

17.18
nov
2011
SUCCESSFULL EXPERIENCES
Milano, 17-18 nov 2011

Promoting RD through TV Programmes in Malta



Promotion of Rural Development:

- Meetings
- Seminars
- Newsletters
- Leaflets
- Brochures
- Radio programmes

- **TV PROGRAMMES**
most effective tool

Why TV Promotion? ...

- Individual spends the most “attentive” time
- Surveys report average daily television viewing time as high as five to six hours
- TV makes RD more appealing to young and old

Advantages.....

- Audience is divided into much larger segments
- Conveys the intended message with sight, sound and motion
- Gives a better understanding of RD making it instantly valid and prominent
- Makes Agriculture more appealing to the general public

Disadvantages.....

- restricted to a determined amount of airtime
- Viewers have no station loyalty
- Viewers may lose interest/ get distracted during commercials
- Costs are higher

Examples...



Aired

- April 2011 - September 2011
- Every Thursday at 20.30

Repetitions

- April 2011 – June 2011
- Every Saturday at 14.00
- July 2011 – September 2011
- Every Friday at 10.00 am and Saturdays at 20.45.
- **Total:** 15 hours of airtime
- **Targeted Audience:** over 35,000 people
- **Beneficiaries visited:** 21
- **Language:** Maltese



Aims & Objectives of 'Mad-Daqqa t'Għajn'

- To promote local products - *'Naturally Maltese'*
- To highlight the importance of the RDP 2007-2013 and EU funds directed to strengthen the local produce



Results...

- An increase in people's participation during rural activities
- An increase in interest in RD
- An increase in awareness of the roles of the National Rural Network, Managing Authority and Paying Agency

Current TV Programme.....

‘Malta u lil Hinn Minnha’
meaning
‘Malta and Beyond’



Aired:

Every Sunday

9.50 am -11.30 am

Repetition:

Sundays at 11.25pm

Mondays at 11.00am,
4.30pm and 9.00pm

Aims and Objectives of 'Malta u lil Hinn Minnha'



- Promoting EAFRD beneficiaries of the Farming Sector
- Promoting EAFRD beneficiaries of Rural development
- Explaining the use and benefit of EAFRD funds
- Highlighting the importance of RD
- Makes RD more appealing by including sections about the history of Malta, the cuisine of Malta and its traditions.
- The Managing Authority is also using this programme to promote the launch of RDP Measures as well as the National Rural Network's activities.

Conclusion

- More informed public on the new RDP 2014-2020
- Benefits of the EAFRD are being seen by all
- Beneficiaries are giving a first hand account of the positive impact of the EAFRD - people can understand better and see effects
- Broadening the understanding of how the EU funds work and the difference the RDP makes
- Increasing awareness of the importance of our rural environment and more education on the Common Agricultural Policy.

Finally.... The success of local TV programmes has encouraged us to start advertising RD in Malta to foreigners by working on English versions the first of which is the following...