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| 34th Meeting ECC SG | |  | |
| Maisons Alfort, 7-8th October 2013 | |  | |
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| Date issued: | 3rd October 2013 | | |
| Source: | ECO | | |
| Subject: | ECC Communications Activity – Update on ECC Newsletter, Monthly Bulletins, and use of Twitter | | |
| N  Password protection required? (Y/N) | | | |
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| Summary: | | | |
| This paper provides an update of the ECC’s publication of its Newsletters, its Monthly Bulletins, and early experiences of the use of Twitter.  The Steering Group’s attention is also drawn to the development of a communications policy for CPG, by the Office and the CPG Chairman. | | | |
| Proposal: | | | |
| The ECC Steering Group is asked to note and comment as necessary, on the following points.   * The Office's implementation of the monthly news bulletins and its presence on Twitter. * The most recent editions of the ECC Newsletter, and the items for coverage in the next edition. Two subjects are proposed (5GHz and PMSE) but we need a third – is this a good time to cover WRC/CPG? * The main elements of the emerging CPG Communications Policy | | | |
| Background: | | | |
| The Office provides a communications function to the ECC, which is supervised by the ECC SG.  Following consultation with the Steering Group the ECO launched a monthly bulletin in March 2013, summarising the main outcomes of meetings within the ECC family, excluding the Plenary itself.  The ECC’s Twitter presence started on 11th June. | | | |

**Monthly bulletin**

The Office’s monthly bulletins have been published since the end of March 2013 through to the edition for June. July and August include the summer holiday period which saw the usual near-suspension of meetings, although this break is getting shorter from one year to the next, with isolated meetings also being scheduled within the usual holiday period. Pressure of work within the Office prevented the production of a combined July/August bulletin as hoped.

The Office will produce a combined bulletin for June to September inclusive, published by mid-October.

For the time being we have not developed the physical appearance of the bulletins or the process for gathering and editing the internal staff contributions, beyond that used for the initial bulletins.

We have received some positive early feedback on the monthly bulletins, although as is usual satisfied readers will not usually express that satisfaction spontaneously.

**Twitter**

The ECC established its presence on Twitter from 11 June. Over the first month of operation the frequency of tweets was about as expected, at about two per week from the ECC and a similar number from the Office Director. The frequency of tweeting dropped off over the summer holiday. Although there is a general industry advice that tweets should be frequent in order to develop an active following, we do not believe there is merit in tweeting just for the sake of it. We did announce on Twitter the publication of the Newsletter special edition on UHF activity in the middle of August.

The resumption of the meeting schedule, and its associated commitments, including preparation for some external conference presentations, has diverted Office resources away from resuming the flow of tweets until mid-September, although the service is now getting back to a more normal level.

So far the process for generating and monitoring Twitter traffic has not attained a fluency to which we might aspire, but the level of enthusiasm for the present ad hoc approach is enough to sustain a reasonable level of ECC tweets in line with our original expectations.

With this intentionally low-key start, the extent of feedback and following is unsurprisingly limited at this stage. The ECC identity (@CEPT\_ECC) has 33 followers excluding Steering Group and ECO staff members, and the Director has 10. Followers include Policy Tracker in both cases. No Tweets yet appears to have encouraged a specific response on Twitter itself from a follower or other reader. However, we have not planned to make Twitter a central point of dialogue with stakeholders; it is more to remind and alert about what we are doing, with a proper set of information obtainable on the website. Twitter has a limit of 140 characters, our Reports may have 140 pages.

**ECC Newsletter**

We published a special edition of the Newsletter in August, focusing on the key issues affecting the 470-862 MHz band, and specifically to set out what the ECC is doing about this most high-profile of issues.

We are shortly publishing a routine newsletter in October covering three topics

* Internet QoS
* LSA (authored by the FM 53 Chairman)
* UHF SRD Roadmap

We propose to publish a December Christmas edition addressing

***5 GHz RLAN***, Why there is a strong demand, why it is a difficult issue, the Commission mandate, and what the ECC will by then be doing about it.

***PMSE***, how the game has changed since the first moves on 800 MHz, and what ECC's approach now looks like: (e.g. an interest in mobile centre-gap frequencies/ the inclusion of PMSE as a factor to take account of in almost every spectrum initiative in those frequency ranges/ whether remaining conventional broadcast plans have enough of a future to provide useful capacity (TG6)).

Third item – to be discussed and agreed – maybe ***CPG/WRC*** ?

Changes to the ECO’s IT hardware over the summer have made it difficult to capture accurate data on Newsletter readership over the whole period. However, the confirmed statistics we do have suggest that the readership is growing in number, but slowly. Numbers remain quite modest in absolute terms, but a primary objective has all along been to capture the eyes of active participants in the world of spectrum management, including at the high management and policy level where there may be a less clear understanding and recognition of the ECC’s role.

The April Newsletter articles were separately downloaded by between 200 and 284 readers per article, complemented by just 38 who downloaded the complete p.d.f. version.

The August UHF special edition had between 187 and 306 *à la carte* readers of the individual articles (who may have read successive articles), 761 readers of the overview article, and a further 638 who obtained the complete bulletin in pdf format.

**General**

The present demands of supplying the content of the ECC’s Communications activity seem to be at the limit of what the Office’s staff can maintain. Indeed, variations in the level of demand for ECO expert contributions to ECC working groups and project teams, and other demands of ECO, already have a noticeable impact on the delivery of communications on behalf of ECC.

For the time being there seems little prospect of a significant increase in the available resources to support the Office’s communications work. Therefore we propose that we shall concentrate our efforts going forward on developing greater fluency and experience with the initiatives that we have already started, as the best way to improve the effectiveness within the inevitable resource constraints which apply.

**CPG**

After some initial discussions with the CPG Chairman, the Office has drafted a Communications Policy for CPG. The Chairman and the Office are now in the final stages of refining this.

The approach has distinctly different drivers and constraints from the rest of the ECC’s work. Although, as in other areas, we wish to ensure that CPG/ECC’s role and contribution to successful outcomes is properly recognised, the primary objective with CPG is to ensure a proper degree of confidentiality of detail, balanced by a wider understanding of the process. This should allow for effective progression of CPG’s work by mitigating the distortions of partially-informed or self-seeking external comment. Effective communication of progress through our established mechanisms (Newsletter, Twitter, Monthly Bulletin) should help ECC administrations to exercise their proper collective function in the CPG process.

The policy will be based on providing a useful set of information on the website, which should also serve as a reference for external queries. This information set will include a list of ‘Frequently Asked Questions’, which is also under development with the CPG Chairman. This may be complemented on a few high-profile issues with pre-considered advice on ‘lines to take’, i.e. the standard responses to journalist enquiry. These enquiries are not great in number, but they do occur in the run-up to WRCs.