



**CREATIVE
ECONOMY
REVITALIZATION
ACT
ADVOCACY
TOOLKIT**

8/20-8/27

Week One

01

Copy & Approach

8/20-8/27

Week One

02 FRI 8/20

Video

03 MON 8/23

Graphics

04 WED 8/25

Video

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Graphics

06 ETC.

Website, embed code &
Hyperlink

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01 COPY & APPROACH

Here's a few talking points about CERA that may be helpful:

- CERA is a jobs initiative, inspired by the WPA.
- CERA will allocate grants and commissions to help Arts Workers unemployed by the pandemic get back to work
- These grants and commissions will fund publicly accessible art such as free concerts, plays, murals, and arts installations for local communities, not just big cities.

Please use the following hashtags:

#WPAForTheArts

#PutCreativeWorkersToWork

02 FRI 8/20

Video

The Creative Economy Revitalization Act. (CERA)

W/NADIA BROWN



[Click to Download](#)

[Click for suggested Captions](#)

03 MON 8/23

Graphics

Post the 411 on the Creative Economy Revitalization Act Carousel for:

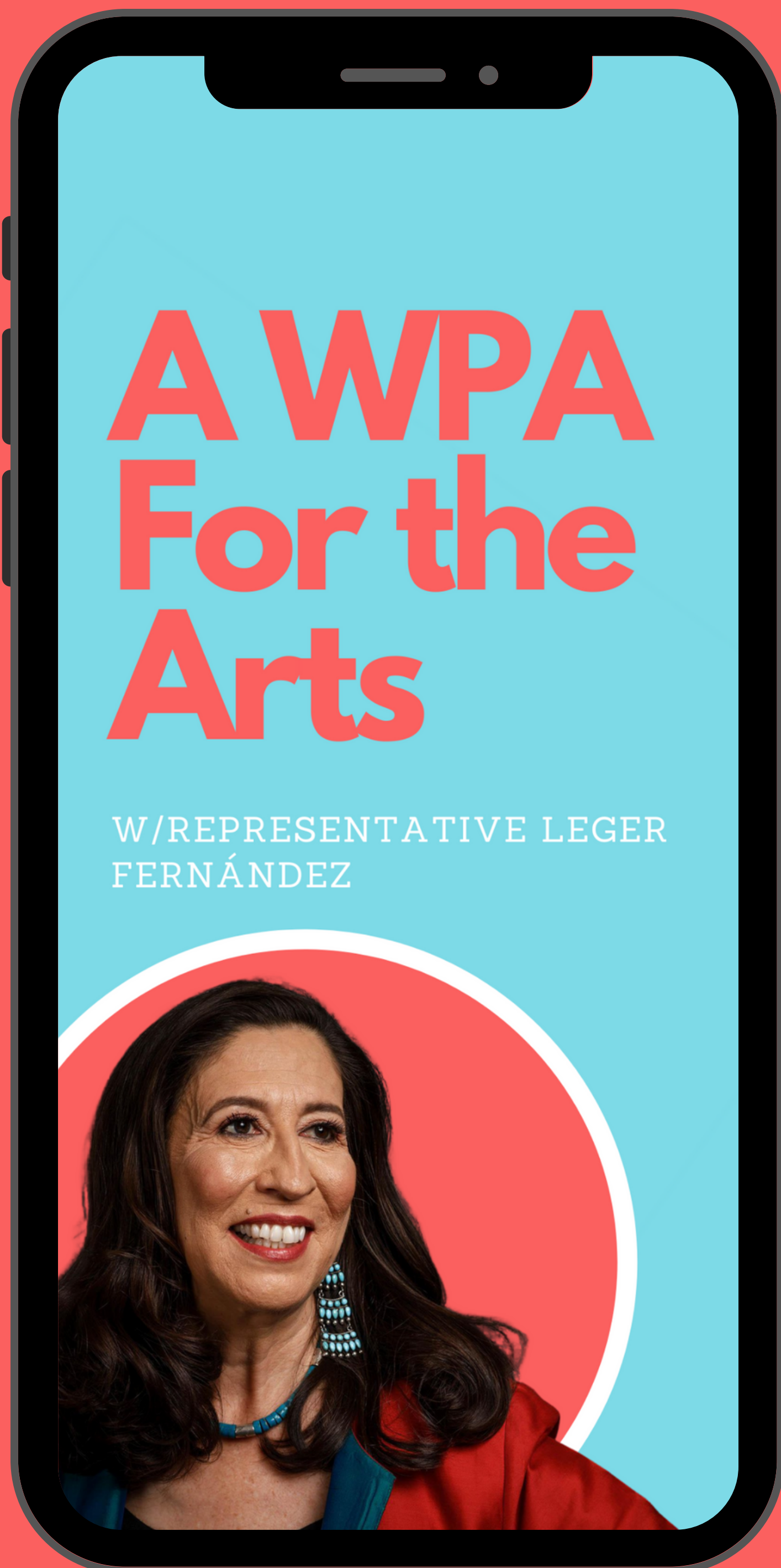
- [Instagram/FB](#)
- [Twitter](#)



[Click for suggested Captions](#)

04 WED 8/25

Video



[Click to Download](#)

[Click for suggested Captions](#)


05 FRI 8/27

Graphics

Post the CERA Carousel for:

- Instagram/FB
- Twitter

A BILL FOR ARTS WORKERS

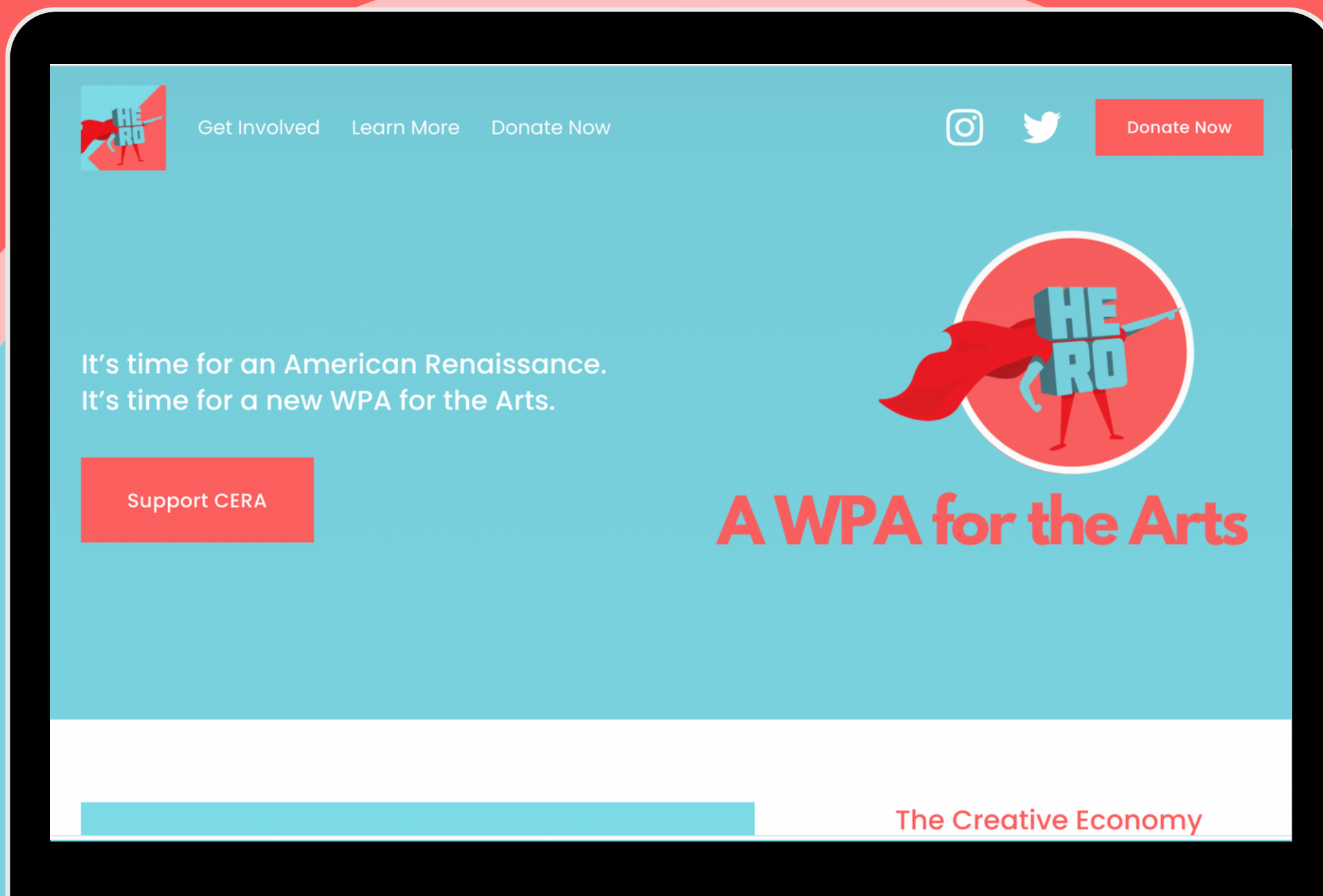


House Representatives Teresa Leger Fernández (D-NM) & Representative Mike Simpson (R-MI) and Senate Representative Ben Ray Luján (D-NM) have introduced the Creative Economy Revitalization Act (CERA) simultaneously in both the House and Senate today. CERA cites the historical WPA specifically as a model.

[Click for suggested Captions](#)

06 ETC.

Website, Embed code & Hyperlink



We've created a website specifically for CERA and other WPA-inspired legislation, where all of our assets are visible and accessible to the public. These include:

- Videos
- Full CERA bill language
- One-click Advocacy Letter to Representatives in support of CERA

www.WPAForTheArts.com

06 ETC.

Website, Embed code & Hyperlink

Help us make a difference by contacting your legislator today!

Contact Information

Prefix	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
Street Address	Address Line 2 (Optional)	
<input type="text"/>	<input type="text"/>	
Postal Code	City	State/Province
<input type="text"/>	<input type="text"/>	<input type="text" value="- State -"/>
Email	Home Phone (Optional)	
<input type="text" value="email@email.com"/>	<input type="text" value="🇺🇸"/>	

Support the Creative Economy Revitalization Act (CERA)

We've created a one-click advocacy tool that will send a prepopulated email directly to all of your representatives. To integrate this tool into your own website:

- Embed Code

To hyperlink to this tool:

- Hyperlink