

Jaana Komi

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Lähetetty: 2. toukokuutata 2017 13:28
Vastaanottaja: kata.bunyevacz@grantseurope.eu
Aihe: FW: RURAL GROWTH. Send the links or pdf version of your completed media appearances to Savonlinna and LP
Liitteet: RURAL_AMBITION SETTING VISIT.jpg
Merkinnän tila: Merkitty

From: Alberto Lorente Saiz [mailto:alberto@crea360.es]
Sent: Tuesday, April 11, 2017 6:18 PM
To: Agnes Kovacs <agnes.kovacs@grantseurope.eu>; József Pál Lieszkovszky <jozsef.lieszkovszky@grantseurope.eu>; Komi Jaana <Jaana.Komi@savonlinna.fi>; Ulla Peräkorpi <Ulla.perakorpi@gmail.com>
Cc: Medina21 Europa <medina21europe@gmail.com>; Medina21 <medina21@medinadelcampo.es>
Subject: RURAL GROWTH. Send the links or pdf version of your completed media appearances to Savonlinna and LP

Dear friends,

I'm sending you the media appearances of Rural Growth in Spain (1st and 2nd Semester). It is a pity in the second semester because newspapers made some mistakes in the press releases. They sometimes changed the name of the projects, etc. and we lost some good opportunities to disseminate the project at regional level. I have not included them.

1st Semester:

NEWSPAPERS (at paper and online version). Some of them were published because we (Mr. David Muriel and Me) wrote as a press release, and it was sent to all newspapers by the Municipality publicity department:

“Diario de Valladolid” (Valladolid’s Newspaper). Provincial newspaper. Date: 12/02/2016

http://www.diariodevalladolid.es/noticias/provincia/ue-adjudica-medina-200-000euros-plan-interreg_44087.html

“La Vanguardia” (National Newspaper (It is one of the top ten national newspaper) in the Regional Section of Castilla y León).

Date: 11/02/2016

<http://www.lavanguardia.com/politica/20160211/302088677312/medina-del-campo-participara-en-un-proyecto-europeo-para-dinamizar-empresas.html>

“La Voz de Medina” (Local Newspaper. Medina del Campo and neighbour villages and towns). Date: 12/02/2016

<http://www.lavozdemedinadigital.com/wordpress/2016/02/medina-recibira-200-000-gracias-al-proyecto-rural-growth/>

Moreover, at regional level, there was this news about the new local employment strategy, where Rural Growth was mentioned as a one of the new initiatives implemented by the Municipality. Date: 10/05/2016

<http://www.elnortedecastilla.es/valladolid/201605/10/medina-pone-marcha-nuevo-20160510102539.html>

RADIO

There were some appearance at local (or county) level from “la Cadena Ser”, that is a National Radio Station but it has local and provincial stations or transmissions:

Date: 15/06/2016

<http://www.radioaranda.com/radiomedina/noticias/medina-pone-en-marcha-un-proyecto-europeo-para-trabajar-la-mejora-de-la-competitividad-de-las-pymes-/>

Date: 12/02/2016

<http://www.radioaranda.com/radiomedina/noticias/medina-del-campo-forma-parte-de-un-proyecto-europeo-de-cooperaci-n-territorial/>

WEBSITES

*These both examples took the official press release and post in their website.

Other example was this website (www.finanzas.com) who share the news of the project approval, as the previous newspapers. This financial news website, is part of a group of Spanish newspapers. This group is

formed by some of the most important Spanish newspapers (as ABC, ElCorreo.com or el Norte de Castilla – in Castilla y Leon).

<http://www.finanzas.com/noticias/empresas/20160211/medina-campo-participara-proyecto-3347203.html>

The project was also disseminated in other local or regional “non-official” websites as for example this one that is a website that disseminate news and events from all the Municipalities of Castilla y León. But, the article is the same that one of the newspapers. They copied and pasted.

<http://www.pueblosycomarcas.com/index.php/otras-comarcas/9179-medina-del-campo-participara-en-un-proyecto-europeo-de-cooperacion-territorial-en-el-ambito-del-desarrollo-local>

2nd Semester:

Newspapers:

About the Ambition Setting Visit of Rhona Pringle:

I'm sending you attached the press release of the regional newspaper "El Norte de Castilla".

It also has appeared in the local newspaper:

<http://www.lavozdemedinadigital.com/wordpress/2016/12/el-proyecto-rural-growth-se-cita-en-medina-con-la-ruta-del-vino-de-rueda/>

About the meeting in Savonlinna:

<http://www.lavozdemedinadigital.com/wordpress/2017/03/la-villa-medinense-presento-en-finlandia-su-estrategia-de-desarrollo/>

Interregional meeting in Amarante (Portugal):

Portuguese Newspaper:

<https://www.averdade.com/2017/02/12/amarante-e-medina-del-campo-lancam-rede-internacional-de-destinos-de-enoturismo/>

Indirect promotion of the project:

In this article, the regional newspaper talked about the Rueda Wine's Route and they mentioned its involvement in Rural Growth project. They wrote some sentences about the project.

<http://castillayleondevinos.elnortedecastilla.es/enoturismo/la-gesti-n-line-de-la-ruta-del-vino-de-rueda-obtiene-la-mejor-valoraci-n-entre-14122016.html>

In this one, the journalist wrote some sentences about the meeting in Amarante at the final of the article:

<http://www.pueblosycomarcas.com/index.php/otras-comarcas/11668-medina-participa-en-el-evento-de-networking-del-programa-europeo-de-cooperacion-regional-interreg-sudoe>

Websites:

About the meeting in Savonlinna.

Website specialized in regional news

<http://www.noticiascyl.com/valladolid/provincia-valladolid/2017/03/23/medina-del-campo-lleva-su-estrategia-de-desarrollo-a-finlandia/>

Website of the Network of Local Development entities:

<http://asociacionredel.com/medina-del-campo-prsenta-en-finlandia-su-estrategia-de-desarrollo/>

About the meeting in Amarante (Portugal).

Website of the Municipality of Amarante (Portugal):

<http://www.cm-amarante.pt/pt/noticias/amarante-e-medina-del-campo-lancam-rede-internacional-de-destinos-de-enoturismo>

The Government of the Province of Avila (Castilla y León) participated in the meeting and for this reason, they also did a publicity effort:

<https://avilared.com/not/24893/posibilidades-del-enoturismo/>

<http://www.negocioscastillayleon.com/la-diputacion-de-avila-promociona-el-enoturismo-de-la-provincia-en-la-localidad-portuguesa-de-amarante/>

YOUTUBE:

Video of the Meeting in Amarante:

<https://www.youtube.com/watch?v=MufCuGejNoo>

Please, let me know if you need further information.

Thank you a lot.

All the best,

Alberto