

6. THEATRE & DRAMA

GET CREATIVE

IN A NUTSHELL

Are you ready to put integrity centre stage? With a thoughtful performance, you can do just that – and there are several ways to make it happen.

Popular theatre can be used to empower citizens with new knowledge about societal forces that affect lives as well as ways to improve their own communities.

Whether you're an amateur or professional, performing on the street or at the opera, you get to choose the best way to get your community interested and talking. Will you use actors or puppets? Is it a musical, a comedy or a poetry slam? Improvised or choreographed? The options are endless – and are guided by your creative control.

HOW DO YOU SET IT UP?

- 1. Choose a goal:** Should you raise awareness about corruption in the country, in a particular sector or at your school? You decide.
- 2. Gather your team:** Find a few actors and theatre-goers who are eager to help you put on the production (e.g. from your school, neighbourhood, or a local theatre). If there are no professionals, recruit some friends and classmates to take part in your play.
- 3. Pick a show:** Select or create a play, musical or dance performance that you want to perform. Decide if the play should have the audience interact with the actors or have them only observe.
- 4. Set the date:** Pick a location and set a date. Possible venues can be the local theatre, a community space or the street.
- 5. Look for sponsors:** Find local businesses and organisations that support your cause and want to be seen supporting it. Negotiate whether they can contribute to costs, promotional materials, or stage props, among others.
- 6. Practice makes perfect:** Schedule frequent rehearsals with cast and crew. If the actors are not professional, do a dress rehearsal before the opening for a small group of family and close friends to help combat nerves before performing in front of a larger audience.
- 7. Promote your performance:** Use your networks to advertise your performance at least a month in advance. Have your sponsors spread the word as well.
- 8. It's show time!** Premiere your performance and gather a list of lessons learned post-production. Adapt them to future shows and record the performance for upload to social media and the web. Finally, be sure to take a well-deserved bow for your hard work!

WHY DO IT?

- Theatre is a powerful way for people and communities to share their experiences, generate conversation, and enable new insights to emerge. Through theatre, both performers and spectators can engage with difficult issues in a safe space.
- Theatre is an ideal instrument to raise awareness about corruption – potentially reaching many who may not otherwise be receptive to or receive anti-corruption messages and education.

YOU CAN MAKE IT HAPPEN

- Dramatic performances are most effective when they use artistic practices that are culturally appropriate.
- A clear pre-requisite is the availability of local, technical capacity to develop, conduct and evaluate the show.

WHAT ARE THE LIMITATIONS?

- Most awareness-raising tools have limits in fighting corruption and achieving change in real life. After watching a performance, people then need to use the knowledge they've gained for real change to occur. This means that you need to use other methods to complement and reinforce your message, which can include facilitating a discussion after the performance to hear how the audience would stop corruption.
- Gathering support in terms of audiences and sponsors requires a big investment in time (on top of the time spent in organising and rehearsing the performances). Give yourself enough time to find investors, but don't be discouraged if some businesses or individuals say no. There are many anti-corruption advocates wanting to help your cause.

IDEA IN ACTION

Morocco: Umbrellas of Integrity

Drummers and dancers filled the streets of Casablanca as part of International Anti-Corruption Day festivities organised by Transparency Maroc. In a youth led project called *Paroles Urgentes*, or fast words, to raise awareness about corruption through music, dance and theatre hundreds of people turned out to support this message. Part of their performance was a participatory theatrical piece – which included distributing umbrellas of integrity to the crowd as it grew bigger to “shield them from the rain of corruption.”

Find out more:

blog.transparency.org/2012/12/14/beating-bribery-international-anticorruption-day-in-morocco/

Papua New Guinea: Staging an Election

Around 80 students made up much of the audience for a play carried out by the Understanding Corruption through Drama Troupe, based in the PNG capital Port Moresby. Its performance highlighted challenges during the elections. Lively discussions followed, demonstrating that the audience understood the play's messages and underlying themes. When asked if PNG citizens have the right to ask their member of parliament on how their money is being spent, a student answered yes, explaining that this was because it was their money. “Everybody pays taxes,” he said.

Find out more: http://issuu.com/transparencyinternational/docs/annual_report_2010/66