

## Ground breaking event 22 October 2024 in Lezhë- Summary report about media coverage and outreach

### Summary overview

The major objective for planning this event was to reach maximum national TV coverage and maximum outreach on social media and YouTube.

### Full video coverage of the event for streaming

A company was hired offering live coverage of the event, with three cameras, live editing, and live streaming of the event.

The stream was provided through the “Facebook” account of the Ministry of Infrastructure and Energy, and has been viewed directly in this channel around 750 times 3 days after posting and received 43 likes.

### News reports

All material was made available to TV stations for editing their own news reports. 8 TV stations produced news on the event, with the usual length of between 1:20 min and a bit over 2 min. In total the airings of these news, which were repeatedly broadcasted by several TV stations, sums up to a total of about 36 min (as compared to 67 min airing time for the event in Fier on 15 March 2024).

### Audience / Outreach

#### TV stations

Referring to outreach and audience: The four major TV stations reported in total about 15,000 tl 20,00 viewers of their live newsstream.

Looking at the news reports posted on YouTube, there have been 3,195 views of all the 10 news reports from the TV stations.

#### MIE

Figures about access to the news (<https://www.infrastruktura.gov.al/ceremonia-per-nisjen-e-zbatimit-te-programit-infrastruktura-bashkiake-v/>) and the photogallery (<https://www.infrastruktura.gov.al/ceremonia-per-nisjen-e-zbatimit-te-programit-infrastruktura-bashkiake-v-2/>) are not available.



## AKUK

On the website of AKUK cannot be found any news about the event. Instagram no post. Facebook???

## WPIP / MIP V

<https://wpip-mipv.al/ground-breaking-ceremony-in-lezhe-sets-the-start-of-the-works-on-the-wpip-mip-v-16-million-euros-investment-measures/>

# Ground breaking event 22.10.2024 in Lezhë- Overview table about media coverage and outreach

TV Station	News report	Total airing time	Audience	Link
TV Klan	1:33 min / aired twice at 19:30 news show at TV Klan and 00:00 night news programme	About 3:00 min	<b>10, 00 viewers on YouTube on both news shows /</b> aired twice at 19:30 news show at TV Klan and 00:00 night news programme	Klan News and Klan TV - <a href="https://www.youtube.com/watch?v=xUIWzNlzb1o">https://www.youtube.com/watch?v=xUIWzNlzb1o</a> (780 views)
Klan News	1:33 min 4 times	About 6 min	<b>About 2, 500 views on YouTube on news shows /</b> aired four times	Klan News and Klan TV - <a href="https://www.youtube.com/watch?v=xUIWzNlzb1o">https://www.youtube.com/watch?v=xUIWzNlzb1o</a> Same as above
A2 CNN	11 min / as part of 3 hours news programme	11 min	About 3,600	A2 CNN - <a href="https://www.youtube.com/watch?v=Ln5Tndk2pk">https://www.youtube.com/watch?v=Ln5Tndk2pk</a> (min 25 to min 36) 3,600 views
RTSh and RTSh 24	1:23 / aired one time at 20:00 news show	1:23	About 400 views of news show / aired four times	Public Broadcasted RTSH - <a href="https://www.youtube.com/watch?v=KlvaWTAfnj4">https://www.youtube.com/watch?v=KlvaWTAfnj4</a> 45 views
ABC News Albania	1:44 Aired twice	About 2:30	<b>About 300 views of news show /</b> aired two times	ABC News Albania - <a href="https://www.youtube.com/watch?v=mlFpCWSSez8">https://www.youtube.com/watch?v=mlFpCWSSez8</a> 212 views
Scan TV	2:24 / aired 1 time	2:24	<b>About 800 views of news show /</b> aired one times at evening news show at 19:00	Scan TV - <a href="https://www.youtube.com/watch?v=HX0hxPYDdNs">https://www.youtube.com/watch?v=HX0hxPYDdNs</a> 724 views
Ora News	1:51 / aired about 4 times	7:20 min	News report viewed on YouTube: 543	Ora News - <a href="https://www.youtube.com/watch?v=BriAAP6B9Tg">https://www.youtube.com/watch?v=BriAAP6B9Tg</a> 544 views
EuroNews	2:40 As part of over 2 hour news programme	2:40	4,800 viewers	Euro News - <a href="https://www.youtube.com/watch?v=OTfLQR5wtEs">https://www.youtube.com/watch?v=OTfLQR5wtEs</a> (1:14:27 – 1:17:10) 4,800 views
<b>TOTAL</b>		<b>About 36 min</b>	<b>YouTube audience of News Shows: Viewers full news show: estimated over 20,000</b>	<b>Viewers of the separate news reports on youtube, not as part of a news programme: about 2,300</b>