



# FRACTURED ATLAS

**FOR IMMEDIATE RELEASE**

## **Groups Join to Launch “Artist Campaign School” to Recruit and Train the Cultural Community to Run for Office**

*Nine Social Impact Non-Profits Will Host First in a Series of Non-Partisan Trainings This Fall to Teach Creative Professionals the Tools Needed to Campaign and Get Elected*

New York, NY – August 8, 2017 – The first-ever “Artist Campaign School” will be held in late October 2017 in Detroit, Michigan. This is the inaugural event in a series of all-expenses-paid trainings, to be held semi-annually across the United States over the next few years to recruit, train, and mentor artists and arts administrators for elected office. Applications for Artist Campaign School Detroit are currently being accepted until September 15, 2017 at [www.ArtistCampaignSchool.org](http://www.ArtistCampaignSchool.org). Applicants will be reviewed on a rolling basis and those selected will be notified in mid-September 2017.

[Fractured Atlas](#)—the country’s largest arts service organization, with a reach of 600,000+ creative individuals and groups, that provides tools for artists to run the business side of their practice more efficiently—along with the seven other arts service organizations and one Super PAC want to see greater representation in the political process from artists.

Lauren Ruffin, Vice President, External Relations of Fractured Atlas explained, “artists are exactly the kinds of people we need to run for office. Being an artist is all about creative problem solving, innovation, and collaboration—perfect skills for making change in local communities. When artists see something wrong in the world, they want to get involved and fix it. But when that something is politics, it’s hard to figure out where to begin. So, we decided to join with other dedicated partners to launch ‘Artist Campaign School’ to support first time candidates who want to impact policy decisions which have direct implications for the arts and cultural community—and shape the kinds of neighborhoods they live in.”

Joining Fractured Atlas in this effort are [Alternate Roots](#) (Atlanta), [Art Up](#) (Memphis), [Creative Capital](#) (New York), [Creative Many](#) (Detroit), [For Freedoms](#) (DC), [The Laundromat Project](#) (New York), [National Performance Network](#) (New Orleans), and [Yerba Buena Center for the Arts](#) (San Francisco). Additional partners are also expected to join the effort.

Artist Campaign School Detroit will bring in top-tier campaign veterans from across political parties and ideology as trainers for approximately 100 accepted applicants. The intense 2-day session will cover topics including voter targeting, message and policy development, media training, fundraising and social media strategies. Travel, hotel accommodations and meals for the trainees will all be funded through a massive fundraising effort which the event partners have undertaken.

To learn more, please visit: [www.artistcampaignschool.org](http://www.artistcampaignschool.org)