape, and chart functions. Then, type in your own written comments. Your diagram should help someone understand the phases an issue had to go through to become an adopted arts policy.

Instead of just labeling areas of your diagram *Agenda Setting* or *Implementation*, fill in details about the particular policy so that someone looking at it understands what activities and/or concerns fall into each of these areas for the policy you are considering.

You can choose one of the diagrams from the [policy process diagram Web link](#) or create your own. But, keep in mind that you will have to put some thought into the visual representation and organization of your diagram so it makes sense to others. Also, think about what details you need to include, how things link or flow in your diagram, as well as other issues or factors you need to represent.

Examples of student work from previous semesters are included below as helpful guides.

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THE POLICY PROCESS DIAGRAM

SEA-TAC AIRPORT MUSIC INITIATIVE:
EXPERIENCE THE
CITY OF MUSIC



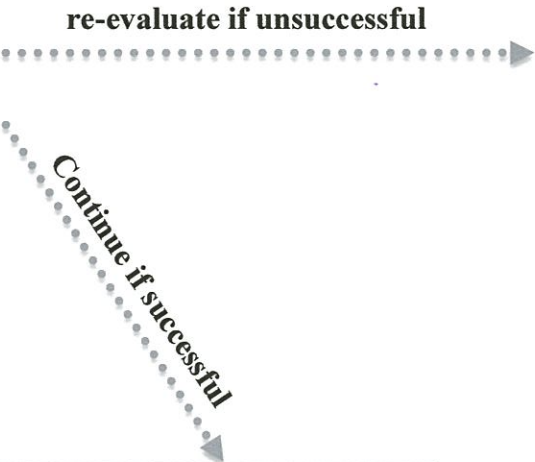
Agenda Setting
In 2007, a community advisory group with the Office of Film + Music established a vision statement for the City of Seattle, placing a high emphasis on the value of music as a dynamic force for the city. The document acted as an advocacy resource for organizations with a desire to enhance the foundation of the city's vibrant music culture. In response to the vision statement and the public commentary of the elevator music, or the "mundane humdrum" at the Sea-Tac Airport, the Seattle Music Commission 2011 Annual Report proposed the *Sea-Tac Airport Music Initiative* as a solution to the mundane music, and a response to the vision statement for the City of Seattle.

Policy Evaluation
Evaluation of the policy took place before the program even launched. Public news stations broadcast stories and published a news release prior to the launch date. Public feedback was instantaneous. Seattle Mayor Mike McGinn said "Seattle is known around the world for its music culture, so it's great to see this identity embraced and showcased to all the travelers going through the airport. Sir Mix-A-Lot, a musician whose voice is used for public announcements stated, "It's cool seeing something as serious as Sea-Tac embrace the local arts. That's pretty bold." Initial feedback from the launch prompted the program leaders to ensure that music was appropriate for all ages, and that music would not be played during the middle of the night. The Seattle Music Commission provides a detailed description of the progress and opportunities of the program in their annual report. Due to positive evaluation, the program launched live performances at the airport roughly one year after the initial launch date.

Policy Formulation
The policy goal of the *Sea-Tac Airport Music Initiative* is to showcase the northwest region's music culture and enhance the experience of millions of passengers who pass through Sea-Tac Airport each year. The Seattle Music Commission combined forces with the Port of Seattle and music specialist PlayNetwork, creating a program committee to formulate the plan. Port of Seattle Commissioner John Creighton visited other international airports with similar programs, such as the airport in Austin, Texas, and the Seattle initiative intended to enhance the local music scene by replacing regular music stations at the airport with music featuring local musicians.

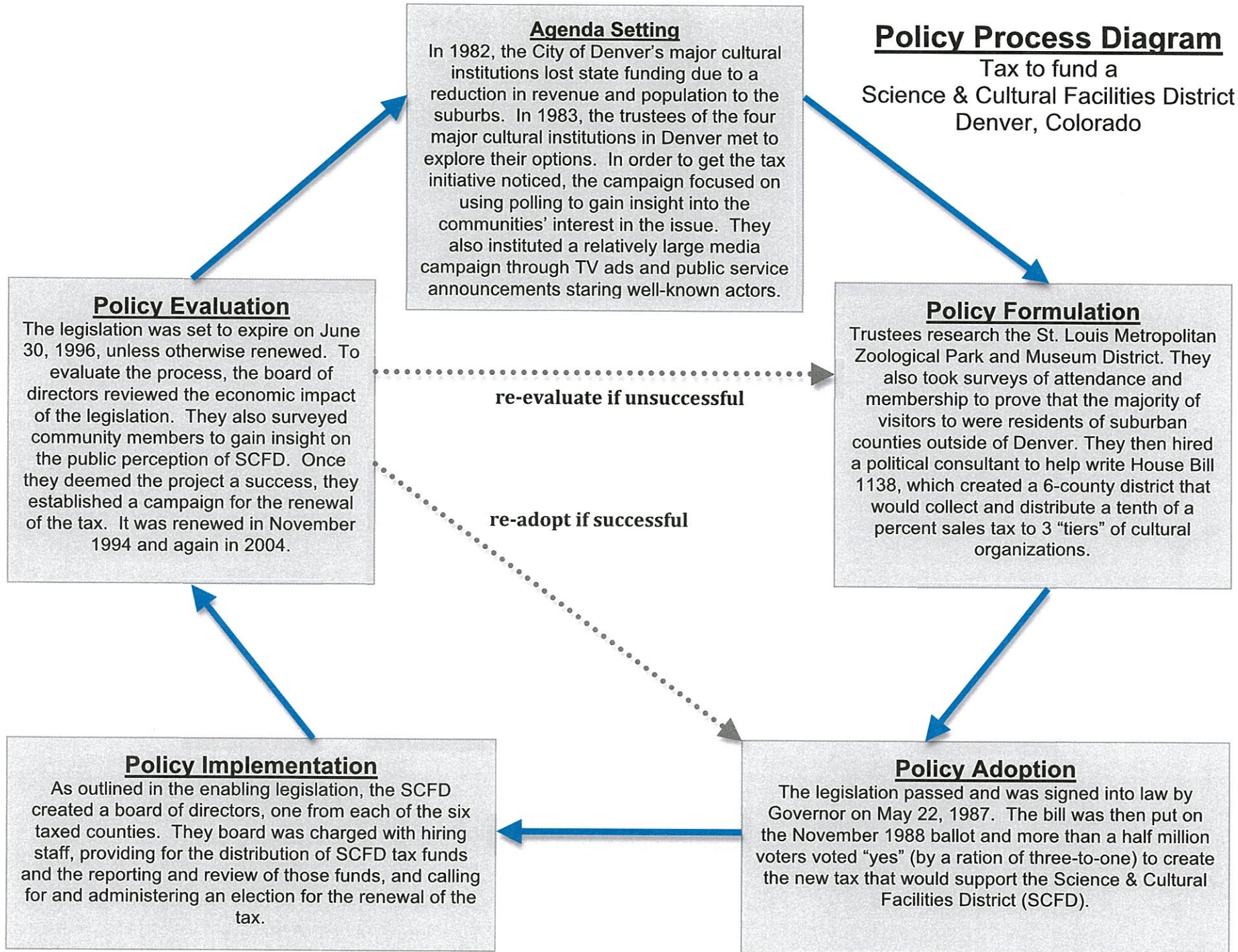
Implementation
The launch date for the program was January 28, 2012. The three organizations represented in the committee each played a specific role in the implementation. The Port of Seattle governs the airport, provided the initial funding for the project, and took charge of the logistical day-to-day details at the airport. PlayNetwork acts as the program curator, and is in charge of collecting and compiling the video and audio recordings from the musicians. The Seattle Music Commission is the advisory and advocacy leader for the program, working to increase public awareness of the project.

- What the plan would include:
- * Overhead music
 - * Artist-read public announcements
 - * Feature videos in terminal
 - * Local music web player
 - * City of Music App



Policy Process Diagram

Tax to fund a
Science & Cultural Facilities District
Denver, Colorado





Policy Diagram

The Union Station has been a symbol of passage in and out of the city of Denver. During the early twentieth century, there was even an arch that symbolized the transition to and from Denver. A welcome arch was constructed in 1906; however, rather than use the term “welcome,” the word “mizpah” (which is a Hebrew word expressing the emotional bond between separated people) was inscribed along the top of the arch. In 1931 the arch was declared a traffic hazard, and torn down. Despite its short history, the arch contains a great deal of history and nostalgia for Denver. With the renovation and reconstruction of the Union Station, there has been work done since the 1990’s to bring back the symbol of liminality as a form of public art.

