

Rai's new programming schedule to face the Covid-19 emergency

- **News:**

- Tg1: three main editions at 8 am, 1.30 pm and 8 pm;
- Tg2: three main editions, at 8.30 am, 1.00 pm and 8.30 pm, plus Rai Parlamento's edition in the afternoon;
- Tg3: three editions at 12.00 am, 2.20 pm (preceded by the regional edition) and at 7.00 pm (followed by the regional edition) plus "Linea Notte" (the night news insights);
- Rai Parlamento's usual editions;
- All day long RaiNews24 intervenes on the above mentioned channels in order to provide real time updates.

- **Enhancement of the sign language programmes:**

The main news editions are simultaneously translated in the sign language while 2 subtitled editions have been added to the 1.30 pm time slot of the Tg1 and the 7 pm time slot of the Tg3. Since the 16th March sign language interpreters have been working remotely, connected via Skype, in order to reduce the risk of contagion.

- **Rai's signature of an agreement with the Ministry of Education, ensuring enhanced cultural and educational contents:**

- "*Speciale Scuola 2020*" lists all the resources and educational tools which can be useful to support teaching, e-learning and research, divided by subject;
- the tutorial "*Scuol@Casa*" offers e-learning advices in 10 episodes;
- the social media campaign "*La cultura a casa tua*", launched on Rai Cultura, Rai5, Rai Storia and Rai Scuola's Facebook,

Twitter and Instagram accounts, posting links to Rai's articles, insights and cultural programs;

- continuous updating of the special insight "***La cultura non si ferma***" ("**Culture does not stop**" -www.raicultura.it/speciali/laculturanonisiferma/). The focus is on making available online initiatives by museums, theatre companies, artists, writers and civil society associations to tackle the emergency;
- RaiPlay and Rai Scuola's adhesion to the Education Ministry's campaign **#LaScuolaNonSiFerma**: Rai's digital platform, which counts more than 15 million subscribers, is offering updated thematic playlists framed within an apposite section, entitled "Learning". This section will be divided according to different subjects and to the users' age, ranging from kindergarten children to high school teenagers. Playlists will be sponsored both on RaiPlay's and the Education ministry's social accounts in order to foster the maximum promotion and circulation among teachers, students and families.

Still in the framework of the campaign

#LaScuolaNonSiFerma, RaiPlay will host five meetings with historians, artists, writers, making brand-new online lectures.

The format, called "**RayPlay Incontra**", promotes interaction by envisaging the possibility for students to address questions to the teaching guests which will reply them with a video answer.

"Gioca e Crea", ("Play and Create"), will be the first selection of creative crafts activities dedicated to the children while the playlist "**Facciamo Coding!**", ("Let's code!"), will provide informatics essentials to primary school children. On the other side, middle school kids will be able to deepen science knowledge through the playlist "**In Orbita**" ("In Orbit"), using video clips taken from Rai's scientific programmes, such as *Superquark*, and thanks to the astronaut Luca Parmitano's description of the Earth seen from the space.

Eventually, a collection about contemporary writers has been thought for high school students enabling them to improve their literature knowledge of Italian and international authors;

- Rai Storia's new format "**Rai Storia per gli studenti**" ("Rai's History Channel for Students") will be on air every afternoon at 3 pm.

- "**Detto Fatto**"- production of a new format, on air just on social networks, providing suggestions and tutorials about how to make the most out of your time home.
- **Increase in the entertainment offering: 30 pièces** from the Milan "Teatro Alla Scala", encompassing a wide range of concerts, ballet and opera performances, broadcasted by Rai 5 and RaiPlay.
- **Kids dedicated programming: "Home diary"** ("Diario di casa"), a new program thought to explain the Coronavirus emergency to children, produced by Rai Ragazzi and broadcasted by Rai1 at 2 pm and by Rai Yoyo and RaiPlay at 4.10 pm. Thanks to Rai Yoyo and Rai Gulp's social networks, children can address questions about the current emergency directly to psychologists, pediatricians and teachers.
- **Rai Radio's special offer:**
 - "**Dizionavirus**" is Radio 3's essential dictionary to explain the pandemics through podcasting, in other words, a wide-ranging list of scientific terms to better understand the emergency we are living;
 - "**Le nostre storie**" ("Our stories"): Radio 3 is on air from home! The presenters are connecting from home, using different platforms creatively and experiencing new modalities of radio broadcasting, that help maintaining social security distance,

having a minor impact on the environment and energy consumptions at the same time.

- **Creation of new promos reminding the audience about the new dedicated programming schedule.**

“Rai. For you. For everyone. Now more than ever” is the claim of the spots broadcasted by all channels, showing clips from news, educational programmes, entertainment and many other contents both live, on-line on Rai’s social accounts and on-demand on RaiPlay.