

Campaign on media

Deliverable number 2.4.5

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Project Acronym	Firespill
Project ID Number	10255377
Project Title	Fostering Improved Reaction of crossborder Emergency Services and Prevention Increasing safety Level
Priority Axis	Safety and resilience
Specific objective	2.2 - Increase the safety of the Programme area from natural and man-made disaster
Work Package Number	2.2
Work Package Title	PUBLIC EVENTS
Activity Number	2.4.5
Activity Title	Campaign on media
Partner in Charge	Consorzio Punto Europa (PP2)
Partners involved	Consorzio Punto Europa (PP2)
Status	Final
Distribution	Public
Date of release:	30/12/2022

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Purpose of the activity

In the framework of media campaign and media relations activated by COPE to spread the knowledge on Firespill project, COPE participated in a TV program to showcase project goals and activities.

With this participation, COPE aimed at reaching several important benefits:

1. **Increased public awareness:** the program had a wide-reaching audience, providing an excellent platform to educate the general public about the initiatives on the territory which deal with risks associated with earthquakes and forest fires.
2. **Community engagement:** it encouraged them to become more involved in civil protection initiatives, leading to greater support for these efforts and even inspire more volunteers.
3. **Project visibility:** It helped increase the visibility of the Firespill project and the work being done to mitigate earthquake and forest fire risks.
4. **Information dissemination:** using television as a powerful medium for conveying detailed information about project objectives, activities, and achievements.
5. **Highlighting success stories:** showcasing the positive impact of the project on the community to motivate others to get involved or adopt similar initiatives.
6. **Inspiring action:** By demonstrating the importance of preparedness and prevention measures, COPE aimed at inspiring individuals and communities to take proactive steps in safeguarding themselves against earthquake and forest fire risks.
7. **Stakeholders Engagement:** COPE aimed at fostering accountability on Firespill Project towards local agencies, Authorities, and other stakeholders which often pay attention to TV programs, thus, garnering support and cooperation from these entities, which is crucial for effective risk management and prevention.
8. **Emergency response support:** TV programs could inform citizens about how they can actively support civil protection operators during emergencies, such as becoming "active sensors" through the specific Firespill channels opened on Telegram.

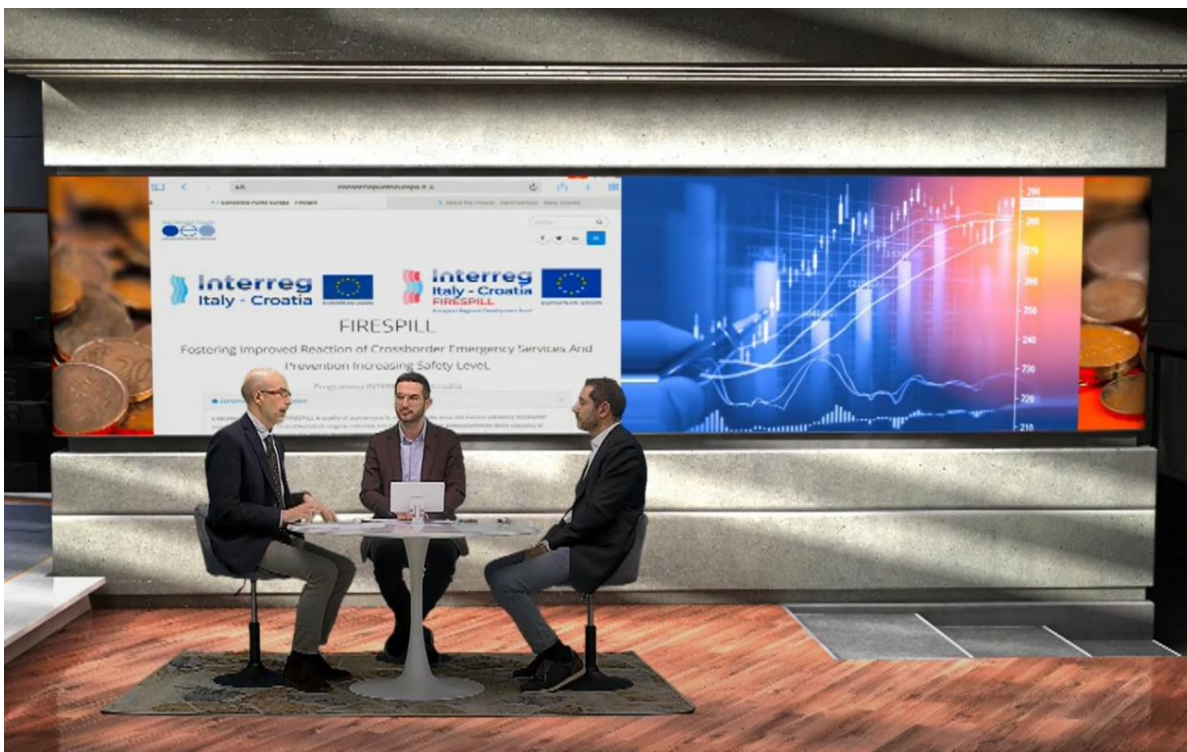
Short description of the activity

On December 23, 2022, representatives of the PP2-COPE project team made an appearance on a local Teramo TV program. They discussed the Firespill activities undertaken to raise public awareness about civil protection and the project's primary initiatives. This program provided an outstanding platform to share the project's accomplishments, objectives, and upcoming plans with a broader audience, particularly in the areas of earthquake and forest fire risk management and prevention.

The TV program commenced with an overview of the Italy-Croatia Interreg Programme and then delved into the specific tasks and advantages of the project for the community. It emphasized the project's core aims of enhancing the preparedness of civil protection volunteers in their day-to-day roles. During the program, team members elucidated their efforts to attain these objectives by orchestrating diverse courses, events, and initiatives. Notably, they spotlighted the Telegram

channel, intentionally created to engage citizens as 'active sensors,' aiding and assisting civil protection operators during emergency situations. The program was an excellent platform to discuss the project's achievements and future plans, such as the development of innovative initiatives.

Photographs



Attachments

Link to the tv program video:

https://www.youtube.com/watch?v=qCN1tBIAtOk&list=PLTP_PX_HsJU8wFqV2-z-cjIn9tHuEJ4cv
198 views on youtube channel

TV Audience

TAVOLA REGIONALE TV LOCALI
TOTALE POPOLAZIONE 4+
CONTATTI DEL GIORNO MEDIO MENSILE
Dati Live + Vosdal + TS Cumulato +7

EMITTENTE		MESE AUDITEL - ANNO 2022												Giorno Medio Annuale *	
		Gennaio	Febbraio	Marzo	Aprile	Maggio	Giugno	Luglio	Agosto	Settembre	Ottobre	Novembre	Dicembre	Novembre	Dicembre
REGIONE: Abruzzo		Universo Riferimento: 1.252.392												GIORNO MEDIO ANNUALE *	
am	ANTENNA 10/7 GOLD	191	186	142	224	141	17	12	264	250	232	167	63	157	157
co		21793	20604	19885	19.024	10.610	2.083	3.180	12.055	11.515	12.988	11.769	5.762	12.517	12.517
am	SUPER J	0	9	16	49	64	146	244	146	204	109	90	87	97	
co		296	1072	3042	13.636	15.158	18.722	25.115	23.842	27.001	19.998	18.929	18.785	15.518	
am	TCP TELECUPOLE	5	4	2	0	0	0	0	0	0	0	0	0	1	
co		1397	1224	888	104	96	0	0	20	0	0	0	183	318	
am	TELE A	0	6	3	1	0	0	0	0	0	0	0	0	1	
co		96	201	731	494	70	0	0	0	0	0	0	0	137	
am	TELECAMPIONE	2	1	1	0	0	0	0	0	0	0	0	0	0	
co		487	458	866	0	0	0	0	0	0	0	0	0	0	
am	TELEMAX	153	131	116	227	165	238	297	235	212	114	85	125	174	
co		28097	24377	23994	23.430	25.414	28.256	32.128	34.750	29.029	25.162	20.777	21.333	26.438	

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AM (Ascolto Medio) e CO (Contatti Netti)

* La media annuale è calcolata solo per le emittenti presenti tutti i 12 mesi.