

MEDIA COVERAGE BY PROJECT UPDATED 21.6.2011

DYSLEXIA

Publication/programme	Circulation/audience	Other notes/explanations
Politis n/paper 7/10/10	16 000	
Avrica		No readership figures available for T/Cypriot press
Halkin Sesi		
Volkan		
CyBC1 TV programme '7-10 Live programme' 22/10/10	8 213	Prime time just after the news. P Caterina Kalavas and representative of the Cyprus Dyslex Association- disc
This was repeated: <ul style="list-style-type: none"> Late night repeat shows Satellite reaching the diaspora CyBC internet CyBC2 TV channel late night show 		No audience figures are recorded for these shows
CyBC 'Biz-Emeis' bi-communal programme 28/10/10 19.00	5 034	
This was repeated: <ul style="list-style-type: none"> Late night satellite show CyBC internet 		No figures kept for these shows
CyBC 'Symviosi kai Polipolitismikotita' radio interview with P Caterina Kalava 20/11/10 on 1 st programme 10.15-11.00	14 000	This was a very long interview on the occasion of the Dyslexia booklet, however, P Caterina relayed many messages of Rotary principles and Rotarianism- disc
Also the booklet launch was advertised on CyBC by: <ul style="list-style-type: none"> 5 spots on CyBC1 TV 5 spots on CyBC radio 	No figures available	

'DRIVE LEFT' Road Safety Project:

Publicationon/programme	Circulation/audience	Other notes/explanations
ALITHIA n/paper 6/9/10	6 000	
IN BUSINESS e-mail version	10 000	
PHILELFTHEROS n/paper in 2 places	22 000	
POLITIS n/paper	16 000	
On main TV evening news programmes:		
• Sigma Channel	38 090	
• Antenna Channel	27 660	

Environmental project: 'CLEAN CYPRUS'

Politis N/PAPER 15/9/10	16 000	
TV main evening news SIGMA Channel	38 000	
Cyprus Mail 10.3.11	40 000	
Phileleftheros 13.3.11	22 000	
Cyprus Weekly 1.4.11		
Financial Mirror 6.4.11		
Haravgi 17.4.11		
Also related to this project with ASPELIA mention:		
• Biodiversity paper was on Intercollege web-site for a month		
• Posted on the Commissione for the Environment's websi for a month	Web-site and blog receive 300 and 100 visits respectively per day	Figures given by Commissioner for Environment office Commissioner also circulated to 1500 addresses o his mailing list

Media coverage of other smaller projects/events:

Painting at Pediki Stegi <ul style="list-style-type: none"> • Tileores weekly magazine • Periodiko weekly magazine 	16 000 10 000	
Ambassador Young's lecture <ul style="list-style-type: none"> • Cyprus Mail 11/11/10 	40 000	
Eating Disorders Center <ul style="list-style-type: none"> • Cyprus Weekly 29/10/10 	15 000	
Dyslexia 2 project 'Training the Trainers' Dyslexia Assoc was interviewed on Astra Channel on 8/10/10 about this and the contribution of Aspelia was mentioned. The radiomagazino programme was 'O kosmos me hamogelo'	High profile program no figures kept only percentages of audience pie.	

ALZHEIMER PROJECT – Goran's sponsored ride still on-going

Alzheimer Project: this was covered on programme 'Vale Antenna' on 17/1/11: Rotary Clubs mentioned as the main sponsor of the Home.	22 000	
Sunday Mail 12.6.11 - Goran		
Phileltheros 18.6.11 - Goran		

Source: Wherever figures are given these have been furnished by:

CyBC, Nielsen Audience Measurement Cyprus (AGB) and for the printed materials from the respective sales/circulation departments of the publications themselves.

NOTE: All the above can be substantiated either with press clippings or reference to RC of Nicosia-Aspelia website

Also: District Magazine

Issue 418 September/October 2010 covered the Gala Dinner at the Presidential Palace extensively.

Issue 419 November/December covered various Aspelia activities widely including the successful Christmas Party.

Issue 421 – wide coverage of all Aspelia activities

We extend a warm thanks to PP Biland Sadek for his contribution in keeping Aspelia in the District news.

Rotary-Caterina/Press-Media exp summary chart