

<b>Action E.9</b>	Feature on local popular media
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>The project aims to feature in local popular media - TV, newspapers, magazines, and radio - on a quarterly basis. This will maximise visibility of the project and its aims, bringing it closer to the public, and increasing exposure. This will also help to generate interest in the project, which will be especially significant for the purposes of Action E11.</p> <p>Each feature will be tailored to the specific target audience on a case-by-case basis, ensuring that the language is not excessively technical and that a wide-ranging audience is kept interested. The features will expand on the project's aims, its actions, the methodologies being employed, the results, and lessons learnt, as applicable. Where possible, images and footage will also be presented. Every feature will refer to the LIFE fund, as per publicity requirements, to ensure the visibility of the fund.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>This action is necessary in order to ensure maximum visibility for the project. Such visibility and publicity is crucial for the project's aim to generate interest and raise awareness among the general public, to bring about a change in behaviour. This action presents an unparalleled opportunity for the project to bond with the public in a way which websites, videos, brochures and other publications cannot. The project manager appearing on TV programmes and being heard on the radio will make the project a household name. Features in local newspapers and magazines will be of general interest, and will provide information targeting specific audiences, thereby helping to generate interest across all sectors of the public.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>The project will feature in a minimum of one TV or radio programme, newspaper or magazine per quarter. The interest generated by this action is expected to be reflected in the number of visitors to the website and subscribing to the mailing list, and the number of volunteers participating in the boat-based surveys.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>TV programmes, the local newspapers, Radio Programmes, and magazines normally feature such items at no cost.</p> <p>The cost of the involvement of the project manager is subsumed under Action F1.</p> <p>total costs €0</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	