

Europeans' ACCENT
Issues, comments & clarifications needs to the Concept Description
According to participants in the Community College on European Media / Europeans Knowing Europe
June 19-26 Sárnate, Latvia

In general:

"Should there be an on-line version?"

"Should it be issued as an on-line version solely?"

"ACC's role needs to be clarified?"

"Does it become to elitist, when issued in English only?" (Claire)

Profile:

"Is it in fact a "generational magazine"?"

Title:

"The title should rather be clarifying, not mystifying..."

"The Europolitan"

More catchy

Subtitle needed – pay off

Purpose:

Contents to prefer, no coffee table thing!

Audience:

"Is it really possible to address both "students" and "young professionals?" (Lars)

"But the audience is much wider." (Linda)

Editorial programme:

"We have passed the ACCENT stage, we are 100 steps further." (Mjellma)

Frontpage:

Most appealing story
Coherence, but flexible – like TIME
Cover story and pict should be a political story

Image editorial programme:

Recognizable style
Artistic x,y,z-balance

Frequency:

It will be forgotten, if it is issued only twice a year

Distribution channels:

Maybe as a supplement to “national” newspapers
Via universities – as hand out to the Erasmus layer

Economy:

“I subscribe because I believe in what they do...” (Conchi)
“Community sponsored – picnic...” (Marzia)
“Co-ownership, because there is an interest in the target group as consumers...” (Thomas)
“Social entrepreneurship-funds are available in EU etc.”
“Advertisement”