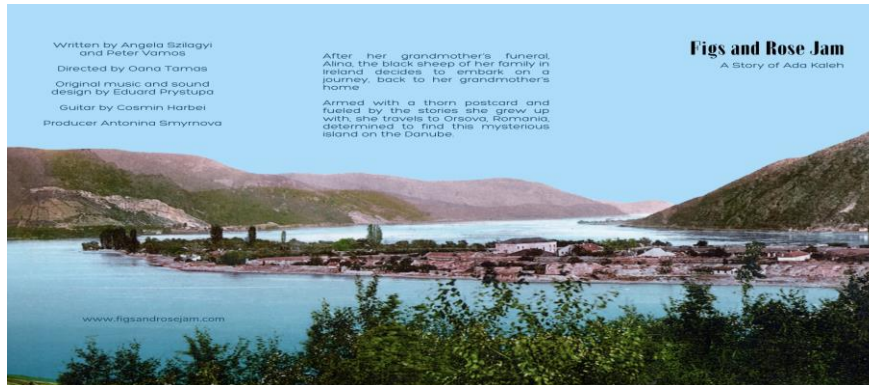


Media kit



Audio drama based on the true story of the lost island, Figs and Rose Jam, 60 minutes

After her grandmother's funeral, Alina, the black sheep of her family in Ireland, decides to embark on a journey back to her grandmother's home. Armed with a thorn postcard and fueled by the stories she grew up with, she travels to Orsova, Romania, determined to find this mysterious island on the Danube. Ada Kaleh was a tourist stop for travelers who wanted to visit Constantinople (modern Istanbul) and explore the Black Sea. One of its famous products was rose jam, the first taste of the 'exotic Orient.'

The island was a safe haven for people from all walks of life; Turkish, Romanian, Hungarian, Bulgarian, and many more nationalities and religions found a home on its soil.

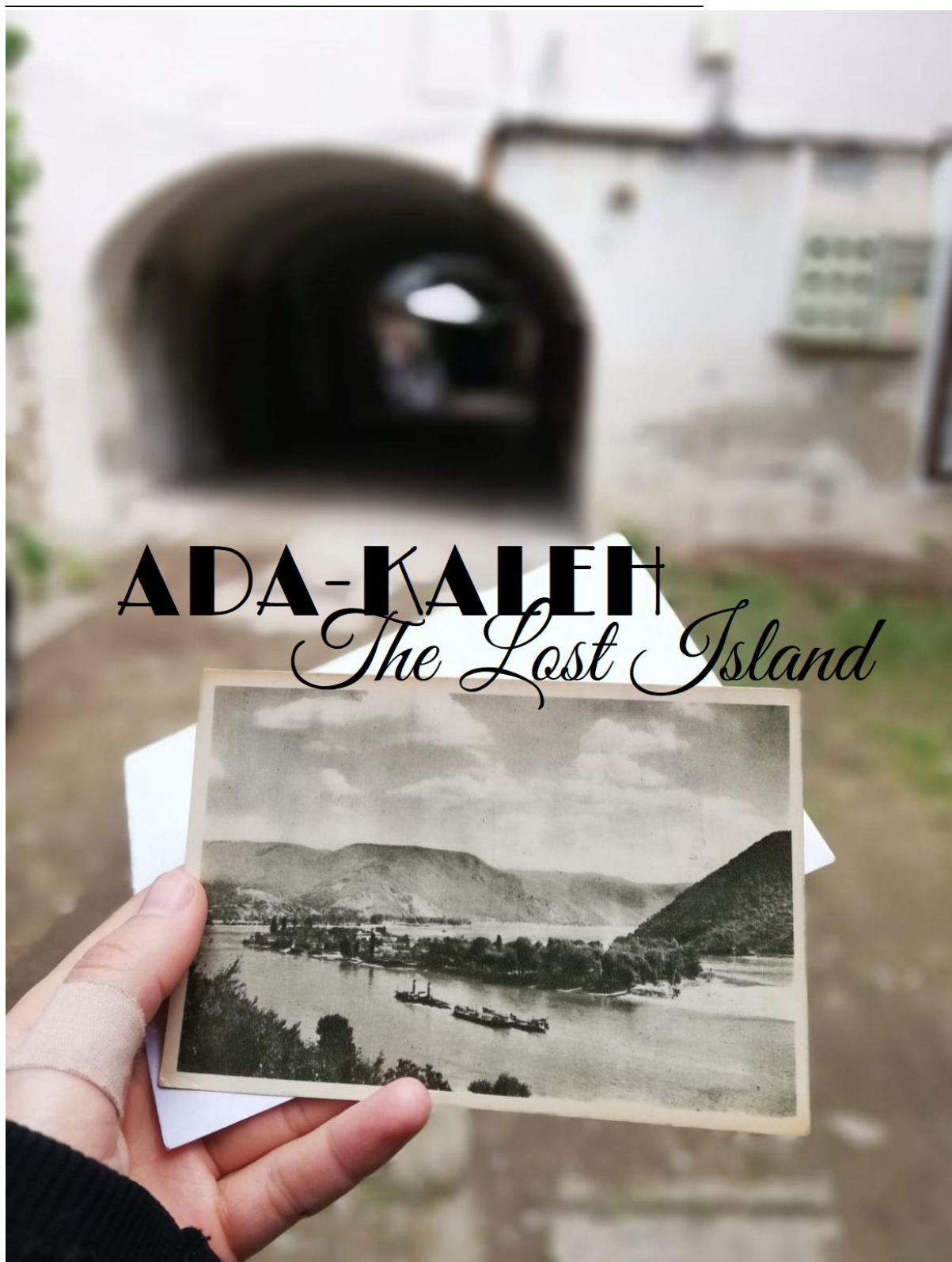
It was our aim to capture the vivid, bucolic beauty that emanates from the memories of those who got to experience it while it was still around.

Comissioned and created as part of the Synchronesh project, Figs and Rose Jam aims to tell the story of Ada Kaleh through the viewpoint of the grandchild of one of its inhabitants.

Our goal with this piece was to, through an entertaining story, bring awareness to the loss that is the price of progress.



**Funded by
the European Union**



We are a team of professionals, enthusiastic about this project and the story behind it. We love to work together, and we can deliver a valuable piece of audiodrama.

Angela Szilagyi and Peter Vamos – writers

Oana Tămaş – director
Simona Generali - actress
Eduard Prystupa – composer and sound designer/technician
Tonya Smyrnova – producer, marketing and PR responsible

Actors:

Alina/Rosey Hayes
Maria / [Simona Generali](#)
Grandmother/Alina Fabri
Baba/Claudiu Oblea
Engür/Ernest Slach
Sarah /Hannah Rose McIntyre
Mother/Sarah Golding
Peter /Kyle English

Objectives

- Reach 7,500+ listeners within the first 4 months through multi-platform distribution, local partnerships, and unique offline marketing (e.g., QR code campaigns, museum collaborations).
- Position Figs and Rose Jam as a standout in historical fiction audio drama, securing 5+ media mentions, two festival selections, and 30+ listener reviews across streaming platforms.
- Build a following of 2,000+ engaged social media followers (Facebook and Instagram), using story-driven posts, historical insights, and production visuals to nurture an active audience.
- Spark conversation around the cultural memory of Ada Kaleh, generating at least 500 interactions (comments, shares, or direct messages) from listeners through audience prompts and bonus content.
- Highlight the creative team's work by gaining at least one industry spotlight or interview (e.g. podcasting blog, cultural publication, or heritage-focused media) within the launch phase.
- Raise awareness of Ada Kaleh's history and erasure, using immersive storytelling to engage both general listeners and cultural institutions.

Campaign Timeline

Phase

Key Activities

Pre-Launch (May–August 2025)	<ul style="list-style-type: none"> – Share behind-the-scenes photos from Oana’s research trip – "Lost Island Files" series: historical facts + family photos – Early access clip for subscribers and heritage groups
Soft Launch (1 June 2025)	<ul style="list-style-type: none"> – Launch mini-site + press kit (figsandrosejam.art) – Trailer swaps with 5+ indie historical/audio doc podcasts – List on Podchaser and Rephonic directories
Festival & Heritage Push (June–September 2025)	<ul style="list-style-type: none"> – Submit to 6+ audio festivals and three heritage/culture awards – Pitch to Balkan-focused cultural centres and diaspora networks – Creative team appearances on podcasting and history panels
Premiere Events (August 2025)	<ul style="list-style-type: none"> – Iron Gates Museum (partnered) – Interactive online listening event with survivor Q&A – Facebook Live walkthrough of Ada Kaleh archive items
Full Launch (August 2025)	<ul style="list-style-type: none"> – Distribute on 10+ platforms (Spotify, Apple, Amazon, YouTube, etc.) – TikTok & Instagram Reels: “Taste of the Island” campaign (rose jam, Turkish delight, etc.) – Launch Reddit thread for oral history sharing
Post-Launch (July 2025–September 2026)	<ul style="list-style-type: none"> – Patreon: bonus scenes, director notes, survivor stories – Reach out to schools/universities for inclusion in cultural/historical curricula – Collaborate with museums for pop-up exhibits and listening posts

Marketing activities

Target Reach

Our goal is to reach at least 10,000 listeners within the first 6 months of launching audio drama. This includes audiences who enjoy immersive audio storytelling, fiction, documentary, and original drama.

Platforms to publish and distribute “Figs and Rose Jam”

1. Distribution Platforms

- Spotify, Apple Podcasts, Amazon Music/Audible
- YouTube
- Audiometeria & SoundCloud
- Deezer, iHeartRadio, TuneIn
- Patreon
- ASMR & Ambient Channels – release a special 15-minute “Sounds of Ada Kaleh” relaxation track (featuring the Danube, mosque calls, and marketplace ambience)
- Radio Pitches – submit for broadcast consideration to BBC Radio 4 Extra, Radio Romania Cultural, and Deutschlandfunk Kultur
- Community & Heritage Hubs – cultural institutions, Balkan diaspora associations, and oral history archives
- SoundCloud
- SynchroMesh Project Website – host a dedicated listening page with cast bios, transcripts, photos, and director’s notes

2. Social Media

1. Social Media Strategy (Lead: Tonya, Angela, Simona)

Platforms: Instagram, Facebook

Content Plan Includes:

- Audiogram teasers and a 60-second trailer that captures the mystery of the island
- “Echoes from Ada Kaleh” – weekly posts featuring characters with voice clips and archival-style visuals
- Behind-the-scenes content from the Iron Gates and Orșova research trip
- Interactive content: memory polls, Q&A stickers

Instagram Innovations:

- AR Filter with Ada Kaleh
- Sound-driven reels: 15-second clips of rose oil distillation, river sounds, or music

Creative Engagement Campaign:

“Map Your” Memory—invite followers to share drawings, stories, or voice notes about a place from their past that no longer exists or has changed beyond recognition. Featured responses become part of an evolving digital memory map.

2. PR & Media Blitz (Lead: Tonya, Angela, Simona)

Targets:

- Podcasts: Radiolab, Love and Radio, History Extra, The Documentary (BBC)
- Arts & Culture Outlets: Dazed, WePresent, Calvert Journal, Balkan Insight
- International Radio: BBC Radio 4 Extra, Radio Romania Cultural, Deutschlandfunk Kultur

Press Kit Includes:

- 1-minute sizzle reel
- Audio drama synopsis, team bios, director's note
- Museum photos + archive docs from Ada Kaleh
- Brochure made by Angela

3. Partnerships & Collaborations

- Cross-Promotion with European and diaspora-themed audio dramas
- Appearances on history, arts, and identity-focused podcasts (e.g., PlayMe, Europa 28, Museum Archipelago)
- Institutional Collaborations:
 - Partner with Eastern European cultural centers and museums with Balkan heritage programming
 - Work with academic departments focused on memory, post-empire studies, and audio storytelling
- Creative Networks:
 - Submit for support or visibility to Creative Europe Desks, arts councils, heritage funds
 - Collaborate with storytellers and musicians exploring vanished or shifting cultural spaces

4. QR Code Campaign in Public Spaces

In a unique twist that mirrors the intrigue of *the lost island story*, we will distribute eye-catching posters, postcards, and stickers embedded with QR codes in strategic public spaces—train stations, park benches, libraries, museums, and cafes. These QR codes will lead directly to episodes, exclusive behind-the-scenes audio content, or interactive clues that deepen the narrative. For example:

- QR codes on park signs with the tagline *"Have you heard what washed up on the shore?"*
- QR stickers in library books or historical archives labeled *"File classified: Listen before it disappears."*
- Mysterious postcards on community boards: *"The Island isn't on any map. But the story is right here."*

5. Influencer and Reviewer Collaborations

We'll reach out to audio drama reviewers, podcast influencers, and niche curators who specialize in mystery and immersive fiction to feature *Fig and Rose Jam* across their platforms—via interviews, reviews, or "episode of the week" spotlights.

6. Community Engagement via Forums and Social Platforms

By participating in Reddit communities (like r/audiodrama and r/podcasts), and forums such as Audio Drama Lab and FictionPodcasts.com, we will share production insights, behind-the-scenes challenges, and creative decision-making to spark interest and conversation around the series.

7. Listener Reviews and Feedback Loops

We will actively encourage feedback through listener surveys, comment sections, and voice notes—inviting our audience to contribute their thoughts, theories, and even submit their own “lost island” folklore. This not only boosts visibility but also can create a dedicated fanbase.

8. Press & Media Presence

The team will make appearances on media outlets in Romania and select London-based podcast segments to talk about the creative journey, technical production, and the international collaboration behind the series.

9. Press and Public Relations:

Distribute press releases to media outlets in all the countries involved in the production and seek opportunities for interviews or features in podcasts, blogs, and magazines focusing on audio dramas.

Examples of media:

1. [Podnews](#) – A daily newsletter and site covering podcast industry news
2. [The Podcast Host](#) – Accepts press releases and guest contributions
3. [PodBible \(UK\)](#) – Print and digital magazine dedicated to podcasts
4. [Discover Pods](#) – Accepts story pitches, reviews, and interviews
5. [Radio Drama Revival](#) – Focused on audio drama and interviews with creators
6. [Bello Collective](#) – Publishes essays and roundups about audio storytelling
7. [The Guardian Culture \(UK\)](#) – Accepts press submissions for theatre, arts, and media
8. [The Stage \(UK\)](#) – Covers theatre and audio performance news
9. [BroadwayWorld](#) – Includes a dedicated audio/theatre section
10. [ArtForum / Frieze](#) – For the artistic and conceptual aspects of our work
11. National news outlets (e.g. BBC, CBC, ABC, Deutsche Welle, Rai News, France 24)
12. Public radio stations (e.g. BBC Radio 4, NPR, Radio France, Deutschlandfunk, RAI Radio 3)
13. Arts/culture radio programs or newsletters
14. Local arts newspapers or magazines (e.g. Time Out, Metro, The List, Le Cool)
15. Local podcast networks
16. Arts Council newsletters or creative industry mailing lists (e.g. Creative Europe Desks)

10. Local Events and Festivals:

Examples of festivals:

1. [BBC World Service & British Council International Audio Drama Competition](#)

This competition invites writers from around the world to submit scripts for audio dramas. The 29th edition opened for entries on February 19, 2025, and closes at 11:00 GMT on June 4, 2025.

2. [Audie Awards](#)

Hosted by the Audio Publishers Association, the Audie Awards celebrate excellence in audiobooks and spoken-word entertainment, including audio dramas. Submissions for the 2026 Audie Awards are set to open in June 2025. This is a prestigious platform to gain recognition in the audio publishing industry.

3. [Third Coast International Audio Festival](#)

Third Coast's Call for Entries typically opens in the spring and is known for honouring exceptional audio stories. The late deadline for the 2024-2025 cycle was April 17, 2025. While the exact dates for the next cycle are yet to be announced, we can monitor their website.

4. [Leipziger Hörspielsommer](#)

This German festival hosts multiple competitions: the International Audio Drama and Sound Art Competition and the Short Audio Drama Competition. We need to keep an eye on the dates for 2026.

5. [UK International Radio Drama Festival in 2026](#)

6. [Prix Europa \(Europe's top media prize\)](#)

7. Fiction Podcast Festival (US)

8. [Copenhagen Audio Festival](#)

9. [Prix Marulic \(Croatia\)](#)

10. [HearSay Audio Festival \(Ireland\)](#)

The festival aims to bring diverse work from across the world and introduce a UK audience to the European tradition of audio drama, often anchored in soundscape. We need to keep an eye on the 2026 dates.

7. Accessibility & Legacy

- Full transcripts will be available on our website at launch — to support accessibility, translation, and search visibility.

- A subtitled visual trailer (with archival-style visuals and narration) will be shared across YouTube and Instagram.
- We'll encourage educational use by distributing the piece to drama schools, media studies programs, libraries, and institutions focused on memory, migration, and Balkan history.
- Archived materials and behind-the-scenes research (including interviews and museum visuals) will be curated into a digital companion booklet — a resource for educators and cultural partners.

Success Metrics

Metric	Target
Downloads/Streams	12,000+ (first 6 months)
Social Followers	2,500+
Press Features	6+
Festival Wins/Noms	2+
Listener Reviews	60+
Live Event Attendance	300+ (in-person + virtual)

Timeframe for marketing activities

Initial delivery date - 2.04.2025

Actual delivery date - 15.04.2025

28.04.2025 - We create a [brochure](#) with all the information about audio drama that we are going to use for press releases (Angela)

29.04.2025 - We create social media and start posting information about the audio drama (Tonya, Simona)

05.2025 - We publish the [website](#) that we can update with the information (Tonya and Angela)

From June 2025, we will apply to all the festivals and send the press releases (Tonya, Simona)

1-5.08.2025 - Presentation of audio drama in Ireland (the whole team)
08.2025 - We post the audio drama on the platforms (like Spotify, Apple, Amazon) for free
(Tonya)

Ideal listener

A female character aged 30+ who loves traveling, reading, researching the history of places, she likes observing strangers, she likes sport. What are her favourite books, plays. What social media platforms would she use?
(Chat GPT)

Character Profile: Julia Fernandez

Basic Information

- **Name:** Julia Fernandez
- **Age:** 32
- **Occupation:** Travel Blogger and Historian
- **Location:** Based in Barcelona, Spain, but travels frequently

Personality and Interests

Julia Fernandez is a dynamic and curious woman who has turned her passions into a career. She has a keen interest in the history of the places she visits and loves to dive deep into the local culture and heritage. Julia is also an avid reader and finds joy in observing the world around her, often drawing inspiration for her writing from the people she encounters during her travels. In addition to her intellectual pursuits, she maintains an active lifestyle and enjoys various sports, including hiking, swimming, and yoga.

Interests

1. **Traveling:** Julia travels extensively, exploring both well-known tourist destinations and hidden gems. She documents her journeys on her travel blog and social media, focusing on the historical significance of each location.
2. **Reading:** Julia has an extensive collection of books that she carries with her on her travels. She enjoys a mix of fiction, non-fiction, and historical texts.
3. **History and Research:** Researching the history of places she visits is a major passion. She spends hours in libraries and archives, learning about the cultural and historical contexts of different regions.
4. **Observing Strangers:** Julia finds inspiration in people-watching, often noting interesting behaviors, conversations, and interactions to use in her writing.
5. **Sport:** Staying active is important to Julia. She enjoys outdoor activities like hiking and swimming and practices yoga to maintain her physical and mental well-being.

Favorite Books

1. **"The Alchemist" by Paulo Coelho:** A tale of adventure and self-discovery that resonates with her own journey.
2. **"Sapiens: A Brief History of Humankind" by Yuval Noah Harari:** This book aligns with her love for history and understanding human evolution.
3. **"The Historian" by Elizabeth Kostova:** A historical novel that combines her love for history and thrilling storytelling.
4. **"A Moveable Feast" by Ernest Hemingway:** As an avid traveler, she finds Hemingway's accounts of life in Paris inspiring.
5. **"On the Road" by Jack Kerouac:** A classic travel narrative that mirrors her own free-spirited lifestyle.

Favorite Plays

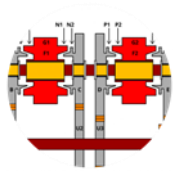
1. **"Arcadia" by Tom Stoppard:** A play that intertwines past and present, reflecting her fascination with history and intellectual inquiry.
2. **"A Streetcar Named Desire" by Tennessee Williams:** She appreciates the complex characters and intense emotions portrayed in this classic.
3. **"The Glass Menagerie" by Tennessee Williams:** The themes of memory and longing resonate with her reflective nature.
4. **"Travesties" by Tom Stoppard:** Combining history, literature, and wit, this play aligns with her interests in multiple disciplines.

Social Media Platforms

1. **Instagram:** Julia uses Instagram to share stunning travel photos, historical insights, and snippets from her daily life. She engages with her audience through stories and interactive Q&A sessions.
2. **Twitter:** She tweets about her research findings, travel tips, and observations from her journeys. Twitter allows her to connect with fellow historians, travelers, and readers.
3. **Goodreads:** Julia keeps an updated profile on Goodreads where she reviews books, follows her favorite authors, and shares her reading list with followers.
4. **YouTube:** She creates vlogs documenting her travels, historical explorations, and book reviews, giving her audience a more personal and visual connection to her adventures.
5. **LinkedIn:** For professional networking, she uses LinkedIn to connect with other historians, authors, and travel industry professionals.

Summary

Julia Fernandez is a well-rounded, intellectual, and adventurous woman who seamlessly blends her love for travel, history, and reading into both her personal and professional life. She uses social media to share her passions and connect with a like-minded audience, creating a rich tapestry of experiences and knowledge.



Memes





Going to a therapist



Travel around
the world to find
the island your
great grandfather
lived on and which
sank in water in 60s



I bet he's thinking
about other women

Can I still travel to
Ada Kaleh under the water?

