

PROLOG 3th JEWISH CULTURE FESTIVAL

Fire

June 26th – December 18th, 2020

PROGRAM REPORT



The jubilee, 30th edition of the Jewish Culture Festival, planned to be held in summer 2020, had to be postponed to 2021 on account of the coronavirus pandemic.

Yet, we did not want to give up our plans nor to leave our audience alone, without the Jewish Culture Festival. We thought that since our friends and fans of the JCF cannot come to Kazimierz, it is our turn to drop by. This time with online events

We decided to start exactly when the 30th Jewish Culture Festival was supposed to start. i.e. on June 26th, 2020 and to end on December 18th – the last day of the Hanukkah. The Festival of Lights was for us an ideal symbolic closure of the Prolog to the 30th JCF, which we dedicate to the Fire.

Prolog 30th JCF is the longest Jewish Culture Festival ever – lasting 6 months!

We created a hybrid festival formula, which connected free events held online with live performances and events – both with the audience and without it. It contained all the events which usually made up the Festival: concerts, DJ parties, lectures, debates, guided tours, workshops, Literary Program and the classes within the Workshops for Seniors – these all reached out audience via our Internet channels: www website, Facebook profile and YouTube channel.

But we also created new events – a series of podcasts available on our Spotify profile, YouTube and on www website, the playlists of our friends who co-created the JCF together with us, or the recommendations of the contemporary Israeli books. We also changed the formula of our newsletters, which now have become not only the reports about our activity, but also presented a number of unique texts created especially for our newsletters by our Festival Friends.

Prolog events reached 1,229,778 worldwide! We are grateful to our audience for inviting us so often to their houses with the Prolog 30th JCF. We have lit a fire which will burn with its full power in 2021, during the jubilee, 30th edition of the Jewish Culture Festival in Krakow's Kazimierz.

Out of **80 events** only two could be organized with audience's presence: (concert by Bastarda and a lecture by Janusz Makuch) – all the others were held only online, including four concerts that were played live and streamed live, however without audience... **47 events were commissioned for Prolog 30th JCF.** We invited **146 artists, lecturers and instructors** from **5 countries:** Poland, Israel, Germany, United States and Turkey.

Events of Prolog 30th JCF are still available for free in the archives on our website, YouTube channel, as well as Facebook fan page.

PROLOG 30th JCF | EVENTS

MUSIC (14 events)

1. BEĀTFÓØT (IL) DJ-party / online
2. *The Sparks of the Festival Fire – Opening Concert* performed by: **Kutiman** (IL), **David Krakauer & Kathleen Tagg** (US), **Shai Tsabari** (IL), **Ori Alboher** (IL), **Lola Marsh** (IL), **Piyut Ensemble** (IL), **Eyal Talmudi & Malox** feat. **Sefi Ziesling** (IL), **Shofar** (PL), **Frank London's Klezmer Brass Allstars** (US), **The Strauss/Warschauer Duo** (US), **Gili Yalo** (IL), **Diwan Saz** (IL), **Neta Elkayam** (IL), cantor **Israel Nachman Tordjman** (IL), **MLDVA & Çınar Timur** (PL/TR), **Bester Quartet** feat. **Grażyna Auguścik** (PL), cantor **Yaakov Lemmer** (US) and **Daniel Kahn** (US/DE) / online
3. *Teder Weekender* DJ-party: **Khen Elmaleh** (IL) / online
4. *Teder Weekender* DJ-party: **Shiwa Biwa** (IL) / online
5. **Frank London's Klezmer Brass Allstars** (US), concert on the roof in Manhattan performed by: **Lorin Sklamberg** (vocal), **Eleanor Reissa** (vocal), **Joshua Nelson** (vocal), **Sarah Mina Gordon** (vocal), **Michael Winograd** (clarinet), **Matt Darriau** (saxophone), **Brian Drye** (trombone), **Ron Caswell** (tuba), **Aaron Alexander** (drums), **Ilya Shneyveys** (accordion), **Brandon Seabrook** (guitar) and **Frank London** (trumpet) / online
6. *Nigunim* – concert by **Bastarda** (PL) – live with audience
7. **MLDVA & Mixmonster** (PL/TR/IL) / online
8. *In the Ball Rooms, Parties and on the Streets* – sound lecture: **Jan Emil Młynarski** (PL) / online
9. *Polish Hebrew Tango* – sound lecture with live music: **Jan Emil Młynarski** and **Piotr Zabrodzki** (PL) / online
10. **Shofar** (PL) – streaming of the live concert
11. *The Gates of Heaven-* **Jacaszek | Vox Varshe | Anna Śmiszek-Wesołowska** (PL) – streaming of the live concert



12. *A Road to Happiness. Bajgelman's Music* – **Bester Quartet | Grażyna Auguścik | Dorota Miśkiewicz | Jorgos Skolias** (PL) – concert dedicated to the memory of Jan Kulczyk, organized in partnership with Kulczyk Foundation, recorded by Polish Television
13. **Klezmer Orchestra of the Sejny Theatre** (PL) – streaming of the live concert
14. *Classics at Noon: String Sextet* (PL) – streaming of the live concert

LECTURES (22 events)

15. *Under The Hidden Light: JCF* – 3 lectures by **Janusz Makuch** (PL) / online
16. *He Covers Himself With The Light As If With The Garment* – **Rabbi Boaz Pash** (IL) / online
17. *The Sound of Silence: A Jerusalem Musical Journey* – **Edwin Seroussi** (IL) / online
18. *Israel and Corona: Morning After* – **Yossi Klein Halevy** (IL) / online
19. *Jerusalem – The Light of the Light* – **Janusz Makuch** (PL) / lecture live
20. *Jerusalem – The City of the Book* – **Benjamin Balint** (IL) / online
21. *Or ein sof. Spiritual Light* – **Rabbi Boaz Pash** (IL) / online
22. *Mizrahi Nation* – **Matti Friedman** (IL) / online
23. *Across The Abyss. A Muslim-Jewish Friendship That Became a Partnership* – **imam Abdullah Antepli** (TR/US) and **Yossi Klein Halevy** (IL) / online
24. *Poland – Israel. Dialogue That Has Never Existed* – **Karolina Przewrocka** – **Aderet** (IL/PL) / online
25. *JCF: Festival Of Light* – **Janusz Makuch** (PL) / online
26. *About Miracles, Not Only During Hanukkah* – **Rabbi Małgorzata Kordowicz** (PL) / online
27. Literary Program: *All Soul's Day Comic Style* - **Rutu Modan** (IL) / online
28. Literary Program: *All Who Go Do Not Return* – **Shulem Deen** (US) / online
29. Literary Program: *Thou Shalt Innovate: How Israeli Ingenuity Repairs the World* – **Avi Jorisch** (IL) / online
30. Literary Program: *Classified Confidential* – **Mikołaj Grynberg** (PL) / online
31. Literary Program: *The Twilight of Democracy* – **Anne Applebaum** (US/PL) / online
32. Literary Program: *Be a Cyclist in Your Own City* – **Jakub Kornhauser, Ireneusz Kania** (PL) / online
33. Literary Program i: *Another Soul* – **Wioletta Grzegorzewska** (PL) / online
34. Literary Program: *The Themersons. Power couple of Polish Avant Garde* - **Adriana Prodeus, Anna Taszycka** (PL)



WORKSHOPS (5 events)

35. *Sholem, velt der gantser* – 3 Yiddish singing workshops with **Jeff Warschauer** (US) / online
36. *TNCBH – A Story About The Place* – presentation by **Jacek Złoczowski** and **Małgorzata Łuczyna** (PL) / online
37. *Workshop for children*- **Anna Gieracka** (PL) / online

GUIDED TOURS (3 events)

38. *Jewish Kraków*– **Anna Kiesell** (PL) / online tour
39. *Hanukkah Lamps in The Collection Of The National Museum in Krakow* - **Kinga Migalska** (PL) / online tour
40. *In The Footsteps of Jewish Artists in 19th Century* - **Kinga Migalska** (PL) / online tour

PODCASTS (17 events)

41. *Klezmers and The Others* – 7 podcasts by **Janusz Makuch** (PL) presenting archival radio programs for Radio Krakow, accompanied by playlists and special essays contributed by: **Yossi Notkowitz** (IL), **Frank London** (US), **Deborah Strauss** (US), **Jeremiah Lockwood** (US), **Saar Gamzo** (IL), **Robert Gądek** (PL) and **Janusz Makuch** (PL)
42. *Mizrahi Nation* –**Matti Firedman** (IL)
43. *Israel and Corona: Morning After* – **Yossi Klein Halevy** (IL)
44. *He Covers Himself With Light As With The Garment* – **Rabbi Boaz Pash** (IL)
45. *Under the Hidden Light: JCF* - **Janusz Makuch** (PL) – 3 podcasts
46. *Between Two Worlds: Synagogue and Philharmonic Hall* – **Maria Sławek** (PL)
47. *In the Ballrooms, Parties and on the Streets* – **Jan Emil Młynarski** (PL)
48. *About Place, Society and Identity* – 2 podcasts by our seniors and volunteers, featuring: **Jadwiga Lewicka** (PL) – a hairdresser from Kazimierz and **Cecylia Job** (PL) – a tailor from Kazimierz

OTHER EVENTS (19 events)

49. Żydoteka @ FKŻ: **Yuval Noah Harari**, *21 Lessons For The 21st Century* – **Urszula Rybicka** (PL)
50. Żydoteka @ FKŻ: **Dorit Rabinyan**, *Hedgerow* – **Urszula Rybicka** (PL)
51. Żydoteka @ FKŻ: **Sayed Kashua**, *Second Person Singular* – **Urszula Rybicka** (PL)
52. Żydoteka @ FKŻ: **Etgar Keret**, *Seven Years* – **Urszula Rybicka** (PL)
53. **Hanukka Shabbat Brunch** with home delivery; menu & delivery: **Cheder crew**
54. *Playlists* – 14 playlists on YouTube and Spotify, created by friends of JCF: **BEĀTFÓØT** (IL), **Khen Elmalech** (IL), **Frank London** (US), **Daniel Kahn** (US/DE), **Sefie Ziesling** (IL), **Eyal Talmudi** (IL), **Lola Marsh** (IL), **Paweł Szamburski** (PL), **Mixmonster** (IL), **Mikołaj Trzaska** (PL), **Dorota Miśkiewicz** (PL), **Klezmer Orchestra of the Sejny Theatre** (PL), **Macio Moretti** (PL), **Marcin Aks Grochowina** (PL)



PROLOG 30th JCF | PROMOTION

As Prolog 30th JCF took place mostly on the internet, the commercial campaign and promotional activities were also carried out mainly online: via social media of the Jewish Culture Festival and the websites / social media of our partners. Yet, we did not give up a few forms of the outdoor commercials and in the traditional media.

Outdoor

- **Multi-format posters** advertising the Prolog 30th JCF were displayed twice on the media / stands in the Krakow center: before the autumn and the winter editions of the event: 13 – 20 September 2020 (16 media), 1 – 13 December 2020 (25 media)
- **Banner** advertising the Prolog 30th JCF was placed on the headquarters of the Jewish Culture Festival in Kazimierz (from 1 June 2020)



Commercials in the media

- **special supplement** to Gazeta Wyborcza – December 7th, 2020
- **two sponsored pages** in Gazeta Wyborcza – June 27th, 2020 and September 18th, 2020
- **local and national commercials** in Gazeta Wyborcza – June 26th, 2020, September 18th, 2020, December 7th, 2020 and December 9th, 2020
- **press articles:** Gazeta Wyborcza, Karnet and **radio interviews** in Radio Kraków and OFF Radio Kraków
- **15 commercial spots** in Radio Kraków

Online

- **paid promotion campaigns** on Facebook and Instagram
- **promotion campaign** of Prolog on Gazeta Wyborcza website (three editions: in June, September and December)
- **promotion campaign** on the websites and in social media of our partners (Żydoteka, Kulczyk Foundation, Karnet, Krakow Festival Office, National Museum in Krakow, Hevre)
- **JCF newsletter** – 23 editions in Polish and English (1,345 subscribers)

PROLOG 30th JCF | SCOPE AND REACH

Below data concern the period of duration of the Prolog 30th JCF: June 26th – December 18th, 2020

During the Prolog the information about this event was present in **656 media (mentions, references, articles)**. They reached **302,669 persons**, with the advertising value equivalent (AVE) of **827,380 PLN** (according to the analysis of Brand24).

Prolog events, held in the internet were viewed by 1,229,778 persons worldwide – all together on all internet channels of the festival, where they were either streamed live or rebroadcast (detailed information below). Now they are still available there and the number of viewers is still growing.

Among our internet audience we have **52% of women and 48% - men**. Almost one quarter of them are between 35 and 44 years old. Here is more detailed breakdown:

- 13-24 y.o	14%
- 25-34 y.o	34%
- 35-44 y.o	23%
- 45-54 y.o	13%
- 55-64 y.o	8%
- 65+ y.o	8%

Most of our internet audience lives in Poland, other countries of European Union, as well United States and Israel:

- Poland	46%
- other EU countries	6,85%
- United States	6,58%
- Israel	5,15%



FESTIVAL WEBSITE: jewishfestival.pl

Number of unique users	24,062
Number of views	67,371
Viewers of the internet streaming	3,838
New users	87.2%
Returning users	12.8 %

FESTIVAL CHANNEL @ YOUTUBE

Number of plays	701,200
Total viewing time	28,300 hours
Number of subscribers	12,170 (+ 1 800 during Prolog 30 th JCF)

Most popular videos on Festival's YouTube channel

Daniel Kahn, <i>Der Zinger fun Noyt</i>	1,550 plays
Frank London's Klezmer Brass Allstars	1,287 plays
Opening Concert, The Sparks of Festival Fire	979 plays
Neta Elkayam, <i>Muima</i>	866 plays
Klezmer Orchestra of the Sejny Theatre	539 plays

FESTIVAL'S FAN PAGE @ FACEBOOK

People following	21,703 (+2,210 during Prolog 30 th JCF)
People who like	19,533 (+1,277 during Prolog 30 th JCF)
Max organic reach of the post	29,200 persons
People who saw posts during Prolog	839,608 persons
Interactions with posts during Prolog	59,438
People who watched videos during Prolog	524,740
Total time videos were watched	1,369,169 minutes

Most popular videos and live streaming

Frank London's Klezmer Brass Allstars	224,724
Opening Concert, The Sparks of Festival Fire	28,896
Shulem Deen: <i>All Who Go Do Not Return</i>	14,869
Klezmer Orchestra of the Sejny Theatre	14,697
Prolog DJ-party: BĘĄTFÓØT	10,461
Jakub Kornhauser, Ireneusz Kania: <i>Be a Cyclist in Your Own City</i>	10,152

FESTIVAL PROFILE @ INSTAGRAM

Number of followers	2,475 (+813 during Prolog 30 th JCF)
Total reach of Prolog posts	80,289
Number of plays of IGTV videos	1,891
Total reach of films IGTV	6,860

Facebook: [JewishFestivalKrakow](https://www.facebook.com/JewishFestivalKrakow)
Instagram: [jewishfestival](https://www.instagram.com/jewishfestival)
YouTube: [JewishFestivalKrakow](https://www.youtube.com/JewishFestivalKrakow)

More detailed statistics can be presented on request

PROLOG 30th JCF | SPONSORS | PARTNERS



Specjalne podziękowania: Lucyna i Daniel Shefter

Małopolska Region was a Partner of Prolog 30th JCF



PROLOG 30th JCF | ORGANIZER

Stowarzyszenie Festiwal Kultury Żydowskiej | Jewish Culture Festival Society

ul. Józefa 36, 31-056 Kraków, tel. +48 12 431 15 17, office@jewishfestival.pl

- **President of the Society and Director of the Festival:** Janusz Makuch
- **Festival Office:** Edyta Gawlak, Robert Gądek, Julia Lorenc, Katarzyna Wydra, Jowita Bożek (until July 31st, 2020), Paweł Kowalewski (from August 1st, 2020)



- **Accounting:** Maria Bobrowska, Klaudia Czaja, Monika Dyrłaga, Elżbieta Woch-Stopa
- **Volunteers coordination:** Łukasz Drużkowski, Michał Dziewit, Paulina Kowalska, Monika Krawczyk, Grzegorz Mikunda, Aleksandra Trakul
- **Photo:** Edyta Dufaj, Michał Ramus
- **Social Media:** Michalina Pieczonka
- **Streaming and online editing:** Eventstream Wojciech Sadowski, Grzegorz Staszek, Artur Staszek
- **Technical services:** Duo S.C. Marek Suszkiewicz, FS Audio Maciej Fryc
- **Design:** Studio Otwarte

[Prolog 30th JCF – website](#) | [Prolog 30th JCF – archive of events](#)