

Communication to the Public: the third level of a process

Radio programs “Living Land”

MINHA TERRA NETWORK (Portugal)



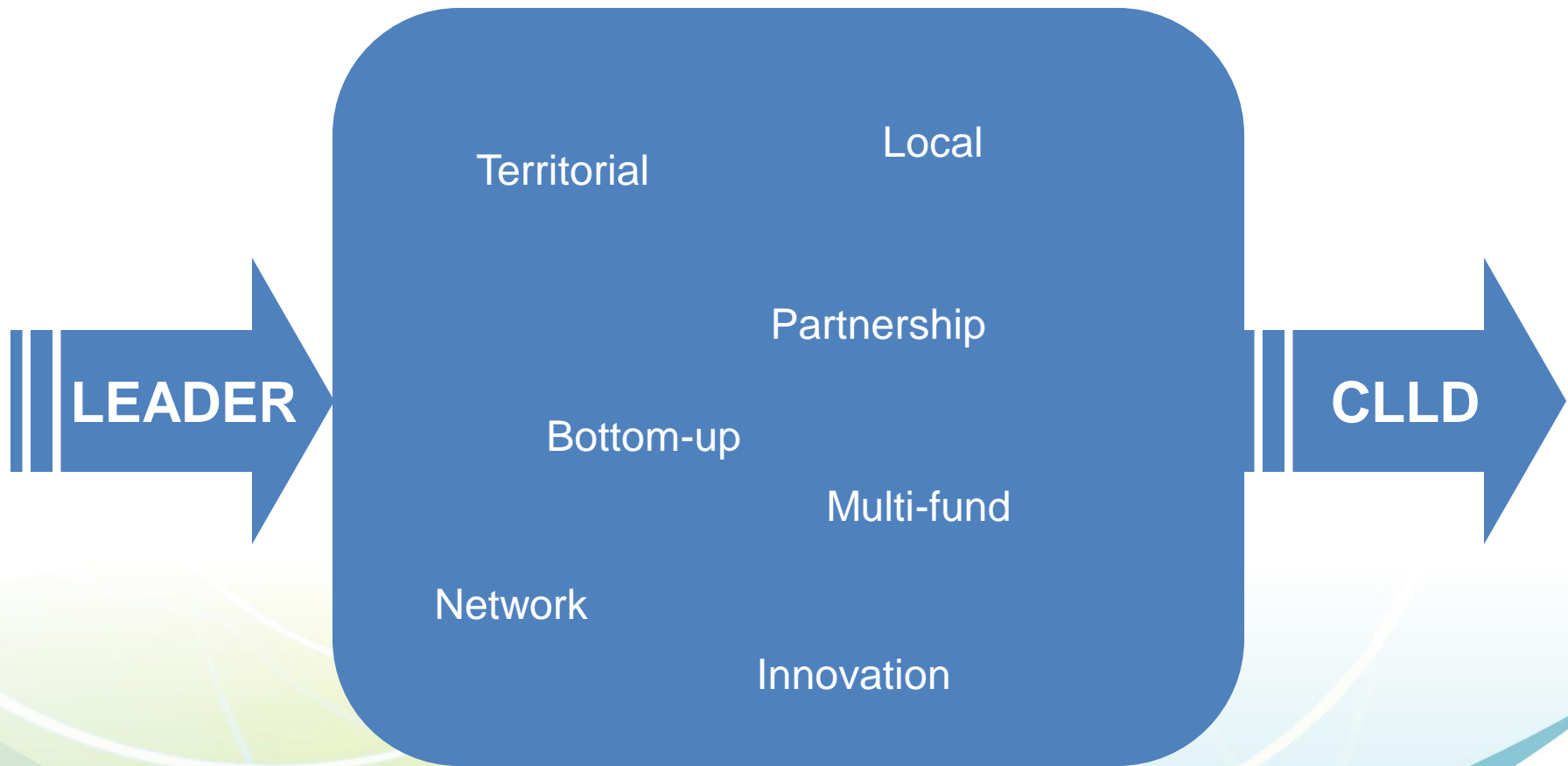
Project promoter

- Organisation** MINHA TERRA – Federação Portuguesa de Associações de Desenvolvimento Local
NGO – Non-Governmental Organization
Network which aggregates 53 local development associations responsible for a territorial and multi-fund approach in Portuguese rural areas.
- Members** Each one of the 53 associations is a Local Action Group (LAG) managing LEADER in Portuguese Rural Development Programs, on an integrated intervention, as Community-led Local Development (CLLD), using Local Development Strategies (LDS) on a territorial approach.



LEADER [Link between the rural economy and development actions]

for
nt



Communication



Three levels of communication:

- Internal communication between MINHA TERRA and its members
- Communication to stakeholders
- Communication for general public

Three kinds of communication production:

- Communication performed by the MINHA TERRA team
- Communication carried out in collaboration
- External production



Communication process

for
nt

Public

MT members

Stakeholders

General
public

Products



“LIVING LAND”

Resources

MT team

Mixed resources

External
resources



“Living Land”: Summary



The project consisted in producing and broadcasting 30 short radio programs in the main Portuguese news radio

- Around 2 minutes each



Each one presenting a LEADER project

- His promoters opinion, difficulties, and the importance of LEADER and the Local Action Group that managed it locally



The objective was to raise awareness about LEADER approach and show, to the public, that the rural areas are active and alive

- Present the diversity of projects that LEADER supports



Objectives and strategy

for
nt

Show the general public how CAP funds are distributed, in order to ensure the integrated development of rural areas and territorial cohesion.

By presenting a variety of successful LEADER projects in different regions and sector areas: entrepreneurship, environment, local products, tourism, social services, etc.

The selected projects are good examples of public spending, job creation, diversification of rural economy and improvement of quality of life in rural areas.

A partnership with the leading Portuguese news radio (TSF) gave credibility to the programs, and allowed to reach a wide audience, well informed, and mostly urban (400.000 listeners).



Structure and impact

30 programs (2')

67 promos (35'')

Leading Portuguese news radio (TSF)
"Peak time" (8:45 a.m.)
Journalistic approach
Low budget (38.000€)

Raised public awareness (400.000 people) about LEADER as an important part of CAP.

Showed, through concrete examples, how supported projects have changed people's life in rural areas.



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Thank you for your attention.

