E.1. Radio broadcasts / podcast episodes

Educational Radio Broadcasts Campaign (11 spots)

As part of the educational and informational activities, a radio campaign was carried out on Polish Radio Katowice, reaching the entire Silesian Voivodeship. The campaign featured 11 different spots in the form of expert interviews, addressing key issues related to air quality, climate protection, and the benefits of pro-environmental actions. The broadcasts covered topics such as reducing low emissions, renewable energy sources, building energy efficiency, low-emission transport, and everyday habits that help improve air quality. Using a conversational format made the content more accessible and engaging, helping listeners better understand the discussed topics.
In total, 150 spots were broadcast, ensuring wide reach among the region's residents and reinforcing the message of the "Silesia. Blue Sky Restored" campaign through one of the most important regional public media outlets.

The spots are available HERE.

Polskie Radio Katowice

Doradca:	Patryk Kurasiewicz
Klient:	Aplan Media
Nazwa kampanii:	
Długość spotu:	10" 15" 20" 25" 30" 35" 40" 45"
	2

Ilość emisji	wartość emisji RC:	zwyżka	rabat 1	rabat 2
150				

	26 sie 24	27 sie 24	28 sie 24	29 sie 24	30 sie 24	31 sie 24	1 wrz 24	2 wrz 24	3 wrz 24	4 wrz 24	5 wrz 24	6 wrz 24	7 wrz 24	8 wrz 24	9 wrz 24	10 wrz 24	11 wrz 24	12 wrz 24	13 wrz 24	14 wrz 24	15 wrz 24	16 wrz 24	17 wrz 24	18 wrz 24	19 wrz 24	20 wrz 24	21 wrz 24	22 wrz 24	23 wrz 24	24 wrz 24	25 wrz 24
	pon	wt	śr	czw	pt	sob	niedz	pon	wt	śr	czw	pt	sob	niedz	pon	wt	śr	czw	pt	sob	niedz	pon	wt	śr	czw	pt	sob	niedz	pon	wt	śr
06:00 - 06:59								2	1	2	1	2	1		2	1	2	1	2	1											
07:00 - 07:59							1		1		1			1		1		1			1										
08:00 - 08:59								1		1		1	1		1		1		1	1											
09:00 - 09:59							1		1		1			1		1		1			1										
10:00 - 10:59								1		1		1	1		1		1		1	1											
11:00 - 11:59							1		1		1			1		1		1			1										
12:00 - 12:59							1	1	1	1	1	1	1	1	1	1	1	1	1	1	1										
13:00 - 13:59							1	1	1	1	1	1	1	1	1	1	1	1	1	1	1										
14:00 - 14:59							1	1	1	1	1	1	1	1	1	1	1	1	1	1	1										
15:00 - 15:59							1	1	1	1	1	1	1	1	1	1	1	1	1	1	1										
16:00 - 16:59							1	1	2	1	2	1	2	1	1	2	1	2	1	2	1										
17:00 - 17:59							2	1		1		1	1	2	1		1		1	1	2										
18:00 - 18:59																															
19:00 - 19:59																															
20:00 - 20:59																															
21:00 - 21:59																															
22:00 - 22:59																															
23:00 - 23:59																															
TOTAL						0	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10						0	0			

**Due to the inability to attach audio files, a description with links directing to the spots was proposed.*