

GLOSSARY

Below are terms you may encounter as we continue building relationships and our advocacy and education coalition at ArtsNow. Note that the definition provided is how the term is used in relation to advocacy at ArtsNow, but it may have other meanings.

501(c)(3)	A section of the Internal Revenue Code that provides exemption from federal income tax to organizations that devote their resources to educational, religious, scientific, or other charitable activities. A 501(c)(3) organization is strictly forbidden from engaging in any political activity on behalf of or in opposition to a candidate for public office.
Administrative Advocacy	Efforts to influence actions of the Executive Branch, such as by commenting on how rules and regulations are developed. Also called “regulatory advocacy.”
Administrative Agency	Executive branch agency with the authority to direct and supervise the implementation of laws.
Advocacy	Umbrella term that covers identifying, embracing and promoting a cause. This can, but doesn’t always, include lobbying.
Advocate	An active supporter of an issue.
Allies	People and organizations with a common advocacy goal.
Amendment	A change to a bill. An amendment is debated and voted on in the same manner as a bill.
Appropriations	Legal authorization provided to government agencies to spend government funds.
Ask	What we want a policymaker to do.
Bill	See “legislation”.
Bipartisan	Supported by members of both political parties.
Budget	The state’s plan of financial operation for a given time period.
Budget Corrections	Mid-budget cycle review of state spending to ensure that it matches revenue.
Call to action	Asking a member of the public or policymaker to do something.
Campaign	An organized effort to achieve a policy goal. It may, but does not always, mean the efforts to get voters to vote a certain way on a ballot issue or candidate.

Advocacy Capacity	The ability of an organization to do strategic, structured, substantive and sustainable advocacy work.
Caucus	An informal organization of legislators that exists to discuss issues of mutual concern and perform legislative research and policy planning for its members. There are regional, political or ideological, ethnic, and economic-based caucuses.
Coalition	A formal or informal group of organizations working together in pursuit of a common policy goal.
Committee	A group of city, county, state, or federal legislators that develops legislation on specific topics and has jurisdiction over all legislation that deals with its topic.
Committee Chairs	The committee member who serves as its leader. The Chair is typically from the majority party.
Conference Committee	A committee composed of members from the state or federal house and senate that work together to resolve differences between versions of legislation passed by both bodies. Both chambers then vote on the combined legislation, which is called a "conference report".
Conference Report	The conference committee's agreed-upon legislation, which must go to the full house and senate for an up or down vote.
Constituents	<ol style="list-style-type: none"> 1. Persons residing within the ward or district of an elected officials; the people who vote for an elected official 2. People served by this organization and its stakeholders and/or those who will be impacted by a particular advocacy outcome.
Cosponsor	A legislator who signs their name onto a piece of legislation to show their support.
Decision-makers	Individuals in positions of power to make policy-related changes. See also "policymakers"
Direct Lobbying	Any attempt to influence legislation through oral, written or electronic communication with any policymaker, or employee who may participate in the formulation of the legislation that (i) refers to and (ii) expresses a view on a specific piece of legislation.
District	The geographic area from which a county council member, state legislator or US House or Senate member is elected.
Earned Media	Any print or broadcast coverage that isn't purchased, such as letters to the editor, interviews, editorials, op-eds, and news stories.

Editorial Board	The members of a newspaper who meet regularly with interest groups, opinion leaders, and among themselves to consider what collective opinions they will express on the paper's regularly printed editorial pages.
Editorial Board Meeting	A meeting with an editorial board to provide background on an issue or to attempt to convince them of a particular position on an issue.
Education	Providing information to a policymaker on an issue, but not advocating for the policymaker to take a specific action or position.
Executive Branch	The branch of government with authority to implement laws.
Executive Order	An action by a governor that has the legal authority of a law, often dealing with regulations or the workings of agencies.
Fact Sheet	Document outlining key information on a particular issue that serves as background for elected officials, their staff and other policymakers.
Fiscal Year (FY)	The accounting year for the government entity.
General Assembly	In some states, the name of their state legislature.
Grassroots	Members of the general public who are interested in an issue.
Grassroots Lobbying	Any attempt to influence the general public through any oral, written, or electronic communications that refers to (i) a specific legislation, (ii) reflects a view on that legislation, and (iii) encourages the recipient to take action.
Grassroots Organizing	Engaging the public in advocacy efforts.
Grasstops	High-profile individuals who can raise public attention or influence decision-makers through established connections
Hearing	Meeting of a legislative committee to hear testimony, consider a bill, or vote.
House	The lower body of most state legislatures and of the US Congress.
Law	See "statute"
Lame Duck	Lame Duck occurs every two years between Election Day and December 31st, before the newly elected legislators are sworn in. Any bill that hasn't yet passed must be signed into law by the end of the year. Otherwise, the bill dies and must be reintroduced next term.
Leadership	The highest-ranking members of the house, senate and, in some cases, relevant committees and subcommittees.

Leave behind	See "fact sheet"
Legislation	A proposed law introduced in either chamber of the state legislature.
Legislative Advocacy	Efforts to change policy through the legislative branch of government.
Legislative Advocacy	Efforts to influence the legislative branch.
Legislative Branch	The branch of government with authority to make laws.
Legislator	A member of the house or senate.
Legislature	Two houses or assemblies with responsibility for promulgation of law. With the exception of Nebraska's unicameral Senate, every state has a legislature.
Letter to the Editor	A letter written to a publication to share knowledge of issues of concern with the local community and policymakers.
Line item veto authority	The power of a governor to veto individual components (or lines) of a bill passed by the state legislature.
Lobby Day	An organized effort at a state capitol to meet with elected officials/staff in order to raise the visibility of and gain their support for a selected issue.
Lobbying	Engagement in or support for a specific type of communication with (i) covered state and federal legislative and executive branch employees working in the legislative process or, (ii) the general public.
Mark-up	The process used by state legislative committees to review and amend a bill.
Media	A person, organization or corporation whose main goal is to share information with the public.
Media Advisory	A short snapshot of a press conference or other event that will happen shortly, used to alert media.
Media Advocacy	Speaking out about issues through the media to raise awareness of an issue and influence policymakers.
Message	The phrasing used to communicate advocacy goals to policymakers.
Messenger	The person(s) best suited to speak to an issue or make an ask to a policymaker.

Mobilize	To engage others in an advocacy activity.
Nonpartisan	Not based on, affiliated with, or supporting the interests or policies of a single political party.
Ohio General Assembly	The state legislature of Ohio which consists of the 99-member Ohio House of Representatives and the 33-member Ohio State Senate. Both houses of the General Assembly meet at the Ohio Statehouse in Columbus.
Omnibus Bill	The package legislation that results when a group of bills on related topics are combined into a single bill for consideration on the floor of a legislature.
Op-ed (opinion editorial)	An editorial written to a media outlet to share one's knowledge and opinion on an issue of concern.
Opponents	Organizations, corporations, governments and individuals that work against an advocacy goal.
Paid Media	Airtime on radio or television, internet ads, or other public displays that are purchased to promote a policy position or event.
Policymaker	A decision-maker in government. This can be a council member, mayor, county executive, legislator, governor, administration official, agency head, etc.
Post	To provide content on Facebook.
Press Conference	A strategically timed media event regarding an issue, event, report release, etc. to generate earned media.
Press Packet	Information distributed to the press before and/or at a press conference or other media event.
Press Release	A brief synopsis of an event, announcement, or policy position that is distributed to the press as a source for a news story.
Public Policy	A system of laws, regulations, and funding priorities forming the foundation for how government operates.
Reauthorization	The process by which legislation is renewed for a specified number of years.
Recess	A break in the legislative session.
Retweet	To share another Twitter user's tweets.

Regulation	Specific rule or direction for the implementation of a law. Regulations are developed by an administering agency (or agencies) identified in statute. Regulations incorporate processes for enforcement and compliance.
Regulatory Agency	Government body formed or mandated under the terms of a statute to ensure compliance with the provisions of the statute
Resolution	A statement of policy, belief, or appreciation passed by a legislative body.
Senate	The upper body of most state legislatures and of US Congress.
Sign-on Letter	An organizing tool, used to broaden support for an issue and indicate widespread support for an issue to decision-makers from specific groups of individuals or organizations.
Site visit	A legislator or media visit and/or tour of a physical location that illustrates the need or impact of a specific government program or funding.
Special Session	A session of the state legislature after it has adjourned and completed its regular session.
Spokespeople	Individuals who speak on behalf of a group when addressing media or outside groups.
Sponsor	One or more legislators who are the primary writers of a bill.
Stakeholders	Individuals with a vested interest in a cause or issue.
Statute	A law passed by a legislative body.
Steering Committee	A group of stakeholders that provide feedback, insight, and support to the campaign on major decisions.
Subcommittee	A part of a committee that deals with a specific issue within the committee's jurisdiction.
Sunset	A provision in a statute that causes the statute, or a portion thereof, to expire on a specified date.
Talking Point(s)	Internal document that has the messages to be used in advocacy efforts.
Target	The policymaker being addressed through an advocacy campaign.

Testimony	Providing an oral or written statement to a committee in support or opposition to an issue.
Town Hall Meeting	A community-based meeting, held by an elected official or civic group, to share information and/or attract attention to a specific issue or issues.
Track	Monitoring progress of a bill or regulation through the legislative or administrative process.
Veto	The refusal by a governor to sign into law a bill passed by both the house and senate. This can be overridden by a vote of the house and senate, but usually requires a 2/3 vote of the members of both chambers.
Ward	The geographic area from which a city council member is elected.
Win	An advocacy accomplishment.