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## April 30 Cultural Lobby Day Draws 300 Advocates From Enterprise to Coos Bay, Newport to Bend, Portland to Eugene

May 1, 2007; Salem, ORE. -- When the bus arrived with 50 cultural advocates from Portland, the training for Monday's CHAMPday began at Willamette University's Hallie Ford Museum. The standing room only crowd of more than 150 listened to **First Lady Mary Oberst** and cultural leaders while lobbyists **Kristina McNitt** of the Cultural Advocacy Coalition and **Dave Fiskum** of Conkling, Fiskum & McCormick trained advocates to meet with legislators.

CHAMPday on Monday, April 30 was organized by the **Oregon Arts Commission, Oregon Cultural Trust, Oregon Film and Video Office, Oregon Historical Society, Oregon Public Broadcasting,** and the **State Historic Preservation Office** in support of Governor Ted Kulongoski's \$10.6 million **CHAMP (Culture, Heritage, Arts, Movies, Preservation) Cultural Reinvestment Package**. It was a day of advocacy, performances in the Oregon House by singer/actress **Susannah Mars** and Senate by jazz saxophonist and Oregon Arts Commission fellow Devin Phillips, networking and meetings. Highlights included a Noon rally on the Capitol steps led by the First Lady, and an evening of film and video clips and showcase performances at Salem's Historic Elsinore Theatre, where Governor Ted Kulongoski was the headliner.

At the rally, **Senator Betsy Johnson** (D -Scappoose) spoke powerfully about how the arts and preservation rebuilt Astoria, a once fishing-dependent community that has become a cultural tourism destination. She invoked Oregonians' pride in their history, arts and culture and urged citizens not to let legislators leave Salem without fully funding CHAMP. Pink Martini band leader **Thomas Lauderdale** spoke eloquently about the inspiration and resources provided to him by the Oregon Historical Society – which, since 2003 has become only one of six state historical societies in the nation without state funding. Portland City Commissioner **Sam Adams** declared that it was time for arts and culture to be considered a basic government service like parks, police, social services, housing and transportation. As 300 advocates of culture, heritage, arts and movie-making waved signs, placards and puppets in the clear weather, Devin Phillips summed up the mood with a solo rendition of "On the Sunny Side of the Street."

Following legislative meetings, cultural and civic leaders, legislators and cultural supporters gathered at the historic Elsinore Theatre for a reception and showcase of movies made in Oregon, excerpts from OPB-TV's "Oregon Art Beat" and "Oregon Experience," a photo montage of Main Street revitalizations and performances by pipe organist **Rick Parks**, modern dancer **Luciana Proaño** and guitarist **John Butler**, jazz pianist **Dave Frishberg** and singer **Rebecca Kilgore**, blues guitarist **Mary Flower**, modern dance troupe **BodyVox** and gospel singer **Julianne Johnson**.

**Governor Ted Kulongoski** urged the audience to continue speaking up for CHAMP. He said, “Let me rework a famous quote from the movie *Sunset Boulevard*: In art and culture we’re still big – it’s the public investment that’s gotten small...[Our] great cultural assets have had their funding slashed – or eliminated altogether over the last several years...[CHAMP’s] \$10.6 million reinvestment will reverse the self-defeating trend of neglecting culture, history, art, movies and preservation in Oregon.”

CHAMP ([www.champday.org](http://www.champday.org)) is cultural reinvestment package funded at \$10.6 million in the Governor’s 2007-09 Recommended Budget:

Oregon Arts Commission and Oregon Cultural Trust \$2.9 million  
To build the capacity of Oregon arts groups and artists through increased grants and technical assistance and to support the operations of the Oregon Cultural Trust. The Arts Commission and Cultural Trust collaborate with and support Oregon’s 1,200 cultural nonprofits.

Oregon Historical Society \$2.8 million  
To improve archiving and display of Oregon’s historic artifacts, extend museum and library hours, and conduct best practices workshops.

Oregon Public Broadcasting \$3.75 million  
To extend digital broadcast capability to rural Oregon. Analog transmitters in Oregon must be replaced with digital by 2009 to continue broadcast services to rural Oregon.

Oregon Film and Video Office \$414,000  
To market Oregon as a film location more aggressively outside the state. For every dollar spent on bringing a film to Oregon, 37 are spent in the local economy.

Oregon Main Street Program \$750,000  
To develop a new Main Street program using historic preservation, marketing and small business development to revitalize Oregon’s historic downtowns. Every dollar spent on such revitalization is estimated to attract an additional \$28 in new investment.