

Σε ανταπόκριση σχετικού αιτήματος, υποβάλλω παρατηρήσεις σχετικές με το site www.eu2003.gr που αφορά στην Ελληνική Προεδρία της Ευρωπαϊκής Ένωσης το πρώτο εξάμηνο του 2003.

Στη διάθεσή σας για περαιτέρω σχολιασμό και διευκρινίσεις.

Just as television shocked traditional media, the Internet is redefining the status quo. The Internet blurs the lines that distinguish one medium from another by incorporating the visual impact of TV, the depth of newspapers, the intimacy of radio, and the niche interests of magazines. Old media's security for now is that for most citizens content in the Internet is neither as portable as paper nor as good at displaying video as TV. Thus, the Internet has become not a replacement but a supplement to the larger media clatter. Citizens are using the Internet to augment, not supplement, their traditional consumption patterns¹.

Yet, citizens' dependence on TV, newspapers, and radio wanes as time online increases. The opposite is true for the Internet: The longer individuals are online, the more likely they are to prefer the Internet as a media source

Fast, easy, and 24x7 access to online content is what attracts citizens to public authorities' sites. As citizens get into the online habit, they change their views and use of old media like newspapers and radio. But there are two clouds darkening the online horizon:

- 1) Lack of trust in online organizations
- 2) Fears of misuse of citizens' personal data.

Citizens love content in the Internet, especially if they don't have to pay for it. The vast amount of content online provides something for everyone. The availability of online content leads to several changes in behavior. Research indicates² that the heavy Internet users report of watching less TV. The widespread availability of new media content changes citizens' attitudes toward established formats.

Online citizens are hesitant to share even basic information about them with a faceless Website. Attitudes and participation vary by time, type of information requested, and organization:

1. Citizens willingly share less-valuable data. While citizens may provide their email address, name, and ZIP code, they rarely offer home phone numbers and income.

¹ See **Kenneth Clemmer**, "Media Cannibalization: Myth and Reality", December 28, 1998, Forrester Research Institute.

² See **Shelley Morrisette, Kenneth Clemmer, Stuart D. Woodring, Andrew H. Shepard**, "Media's On-line Challenge", Volume One, Number Six, September 1998, Forrester Research Institute.

2. Clubs and associations receive the best response. These affinity groups are much more successful in getting citizens to part with personal information than other organizations.
3. Time online typically increases citizens' participation.
4. Despite it being touted as a win-win solution, the promise of individually tailored content as a lure for giving up personal data has been under question.

The contribution of the site of the 2003 Greek Presidency to the European Union [hereinafter, **eu2003gr**] could be significant had it focused its efforts on two fronts:

1. Understand the real online experience of its audience.
2. Address the lack of trust.

To get over the trust problem, **eu2003gr** needs to:

1. Be up-front about how the data gets used through privacy and terms of use policies revealing all possible uses of consumer information. Forward-looking organizations unveil universal protection for their audiences.
2. Acquire the necessary skills and tools in citizens' information management.
3. Build goodwill through great content. The main reason citizens might return to the site is its content. Media companies and news portals are in the need of leveraging citizens' love affair with content to increase willingness to share personal data and stickiness to site use.

In addition, **eu2003gr** could become capable for handling mutually beneficial online relationships, if it understood that³:

1. Contextual promotion works. To be effective, online promotion must add value in context.
2. Spanning multiple media is a must.
3. Email leads the way. Emailing is the Internet's most popular activity.
4. Research takes second place. Locating information makes up the next category of most popular activities. Archived information must be easily traced and recovered.
5. As citizens mature, activities like emailing, researching, and going to reference sites show the biggest gain.
6. Interaction is—probably—the most compelling characteristic of the Internet vs. the old media.

³ See **Chris Charron, Bill Bass, Cameron O'Connor, Jill Aldort**, *"The Virtual Audience"*, Volume Two, Number Nine, May 1998, Forrester Research Institute.

In many respects, the Internet currently is akin to the citizen's services provided by automated teller machines (ATMs) and interactive voice response (IVR)—all three offer 24x7 service with worldwide reach. However, the Internet has the intelligence and potential to deliver a far more interactive and compelling citizen's experience than its one-dimensional forefathers. Interaction through the **eu2003gr** is compelling if it is⁴:

1. Engaging. Content of the **eu2003gr** is gripping when it strikes an emotional chord.
2. Unique. Content of the **eu2003gr** should take people out of their normal routine and give them the feeling that they are discovering something for the first time.
3. Responsive. Convenience and efficiency are key criteria in any activity through the **eu2003gr**.
4. Complete. For an information experience to be engaging, all parts need to be included or, at least, be hyperlinked.
5. Valuable. Taxonomically ordered information makes it valuable for its audience.
6. Reliable. Citizens will value relationship to **eu2003gr** only if the site explicitly cultivates the perception of it being trustworthy.

The **eu2003gr**'s intelligent interactivity will be the combination of rich content, active intelligence, and collaborative communications to create a compelling citizen's experience. Rich content engages the citizen with concise information and makes judicious use of multimedia. Active intelligence encompasses the programming to tailor the content for citizens and let them take action on it. Collaborative communications put citizens in touch with the right people when they need help or guidance.

The key to engaging citizens on an ongoing basis is to create a dialogue. The use of collaborative communication puts a human face on the otherwise impersonal **eu2003gr** and serves as the basis for establishing trust and a reputation for responsiveness.

Most communications, currently, center on the widespread use of email messaging. However, email is insufficient for many tasks; more sophisticated capabilities are required to deliver intelligent interactivity such as:

1. Notification. The **eu2003gr** uses notification to alert citizens to the existence of relevant information that they may be interested in seeing.

⁴ See **John M. Robb, John C. McCarthy, H. Daniel Sheridan III**, *"Intelligent Interactivity"*, Volume One, Number Twelve, February 1997, Forrester Research Institute.

2. Events⁵. The **eu2003gr** could enhance its ability to fully integrate on one screen VIP meetings and press conferences enriched with:
 - Content-laden slides
 - Streamed voice for listening in
 - Q & A sessions
 - Rich media critters
3. Full conversations. The **eu2003gr** could enhance content-sensitive, two-way communications which serve as a way to immediately respond to citizen's questions and bridge the gap between the Internet and real-world interactions.
4. Deployment of content-rich press kit⁶. The **eu2003gr** could enhance content-rich press kit that resides in the Media Services subsite and targets subscription and accreditation-based media people. For all major events during the 2003 Greek Presidency, **eu2003gr** could make available each major event's content-rich press kit both online in the form of a subsite and offline in the form of a CD-ROM⁷. A content-rich press kit may include the following elements:
 - Press releases
 - Fact sheets
 - Statistics
 - Feature stories
 - Fillers
 - Letters to the editor
 - Op-ed pieces
 - News conference info
 - Satellite Media Tour info
 - Photographs
 - Q & A statements
 - Interviews
 - Biographies

⁵ See **David A. Aaker** and **Erich Joachimsthaler**, *“Brand Leadership”*, The Free Press, 2000. See, also, **Amy Jo Kim**, *“Community Building on the Web”*, Peachpit Press, 2000, and **Thomas L. Harris**, *“Value-Added Public Relations - The Secret Weapon of Integrated Marketing”*, NTC Business Books 1998, and **Joe Jeff Goldblatt**, CSEP, *“Special Events - Best Practices in Modern Event Management”*, Van Nostrand Reinhold, 1997.

⁶ See **Wilma K. Mathews**, ABC, *“Effective Media Relations -- A Practical Guide for Communicators”*, International Association of Business Communicators, Strategic Communicator Series, 1998. See, also, **Shel Holtz**, *“Public Relations on the Net—Winning Strategies to Inform and Influence the Media, the Investment Community, the Government, the Public, and More!”*, American Management Association, 1999, and **David R. Yale**, *“The Publicity Handbook—How to Maximize Publicity for Products, Services & Organizations”*, NTC Business Books, 1991, and **Carole M. Howard** and **Wilm K. Mathews**, *“On Deadline—Managing Media Relations”*, Waveland Press, Inc., 1994.

⁷ The availability of CD-ROM gives media people the option to avoid downloading from the Internet multimedia elements. Broadband connection to the Internet is still lagging in Greece, thus problems might arise when media people have no other option than to download streaming media content. Having this in mind, the content-rich press kit in CD-ROM format might prove more versatile in covering the news.

- Video News Releases
 - Audio News Releases
 - VIP endorsements
 - Breaking news
 - Tie-ins
5. Deployment of content-rich extra-multimedia offerings. The **eu2003gr** could include content-rich extra-multimedia offerings, that may consist of the following elements:
- Videos
 - Radio spots
 - Audios
 - Articles and Whitepapers
 - Case studies
 - News clippings
 - Online press briefings
 - Slide shows
 - Online ads archive
 - Other multimedia
6. The **eu2003gr** could allocate a special area in the EU/Policies subsite dedicated to social action groups and NGOs affected by and associated with the enlargement process as well as the objectives-priorities of the 2003 Greek Presidency.