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Sommario/riassunto	The regional media are vibrant and growing, attracting bigger and better audiences and producing better programmes and better publications - offering substantial PR opportunities at every level. But opportunities are often missed, partly because the PR industry often underplays the potential impact the regions can have and still considers that national media coverage is sufficient. This is short-sighted. Even the simplest campaign will achieve more space and airtime in the regions if the requirements and attitudes of those in the regional media are considered at an early stage. Some of th

