PUBLIC POLICY AND THE ARTS
Course P11.2463 Spring Semester 2009
Wednesday 6:45 – 8:25 PM
Silver Bldg 712 @ 32 Waverly Place
Professor Ruth Ann Stewart
ras20@nyu.edu
Vivian Yela, Admin Assistant
212.998.7417 vy8@nyu.edu

Course Prerequisite: Introduction to Public Policy (Wagner); Urban Development and the Arts
(Steinhardt); or comparable course/work experience. Email waiver requests with resume to instructor prior
to registering. A background in the arts is not required.

Course Objectives (4 credits): To broaden students’ understanding of public policy through the
knowledge, insight, and analytic skills gained from the study of public, private and commercial sector
concepts and issues that focus on the arts and culture.

Assignments: Class meetings include lectures, and active and informed class discussion requiring the
completion of weekly reading assignments and Blackboard postings.

1. Team Presentations (20%) requirements/guidelines posted on Blackboard
2. Email Feedback (20%)
   o As designated on syllabus, students will email instructor (within body of email, not
     as an attachment) a 200-word assessment of public policy concepts/issues they found
     particularly interesting or challenging.
   o Email instructor within 48 hours after designated class with Subject Box marked:
     FEEDBACK 2463 #…/Student’s Last Name.
   o Students will be graded on their ability to analyze and connect their topics in a
     concise and timely manner to the course sessions indicated.
   o Feedbacks are not intended to be philosophical ruminations, advocacy statements,
     summaries of lectures, or book reviews.
3. Public Policy Issue Brief (20%) – requirements/guidelines posted on Blackboard.
4. Topic proposal (5%) for final research paper due in advance for approval by instructor. Topics
   will be selected by students from issues covered by course.
5. Final Research Paper (35%) – requirements/guidelines posted on Blackboard.

Required Reading:
- Cherbo, Joni M., Ruth Ann Stewart and Margaret Jane Wyszomirski, Eds. Understanding the Arts
  for purchase at NYU Professional Bookstore, 530 La Guardia Place)
- Blackboard folders containing relevant articles/web links for each class session that will be
  updated with new additions throughout the semester.
- Books on reserve at Bobst Library [designated on syllabus as Reserves]

Recommended Additional Reading: Posted on Blackboard by session.

Web sites:
Students are encouraged to share information with instructor and students about relevant sites and articles
they encounter in their research on the web. A useful cultural policy web site will be found at
www.culturalcommons.org
COURSE SCHEDULE

Session 1 – January 21
Creative Industries I: future of fashion in NYC
7:00 – 8:30 PM at Kiehl's Flagship, 109 Third Ave at 13th Street.

Students will be introduced to the concept of the arts as “creative industries” through a panel discussion sponsored by SNEAC, the Wagner School’s Student Network Exploring Arts and Culture. Although a fuller examination of creative industries falls later in the semester, the SNEAC event provides students with a first hand opportunity to hear an analysis by academics, a NYC government official, and creative professionals of the current and future fortunes of the fashion industry, one of the major creative industries that drives NYC’s economy.

Required Reading:
- Blackboard articles

[January 26, 10:00 AM- 12:15 PM  Puck Bldg. “Moving Forward:Renewed Role for Arts and Artists in the Global Age” Wagner School’s Brademas Center for Study of Congress. Extra credit feedback due after Session 2. Subject Box: FEEDBACK 2463 MOVING FORWARD/Student's last name]

Session 2 – January 28 (Regular class meeting time and location)
Introduction to the Non Profit and Cultural Policy Fields

Required Reading:
- Outline of the U.S. Non Profit System.
- Joni Cherbo, “Introduction” (pp.1-5) and “Toward an Arts and Creative Sector” (pp. 9-27) in Understanding the Arts and Creative Sector in the United States. New Brunswick, NJ: Rutgers Univ Press, 2008.
- AAFRC Trust for Philanthropy, “Giving to Arts, Culture, and Humanities” in Giving USA 2009.
- Blackboard articles

Session 3 – February 4
Public Support for the Arts: the “awkward embrace”

Assignment: Team I (see Blackboard)

Required Reading:
- Neil Harris, “Public Subsidies and American Art” in Grantmakers in the Arts Newsletter (pp. 29-32). Winter 1996.
- Mike O’Sullivan, “Remembering Dizzy Gillespie’s Jazz Diplomacy” Los Angeles: Voice of America, 12/18/06.

Session 4 – February 11
To Change a Nation’s Policy  
Assignment: Feedback #1 (Session 1,2,3 and/or 4 topic)  
Required Reading:

- Blackboard articles  

Session 5 – February 18 (N.B. Feedback #2 now due after Session 6)  
Art from the Top: creation of a national and sub governmental American cultural system  
Required Reading:

- Wyszomirski & Mulcahy, “The Organization of Public Support for the Arts” (pp.121-143) in America’s Commitment to Culture...
- Sample agencies and arts service organizations  
  -- State agencies : New York State Council for the Arts www.nysca.org; Ohio Arts Council www.oac.state.oh.us  
  -- Service organizations: Americans for the Arts www.artsusa.org; Assoc of Performing Arts Presenters www.artspresenters.org; American Assoc of Museums www.aam-us.org; National Assembly of State Arts Agencies www.nasaa-arts.org
- Blackboard articles  

NOTE: Topic proposal for final research paper due for approval via email (not attachment) by COB Friday, March 27. Code email Subject Box: TOPIC PROPOSAL 2463/Student’s last name.  

Session 6 – February 25  
Politics of Culture I: the state arts council  
Guest Lecturer: Richard Schwartz, Chairman (1999-2007), NY State Council on the Arts  
Assignment: Feedback #2 (Session 5 and/or 6 topic)  
Required Reading:

- See New York State Council on the Arts www.nysca.org
- Speaker’s bio.  

[February 27, 2009 6:00-8:00 p.m. CEOS in the Arts Series: Karen Rafferty, President Metropolitan Museum and Karen Brooks Hopkins, President Brklyn Academy of Music. Friday, Einstein Auditorium, NYU Steinhardt, 34 Stuyvesant St. at E. 9th St. and Third Avenue. Extra credit feedback due after Session 7. Subject Box: FEEDBACK 2463 CEOs in Arts/Student’s last name]
Session 7 – March 4
The Culture Wars: “Whose culture is it anyway?”
Assignment: Team II (see Blackboard)
Required Reading:
- Lance Izumi, “How the Political Right Views Arts Funding” (pp. 5-9, 25) in Grantmakers in the Arts Newsletter. Vol. 9, no. 1, Spring 1996.
- Robert Mapplethorpe. The Perfect Moment. Catalogue of the exhibit that was major focus of the controversy. [Reserves]
- Blackboard articles

[March 5, 5:30-7:00 PM. Victor Geduld on “The Strange Commodity of Cultural Exchange: Martha Graham’s State Dept Tour of 1955-1956” Tamiment/Bobst Library, 10th fl. Extra credit feedback due after Session 8. Subject Box: FEEDBACK 2463 MARTHA GRAHAM/Student's last name]

Session 8 – March 11 (N.B. Final paper topic proposal due COB today/Topic Proposal now due March 27)
The Art of the Deal: cultural policy meets real politick at The Brooklyn Museum (Case Study)
Assignment: Public Policy Issue Brief (due at March 25 class)
Required Reading:
- In Lawrence Rothfield, Ed. Unsettling Sensation. New Brunswick, NJ: Rutgers Univ Pr, 01:
  -- Lawrence Rothfield, “Introduction: The Interests in “Sensation” (pp.1-11)
  -- Carol Becker, “The Brooklyn Controversy” (pp. 15-21)
  -- James Cuno, “Sensation and the Ethics of Funding Exhibitions” (pp. 162-170)
- Sensation: Young British Artists from the Saatchi Collection. Brooklyn Museum of Art Exhibit Catalogue. [Reserves]
- Blackboard articles including contemporary articles directly related to the case.

Spring Break (no class March 18)

Session 9 – March 25 (N.B. Policy Brief due today’s class/Topic Proposal due 3/27/09)
Politics of Culture II: the role of advocacy
Guest Speaker: Randall Bourscheidt, President, Alliance for the Arts, New York City
Required Reading:
- See www.allianceforarts.org for following reports and GET THE FACTS about how the Alliance works:
  -- Arts as an Industry: Their Economic Impact on New York City and New York State. (2007)
  -- The Recession & The Arts: The Impact of the Economic Downturn on Nonprofit Groups in New York City. (January 2009)

Blackboard articles

**Session 10 – April 1**

**Creative Industries II: creativity and the post industrial city**

**Assignment: Team III** (see Blackboard)

**Required Reading:**

- Ruth Ann Stewart, “The Arts and Artist in Urban Revitalization” in *Understanding...
  - “Preface” and “The Transformation of Everyday Life”
  - (For update, see “Preface” to 2004 paperback edition)
  - For further information about Florida see [http://www.creativeclass.com/richard_florida](http://www.creativeclass.com/richard_florida)
- Leveraging Investments in Creativity (LINC). “Artist Space” [www.lincnet.net](http://www.lincnet.net)
- Mark Yost, “If You Build It, the Jobs Won’t Come” *Wall Street Journal*, 7/17/08.

**Session 11 – April 8**

**Creative Industries III: technology, creativity, and public good in the digital age**

**Assignment: Team IV** (see Blackboard)

**Assignment: Feedback #3** (Session 9,10 and/or 11)

**Required Reading:**

- Harold Vogel, “Capital, Commerce, and the Creative Industries” (pp.143-154) in *Understanding...
- U.S. Copyright Timeline. [www.arl.cni.org/info/frn/copy/timeline.html](http://www.arl.cni.org/info/frn/copy/timeline.html)
- Phu Nguyen, “Internet as Medium: Art, Law, and the Digital Environment” (pp.155-170) in *Understanding...

**Web sites readings:**

- Center for Democracy and Technology [www.cdt.org](http://www.cdt.org) for legal, tech, and policy issues, e.g., piracy, copyright, FCC rulings, Digital Copyright Millennium Act, Sonny Bono Copyright Extension Act, that are driving the policy debate (see in particular [www.cdt.org/transition/Copyright.pdf](http://www.cdt.org/transition/Copyright.pdf))
- Association of Research Libraries [www.arl.org](http://www.arl.org) and American Library Association [www.ala.org](http://www.ala.org) on intellectual freedom, censorship, and privacy issues (see in particular [www.librarycopyrightalliance.org/index.htm](http://www.librarycopyrightalliance.org/index.htm))
- Recording Industry Association of America [www.riaa.org](http://www.riaa.org) for industry’s views on downloading (see For Students Doing Reports).

**Blackboard articles

**Session 12 – April 15**

**Going Global: policy implications for the arts and artists**

**Assignment: Team V** (see Blackboard)

**Required Reading:**

- J.P. Singh, “Between Cooperation and Conflict: International Trade in Culture Goods and Services” (pp.177-196) in *Understanding...
Brademas Center for the Study of Congress. Moving Forward: A Renewed Role for American Arts and Artists in the Global Age. A colloquium held January 26, 2009, NYU Wagner School. See website www.nyu.edu/brademas/ArtsColloquium.html for following reports and related publications:


+ Blackboard articles

Session 13 – April 22
**Politics of Culture III: cultural policy challenges in the new millennium**
Guest Lecturer: Sandra Gibson, President/CEO, Assoc of Performing Arts Presenters
Assignment: Feedback #4 (Session 10, 11, and/or 12)
Required Reading:
- See www.artspresenters.org includes speaker’s bio.
- Blackboard articles

Session 14 – April 14
**Open discussion and wrap up**

**FINAL TERM PAPER due in hard copy in instructor’s mail box**
3rd Floor Puck Bldg by 12:00 noon Wednesday, May 6, 2009

Revised 3.10.09