

Pathways: Community Climate Resilience

Appendix 4: Media Table

DATE	MEDIA OUTLET	FORMAT	DESCRIPTION	LINK TO COVERAGE
24/09/24	YB&GN web	Text + images	Installation review	https://bit.ly/4dcpl2k
24/09/24	FB x 4pp (BG + 3 associated pages)	Link to BG web	Installation review	https://www.facebook.com/100083060782535/posts/514962637949091/
21/09/24	FB x 1p	Text + images	Installation invitation	https://www.facebook.com/100083060782535/posts/512771694834852/
09/09/24	FB x 4p	Text + images	Stencil workshop review	https://www.facebook.com/100083060782535/posts/504607868984568/
06/09/24	FB x 1p	Text + images	Sandbag filling / call to participate	https://www.facebook.com/100083060782535/posts/502579029187452/
SOCIAL MEDIA N/A FOR PERIOD				
03/05/24	FB x 4p	Link to YB&GN web	Review Walkshop	https://www.facebook.com/100083060782535/posts/424434390335250/
24/04/24	FB x 4p	Link to YB&GN web		
25/04/24	FB x 1p	Text + images		
26/04/24	FB x 1p	Text + images		
27/04/24	FB x 1p	Text + images		
13/09/24	Cumann na Daoine (CnD) website	Post	Reschedule Textile Trail	https://www.cumannnadaoine.com/rescheduled-blue-green-pathways-textile-trail-soundscape/
07/08/24	CnD website	Post	Sandcastle Challenge	https://www.cumannnadaoine.com/8480-2/
06/12/23	CnD website	Post	Launch event	https://www.cumannnadaoine.com/blue-green-network-video-project-celebration-launch/

SOCIAL MEDIA N/A FOR PERIOD				
INSTAGRAM DATA N/A				
17/10/24	YB&GN web updates	Text & gallery	Event review / next action	https://www.youghalblueandgreennetwork.ie/projects
24/09/24				
10/09/24				
09/09/24	CRY104fm	YB&GN Radio Show	Targeted sections of monthly pre-recorded show	13 updates to date 2024
12/08/24				
13/06/24				
	CRY104fm	Interviews on air	With artists	
In week preceding each event	CRY104fm	Daily mentions in Community Notices	Details of each event and project contact details	
12/23	Press	Press release + image	Launch event, project overview	Youghal News www.facebook.com/youghalonline
04/24		Press release + image	Project overview, call to participate	Youghal News www.facebook.com/youghalonline
08/24		Post-event press release + images (sent to Youghal News, Dungarvan Observer & Cork Examiner)	Sandcastle Challenge	
09/24		Press release + images (sent to Youghal News & Dungarvan Observer)	Textile Trail & Soundscape	Youghal News www.facebook.com/youghalonline
14/08/24		Advertisement	Sandcastle Challenge	Youghal News 14/08/24
11/09/24		Advertisement	Textile Trail & Soundscape	Youghal News 11/09/24
28/08/24	YouTube	video	Sandcastle Challenge	https://youtu.be/yyp_6X-8HYI?si=ynSZ24kZ20FU9QgM
12/11/24	Press	Advertisement	Town Hall event	Youghal News 12/11/24
12/11/24		Press release + images	Town Hall event	Youghal News 12/11/24

		(sent to Youghal News, Dungarvan Observer & Cork Examiner)		www.facebook.com/youghalonline
	Facebook 1p	14 posts	Town Hall event / flood facts	
	FB 4pp	3 posts	Town Hall event / flood facts	
	BG web	2 page updates	Pre event	
12/11/24	CnD web	1 page update	Pre event	
26/11/24	press	Press release	Post Town Hall event + images	Youghal News 11/12/24 www.facebook.com/youghalonline
26/11/24	BG web	1 page update	Post event	www.youghalblueandgreennetwork.ie/projects
Similar pattern for December, including release of sound files, web galleries, report et al				