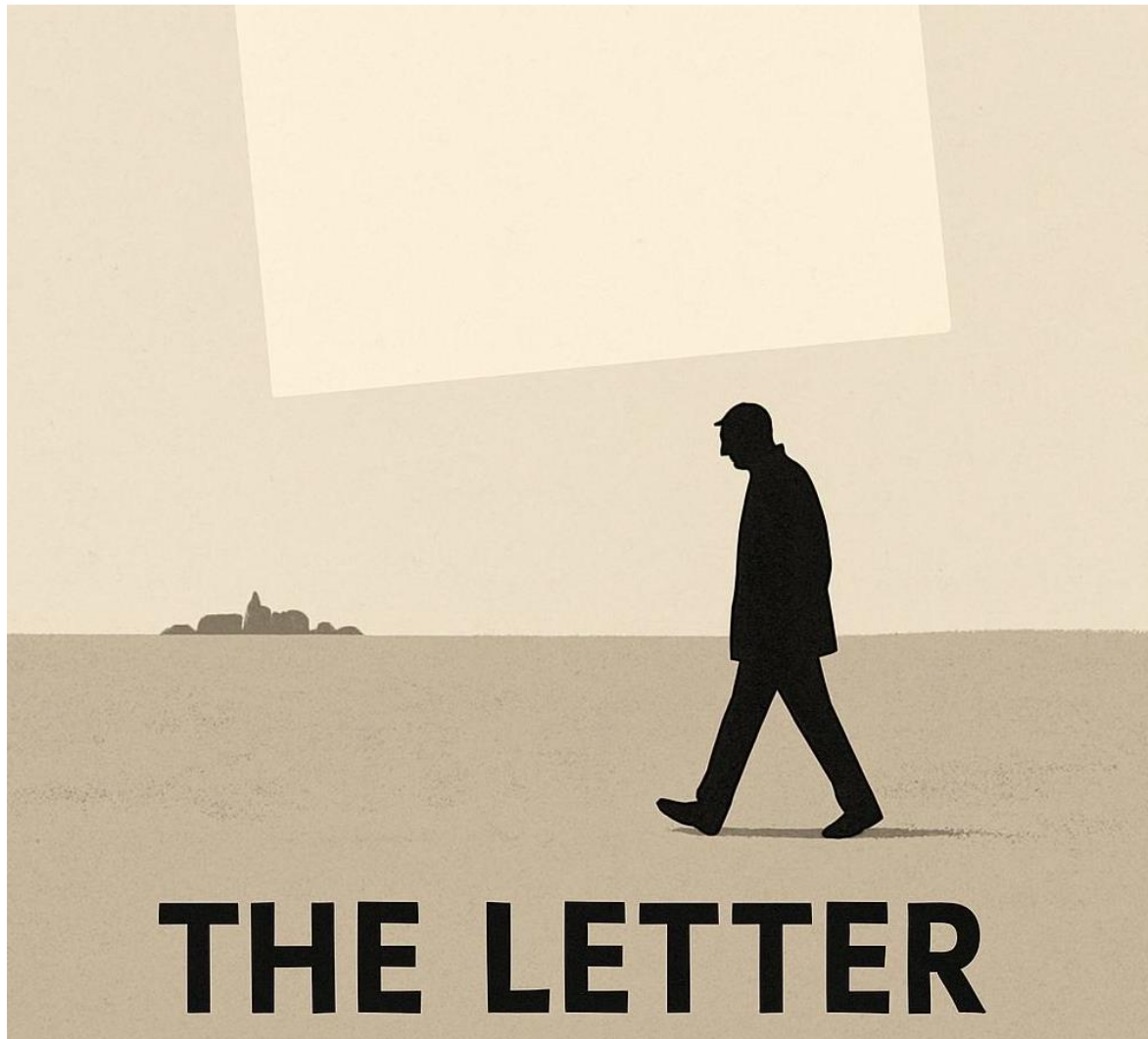


The Letter

Political-Historical Audio Drama, 45–50 mins

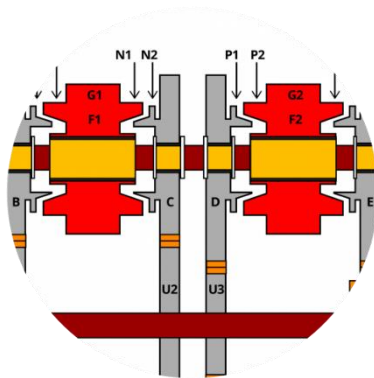


**Funded by
the European Union**

Overview

The Letter is a haunting audio drama written by acclaimed Albanian author Ylljet Alicka. Set in a remote Communist-era village, it follows Marc, a former political prisoner, as he seeks dignity and literacy in a system that has already erased him. It is a poetic exploration of human resilience, guilt, and the quiet power of words.

This emotionally charged work features legendary Albanian actor Alfred Trebicka and rising Romanian star Dragoș Lupau, with a haunting original score by Georgian composer Vakhtang Kantaria. It was produced as part of the Synchronesh project



Starring:

Marc – A poor peasant, approximately 65 years old, an outcast in the village – portrayed by Alfred Tribicka.

Andre – The village schoolteacher, aged 25-30, originally from the capital, Tirana – played by Dragoș Lupău.

Pashk – A pupil at the village school, around 11 years old – played by Zaho

Rama Lila – A pupil at the village school, around 10 years old – played by Sofia

Sejamini Narrator, Andre in his old age - played by Dragoș Lupău

Production Team Titles:

Directed and Produced by Tamar

Tchintcharauli Written by Ylljet Alicka

Recording and Editing by Briz Musaraj

Original music Vakhtang Kantaria

Objectives

1. **Reach 20,000+ listeners** within 6 months through strategic distribution on podcast platforms, social media, and festival exposure.
2. **Establish *The Letter* as a landmark cross-cultural audio drama** by showcasing the creative contributions of Ylljet Alicka (writer), Alfred Trebicka and Dragos Lupau (actors), and Vakhtang Kantaria (composer).
3. **Secure 10+ media features across diverse outlets**, including Online and print magazines, Radio shows and Television programs
4. **Submit to and receive recognition from 5+ international audio or media festivals**, including nominations, features, or awards.
5. **Encourage listener engagement** by starting conversations about censorship, literacy, and human dignity through listening parties, discussions, and bonus content.
6. **Build a social media following of 2,000+** across Instagram, Facebook and TikTok, with active engagement from international literary, audio, and diaspora communities.

Pre-Launch (May–July 2025)

Goal: Build awareness and anticipation

- **Commission original poster art** by renowned Georgian theatre painter **Tamri Okhikiani**, to visually anchor the identity of *The Letter* across all platforms and media
- **Create teaser content** (audiograms, photos, quotes) for Instagram, TikTok, and Facebook
- **Introduce the team:** Post short videos or photos of the writer, actors, composer, and director
- **Edit and publish** a short trailer using voice clips and original music
- **Design and share a press kit** (PDF or Google Drive folder with synopsis, team bios, credits, sample audio)
- **Reach out to media outlets:** online magazines, radio shows, and culture reporters in Albania, Georgia, Romania, and internationally
- **List the audio drama in podcast directories** like Podchaser or Podnews' upcoming shows"

Festival Push (June–September 2025)

Goal: Gain recognition and credibility

- **Research and submit to festivals** like Prix Europa, Third Coast, Prix Marulic, UK International Radio Drama Festival, HearSay Audio Festival, Leipziger Hörspielsommer, Sonic Circuits / Radiophrenia, Copenhagen Podcast Festival, New York Festivals Radio Awards, Riga Radio and TV Festival, Festival International de la Fiction Audio, etc.
- **Adapt materials for submissions** (e.g., translations, technical details, high-res images)
- **Email festival organizers and curators directly to introduce our work**
- **Promote selection announcements on social media (if selected)**

Live Event (August 2025)

Goal: Premiere the audio drama and connect directly with audiences

- **Organize a listening event in Ireland** with a Q&A session after the audio drama
- **Invite local media, arts journalists, students, and cultural leaders to build visibility**
- **Document the event** (photos + video) for use in post-launch promotion
- **Livestream part of the event** (e.g., Q&A or intro) for international access via Instagram Live, YouTube, or Zoom
- **Feature the official poster** created by Tamri Okhikiani in the event space and across event materials
- **Distribute printed or digital programs** including synopsis, cast & crew bios, and creative statement
- **Gather quotes, reactions, and testimonials** from attendees for social media and future marketing use

Full Launch (September 2025)

Goal: Reach the largest audience possible

- **Release the full audio drama** on all major platforms (Spotify, Apple Podcasts, Audible, YouTube, etc.)
- **Update the social network pages** (With direct listening links, transcripts for accessibility and SEO, poster art and press coverage)
- **Launch a hashtag campaign** (e.g., *#TheLetterAudio*, *#MyLetterToTheWorld*)
- **Encourage listener reviews** on podcast platforms and social media
- **Publish social media posts and short videos** featuring reactions, press quotes, or behind-the-scenes content
- **Send a launch newsletter** to partners, media, and subscribers with all relevant links

Post-Launch (October 2025–January 2026)

Goal: Keep the momentum and deepen impact

- **Publish bonus content:** interviews, composer's insight, deleted scenes
- **Follow up with media** for coverage and interviews after the release
- **Promote listener feedback:** feature reviews or reflections from fans
- **Reach out to educators and institutions:** to propose using the drama in classes about history, literature, or media
- **Apply for awards or grants** using collected analytics and reviews as part of your application

Distribution Strategy

Platforms to Publish and Distribute "The

Letter" Mainstream Podcast Platforms :

- **Spotify** – one of the largest podcast audiences globally
- **YouTube** – upload the audio with a static image or subtle visuals for wide accessibility and **Radio Garden** – community-based radio/audio curation
- **Deezer** and **iHeartRadio** – broader podcast distribution
- **Podbean / Audioteria** – smaller networks, useful for indie content
- **Synchromesh project website** – dedicated listening page with bios, credits, and transcripts

Radio Broadcasts:

- BBC Radio 4 / Radio 4 Extra
- Resonance FM
- NPR's Snap Judgment
- Radiotopia (PRX)
- Deutschlandfunk Kultur
- WDR (Westdeutscher Rundfunk)
- Radio România Cultural
- Radio Tirana
- Public Broadcasting Radio Georgia

Marketing Tactics

Social Media Campaign (In progress – currently identifying a social media lead. This role will be funded from the contingency budget, as social media costs were not included in the initial budget plan.)

Platforms: Instagram, TikTok, Facebook

Content Plan Includes:

- **Trailer clips with dramatic quotes and music**
- **Meet the Cast & Crew: spotlight posts on the writer, actors, director, and composer**
- **Behind-the-scenes photos and videos** (e.g., voice recording, music composition)
- **Audiograms:** 15–60 second clips with subtitles and visuals
- **Quote graphics:** Powerful lines from the drama, designed for sharing
- **Hashtag campaign** (e.g., *#TheLetterAudio*, *#MyLetterToTheWorld*)
- **Mini Q&A clips:** The cast or director answering 1–2 questions about the project

Engagement Tactics:

- Instagram Stories with polls (e.g. “What would *your* letter say?”)
- User prompts: “Write a letter you’d never dare to send”
- Comment giveaways: shoutouts or bonus clips in exchange for reviews

2. Public Relations & Press

Press Kit Contents:

- Show synopsis
- Team bios and headshots
- Listening link (or preview snippet)
- High-quality images and visual assets
- Director’s or writer’s statement









Outlets to Target:

- **Online & Print Culture Magazines**
- **Radio**
- **TV Arts & Culture Programs**

3. Live and Virtual Events

- **Ireland Premiere Event (August 2025)** – live listening and Q&A
 - **Virtual Listening Party (September or October)** – live-streamed on YouTube/Instagram
 - **Educational Talks** – partner with universities or cultural institutes for post-screening discussions
-
- **Collaborations & Partnerships**
 - **Cross-promote** with other independent audio dramas or literary podcasts
 - Partner with **Albanian, Romanian, and Georgian cultural institutes** for shared promotion
 - Seek support or reposts from **human rights organizations, literary magazines**, and cultural centers
 - **Balkan artist networks or diaspora pages** for organic regional outreach

Success Metrics

Metric	Target
 Total Listens	20,000+ across all platforms in 6 months
 Social Media Followers	2,000+ combined on Instagram, TikTok, Facebook
 Media Features	10+ articles, interviews, or reviews
 Festival Recognition	5+ submissions; at least 1 nomination or selection
 Listener Reviews/Comments	50+ on podcast platforms and social media
 Event Attendance	300+ participants (combined virtual + live events)
 Engagement Rate	At least 10% engagement on top-performing posts
 Educational Integration	Shared or referenced by 3+ academic institutions