

New York Foundation for the Arts, Inc.
(New York, NY)

Total Award: \$75,000 over 1 year

Why Vote?

Program Contribution
Arts and Culture Program, \$25,000

Interprogram Initiatives for Social and Economic
Justice, \$50,000

To support *Why Vote?*, a nonpartisan project designed to increase the participation of young people who are underrepresented in the political process by using visual, performance and communication arts to create public messages that motivate them to engage in public life. Hip-hop spoken word artists, actors, musicians and visual artists have articulated societal problems through their art for more than two decades. As this group comes of age, cultural practitioners and leaders in this community realize that they must do more than talk about the issues. *Why Vote?* acknowledges that the hip-hop community includes a national and international constituency that transcends race and class and their primary means of communication is through their art. *Why Vote?* will acknowledge those previously articulated concerns as well as new issues by providing young Americans with a forum for a national dialogue, a communication strategy; and a strategy for overcoming the root causes of voter apathy *Why Vote?* will then create a campaign that will motivate and inspire young adults to live their passions by taking action. *Why Vote?* will accomplish its national message campaign by encouraging young people to participate in brainstorming, workshops and meetings; engaging young adults who will formulate short and long-term goals; presenting agendas at public gatherings; working with a network of young adults in collaboration with artists representing various art and communications disciplines to articulate their messages; developing their interests and priorities into media and public space messages; distributing the messages locally and nationally; and assessing the impact and performance of the country in achieving the stated goals.

Arts and Culture Program: *Objective I, Strategy 4*

Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*