



Radio slots of up to 1 hour with local radio broadcasters

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In the presence of the mentioned radio presenters we have discussed the various energy related issues on air. In spite of the fact that the Maltese radio stations broadcast across the archipelago, some radio stations may still attract a particular kind of listener. Listeners may be classified by age, locality, religious belief and sub-culture. The variety instilled the need of specific media which could be utilized accordingly to fulfill their requests. This required the scrutiny of various points and details affecting the related domestic applications as highlighted by the participants on air.

Introduction: The radio broadcast began with the definition of the public deed of MIEMA as IEE. This entailed a short explanation of the services being carried out at the agency such as the info days, seminars, online support to the public and the radio slots themselves

Feedback: During each session there were various listeners who participated by contacting us by phone. On air we described the various issues which affected particular regions and families. Some of the participants confirmed the usefulness of the tips mentioned.

Dividing wheat from chaff: Intelligent energy utilization needs to tackle various illicit perspectives which may be induced by stereotypes and misconceptions. These included simple tips as those illustrated on www.miema.org.

Costless audits: Efficient appliances are stereotypically related to expensive *A class* items. The relatively frequent monitoring of the energy meter can instill feedback on the consumption patterns at home. For example: if a family at night is off to sleep and the electrical meter is billing 5KW then there must be some appliances still being powered. In this manner we can instill a “peer pressure” within any nuclear family.

Conclusion: Information days and seminars need to be tackled specifically in relation to the target audience. Information must adapt to their current situations and framework of thought. On a domestic basis I insist that those with a relatively lower income would be keener to improve their households.



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