



BULLETIN

Canadian Conference of the Arts ~ Conférence canadienne des arts

In this bulletin:

-CCA's updated 2005 "Advocacy Primer" now available

-Jack Layton, leader of the federal NDP, responds to latest Advocacy Alert (CCA Bulletin 22/05)

-Minister Frulla speaks about Canada's position on UNESCO's convention of the protection of cultural content and artistic expression

CCA'S UPDATED 2005 "ADVOCACY PRIMER" NOW AVAILABLE

Ottawa, May 18, 2005 - The Canadian Conference of the Arts (CCA) would like to announce that our practical Advocacy Primer has been revised and updated for 2005, and is now available on our website in both English and French. Please visit:

<http://ccarts.ca/en/advocacy/publications/toolkits/index.html#howtoadvocacy>

Arriving on the swirling winds of federal election rumours emanating from Parliament Hill, the CCA's updated Advocacy Primer is for anyone and everyone interested in seeking to influence government policy, but not to govern. This useful document was revised to provide CCA members and member organizations with helpful advice on how to become a better advocate for the arts and culture in Canada. Inside, readers will find:

- o 5 easy steps for a successful advocacy strategy
- o 5 effective ways of getting your message across
- o Advice on meeting with decision-makers
- o Ways to get the message out
- o Useful links

Aware of our commitment to fostering informed debate and collective action within the arts, culture and heritage sector in Canada, CCA encourages you to become familiar with the key elements of a successful advocacy strategy, and to take action!

"The first rule of advocacy is: 'to whom are you advocating' and the second rule is 'what do they care about' not 'what do you care about'."

Robert Lynch, Americans for the Arts

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JACK LAYTON, LEADER OF THE FEDERAL NDP, RESPONDS TO LATEST ADVOCACY ALERT (CCA BULLETIN 22/05)

CCA has received a written response from the New Democratic Party's federal leader, Hon. Jack Layton, which articulates his party's commitment to getting as much done in the House as currently possible; namely, the passing of the federal budget bill. Additionally, Mr. Layton expressed that the NDP will work for practical solutions to support the Canadian Broadcasting Corporation (CBC), Canadian culture, and Canada's identity. His letter, dated May 11, was received by post and the full text is now available for viewing at:

<http://www.ccarts.ca/en/>



**MINISTER FRULLA SPEAKS ABOUT CANADA'S POSITION ON UNESCO'S CONVENTION
ON THE PROTECTION OF CULTURAL CONTENT AND ARTISTIC EXPRESSION**

On May 16, Minister of Canadian Heritage Liza Frulla hosted a meeting with 65 foreign ambassadors to explain Canada's position on, as well as strengthen the international community's support for, the UNESCO Convention on the Protection of the Diversity of Cultural Content and Artistic Expression. "The strength of a strong Canadian identity is based on having the means to develop our own forms of cultural expression," said Minister Frulla. The full text of her address is available at: www.pch.gc.ca/pc-ch/min/discours-speech/2005-05-16_e.cfm

In recent months, the UNESCO member countries, including Canada, have been at work developing the text of the Convention. A new draft of the text was published recently, and will be discussed again during the third session of the intergovernmental meeting on the draft Convention, to be held in Paris from May 25 to June 4, 2005. The text of the Convention is scheduled to be presented at UNESCO's next General Meeting in October 2005. For further information on Canada's position on the UNESCO Convention, please visit www.canadianheritage.gc.ca. Another useful resource is www.incd.net, the online home of the International Network for Cultural Diversity (INCD), which is a world wide network of artists and cultural groups dedicated to countering the homogenizing effects of globalization on culture.