



Alicante, February 2014
JP

Public Awareness Working Group Meeting

27 February 2014

Subject: Note on Observatory Newsletter

Summary: This note relates to item number seven of the Public Awareness working group meeting “Electronic communication”
It aims to provide stakeholders with information about the Observatory’s newsletter. Stakeholders will be invited to share views on the issue and comments for future editorials.

1. Introduction

Further to the request from the stakeholder to have regular communication on the work of the Observatory, an Observatory newsletter issue 0 was produced in December 2013. The newsletter will be issued every three months. Therefore for 2014 the first edition is foreseen for the end of March, the second edition for June, the third for September, and the fourth for December.

2. Objective

The main objective of the newsletter is to share with the stakeholders information on the current work streams of the Observatory and to provide the network a possibility to express views and to engage actively in the work by providing input to the each edition.

It is proposed to have the following content:

- Editorials (policy perspective of Observatory work): contribution from the stakeholders, Commissioner, Advisory Board members, MEPs, Presidency etc.
- Updates on activities
 - News from Observatory (video statements, reports, activities...)
Use of photos, videos, visuals.
 - Comment by stakeholders - invitation for submissions.
 - Testimonials from artists, enterprises, designers... Personal approach of known people.
- Events: calendar of events.
- News from stakeholders (studies, publications)
- Incorporation of social media: links to OHIM twitter account, YouTube OHIM channel.

3. Format and dissemination

The newsletter will be published in English. Dissemination of the newsletter will be done through a database with contacts of the Observatory, OHIM & PAU with a CRM (e-mailing system, customised newsletters, reporting on use of newsletter) with pdf downloadable from the website.

The draft of each issue will be shared with the subgroup on electronic communication for feedback before being published.

Members of the working group will be invited to share views on the newsletter and provide suggestions for next issues and for improvements.

ANNEX

Newsletter number 0