

Issue number: 1

**Issue: How to make cultural-political issues SEXY for politicians (and thus make funding conditions better, for example...)**

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Participants:

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Summary of discussion, conclusions and/or recommendations:

Issue was how to pick up politicians where they're at in order to get them interested in our problems, needs, etc.

**Should the path be to make issue attractive or to threaten with consequences** (for example that a renowned company will otherwise leave the city, etc.)?

- 1) Why am I doing something
- 2) How do I present it
- 3) How to I interest someone in it

How do we produce a shift in priorities? (*to explain: in Germany, culture is politically a "voluntary" expenditure...*)

How can we create solidarity among ourselves in order to gain more influence? (artists often like to be lone wolfs, instead of joining lobby groups)

How can issues (such as the size of funding for culture vs. for agriculture) be directly and sensually communicated? *in installations with grains of rice representing one euro each; by cooking a meal where the ingredients costs exactly the amount that freelance artists have available to them for one meal*

How do we find people (prominent supporters) who will support the political issue that can be identified with? *Does this only work for film or also for theater*

*Marketing ideas from the film world:*

*Use the means of the theatrical (via eg video) instead of changing mediums (such as writing concepts) – here the problem is accessibility of media both on producing as well as receiving ends*

*Testimonials by prominent supporters*

*Guest books online*

*Trailer*

*Blogs (posterous.com)*

*Previews that lead to testimonials and guest book*

*Get (more) naked (literally and figuratively) for your supporters*

(in the end this group split up early of lack of input from non-Berliners so  
please leave your thoughts)