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EER CAMPAIGN

EUROPEAN ENERGY RADIO CAMPAIGN

DYNAMO EFFECT

Intelligent Energy – Europe (IEE)
Horizontal Key Actors

DELIVERABLE D4.2 REPORT ON NETWORK AND AUDIENCE

Period covered: from 01/10/2008 to 31/03/ 2011
Start date of the action: 1/10/2008
End date of the action: 31/03/2011

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D4.2 DELIVERABLE REPORT ON NETWORK AND AUDIENCE

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D4.2 DELIVERABLE REPORT ON NETWORK AND AUDIENCE

GENERAL COMMENTS

This deliverable represents the focus point of the project: the impact of the radio campaign.

In this documents we show the results achieved concerning the dimension of the European radio network and the consequent total audience.

European network: number of Radio involved in the project:

Country	planned		achieved	
	No.	%	No.	%
AUSTRIA	14	5%	13	2,8%
GERMANY	30	10%	31	7,2%
SPAIN	120	40%	258	60,0%
FRANCE	100	33%	82	19,0%
IRELAND	20	7%	21	4,9%
ITALY	3	1%	11	2,6%
HUNGARY	15	5%	15	3,5%
TOT.RADIO	302	100%	431	100%

The total audience - certificated or estimated – of the European radio network is more than 5 million people.

To reach the maximum number of listeners we adopted the follow decisions:

- a large number of radio spots to promote the radio shows
- a large number of radio partner and radio involved had broadcasted the show twice in the week.
- the repeat broadcast was scheduled in different day and time to reach people with other listening custom

N.	Partner	planned	achieved
1	Radio Popolare	900.000	842.000
2	Coralì	500.000	893.000
3	Ema RTV	1.200.000	5.000.000
4	Near fm	200.000	220.000
5	Klubradio	300.000	347.000
6	Radio Orange	350.000	234.000
7	Radio Dreyeckland	550.000	547.000
	TOTAL	4.000.000	8.083.000

D4.2 REPORT ON NETWORK AND AUDIENCE

ERREPI Radio Popolare

In order to achieve maximum results, the generic target group to which the project is addressed is composed of all those citizens who:

- a) already pay attention to and have a certain awareness of “the environmental problem”
- b) have a “civic conscience” sufficient to take personal responsibility for aspects of possible solutions.

In order to reach the general target group, the information campaign will be broadcast on radio stations chosen according to the type of audience they attract. This is defined as a function of the characteristics of the radio stations which are all:

- Local with a close and direct relationship with their listeners;
- Strongly oriented toward the dissemination of information;
- Sensitive to the concept of the “collective good” as a superset of an individual's interest;
- Heedful of all aspects of quality of life, the environment being one of these;
- Open to dialogue with listeners, who are accorded special time and attention

Audience

In order to reach the maximum audience:

- The Italian network have been implemented from 4 to 11 (1 partner –Radio Popolare- 10 network).
- The radio shows have been broadcasted twice a week

Broadcasting

- 8 radio have broadcasted at the same time in satellite connection
- 2 radio have broadcasted in other time with a MP3 file sent by FTP
- because all the 11 Italian radio had broadcasted twice per week the total campaign was 660 broadcasted of the 30 radio shows produced in Italy by Radio Popolare

Broadcast plan (period, timetable)

- From 18th of January 2010 to 5th of July 2010 every Monday at 12 am and at 9 pm (excepted the 5th of April Easter Monday)
- From 4th of October 2010 to 15th of November 2010 every Monday at 12 am and at 9 pm (excepted the 1st of November)

No	Radio	Broadcast area (city-region-country)	Timetable of broadcasting		Audience certified external assessment	Audience Estimated internal assessment based on independent official inquiries	Audience Estimated internal evaluation based on potential audience
1	Radio Popolare Milano	Milan Lombardia Italy	Monday 12-12,30 am and 9-9,30 pm	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention. Commercial oriented (selling of commercial advertising)	498.000		
2	Radio Fragola	Trieste Friuli Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			21.000
3	Radio Flash	Torino Piemonte Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality	55.000		

				of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			
4	Contatto radio	Massa Carrara Toscana Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			25.000
5	Radio Città	Pescara Marche Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			28.000
6	Radio Base	Venezia Veneto Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time			56.000

				and attention Commercial oriented (selling of commercial advertising)			
7	Radio città del Capo	Bologna Emilia Romagna Italy	Monday 12-12,30 am In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)	41.000		
8	Radio Popolare di Roma	Roma Lazio Italy	Saturday 10,35-11am MP3 file sent by FTP	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)	40.000		
9	Radio Popolare del Salento	Taranto Puglia Italy	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			42.000
10	Radio street	Messina Sicilia Italy	Sunday 8-8,30 am Saturday	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information;			22.000

			8-8,30 am MP3 file sent by FTP	Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			
11	Radio Roccella Reggio Calabria	Reggio Calabria	Monday 12-12,30 am and 9-9,30 pm In satellite connection with Radio Popolare	Local with a close and direct relationship with their listeners; Strongly oriented toward the dissemination of information; Sensitive to the concept of the "collective good" as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; Open to dialogue with listeners, who are accorded special time and attention Commercial oriented (selling of commercial advertising)			14.000

634.000

208.000

Total Italian radio audience 842.000

D4.2 REPORT ON NETWORK AND AUDIENCE CORALI

Typologie

There are three kind of radios in France: governmental radio stations, commercials radio stations and associative radio stations.

Associative radios are local focussed on proximity; they are generally strongly involved in their area. Most of the time, they broadcast local news, they have been creating with the time a important relationship with the associative actors. Most of the directors came from an association, they are well known in many cases as opinion leaders, and indeed they find a lot of information and know how to inform their population. The radio staff (approximately including 50 to 60 volunteers and 3 to 4 employees) is involved in green politic, most of them broadcast a weekly show for this special subject. Abviously, we found a reference contact really fast in each radio station, in charge of keeping in touch with the campaign, broadcasting the 30 shows available and promotes them on live. The 82 radio stations were all volunteering for the campaign which demonstrates a strong commitment about ecological questions. Finally, associative radio stations are, according to the government services, the longest time of listening per listener, people that generally listen to that radios are not moving from a channel to another like we can observe that from the commercial radio stations.

Audience

To lead this campaign, 82 radio stations have been selected in order to volunteer, in urban and country zones. The radio stations committed in having a weekly broadcasting of our shows and for most of them, broadcast them a second time. A national jingle has also been broadcasted in order to promote the campaign in each radio station.

Broadcast plan (period, timetable)

The broadcasting started on the 82 radio stations from January 4th to january 10th 2010. The broadcasting ended on the 82 radio stations from september 27th to october 3rd 2010. (we didnt broadcast during August – hollidays- and 3 weeks in january and the end of july (which explain that we broadcasted in september the last shows), during this three weeks during the time we had provided shows to the radios, we asked them to broadcast one of the old ones of “dynamo effect”.

N°	Radio	Dpt	Timetable of broadcasting	Audience certificate d	Audience estimated
1	Radio R2M	02	Saturday 9.15 am		5000
2	Fréquence 7	07	Monday 1pm, Sunday 5 pm		8000
3	Radio Info RC	07	Tuesday 4 pm, Sunday 5 pm		5000
4	Thème Radio	10	Tuesday Thursday 6 pm		11000
5	Radio Dialogue « RCM »	13	Thursday 4 pm		25000
6	Radio Gazelle	13	Tuesday 5 pm		36000
7	Soleil FM	13	Monday 7 pm		10000

8	3D FM	13	Monday 2:30 pm, Saturday 3 pm		11000
9	Radio TSF 98	14	Friday 4 pm, Sunday 8 pm	A.S 6500	Médiamétrie 2008
10	Radio Résonance	18	Monday 5:30 pm		9000
11	Canal Bleu	19	Tuesday 7 pm, Sunday 2 pm		6000
12	Breniges FM	19	Saturday 10 am	A.S 12600	Médiamétrie 2009
13	Radio Balagne	20	Wednesday 10: 30 am, Saturday 10:30 am		5000
14	Radio Vallée Vézère	24	Saturday 9 am, Monday 11 am		7000
15	Radio Vallée Bergerac	24	Thursday 2:30 pm	A.S 25500	Médiamétrie 2008
16	Radio Périgueux 103	24	Monday 11:30 am, Friday 1:30 pm		8000
17	Radio RCV	25	Wednesday, Saturday, Sunday 5 pm	Radio Collège	1500
18	Radio Méga	26	Tuesday 1 am, Thursday 7:10 am, Sunday 6:10 pm	A.S 9500	Médiamétrie 2008
19	Radio Zig - Zag	26	Wednesday 1 pm, Sunday 9 am		7000
20	Radio Saint Ferréol	26	Thursday 10am, Saturday 13 pm		5000
21	Radio M	26	Monday 4 pm		6000
22	Radio Nord Bretagne	29	Friday 7:30 pm		12000
23	Radio Occitania	31	Friday 6 pm Tuesday 12:30 am	A.S 15700	Médiamétrie 2007
24	Radio Coteaux	32	Wednesday 11h30, Saturday 1:30 pm		9000
25	Radio RDM	32	Monday 10h30, Wednesday 6:30 pm		7200
26	La Clé des Ondes	33	Wednesday 12 am		18000
27	O2 Radio	33	Tuesday 1 pm, Saturday 9 am	A.S 14900	Médiamétrie 2010
28	Mélodie FM	33	Tuesday 9:30 am, Friday 10:10am		7000
29	Radio Aviva	34	Wednesday 1:30 pm		16000
30	Radio Rennes	35	Saturday 11:10 am, Wednesday 9:10 pm		18000
31	Radio Evasion	35	Saturday 11:10 am, Wednesday 9:10 pm		11000
32	Couleurs FM	38	Wednesday 5 pm, Sunday 2 pm		7000
33	Radio Italienne Grenoble	38	Tuesday 3:30 pm		17000
34	Radio Iris FM	38	Thursday 10 am, Sunday 1:40 pm		13000

35	Radio Nord Isère	38	Monday 8:05 pm, Friday 5 pm		5000
36	Radio Cactus	38	Saturday 11:15 am, Sunday 5:30 pm		4000
37	Radio MDM	40	Wednesday 5:10 pm		7000
38	Loire FM	42	Wednesday 9:30 am, Saturday 3 pm		18000
39	Radio d'Ici	42	Monday Thursday 5 pm		6000
40	Radio Ondaine	42	Tuesday 6:10 pm, Thursday 3 pm		12000
41	Radio Vag	45	Tuesday 6 pm		10000
42	Radio CFM 92	47	Saturday 1:30 pm, Sunday 12:30 am		5000
43	Radio Margeride	48	Monday, Friday 3 pm		7000
44	Radio Haute Angevine (Segré)	49	Tuesday 7:15 pm		8000
45	Radio Primitive	51	Wednesday 6 pm		9000
46	Radio Haute Angevine (Laval)	53	Tuesday 7:15 pm		7000
47	Radio RDM	54	Wednesday 7:15 pm, Saturday 8 am		6000
48	Radio RCM	54	Sunday 1: 30 pm		3000
49	RPL-Radio	57	Monday et Friday 12:30 am		18000
50	Radio FDL Bourgogne	58	Saturday 9: 20 am, Wednesday 12:20 am		6000
51	Radio Rencontre	59	Friday 12:30 am, Tuesday 5 pm		11000
52	Radio Galaxie	59	Sunday 7 am		12000
53	Radio Puisaleine	60	Tuesday 10 am, Friday 1:30 pm		5000
54	Radio PFM	62	Sunday 8:45 am		11000
55	Radio Banquise	62	Monday 8 am, Tuesday 8 am		5000
56	Ràdio Pais	64	Wednesday 5:30 pm, Saturday 4 pm		17000
57	Radio E.I.P.M	64	Wednesday 1 pm, Saturday 1 pm		6000
58	Radio Pau d'Ousse	64	Monday 11am		8000
59	Radio Oloron	64	Thursday 1 pm, Saturday 11 am		7000
60	Radio Dreyeckland libre	68	Friday 9:05 am, Wednesday 12:05 am		8000
61	Sol FM	69	Wednesday 10 am et 6:30 pm		32000
62	Radio Italienne de Lyon et du Rhône	69	Tuesday 2 pm		13000

63	Radio Calade	69	Saturday 11 am		7000
64	Radio Alpes Mancelles	72	Tuesday 1 pm, Thursday 7 pm		9000
65	Radio Italienne de Chambéry	73	Tuesday 5:15 pm		9000
66	Radio Giffre	74	Saturday 10:30 am		3000
67	Radio D4B	79	Saturday 9 am, Wednesday 4 pm		9000
68	Radio Plus FM	81	Thursday 12 am		2000
69	Radio d'Oc	82	Tuesday 4 pm, Wednesday 8 am		11000
70	Radio Association	82	Saturday 2 pm, Thursday 1 pm		10000
71	Radio Active	83	Monday 6 pm		12000
72	Radio Verdon	83	Thursday 1:10 pm, Friday 7:05 am		11000
73	Styl'FM	86	Wednesday, Saturday 6 pm		5000
74	Radio Pulsar	86	Sunday 12:30 am	A.S 11400	Médiamétrie 2009
75	Radio Gué Mozot	88	Thursday 7 pm		7000
76	Résonance FM	88	Sunday 8:45 am		3000
77	Radyonne FM	89	Sunday 9 pm		11000
78	Radio Nord Bourgogne	89	Sunday 7 pm		17000
79	IDFM Radio Enghien	95	Friday 1:30 pm, Tuesday 3 pm	A.S 73200	Médiamétrie 2008
80	Radio RGB	95	Wednesday 6 pm, Friday 12 am		32000
81	Radio Saint Barth	97	Monday, Saturday 1:30 pm		5000
82	Radio Fréquence Caraïbe	97	Friday 7:15 pm, Monday 9:35 am		3000

166.000 727.000

Total Franch radio audience 893.000

D4.2 REPORT ON NETWORK AND AUDIENCE EMA RTV

EMA RTV, like all of the partners of this project, had the responsibility to produce and broadcast 30 radio shows in 118 radios from Andalusia and Galicia. 25 of the 30 topics that we developed in this radio campaign were all the same for the European partners. They were approved during the European meetings: climate change, food and agriculture, green home (new houses), green home (reforms in houses), heating and cooling, smart mobility, recycle and re-use, etc.

The partners decided to let 5 “free” programs, in order to give to the experts and the journalist the responsibility to choose subjects and topics that would better fit with the local situation of each country.

The target of the 30 radio shows has been the general audience of “Onda Local de Andalucía” and the audience of EMUGA, the Galician network: In Andalusia, EMA RTV distributed the radio shows through the “Onda Local de Andalucía”, a rented service by satellite (Hispasat). This system makes possible to share some daily obligatory frames between 102 local radios in the 8 provinces of Andalusia. That’s how each of the Dynamo Effect radio show could be broadcasted simultaneously to all of the radios of our network. The Onda local de Andalucía covers 90% of the andalusian territory, and its audience is composed by the people who live in the region of Andalusia, from 14 to 80 years old, men and women. Our focus group / target audience / lives especially in the countryside, where EMA RTV’s local radios network is the strongest. Our audience in radio is approximately 2 millions people.

This is a population with a medium-high level of education with high degree of awareness and civic conscience and a willingness to adopt new technology. These characteristics make it possible for the campaign to have long-term effects.

The association EMA-RTV is formed by 10 local public and communitarian radio stations in Andalusia, and have an agreement of collaboration with a similar network in the region of Galicia, that complete a total amount of 118 radios who are participating in the Dynamo Effect project. The association broadcasts the radio shows to the member’s network through the Hispasat satellite. The Onda local de Andalucía (name of the service) covers 90% of the territory in the 8 andalusian provinces and offers 24 hours a day radio service for an audience of approximately 2 million people.

The potential audience of EMA RTV is estimated in 5 million people according to the study realized by IMEDEA the University of Malaga and Consejería of the Presidency of the Government of Andalusia, 2005.

COM-Radio, in Catalonia, is another local radio network that has been invited to be part of the project. All of the partners of the project agree on the possibility to include this network in the Dynamo Campaign and use the funds foreseen for the translation in English of the factsheet to pay the broadcast costs. COM-Radio is formed by 140 local radios and has the same goals and objective as the others 2 networks (EMA RTV and EMUGA). His estimated audience goes around 3 millions listeners. .

The radio shows have been broadcasted in the regions of Galicia, in the Galician local radio network (EMUGA - 16 radios – audience of 50.000 people) and Catalonia, in the Catalanian local radio network (COM-Radio - 140 radios – audience of 3 millions people). In Spain, we believe to have reached more or less 5 millions listeners with the Dynamo campaign broadcast in 258 radio stations.

The broadcasting plan has been developed from the 15th of January to the 27th of August 2010, completing a total of 31 radio shows. All of the radio shows have been live recorded and weekly broadcasted from the EMA RTV studios in Seville to the 102 andalusian radios. One program has been produced and recorded live during the energy day in the Alamillo Park.

Once a radio show was recorded, the coordinator was used to send via internet the audio program to the responsible of EMUGA (Galician network) so that he could broadcast it the following days in

the network. This is the normal way we function with EMUGA, and it's been more than 5 years that we have been implementing sensibilization campaign with success.

In December of 2010, COM Radio was included in the broadcast plan: The coordinator of EMA RTV sent to the manager of COM Radio the totality of the radio shows, so that they could be broadcasted from December 2010 to March 2011 in Catalonia.

EMUGA's local radios network in Galice:

16 radio stations

1. Radio Redondela
2. Radio Caldas
3. Radio Allariz
4. Radio Foz
5. Radio Burela
6. Radio Palas de Rei
7. Radio Monforte de Lemos
8. Radio Quiroga
9. Radio Ames
10. Radio Arzúa
11. Radio Culleredo
12. Radio As Pontes
13. Radio Fene
14. Radio Negreira
15. Radio Melide
16. Radio Ordes

EMA RTV's local radio network in Andalusia:

102 radio stations

Province of Almería

- 1- RADIOLULA
- 2- RADIO BERJA
- 3- CANDIL RADIO
- 4- VERA COMUNICACIÓN

Province of Cádiz

- 5- RTV ALCALÁ VALLE
- 6- RADIO ARCOS
- 8- RADIO BARBATE
- 9- RTV CHIPIONA
- 10- RADIO CHICLANA
- 11- ONDA JEREZ RTV
- 12- ONDA 4 JIMENA
- 13- RADIO JUVENTUD CONIL
- 14- ORGANISMO AUTONOMO MEDIOS DE COMUNICACIÓN RADIO Y TV DE TARIFA
- 15- RADIO TREBUJENA
- 16- EMPRESA MULTIMEDIA SAN ROQUE S.A. RTV
- 17- RADIO GUADALETE
- 18- RTV LOS BARRIOS
- 19- CANAL 19 TV
- 20- RTV VEJER

Province of Córdoba

- 21- ONDA PASIÓN
- 22- ONDA MARINA
- 23- RADIO ALMEDINILLA
- 24- RADIO CASTRO
- 25- RADIO POSADAS
- 26- RADIO RUTE
- 27- UNI 3 RADIO
- 28- RADIO UNA
- 29- ONDA MENCIA RADIO
- 30- RADIO DE MONTILLA
- 31- RADIO ONUBA
- 32- ONDA CARTEYA RADIO
- 33- RTV MUNICIPAL DE BAENA
- 34- COMUNICACIÓN PALMA DEL RIO
- 35- MATÍAS PRATS RADIO
- 36- TVM CÓRDOBA
- 37- RADIO IZNAJAR

Province of Granada

- 38- ALHAMA COMARCAL, RTV
- 39- RADIO ILIBERIS
- 40- RADIO CEHEL
- 41- RADIO DÚRCAL
- 42- ONDA LOJA RADIO
- 43-RTV ALBOLOTE
- 44- ONDA MARACENA RADIO
- 45- RADIO HUÉTOR TÁJAR
- 46- EMISORA MUNICIPAL DE MONTEFRÍO
- 47- CÚLLAR VEGA RADIO
- 48- RADIO KABILA
- 49- RADIO OGÍJARES

Province of Huelva

- 50- ONDA MINERA
- 51- ONDA PUNTA RADIO
- 52- RADIO CONDADO
- 53- RADIO CORTEGANA
- 54- PALOS RTV
- 55- ONDA BACUTA
- 56- RADIO BEAS FM
- 57- MOGUER RADIO
- 58- DOÑANA COMUNICACIÓN TV
- 59- UNIPO DE MAZAGON
- 60- RADIO LUNA
- 61- EMPRESA MUNICIPAL DE COMUNICACIÓN DE ARACENA, S.L.
- 62- TALLER RADIOFÓNICO JESÚS QUINTERO

Province of Jaén

- 63- RADIO MONTÍJAR
- 64- RADIO MARTOS
- 65- RADIO MARMOLEJO
- 66- RADIO ESTIVIEL
- 67- EMISORA MUNICIPAL RTV TORREDELCAMPO
- 68- RADIO LOMA

Province of Málaga

- 69- RADIO MIJAS RTV340
- 70- RADIO PIZARRA
- 71- RADIO RONDA
- 72- RADIO TORROX
- 73- RADIO CASARES
- 74- CANAL COÍN RTV
- 75- RTV ESTEPONA
- 76- RADIO HUMILLADERO FM
- 77- RTV MUNICIPAL DE MANILVA
- 78- RADIO CAMPILLOS
- 79- FUENGIROLA TV - FTV
- 80- ÁLORA TV
- 81- ONDA 4 RONDA
- 82- RADIO TORCAL

Province of Sevilla

- 83- RADIO ALCORES
- 84- RADIO CAMAS
- 85- RADIO CANTILLANA
- 86- AHORA RADIO
- 87- GINES TV
- 88- R. GUADALQUIVIR - ALJARAFE TV
- 89- RTV MARCHENA
- 90- ONDA VIVA
- 91- RTV MARINALEDA
- 92- RADIO RONQUILLO
- 93- RADIO UNIÓN
TV LOS PALACIOS
- 94- TELEVISION MUNICIPAL DE ÉCIJA
- 95- RADIO MONTELLANO
- 96- RADIO LUZ
- 97- ONDA CARMONA
- 98- OSUNA TV
- 99- CANAL 4 ALJARAFE, S.L.
- 100- RADIO LAS CABEZAS DE SAN JUAN
- 101- PARADAS T.V. Y RADIO
- 102- ONDA CASTILBLANCO

COM-Radio's local radios network in Catalonia: 140 radio stations

- 1) Alcanar Ràdio: 107.5Mhz. Alcanar.
- 2) Ràdio Ràpita: 107.9Mhz. Sant Carles de la Ràpita.
- 3) Ràdio Joventut: 96.3Mhz. Masdenverge.
- 4) Ràdio Tortosa: 103.3Mhz. Tortosa.
- 5) Antena Caro: 96.0Mhz. Roquetes.
- 6) Antena Aldaia: 107.0Mhz. L'Aldea.
- 7) Cam Ràdio: 104.6Mhz. Camarles.
- 8) Ràdio Delta: 107.6Mhz. Deltebre.
- 9) Ràdio Batea: 107.4Mhz. Batea.
- 10) Ràdio Gandesa: 107.9Mhz. Gandesa.
- 11) Ràdio Flix: 107.4Mhz. Flix.
- 12) Ràdio Falset: 107.6Mhz. Falset.
- 13) Ràdio La Canonja: 102.3Mhz. La Canonja.
- 14) Ràdio Constantí: 97.9Mhz. Constantí.
- 15) Altafulla Ràdio: 107.4Mhz. Altafulla.
- 16) Ona Valls: 107.6Mhz. Valls.
- 17) L'Espluga FM Ràdio: 107.4Mhz. L'Espluga de Francolí.
- 18) Ràdio Arbeca: 107.8Mhz. Arbeca.
- 19) Ràdio Rosselló: 107.5Mhz. Rosselló.
- 20) Ràdio Balaguer: 107.4Mhz. Balaguer.
- 21) Ràdio Foradada: 107.6Mhz. Foradada.
- 22) Calafell Ràdio: 107.9Mhz. Calafell.
- 23) Ràdio Cunit: 107.0Mhz. Cunit.
- 24) Ràdio Cubelles: 107.5Mhz. Cubelles.
- 25) Canal Blau FM: 100.4Mhz. Vilanova i la Geltrú.
- 26) Ràdio Maricel: 107.8Mhz. Sitges.
- 27) Ràdio El Vendrell: 107.15Mhz. El Vendrell.
- 28) Ràdio Banyeres: 101.2Mhz. Banyeres del Penedès.
- 29) Ràdio Ribes: 107.2Mhz. Sant Pere de Ribes.
- 30) Canal 20 Ràdio Olèrdola: 107.0Mhz. Olèrdola.
- 31) Ràdio Vilafranca: 90.2Mhz. Vilafranca del Penedès.
- 32) Ràdio Foix: 107.9Mhz. Torrelles de Foix.
- 33) Ràdio Sant Sadurní: 107.2Mhz. Sant Sadurní d'Anoia.
- 34) Ona Bitlles: 107.0Mhz. Sant Pere de Riudebitlles.
- 35) Ràdio Mediona: 107.7Mhz. Mediona.
- 36) Ràdio Capellades: 104.7Mhz. Capellades.
- 37) Montbui Ràdio: 90.0Mhz. Santa Margarida de Montbui.
- 38) Ràdio Nova: 107.7Mhz. Vilanova del Camí.
- 39) Ràdio Igualada: 103.2Mhz. Igualada.
- 40) Ràdio Altipla: 107.2Mhz. Calonge de Segarra.
- 41) Ràdio Pinòs: 107.0Mhz. Pinòs.
- 42) Solsona FM: 107.5 Mhz. Solsona.
- 43) Ràdio Seu FM: 107.2Mhz. La Seu d'Urgell.
- 44) Ràdio Castelldefels: 98.0Mhz. Castelldefels.
- 45) Ràdio Sellarès: 91.2Mhz. Gavà i Viladecans.
- 46) El Prat Ràdio: 91.6Mhz. El Prat.
- 47) Ràdio L'Hospitalet: 96.3Mhz. L'Hospitalet de Llobregat.
- 48) Ràdio Ciutat Vella: 100.4Mhz. Barcelona.
- 49) Ràdio Sant Boi: 89.4Mhz. Sant Boi de Llobregat.
- 50) Ràdio Cornellà: 104.6Mhz. Cornellà de Llobregat.
- 51) Ràdio Sant Vicenç: 90.2Mhz. Sant Vicenç dels Horts.
- 52) Ràdio Molins de Rei: 91.2Mhz. Molins de Rei.
- 53) Ràdio Cervelló: 107.4Mhz. Cervelló.

- 54) Ràdio Corbera: 107.0Mhz. Corbera de Llobregat.
- 55) Ràdio Sant Andreu (de la Barca): 98.0Mhz. Sant Andreu de la Barca.
- 56) RTV10 Sant Esteve Sesrovires: 88.0Mhz. Sant Esteve Sesrovires.
- 57) Ràdio Abrera: 107.9Mhz. Abrera.
- 58) Ràdio Esparreguera: 89.4Mhz. Esparreguera.
- 59) Ràdio Rubí: 99.7Mhz. Rubí.
- 60) Ràdio Municipal de Terrassa: 95.2Mhz. Terrassa.
- 61) Ràdio Gràcia: 107.7Mhz. Barcelona.
- 62) Ràdio Nou Barris: 98.2Mhz. Barcelona.
- 63) Ràdio Gramenet: 107.4Mhz. Santa Coloma de Gramenet.
- 64) Ràdio Ciutat de Badalona: 94.4Mhz. Badalona.
- 65) Montcada Ràdio: 104.6Mhz. Montcada i Reixac.
- 66) Ràdio Cerdanyola: 105.3Mhz. Cerdanyola del Vallès.
- 67) Ripollet Ràdio: 91.3Mhz. Ripollet.
- 68) Ràdio La Llagosta: 100.4Mhz. La Llagosta.
- 69) Ràdio Mollet: 96.3Mhz. Mollet del Vallès.
- 70) Ràdio Montornès: 91.2Mhz. Montornès.
- 71) Ràdio Sabadell: 94.6Mhz. Sabadell.
- 72) Ràdio Castellar del Vallès: 90.01 Mhz. Castellar del Vallès.
- 73) Ràdio Caldes: 107.8Mhz. Caldes de Montbui.
- 74) Ona Codinenca: 107.2Mhz. Sant Feliu de Codines.
- 75) Ràdio L'Ametlla: Ametlla del Vallès.
- 76) Ràdio Silenci (La Garriga): 107.4Mhz. La Garriga.
- 77) Ràdio Zenit: 88.8Mhz. Sant Vicenç de Castellet.
- 78) Ràdio Vilomara: 107.2Mhz. El Pont de Vilomara i Rocafort.
- 79) Ràdio Sant Joan: 107.9Mhz. Sant Joan de Vilatorrada.
- 80) Ràdio Santpedor: 90.0Mhz. Santpedor.
- 81) Ràdio Súria: 107.8Mhz. Súria.
- 82) Ràdio Balsareny: 107.1Mhz. Balsareny.
- 83) Ràdio Puig-reig: 107.3Mhz. Puig-reig.
- 84) Ràdio Berga: 107.6Mhz. Berga.
- 85) Ràdio 010 (Santa Maria d'Oló): 107.2Mhz. Santa Maria d'Oló.
- 86) Radio 7 Vallès: 107.6Mhz. Granollers.
- 87) Ràdio Pista: 107.4Mhz. Balenyà.
- 88) Ràdio Premià de Mar: 95.2Mhz. Premià de Mar.
- 89) Ràdio Vilassar de Dalt: 97.4Mhz. Vilassar de Dalt.
- 90) Mataró Ràdio: 89.3Mhz. Mataró.
- 91) Ràdio Argentona: 104.6Mhz. Argentona.
- 92) Caldetes Ràdio: 92.3Mhz. Caldes d'Estrac.
- 93) Ràdio Santvi: 107.4Mhz. Sant Vicenç de Montalt.
- 94) Ràdio Arenys: 91.2Mhz. Arenys de Mar.
- 95) Ràdio Arenys de Munt: 107.0Mhz. Arenys de Munt.
- 96) Ràdio Canet: 107.6Mhz. Canet de Mar.
- 97) Radio SCV: 103.2Mhz. Sant Cebrià de Vallalta.
- 98) Ràdio Calella: 107.9Mhz. Calella.
- 99) Ràdio Pineda: 94.6Mhz. Pineda de Mar.
- 100) Ràdio Malgrat: 107.4Mhz. Malgrat de Mar.
- 101) Ràdio Blanes: 97.7Mhz. Blanes.
- 102) Nova Ràdio Lloret: 90.2Mhz. Lloret de Mar.
- 103) Ràdio Tordera: 107.1Mhz. Tordera.
- 104) Ràdio Palafolls: 107.7Mhz. Palafolls.
- 105) Punt 7 Ràdio Sant Celoni: 107.7Mhz. Sant Celoni.
- 106) Ràdio Vitamènia: 91.5Mhz. Santa Maria de Palautordera.

- 107) Ràdio Arbúcies: 107.6Mhz. Arbúcies.
- 108) Ràdio Sant Hilari: 107.3Mhz. Sant Hilari.
- 109) Ràdio Roda: 107.6Mhz. Roda de Ter.
- 110) Ràdio Manlleu: 107.0Mhz. Manlleu.
- 111) Ràdio Ona: 107.4Mhz. Torelló.
- 112) Ràdio Montesquiú: 107.9Mhz. Montesquiú.
- 113) LIVE FM: 107.8Mhz. Campdevàrol.
- 114) La Veu de Sant Joan: 107.4Mhz. Sant Joan de les Abadesses.
- 115) Ràdio Camprodon: 107.9Mhz. Camprodon.
- 116) Ràdio La Vall: 107.6Mhz. Les Preses.
- 117) Ràdio Les Planes: 107.7Mhz. Les Planes d'Hostoles.
- 118) Ràdio Salt: 97.7Mhz. Salt.
- 119) Freqüència Girona: 92.7Mhz. Girona.
- 120) Ràdio Sarrià: 87.6Mhz. Sarrià de Ter.
- 121) Ràdio Celrà: 107.7Mhz. Celrà.
- 122) Ràdio Bisbal: 107.4Mhz. La Bisbal de l'Empordà.
- 123) Ràdio Begur: 97.7Mhz. Begur.
- 124) Ràdio Montgrí: 107.1Mhz. Torroella de Montgrí
- 125) Ràdio L'Escala: 107.6Mhz. L'Escala.
- 126) Ràdio Castelló: 107.5Mhz. Castelló d'Empúries.
- 127) Ràdio Vilafant: 107.3Mhz. Vilfant.
- 128) Ràdio Despí: 107.2Mhz. Sant Joan Despí.
- 129) Ràdio Sant Esteve: 88.0Mhz. Sant Esteve Sesrovires.
- 130) Ràdio Sant Feliu: 105.3Mhz. Sant Feliu de Llobregat.
- 131) Ripollet Ràdio: 91.3Mhz. Ripollet.
- 132) Ràdio Desvern: 98.1Mhz. Sant Just Desvern.
- 133) Ràdio Palau: 91.7Mhz. Palau-solità i Plegamans.
- 134) RAP 107 FM: 107.2Mhz. Parets del Vallès.
- 135) Ràdio Montornès: 91.2Mhz. Montornès.
- 136) Radio SCV (Sant Cebrià de Vallalta): 103.2Mhz. Sant Cebrià de Vallalta.
- 137) Ràdio Arbúcies: 107.6Mhz. Arbúcies.
- 138) Ràdio Santa Perpètua: 107.0Mhz. Santa Perpètua de Mogoda.
- 139) Titoieta Ràdio: 108.0Mhz. Algaida.
- 140) Radio Robines: 107.8Mhz. Binissalem

Total number of radios that broadcast the dynamo campaign in Spain: 258

Potential audience in Spain, around 5 millions

The potential audience of EMA RTV is estimated in 5 million people according to the study realized by IMEDEA the University of Malaga and Consejería of the Presidence of the Government of Andalusia, 2005.

**D4.2 REPORT ON NETWORK AND AUDIENCE
RADIO NEAR FM**

Audience – typology

In order to achieve maximum results, the generic target group to which the project is addressed is composed of all those citizens who:

- c) already pay attention to and have a certain awareness of “the environmental problem”
- d) have a “civic conscience” sufficient to take personal responsibility for aspects of possible solutions.

In order to reach the general target group, the information campaign will be broadcast on radio stations chosen according to the type of audience they attract. This is defined as a function of the characteristics of the radio stations which are all:

- Local with a close and direct relationship with their listeners;
- Strongly oriented toward the dissemination of information;
- Sensitive to the concept of the “collective good” as a superset of an individual's interest;
- Heedful of all aspects of quality of life, the environment being one of these;
- Open to dialogue with listeners, who are accorded special time and attention

Audience

In order to reach the maximum audience:

- The Irish network was created, consisting of 20 partners, 18 in the Republic of Ireland and 2 in Northern Ireland
- The radio shows were broadcast weekly

Broadcasting

All programmes were uploaded to a FTP server operated by CRAOL, the national association of Community Radios in Ireland. Each of the 20 members of the network accessed the programmes from here

Broadcast plan (period, timetable)

Episodes 1 – 15 20th of January 2010 to 28th of April 2010 every Wednesday at 6.30pm.

Near 90fm repeated the above programmes between 10th May 2010 – 28th May 2010 weekdays at 11am

Episodes 16 – 30 23rd June to 29th September 2010 every Wednesday at 6.30pm.

Near 90fm repeated the above programmes (episodes 16 – 20) between 23rd August 2010 – 28th August 2010 weekdays at 11am and between 20th December 2010 – 31st December 2010 (episodes 21 – 30) weekdays at 11am

No	Radio	Broadcast area (city-region-country)	Timetable of broadcasting	Audience – typology	Audience certified external assessment	Audience Estimated internal assessment base	Audience Estimated internal evaluation based on potential audience

						d on indep end offici al inqui ries	e
1	Near90fm	Northeast Dublin	Wednesday 6.30pm and weekday in different period at 11am	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.	20.000		
2	Connemara Community Radio	Connemara Region	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.100
3	Radio Corca Baiscinn	Corca Baiscinn Peninsula	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.146
4	Flirt FM	University College Galway campuses and surrounding geographic area	Wednesday 6.30pm	Campus radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.844
5	Dublin South FM	Southeast Dublin	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			14.142
6	Athlone Commun	Athlone Town	Wednesday 6.30pm	Community radio station with a well established listenership.			6.510

	ity Radio			Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			
7	Inishowen Community Radio	Inishowen Peninsula	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			6.408
8	Wired FM	University of Limerick campuses and surrounding areas	Wednesday 6.30pm	Campus radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.520
9	Phoenix FM	Northwest Dublin	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.287
10	Youghal Community Radio	Youghal Town and Region	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			5.907
11	Claremorris Community Radio	Claremorris Town and Region	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			5.680
12	West Limerick FM	City of Limerick (West)	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			14.523
13	Liffey Sound	Lucan Town and North County	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong			14.757

		Dublin		focus on environmental programming and human rights issues.			
14	Cork Campus Radio	University College Cork campuses and surrounding areas	Wednesday 6.30pm	Campus radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			9.665
15	ROS FM	County Roscommon	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues.			7.126
16	Lur FM	Newry City	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues. Based in Northern Ireland, extending broadcast into the UK			7.146
17	Blast FM	College campuses in Belfast and surrounding areas	Wednesday 6.30pm	Campus radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues. Based in Northern Ireland, extending broadcast into the UK			11.749
18	Shine FM	Banbridge Town	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues. Based in Northern Ireland, extending broadcast into the UK			7.385
19	Feile FM	Belfast City	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human			19.249

				rights issues. Based in Northern Ireland, extending broadcast into the UK			
20	Drive FM	Derry City	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues. Based in Northern Ireland, extending broadcast into the UK			16.720
21	West Dublin Community Radio	Southwest Dublin	Wednesday 6.30pm	Community radio station with a well established listenership. Committed to providing access to its local community. Strong focus on environmental programming and human rights issues. Based in Northern Ireland, extending broadcast into the UK			16.500

20.000 200.000

Total Irish radio audience 220.000

D4.2 REPORT ON NETWORK AND AUDIENCE KLUBRADIO

Klubradio has built a network of Hungarian local radios in order to reach the highest coverage in Hungary to have Dynamo Effect broadcasted. The local partner radios are situated in different regions of Hungary. The partners have broadcasted not only the 30 radio shows but also participated in the publicity campaign by broadcasting publicity spots on the project and the website.

Audience – typology

In order to reach the general target group, the information campaign was broadcasted on radio stations chosen according to the type of audience they attract. This is defined as a function of the characteristics of the radio stations which are all:

- Local with a close and direct relationship with their listeners;
- Strongly oriented toward the dissemination of information;
- Sensitive to the concept of the “collective good” as a superset of an individual's interest;
- Heedful of all aspects of quality of life, the environment being one of these;
- Open to dialogue with listeners, who are accorded special time and attention

Broadcasting

- All local radios had a different time for broadcasting
- Klubradio and also some other partner radios have broadcasted the shows twice a week
- Klubradio has also repeated the whole campaign
- 510 broadcasts have been aired in Hungary during the campaign

Broadcast plan (period, timetable) of Klubradio

- From 23rd of January 2010 to 21st of August 2010 every Saturday at 13:30 am and at 9 pm
- From 30th of August 2010 the repetition of the radio campaign started

No	Radio	Broadcast area (city-region-country)	Timetable of broadcasting	Audience – typology	Audience Estimated No. certificated external assessment	Audience Estimated No. internal assessment based on independent official inquiries	Audience Estimated No. internal evaluation based on potential audience
1	Aqua Rádió	Barcs – Somogy County	thursday 18.00	www.barcsmedia.hu/index_radio.php local radio, running together with a local tv and an internet news portal. Very strong connection and dialogue with local listners. Strongly			Above 10.000

				oriented toward the dissemination of information.			
2	Rádió Szentes	Szentes – Csongrád County	monday 19.15	www.szentesinfo.hu/radioszentes local radio. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.			Above 10.000
3	Lakihegy Rádió	Szigetszentmiklós – Pest County	saturday 14.00	www.lakihegyradio.hu local radio. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.			Above 10.000
4	Rádió Szarvas	Szarvas – Békés County	thursday 15.00	www.radioszarvas.hu local radio. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.			Above 10.000
5	Rádió C	Budapest	Friday 15:00	www.radioc.hu/ Budapest radio for the roma minority. Very strong connection and dialogue with			Above 10.000

				roma listners. Strongly oriented toward the dissemination of information and the current problems of society.			
6	Corvinus Rádió	Sopron – Győr-Moson-Sopron County	saturday 15.00	www.corvinusraudio.hu/ local radio. Very strong connection and dialogue with local listners. Strongly oriented toward the dissemination of information.			Above 10.000
7	Rádió 6	Százhalombatta – Pest County	Sunday 07.00	www.radio6.hu local radio. Very strong connection and dialogue with local listners. Strongly oriented toward the dissemination of information.			Above 10.000
8	Nyugat Rádió	Szombathely – Vas County	Sunday 18:00	www.nyugatradi.o.hu/ local radio. Very strong connection and dialogue with local listners. Strongly oriented toward the dissemination of information.			Above 10.000
9	Rádió Mi	Szeged – Csongrád County	sunday 11.00	www.radiomi.hu local radio. Very strong			Above 10.000

				connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.			
10	Klubrádió Debrecen	Debrecen – Hajdú-Bihar County	monday 21.00	www.klubradio.hu/index.php?id=133 Regional radiostation with local broadcasts. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.	6000		
11	Klubrádió Gyöngyös	Gyöngyös – Heves County	monday 21.00	http://www.klubradio.hu/index.php?id=188 Regional radiostation with local broadcasts. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.	5000		
12	Klubrádió Kecskemét	Kecskemét – Bács-Kiskun County	monday 21.00	http://www.klubradio.hu/index.php?id=187 Regional radiostation with local broadcasts. Very strong connection and	56000		

				dialogue with local listeners. Strongly oriented toward the dissemination of information.			
13	Klubrádió Tisza-tó	Abádszalók – Jász-Nagykun-Szolnok County	monday 21.00	http://www.klubradio.hu/index.php?id=189 Regional radiostation with local broadcasts. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.	5000		
		Tiszafüred - Jász-Nagykun-Szolnok County	monday 21.00				
14	Klubrádió Veszprém	Veszprém – Veszprém County	monday 21.00	www.klubradio.hu/index.php?id=179 Regional radiostation with local broadcasts. Very strong connection and dialogue with local listeners. Strongly oriented toward the dissemination of information.	9000		
15	Klubrádió	Budapest	Saturday 13:30	www.klubradio.hu	176000		

257.000

90.000

Total Hungarian radio audience 347.000

D4.2 REPORT ON NETWORK AND AUDIENCE RADIO ORANGE

Radio Orange has built a network of Austrian local radios in order to reach the highest coverage in Austria to have Dynamo Effect broadcasted. The local partner radios are situated in different regions of Austria. The partners have broadcasted not only the 30 radio shows but also participated in the publicity campaign by broadcasting publicity spots on the project and the website.

Audience – typology

In order to reach the general target group, the information campaign was broadcasted on radio stations chosen according to the type of audience they attract. This is defined as a function of the characteristics of the radio stations which are all:

- Local with a close and direct relationship with their listeners;
 - Strongly oriented toward the dissemination of information;
 - Sensitive to the concept of the “collective good” as a superset of an individual's interest;
 - Heedful of all aspects of quality of life, the environment being one of these;
 - Open to dialogue with listeners, who are accorded special time and attention
- a “free radio”

Broadcasting

All local radios had a different time for broadcasting
 Radio Orange and also some other partner radios have broadcasted the shows twice or even three times a week
 630 broadcasts have been aired in Austria during the campaign

Broadcast plan (period, timetable) of Orange

From 18th of January 2010 to 30st of August 2010 every Monday at 7 pm and every Wednesday at 11 am

Because In Austria there is no research on the quantity of listeners of the free radios, we have an internal evaluation about our audience. This evaluation is based on the number of people that live in the area covered by the signal of our radio and the “coefficient of audience value” for the community radios. This coefficient is calculated around 6%.

No	Radio	Broadcast area (city-region-country)	Timetable of broadcasting	Audience – typology	Audience Estimated No. certified external assessment	Audience Estimated No. internal assessment based on independent official inquiries	Audience Estimated No. internal evaluation based on potential audience
1	Radio Orange	Wien	Monday, 19 + Wednesday, 11	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning	In Austria there is no reasearch on the quantity of listeners of the free radios		144.000

				age, education and cultural background			
2	Radio Ypsilon	Hollabrunn- Retz-Znojmo	Monday, 21:00 + Friday 19:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		2.300
3	Mira – St. Pölten Campusr adio	St. Pölten	Tuesday, 10:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		3.000
4	Radio Fro 105,0	Linz	Monday 18:05 + Tuesday 06:05 and 13:05	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		11.400
5	Freies Radio Freistadt	Freistadt	Monday 16:30 + Wednesday	The Radio is local, free and non	In Austria there is no reasearch on		450

			12:00 + Thursday 14:30	commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	the quantity of listeners of the free radios.		
6	Radio B138	Kirchdorf	Tuesday 13:00 + Thursday 07:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		250
7	Radio Freequens 100,8	Liezen, steirisches Ennstal	Friday 14:00 + Wednesday 20:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		400
8	Freies Radio Salzkammergut	Salzkammergut	Wednesday 13:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers	In Austria there is no reasearch on the quantity of listeners of the free radios.		2.650

				concerning age, education and cultural background.			
9	Radiofabrik	Salzburg	Friday 12:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quaninity of listeners of the free radios.		8.800
10	Freirad	Innsbruck	Tuesday 13:06	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		7.200
11	Proton	Dornbirn, Walgau, Montafon, Feldkirch	Tuesday 17:00	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quantity of listeners of the free radios.		8.500
12	Radio Helsinki	Graz	Tuesday 08:30	The Radio is local, free	In Austria there is no		15.650

				and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	reasearch on the quaninity of listeners of the free radios.		
13	Radio Agora 105,5	Koroska/Kärnten	Wednesday 19:30	The Radio is local, free and non commercial – part of the third media sector of Austria. The audience is very divers concerning age, education and cultural background.	In Austria there is no reasearch on the quaninity of listeners of the free radios.		30.000

234.600

Total Austrian radio audience 234.600

D4.2 REPORT ON NETWORK AND AUDIENCE RADIO DREYECKLAND

In order to achieve maximum results, the generic target group to which the project is addressed is composed of all those citizens who:

1. already pay attention to and have a certain awareness of “the environmental problem”
2. have a “civic conscience” sufficient to take personal responsibility for aspects of possible solutions.

In order to reach the general target group, the information campaign will be broadcast on radio stations chosen according to the type of audience they attract. This is defined as a function of the characteristics of the radio stations which are all:

- Local with a close and direct relationship with their listeners;
- Strongly oriented toward the dissemination of information;
- Sensitive to the concept of the “collective good” as a superset of an individual's interest;
- Heedful of all aspects of quality of life, the environment being one of these;
- Open to dialogue with listeners, who are accorded special time and attention

Audience

- Only the radio in Baden Württemberg have an external audience certification by the Arbeitsgemeinschaft Media-Analyse ag.ma. The radio partner RDL has 40.000 listeners certified and 120.000 are the total listeners for the other 7 non commercial radio in the region (radio n.8-10-14-21-26-28-31). Because it's impossible to know the single audience, we give the some audience for each of the 7 radios (17.000 listeners)
- For all the other 23 radios, we have calculated the audience with the data about the people living in the areas covered by the radio signal: around 6.450.000 people. We know that the “audience coefficient” for the community radios is about 6%. The number of listeners is 348.000.

Broadcasting

- 31 radios have broadcasted the shows at different times within the same week
- altogether 1.680 shows of the 30 radio shows produced in Germany by Radio Dreyeckland have been broadcasted
- In order to reach the maximum audience, the radio shows have mostly been broadcasted twice a week

Broadcast plan (period, timetable)

- From 22th of January 2010 to 24th of September 2010 every Friday at 6 pm and every Saturday at 11am (except in July)

Radio

All radios are non-commercial and local radio station, i.e. free radios, student radios, “Offener Kanal” or “Bürgerradio”. They have a close and direct relationship with their listeners; are *Strongly oriented* toward the dissemination of (local) information; Sensitive to the concept of the “collective good” as a superset of an individual's interest; Heedful of all aspects of quality of life, the environment being one of these; *Open to dialogue with listeners, who are accorded special time and attention*

No	Radio	Broadcast area (city-region-country)	Timetable of broadcasting	Audience Typology	Audience Estimated No. certificated external assessment	Audience Estimated No. internal evaluation based on potential

						audience
1	Radio Dreyeckland	Freiburg, Baden Württemberg, Germany	Friday, 18-18,30 pm and Saturday, 8-8,30 am	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics	40.000	
2	Pi-Radio Berlin	Berlin, Germany	Tuesday, 9-9,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		35.000
3	Radio Quer	Mainz, Rheinland Pfalz, Germany	Wednesda y, 3-4 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		6.000
4	Offener Kanal Nordhausen	Nordhausen, Thüringen, Germany	Monday 1-1,30 pm and Wednesda y 11-11,30 am	Citizen Radio, all social structures and ages		5.000
5	Radio LOHRO	Rostock, Mecklenburg	Monday and	Alternative/ Student Milieu		5.000

		Vorpommern, Germany	Wednesday 6-6,30 pm	with a high grade of education and consciousness for environmental topics		
6	OS Radio	Osnabrück, Niedersachsen, Germany	Saturday 09.05- 09,35 am	Citizen Radio, all social structures and ages		7.000
7	Radio ARA	Luxembourg	Sunday, 1-1,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		24.000
8	Radio StHörfunk	Schwäbisch Hall, Baden- Württemberg, Germany	Tuesday, 3-4 pm, Wednesday, 11-12 am	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics	17.000	
9	Freies Radio Kassel	Kassel, Hessen, Germany	Friday, 6-6,30 pm and Saturday, 10-10,30 am	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		15.000
10	Radio Free FM	Ulm, Baden Württemberg, Germany	Monday, 3-3,30 pm	Alternative/ Student Milieu with a high grade of	17.000	

				education and consciousness for environmental topics		
11	Radio Flora	Hannover, Niedersachsen, Germany	Tuesday 7,30-8 pm Wednesday, 4-4,30 pm, Friday, 3-3,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		webradio
12	Radio Z	Nürnberg, Fürth, Erlangen, Bavaria, Germany	Tuesday, 6-7 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		72.000
13	Stadtradio Göttingen	Göttingen, Niedersachsen, Germany	Wednesday, 3-3,30 pm	Citizen Radio, all social structures and ages		7.000
14	Kanal Ratte	Schopfheim, Baden Württemberg, Germany	Monday, 12-12,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics	17.000	
15	Radio Offener Hörfunkkanal Jena	Jena, Thüringen, Germany	Saturday, 2-2,30 pm, Monday, 8-8,30 pm	Citizen Radio, all social structures and ages		6.000

16	Radio F.R.E.I.	Erfurt, Thüringen, Germany	Thursday, 10,30,11 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		11.000
17	Radio Intercult		Wednesda y, 5-5,30 pm, Thursday, 7-7,30 am, Monday, 1- 1,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		Web-Radio
18	Radio Corax	Halle/ Saale, Sachsen- Anhalt, Germany	Monday, 5.30-6 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		9.000
19	LORA München	München, Bavaria, Germany	Wednesda y,9-10 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		80.000
20	OK Saalfeld	Saalfeld, Thüringen, Germany	Wednesda y, 1,05- 1,35 pm	Citizen Radio, all social structures and ages		4.000
21	Freies Radio Stuttgart	Stuttgart, Baden Württemberg, Germany	Fri, 6-9 pm	Alternative/ Student Milieu with a high grade of	17.000	

				education and consciousness for environmental topics		
22	Radio Blau	Leipzig, Sachsen, Germany	Saturday, 4-5 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		7.000
23	Radio T	Chemnitz, Sachsen, Germany	Saturday, 3-3,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		9.000
24	Rundfunk Meissner	Eschwege, Hessen, Germany	Friday, 3-3,30 pm	Citizen Radio, all social structures and ages		12.000
25	HSF Studentenradio	Ilmenau, Thüringen, Germany	Sunday, 7-8 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		2.000
26	Freies Radio Freudenstadt	Freudenstadt, Baden Württemberg, Germany	Wednesday, 7-7,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental	17.000	

				topics		
27	Radio Unerhört	Marburg, Hessen, Germany	Thursday, 6.30-7 pm, Friday, 1,20-2 am, 1,30-2 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		10.000
28	„Wüste Welle“- Freies Radio Tübingen/Reutlingen e.V.	Tübingen/ Reutlingen, Baden Württemberg, Germany	Monday, 10-11 am, Friday, 10- 11 am, Thursday 5-6 pm, Wednesda y, 5-6 pm,	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics	17.000	
29	Coloradio	Dresden, Sachsen, Germany	Wednesda y, 9-9,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		2.000
30	Radar	Darmstadt, Hessen, Germany	Friday, 7- 7,30 pm	Alternative/ Student Milieu with a high grade of education and consciousness for environmental topics		20.000
31	Querfunk	Karlsruhe, Baden Württemberg, Germany	Thursday, 4-4,30 pm, Sunday 9,30-10 am	Alternative/ Student Milieu with a high grade of education and consciousness for	18.000	

				environmental topics		
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160.000

387.000

Total German radio audience 547.000