



**Comments from the Jury Group:**

*“This is a very beautiful project with a lovely and accessible website.”*

*“I was especially impressed that so much of the work was done in a small team, including the composition of the music. The subject matter is on trend (true crime podcasts etc.) but the method of content delivery is innovative and forward-looking.”*

*“It is an interesting approach of Denmark to visit the country with writers.”*

*“It’s all about the region. Looking from the outside in. I like the stories being printed in the local newspaper. So it was multi medial.”*

DR and the Danish Authors’ Society collaborated on a new project to stimulate reading among young people.

The podcast series titled “The (fiction writing) stranger – who is DK“ followed 10 writers who were sent out to live for a week in an area in Denmark where they had never been before. Their task was to meet up with local people, write a new fiction text about the area, publish it in the local newspaper and do workshops and readings in local public spaces. Knowing how difficult it is to make young people read, a number of writing workshops, a website (<https://www.hvemerdanmark.dk/>), and a whole range of public meetings and readings were arranged - apart from the podcast series following the whole writing process. For the first time, new fiction about small local areas was written, documented and read by all the locals all around the country. The effect will hopefully be that new readers and writers appear in the future, and knowledge about the diversity and common ground of Danish society will grow.

The (fiction writing) Stranger – a podcast series in 10 episodes - tried to reveal to everybody who the everyday people of Denmark are - and make reading and writing great again!

**Congratulations to:**

|                          |  |
|--------------------------|--|
| Submitting organisation: | <b>Danmarks Radio - DR (Danish Broadcasting Corporation)</b>   |
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| Director:                | <b>Mads Bjørn Lundsgaard, Kåre V. Poulsen</b>                  |
| Commissioning editor:    | <b>Thomas Buch-Andersen</b>                                    |
| Producer:                | <b>Kåre V. Poulsen, Mads Bjørn Lundsgaard</b>                  |
| Co-Producers:            | <b>DR, Danish Authors’ Society</b>                             |
| Key staff:               | <b>Kåre V. Poulsen, Mads Bjørn Lundsgaard, Louise Leegaard</b> |
| Total Budget:            | <b>€ 400,000</b>   |
| Production context:      | <b>Part of national reading campaign</b>                       |
| Digital distribution:    | <b>300,000 API per month</b>                                   |
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