



Re Christian Ludwig's Letter dated 7.8.2012

List of separate appenixes / enclosures:

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And:
How to connect all projects in Germany 2013 with each other and multiply media coverage - The importance of the Gathering message
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Separate Ecnclose (PDF):

- VII **Background & History: the Day of Irish Life Festival 1996 – around the Frankfurt Book Fair (“Ireland and ist Diaspora”)**
What happened in Germany 1996?
Extracts from the two main brochures/programmes

Appendix I

German-Irish (Cultural) Relations – in a critical European context of today

And:

How to connect all projects in Germany 2013 with each other and multiply media coverage (including the “Gathering message”)

A) Taken from an ongoing “Strategic Review of Ireland’s relations with Germany” (Irish Embassy in Germany, July 2012:

- Cultural relations

“Our ties with Germany are facilitated by very positive German sentiment towards Ireland, which is rooted primarily in cultural appreciation. Germany is one of Ireland’s main markets for cultural exports – and this has been the case for many years. For example, 2011 saw the 50th anniversary of the European Premiere of Beckett’s “Happy Days” in Berlin, while German visitors are major supporters of the annual Temple Bar Tradfest in January each year. Traditional Irish culture, particularly music and dance, remain extremely popular (with Irish music festivals taking place each year in many parts of Germany) though other forms of music, as well as literature, film and the visual arts also have a positive impact on sentiment towards Ireland.

From the 1950s onwards, Ireland has held a special place in the affections of many Germans. This stems largely from the writings of the Nobel Prize winner, Heinrich Böll, who spent many summers on Achill Island during the 1950s and 1960s and whose Irish Journal is still in print 50 years after it was first published and continues to influence perceptions of Ireland. Currently, there are two commercially-published, German language magazines devoted to Ireland, whose existence underlines the interest that many Germans have in Ireland, the product of visits to Ireland or enthusiasm for Irish music and literature. ...

*“...A key outcome of this strategic review process is to identify how this deepening can be enhanced and facilitated. **This is critically important at a time when our bilateral relationship risks being seen solely through the lens of Euro Zone-related concerns**”.*

B) (Taken from “Global Irish Economic Forum – Report 2011, page 29):

*“It was again widely acknowledged **that culture is Ireland’s global calling card. The challenge now is to harness that into a strategy that will allow us to better promote Ireland’s image and reputation abroad...***

The success of the ongoing Imagine Ireland cultural programme in the United States was highlighted. In addition to promoting the best of our culture, it provided a counterpoint to the negative economic stories that dominate media coverage of Ireland.

The potential benefit of targeted cultural programmes along the lines of Imagine Ireland for audiences in Europe and in Asia was a key theme of the discussion”

C) The people in Germany do like Ireland, this is widely acknowledged. Though, this does not translate into official twinnings / relations of regions or towns between Germany and Ireland: The Council of European Municipalities and Regions - CEMR) lists **only 19 of such „twinnings/ relations“** in 2012 (<http://www.rgre.de/partnerschaften0.html>)

In comparison (examples): other twinnings / relations German cities/regions have:

- 19 with Ireland
- 547 with Great Britain
- 559 with Poland
- 2290 with France
- 87 with Finland
- 89 with Turkey

Also the number of school exchanges seems low (no figures available).

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The extraordinary challenge is to multiply the given big media publicity for Ireland in Germany (EU Presidency) by getting it married / connected / co-ordinated with all other “projects” “:

- this short publicity boom by the very end of December until mid/end January with
- the Gathering message with
- the TV campaign of Tourism Ireland with
- our own planned (postal) mailing to 100.000 German families with
- the “500 Days of Irish Life in Germany 2013”.
- And this all to be connected with the overall message: Ireland 2013 invites everybody to come

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All activities (including press publications) should incorporate the Gathering message. Promotional activities (online/ social media/ press releases) for one of the events should always include information on the other events. We can explore ways of jointly promoting via a website etc. In addition, we believe that it is opportune to showcase Irish culture with this landmark series of events throughout Germany.

Important side aspect, as I think:

Many of these events in Germany can be directly “married” with carefully chosen, particular GATHERING events in Ireland in 2013. Example: a lecture or reading on Yeats in the city of Bonn can easily be married with an YEATS-Gathering event in/near Sligo.. or a concert with ALTAN or CLANNAD can be directly linked to Gweedore/Donegal...

Direct ties like these have a more lasting, almost personal effect...and will motivate people travelling there better/quicker)

(The originally planned 30 night of Irish Arts & Culture still can happen, but it seems to be critically late now and is outside of our control)

Appendix II

Projects / work we have already started in support of GERMANY 2013:

Together and in partnership with Tourism Ireland (Frankfurt) and with Gaeltacht Irland Reisen there will be a **postal mailing** (before end of September 2012)

* to **12.000** carefully chosen private persons (Gaeltacht clients) who have travelled Ireland once or very often (repeaters) and

* to **6.000** (educational) institutions such as Volkshochschulen, selected church parishes, publishing companies (see: work on databases). The overall theme is an invitation: be part of the "500 Days of Irish Life" in Germany. Information included: How to manage your own event

The other message of both mailings is: travel to Ireland next year!

* There will be also a **fam trip with 20 key decision makers** from these educational/cultural institutions between October and December 2012. Aim: see and experience Ireland's rich and lively Arts & Culture scene, make own contacts, get motivated and pass on the DAY OF IRISH LIFE (and GATHERING-) MESSAGE to other members of the own institutional network; travel to Ireland soon with a group of consumers.

These projects already represent a lot of investment by us and partners.

Appendix III - see also the “Cost Estimate” (Appendix IV)

Projects for which we do need help/ assistance/ funding:

New Website, on several levels, and a lot of database research:

- a) plans for website and search options: 500 Days of Irish Life in Germany : all participating events, sortable and searchable for
- location (address)
 - date
 - type (lecture, concert, festival, play)
 - title/theme /subject
 - with these guests/artist from Ireland:.... (description, website link etc..)
 - ticket price (if any), where to get tickets from
 - description of the event
 - connected with this GATHERING event in Ireland:... description... – Link to Gathering event DB??)

But before this database can go online we have to co-ordinate and do this:

b) publish “The Search and Find - Matching List”

Here we would publish the list, on an ongoing basis, of German institutions, bodies... .. and private people who want to organise one of these 500 events and want to **search for something to offer** (artist, lecture, special theme

And a list of people (artist, musicians, experts....) **who can deliver something** (concert, lecture, whatever..)

In parts this process will be initiated by the postal mailings (see above), the response should mainly be directed to the website: this requires less staff. But it needs careful co-ordination and intervention – we cannot leave it up to everybody just “booking or contacting Altan or Seamus Heaney” . We have to contact the person who is interested in literature, make alternative (cheaper) suggestions and so on. Reason: we may know that Seamus Heaney is not available at all or only for two events.

(Difference to 1996: We had a list of artists which was put together by the Arts Council, then)

Before this, however, we have to verify a lot of databases in order to ask the relevant people (we have started, but it will take time):

c) check (and amend) databases (examples only) of

in Germany:

- 1300 German Volkshochschulen (Community Adult Education Centres – but then you have to check their websites individually for contact persons in the right field: literature, music, politics, dancing.. etc.)
- app. 100 local groups of the nationwide educational organisation “Frau und Kultur”
- check with app. 200 German Publishing Companies: which one was/still is strong in publishing books on Irish matters? (very tricky job, no such database does exist)
- check own (available) database (of only 20.000 parishes) and find out which one was/may be still approachable in regard of Ireland?
- Check addresses/contact persons in **Ireland related business networks** such as

- * Irish Business Network Germany
 - * German Irish Economic Forum
 - * German Irish Chamber of Commerce (available in print, not in db format, more than 200 members)
 - Most importantly: German media
- (It is important not only have the contacts for political editors but also for all the Feuilleton stuff, including cultural affairs – also for travel. To find out these names, you have to check every website of almost
- * 200 regional and national newspapers
 - * 20-50 magazines (all sorts of)
 - * 20 state and app. 60 private radio/TV-stations
 - * there are 3000 listed “free journalists” listed in a book (from the unions: Verdi).

in Ireland:

- * Irish Publishing Houses (we have a list of full and associated members, but not yet dugged out addresses and persons to contact)
 - * Irish media and Irish institutions / (semi-)state or private bodies from the area of Arts & Culture
- This list is endless, other cultural organisations need to be identified, listed, contacted...What to do with them?

Not addressed here: the issue of making this all public in Ireland (and asking: who wants to be part of this?) – through all the normal circles (media), cultural organisations, bodies....

It is hoped that the Irish (**who?**) can cover this side of the project...
But what, if not?

Appendix V – most crucial: the timetable

Time table 500 Days, co-ordinated by Netzwerk Irland, assisted by irland journal magazine (and Gaeltacht Irland Reisen)	Status per 6.8.2012	
Germany 2013	remarks (internally)	Ireland
Not complete! This should allow you to get an impression on how things / jobs relate to each other timewise		
August		
continue work on all kinds of databases (see cost estimate)	ongoing	
informal contacting decisions makers from all areas and briefing them on the project		15.8.2012: Deadline for applications with "Culture Ireland"?
by mid to end of August:		
decisions on postal mailing such as - content, - size, what addressees finally to be included, - typ of layout, search for sponsors?		
ongoing work on new websites: questions to be answered such as: how to built in the pure online-500 Days-event-list (database on web)?; and how to integrate / produce a "Serach and Find"-matching list?		
Starting point: what material to be put on to the website for people/institutions in need for more detailed information? Must surely be made available also by post		
Info should must be made available on:		
Dance; film, music (both trad and other such as classic, opera, rock/pop, other), literature, architecture, visual arts, theatre	A lot can be taken from the 23 years coverage in the irland journal mag. But who indentifies them? Checks copyrights, puts them nicely together?	
Start working to contact those Irish artists (and European politicians) who would be ideal to represent Ireland in Germany (and elsewhere?). Such a first and second list must be availabe soon , may be not publicly but to work with internally. We can talk to German publishing Companies and find out: would they be ready to part-sponsor public readings? To some extent also record companies can be approached.	End of August	Press conference to get Irish media and artists (institutions) on board. See below (December)

(See appendix XX : in 1996 (Frankfurt Book Fair) such a list did exist)		
September		
Finalize all work for the mailings (see below)		
September, 15th : both websites Netzwerkirland.de and/or 500daysofirishlife.de go online (beta version)		
on ongoing basis: Import irish events technically into own website from www.Gathering.ie - find out what events 8incl. Festivals) can be "married" with what German events		
Start working on those TV /talk shows which might be interested to find out more about this campaign - no EU country has ever done something similar (when taking over the EU-presidency). Why is Ireland doing this? (Identify those people who might be interesting for these TV station - Hugo Hamilton, the Ambassador..)		
First postal mailing at same time to	between 15th and 30th	
a) 12.000 consumers		
b) 6.000 (educational) institutions such as Volkshochschulen, selected church parishes, publishing companies (see: work on databases). The overall theme is an invitation: be part of the 500 Days of Irish Life in Germany and about: how can you easily manage...		
provisional second last check, if the original concept of "30 Nights of Irish Arts&Culture" can materialize		
Familiarisation trip to Dublin with 20 key decision makers from cultural/educatiional institutions (Aim: see and experience Ireland's rich and living Arts & Culture scene)	between October and early December	
Oktober to December		

<p>Dealing with expected 10% - 30% of respondees on an ongoing basis over all coming weeks... no idea yet how to manage this... (staff!). Lots of people / institutions will need personal advice, directions, further contacts</p>	<p>internally: get people / specialists like Paddy Bort, Rathjen, others to assist and talk to the respondees. What number should we publish? Do I have to speak to these people in the first place - and pass them on to others then ???</p>	
<p>Ongoing conversation with all people and cultural/educational institutions with this main aim: let them make a good decision what to offer to the German public in the first four (six?) month of 2013</p>	<p>ongoing</p>	
<p>Match proposals of venues with available "performers"</p>	<p>ongoing</p>	
<p>Match concret Day-events with Gathering events in Ireland, identify who best to promote them locally..</p>	<p>ongoing</p>	
<p>December</p>		
<p>contact all relevant media (print, TV, radio) and explain to them what is/will be going on. Ideally this could be done jointly with the different media databases of the Irish Embassy Berlin and Tourism Ireland, Frankfurt. But their databases are very different: Embassy will have "political commentators" in it, Tourism Ireland will cover and address the travel trade journalists. So we will have to bring in or concentrate on those who cover the areas of culture, arts, stories: the people editing the Feuilleton (print)</p>	<p>Beginning of December</p>	
<p>This is the most important key of all the publicity in connection with the nationwide coverage of the story "Ireland taking over the EU-presidency". Consumers must learn at the same time that there is so much more happening in Germany around it, for example these 500 Days of Irish Life.... a nationwide festival of Irish Arts & Culture...</p>		
<p>At the same time (when contacting the media) the first real calendar of events (500 Days) must have gone public (more than the beta version of it)</p>		
<p>Joint first press conference of Irish Embassy, Tourism Ireland, Netzwerk Irland</p>	<p>Berlin! When best?</p>	<p>When? A similar press conference should take place also in Ireland. Ideally a first one by end of August to get all media and artists (institutions) on board..</p>

<p>Follow up calls must take place; very special material must be made available (i.e. on the web), interview opportunities must be suggested, films / videos recommended and so on and so on...</p>	<p>Until December 21st - including the time after Xmas and around the New Year - most critical that there will be persons available to answer phones and mails - and direct people on to others..</p>	
<p>January 2013</p>		
<p>Joint second (?) press conference of Irish Embassy, Tourism Ireland, Netzwerk Irland, big sponsors (?)</p>	<p>Berlin, may three other venues to be chosen (North, West and South of Germany) - When best?</p>	
<p>Monitor press nationwide and local coverage carefully; step in where needed (with more/other information)</p>		
<p>(Idea: all Day-venues check - in their own interest - the very local media and give us feed back accordingly. They must be mostly interested..that the media get it right)</p>		
<p>The 500 Days of Irish Life in Germany 2013 will have seen the first events...</p>	<p>ongoing</p>	

Appendix VI

There so many more concrete ideas to use the 500 DAYS OF IRISH LIFE, to name but a few:

1. **Live streaming of events from here to Ireland – and/or from Irish events to similar German events: “Literature from location”, “Poetry from location”, “music from location” and so on...**

Examples: a lecture on “Heinrich Böll’s Irish Journal” can be “connected” with a special event on Achill Island; an Altan- or Clannad-Concert can be married with an event in Gweedore; a Reading on Yeats can be livestreamed to a Yeats-celebration in Sligo/Drumcliff. Even these Irish events (“**locations**”) have so a huge promotional chance being marketed in Irland/locally: bringing people from different nations / cultures in closer contact to each other: Europa at its best.

Local journalists/ radio/TV-presenters have to meet a challenge here – but must be informed about their role early

2. With only a little bit of extra work we could advertise: “**1000 Irish (Cultural) presents to be won**” – (Example only: 10 publishing companies in both countries each donating 30 books each totals 600 books alone. 20 record companies giving 20 CDs each totals 400 Irish CDs... Tourism providers may spend B&B Vouchers or whatever additionally...

3. Bring **bigger and smaller Irish Festivals together** and let them give away free festival tickets as part of a draw. The same could apply to all Irish artists who have concerts/shows... if they want to participate. Who can co-ordinate and talk to them? *(In Germany we already run such a draw of (mostly Irish related) concerts: they (artists or promoters) give a ticket for two free on and put the winners on the evening’s guest list. For that they get extra online and offline promotion (in both our magazines: irlöand journal and in the music magazine FOLKER). It is relatively easy to extend this to Irish events. But someone in Ireland must bring this to all these artists’ attention ..)*

4. Everbody attending one of the 500 events shall get something very meaningful **free of charge: a motivational brochure or, better, a small book** – with the calendar of events (dialann). Including info on Ireland, Irish Arts and artists, addresses for further readings and information (including websites).

Sponsors would be needed (for up to 100.000 copies) – may be (as in 1996) a special & extra edition of the irlöand journal can be produced?

By the way: **is it really known that every single issue of the irlöand journal magazine contains up to 50 pages on Irish Arts & Culture?** This is about 50% of its coverage.): music (trad and modern), CD reviews, new books (reviews), either/or pieces on Irish architecture, Irish Dancing, special cultural events... .

5. Later in the first half of the year, May, 1st – May 5th. it happens: **the 34. Deutsche Evangelische Kirchentag in Hamburg** – a multicultural (and only in parts religious) gathering / event with more than 100.000 visitors coming from all parts of Germany. We were successfully part of the last Kirchentag in Dresden (2011) and of the Second Ecumenical Kirchentag in München (2010). We were part of it with an Ireland exhibition (stand) and an own (physical) “House of Ireland” over three days and nights with an own program (including a musical night and a political debate involving Danny Morrison and the Irish Ambassador).

There are good contacts to the organisers. I suspect they would be open for an even bigger Irish participation if we would get the overall “theme” right.

6. **Who does the dirty work?** Why couldn't well known artists who travel extended shows/gigs abroad be not be approached by either the Arts Council, the Department, Failte Ireland or so? It would make a different, more lasting “impression” if they were asked more “officially” to join the Gathering efforts, to act as “Ambassadors”?: easier for us to get them lined up under our German marketing brand “500 Days of Irish Life”.

I'm convinced that they would not ask for a fee, if explained and asked properly. May be not the ideal person, but he will have a big tour in Germany: Chris De Bourgh (April 2013). Others may come here as well.

While the previous named persons would stand expressively for culture, there is a need to contact the mentioned well known “Irish European politicians” early as well. Who can do this?

7. **School exchanges/ partnership (including Universities)**

This topic cannot be described in detail as it is too complex and involves schools and universities. The number of more or less official school exchanges between Ireland and Germany seems low, official figures are not available. The situation is comparable to that of twin towns, only 19 Irish towns do have German twin towns.

Again, culture can be the driving force to get that all changed. German schools should get involved in the project of **500 Days**, Irish schools should be contacted as well.

There are a number of difficult implications – and reason why the number of such exchanges remains probably similarly low as the number of (half-)official twinings of towns or regions (**See appendix I, C**).

This project must be planned carefully, aims can only be reached in several consecutive steps. We'd have to start now and earn the main results very much later.

Irish schools with the subject of German must be identified (via Department), German teachers and headmasters must be contacted.

More important: Promotional tour and activities in order to motivate new schools. This needs **shoe leather marketing**. Ideally: Aficionados of Ireland who travel these schools, Germans or Irish (with a great knowledge of Germany and its culture), slideshow, a lot of talk, German artists, offering of contact with German schools. Marketing of German as an attractive school subject for Irish schools. Real Exchanges and multiple visits can only develop from there.

So many opportunities.

So many questions.

So few answers.

Appendix VII: "Thank you" Letter from the Arts Council 1996 re "Day of Irish Life"

Mr Christian Ludwig
irland journal
Dorfstrasse 70
D-47447 Moers
Germany

X 18. November 1996

Dear Christian,

I am writing this letter to express my deep gratitude for all that you have done to assist the *Ireland and its Diaspora Festival - Frankfurt Book Fair 1996*.

I have no doubt that but for your critical intervention and grant offers at the end of 1994/early 1995 the festival might not have been realised and on behalf of the Boards of the festival and *The Arts Council* many thanks indeed for these grants from *irland journal* and *Gaeltacht Reisen*.

However, your greatest contribution has been in masterminding and delivering the wonderful Day of Irish Life Festival. For me, personally, since I have also a background in working in the field of community arts, I was delighted that there was such an impressive local Festival, with a staggering 1,050 events in over 500 cities.

I appreciate the extraordinary overtime which was put in by members of your office all in the cause of *A Day of Irish Life / Ireland and its Diaspora Festival* which together made up "Der Irische Herbst".

Please give our special good wishes from Sandra O'Connell and myself also to Christian Sprenger, Sonja and to Beatrix.

Working with you has been a great partnership !

Best wishes,
Yours sincerely,

Lar Cassidy
Director



Frankfurter Buchmesse 1996



Frankfurt Book Fair 1996

Éire agus a Diaspora -
Aonach Leabhar
Frankfurt 1996

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