

ESTONIA

Information & promotion activities

Location
Estonia

Programming period
2007 – 2013

Measure
511 – Technical Assistance

Funding (EUR)
Total budget 51 120
EAFRD 38 340
National/Regional 12 780

Project duration
2013 – 2013

Project promoter
Estonian NRN

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An Estonian NRN TV-project helped change the public perception about rural life.

Summary

Promoting Rural Development Programme (RDP) projects on TV programmes encourages people to form a more positive image and understand the value of living and working in the countryside. The Estonian NRN's initiative to introduce RDP projects on TV, is highly visual and supports the objective of promoting the rural life.



The Estonian NRN contracted the Estonian Public Broadcasting station to produce two TV programmes. The first, called "Ilus Maa" ("Beautiful Country"), included 30 video clips, which ran for 7-10 minutes each. The second programme was a TV show/quiz called "Eesti mäng" ("Estonian game").

Results

According to the audience measurement, the two programmes received high ratings and the feedback was very good. The programmes promoted rural actors, local products and different rural areas.

The TV-programme "Ilus Maa" ("Beautiful Country") had 673 000 viewers. The popular TV-show/quiz "Eesti mäng" ("Estonian Game") reached an audience of 3 428 000 viewers. The programme's popularity was high, especially in rural areas – with 1 265 000 TV-viewers –, 1 194 000 viewers in larger cities and 975 000 viewers in smaller cities and towns. Considering Estonian's small population (1 315 million), these results are remarkable.

Lessons & Recommendations

- ❑ The high viewing figures demonstrate the reach of TV and how it can be used as an excellent tool for promoting the RDP and its work to the wider public.
- ❑ It was noted that not all good projects make for informative and/ or attractive video clips i.e. 'good TV'. It is a rather challenging task to find good RDP projects that help raise awareness and are 'TV friendly'.