

# **TF-PR COMPENDIUM**

**Public Relations and Communications Activities  
of NRENs in Europe**



**2007 EDITION**

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# INTRODUCTION

This compendium, produced as a deliverable of the TF-PR TERENA taskforce, is now in its third year, and is designed to complement the main TERENA compendium. Its focus is the PR related activities of the European NREs, providing an overview of the activities of and investment in the PR functions of NREs.

While the operating environments that NREs are faced with can and do vary significantly between countries, there are also considerable overlaps in scope and activities. This compendium aims to highlight these similarities and differences and to act as a further stimulus for NRE staff with a communications brief. It identifies new kinds of activities, benchmarks existing activities and resources and charts the trends in PR.

As this compendium is only in its third year this should be taken into account when attempting to draw conclusions from any apparent trends. However it does suggest an increasing commitment by NREs to the role of communications in delivering services into an increasingly competitive market place.

MEMBERS*	COUNTRY	url	PR CONTACT
BELNET	Belgium	<a href="http://www.belnet.be">www.belnet.be</a>	Veerle Custers
CARNet	Croatia	<a href="http://www.carnet.hr">www.carnet.hr</a>	Anamaria Soric
CYNET	Cyprus	<a href="http://www.cynet.ac.cy">www.cynet.ac.cy</a>	Kyriakos Maifoshis
CESNET	Czech Republic	<a href="http://www.cesnet.cz">www.cesnet.cz</a>	Gabrilea Krčmařová
UNI	Denmark	<a href="http://www.forskningsnettet.dk">www.forskningsnettet.dk</a>	Gitte Kudsk
EENet	Estonia	<a href="http://www.eenet.ee">www.eenet.ee</a>	Maria Ristkok
RENATER	France	<a href="http://www.renater.fr">www.renater.fr</a>	Virginie Blanquart
DFN	Germany	<a href="http://www.dfn.de">www.dfn.de</a>	Kai Hoelzner
GRNET	Greece	<a href="http://www.grnet.gr">www.grnet.gr</a>	Dimitra Kotsokali
HEAnet	Ireland	<a href="http://www.heanet.ie">www.heanet.ie</a>	Rose Turner
GARR	Italy	<a href="http://www.garr.it">www.garr.it</a>	Federica Tanlongo
SURFnet	Netherlands	<a href="http://www.surfnet.nl">www.surfnet.nl</a>	Elise Roders
UNINETT	Norway	<a href="http://www.uninett.no">www.uninett.no</a>	Elisabeth Farstad
PSNC	Poland	<a href="http://www.man.poznan.pl">www.man.poznan.pl</a>	Zbigniew Krzewinski
FCCN	Portugal	<a href="http://www.fccn.pt">www.fccn.pt</a>	Marta Dias
ARNES	Slovenia	<a href="http://www.arnes.si">www.arnes.si</a>	Tomi Dolenc
RedIRIS	Spain	<a href="http://www.rediris.es">www.rediris.es</a>	Maria Bolado
SUNET	Sweden	<a href="http://www.sunet.se">www.sunet.se</a>	Lennart Forsberg
SWITCH	Switzerland	<a href="http://www.switch.ch">www.switch.ch</a>	Roland Eugster

## Active Members of TF-PR

Organisation	Country	url	Name of Key PR Contact
* ACOnet	Austria	www.aco.net	Christian Panigl
* BELNET	Belgium	www.belnet.be	Veerle Custers
* CARNET	Croatia	www.carnet.hr	Goran Kvarc
* CYNET	Cyprus	www.cynet.ac.cy	Kyriakos Maifoshis
* CESNET	Czech Republic	www.cesnet.cz	Gabriela Krcmarova
* UNI-C	Denmark	www.forskningsnettet.dk	Gitte Kudsk
* EENet	Estonia	www.eenet.ee	Maria Ristkok
* FUNET	Finland	www.csc.fi/suomi/info/index/phtml.en	Paavo Ahonen
* RENATER	France	www.renater.fr	Virginie Blanquart
DFN	Germany	www.dfn.de	Kai Hoelzner
* GRNET	Greece	www.grnet.gr	Dimitra Kotsokali
* HEAnet	Ireland	www.heanet.ie	Rose Turner
GARR	Italy	www.garr.it	Federica Tanlongo
* RESTENA	Luxembourg	www.restena.lu	Anne Balic
* SURFnet	Netherlands	www.surfnet.nl	Mariska Herweijer
* UNINETT	Norway	www.uninett.no	Truls Johnsen
* PSNC	Poland	www.man.poznan.pl	Zbyszek Krzewinski
* FCCN	Portugal	www.fccn.pt	Marta Moreira Dias
ARNES	Slovenia	www.arnes.si	Tomi Dolenc
* Red.es/RedIRIS	Spain	www.rediris.es	María Bolado
AMRES	Serbia	http://webserver.rcub.bg.ac.yu	Nada Mijatovic
* SUNET	Sweden	www.sunet.se	Lennart Forsberg
* SWITCH	Switzerland	www.switch.ch	Roland Eugster
* JANET (UK)	United Kingdom	www.janet.net	Russell Nelson
* JISC	United Kingdom	www.jisc.ac.uk	Robert Haymon-Collins
* DANTE		www.dante.net	Dale Robertson

\* NRENs reporting in 2007

## Scope of NREN

Organisation	Country	Scope of Organisation	
		2006	2007
ACOnet	Austria	x	primarily infrastructure
BELNET	Belgium	network infrastructure and services	Infrastructure and services
CARNet	Croatia	x	x
CYNET	Cyprus	infrastructure and network services	Infrastructure, network services
CESNET	Czech Republic	x	Infrastructure and network services
UNI•C	Denmark	infrastructure, network services, conferences	infrastructure, network services, conferences
EENet	Estonia	infrastructure, network services, content	Infrastructure, network services, security, authentication, content, .ee domain registration, projects
FUNET	Finland	x	Infrastructure, network services, security coordination, identity federation, content management, collaborative tools
RENATER	France	infrastructure, network services, projects	Backbone infrastructure, network services and security
DFN	Germany	x	x
GRNET	Greece	GRNET S.A. is a state-owned organization under the supervision of the Ministry of Development (General Secretariat of Research & Technology). Its role is a) To provide high-quality international and national networking and grid services to the Greek academic & research institutions, to the public and private sector so as to support their research and educational activities, b) To promote and disseminate the use of Information and Communication Technologies in the public and private sector (e-Government, e-Learning, and e-Business).	GRNET is a legal entity (state-owned corporation) under the auspices of the Greek Ministry of Development-General Secretariat for Research & Technology. It's role is a) to provide high-quality international & national networking and grid services to the Greek academic & research institutions, to the public & private sector so as to support their research & educational activities, and b) to promote and disseminate the use of Information & Communication Technologies in the public and private sector (e-Government, e-Learning, and e-Business). GRNET is an integral part of GEANT and a member of RIPE, TERENA, CEEenet, and EuroIX.
HEAnet	Ireland	x	Network Services and Research
GARR	Italy	infrastructure and network services	infrastructure and network services

Organisation	Country	Scope of Organisation	
		2006	2007
RESTENA	Luxembourg	x	Infrastructure and network services
SURFnet	Netherlands	infrastructure and network services	infrastructure, networks services, middleware, applications
UNINETT	Norway	Core network, network services, international connectivity via NORDUnet, national peering, campus network design, CERT, experimental networks and IKT-advisory counselling to the educational sector	Core network, network services, international connectivity via NORDUnet, national peering, campus network design, CERT, experimental networks and IKT-advisory counselling to the educational sector
PSNC	Poland	Polish PIONIER is dedicated to serve the research and education community, interconnecting (via MANs) and providing all Polish universities and research institutes, schools and public entities (such as hospitals, libraries, local governments) with the access to the Internet. The whole infrastructure is based on 2 levels: the national, backbone network PIONIER and the academic centers, networks, MANs (PIONIER consortium members) delivering the last mile connection.	Polish PIONIER is dedicated to serve the research and education community, interconnecting (via MANs) and providing all Polish universities and research institutes, schools and public entities (such as hospitals, libraries, local governments) with the access to the Internet. The whole infrastructure is based on 2 levels: the national, backbone network PIONIER and the academic centers networks MANs (PIONIER consortium members) delivering the last mile connection.
FCCN	Portugal	Core network, network services, international connectivity via NORDUnet, national peering, campus network design, CERT, experimental networks and IKT-advisory counselling to the educational sector	Outline our NREN responsibilities we're involved in the promotion of the Internet in general
ARNES	Slovenia	infrastructure, network services, security, some middleware, some content hosting, advisory and support, technical standards development, collaboration in programs and projects "ICT for education", Safer Internet projects, national registry for .si	infrastructure, network services, security, some middleware, some content hosting, advisory and support, technical standards development, collaboration in programs and projects "ICT for education", Safer Internet projects, national registry for .si
Red.es/RedIRIS	Spain	infrastructure, network services, international networking projects	infrastructure, network services, middleware applications, academic CERT, international representation of technical forum
SUNET	Sweden	SUNET is a joint organization for the universities with the goal to give University Sweden access to a computer network that maintain a very good quality. Today's network is called GigaSunet. Next network will be OptoSunet. SUNET also manages several services, including net-based meetings. Ipv6, a web directory, an archive and so on.	OptoSunet was up and running in march 2007. It is a so-called hybrid network combining traditional routing technology with the ability to offer users personal wavelengths for activities demanding high bandwidth capacity. The majority of Sweden's colleges and universities are connected to OptoSunet at a capacity of 10 Gbits/s.

Organisation	Country	Scope of Organisation	
		2006	2007
SWITCH	Switzerland	<p>"Network (operation, maintenance, PERT, DNS, IPv6)</p> <ul style="list-style-type: none"> <li>- NetServices (video conferencing, collaboration, streaming, content delivery, end user support)</li> <li>- Security (CERT, PKI, NfSen, roaming &amp; ubiquity, AAI and other middleware)</li> </ul> <p>Sub-segment Internet Domains:</p> <ul style="list-style-type: none"> <li>- Operation of registry for .ch and .li domain names incl. registrar function"</li> </ul>	<p>"Network (operation, maintenance, PERT, DNS, IPv6)</p> <ul style="list-style-type: none"> <li>- NetServices (video conferencing, streaming, content delivery, end user support)</li> <li>- Security (CERT, PKI, NfSen, roaming &amp; ubiquity, AAI and other middleware)</li> </ul> <p>Sub-segment Internet Domains:</p> <ul style="list-style-type: none"> <li>- Operation of registry for .ch and .li domain names incl. registrar function"</li> </ul>
JANET (UK)	United Kingdom	infrastructure +associated network and support services, domain name registrar	infrastructure, network services, webhosting, domain registration
JISC	United Kingdom	network infrastructure, middleware, content, research, learning and teaching, administration	Network, access management, information environment, e-resources, e-research, e-learning, e-administration, busines and community engagement
DANTE		pan-European infrastructure and services. infrastructure and services in other world regions and interconnection between Europe and other world regions. Work organised within EU-funded projects in conjunction with NREN project partners.	DANTE plans, builds and operates the GÉANT2 network and research networking infrastructures in the Mediterranean, Latin America and Asia-Pacific on behalf of NREN project partners. DANTE is also involved in developing and delivering network services (e.g. multi-domain monitoring) as part of GÉANT2.

# AUDIENCE

NREN audiences remain the traditional sectors of tertiary education and research. Some NRENs are now including schools amongst their customer base which brings with it additional challenges for communications teams in tailoring their messages to this new audience.

Organisation	Country	2006			2007		
ACOnet	Austria				connected organisations' staff, end users, general public, government		
BELNET	Belgium	connected organisations' staff, end users, general public, government, other	political decision makers	600,000	connected organisations' staff, end users, general public, government		600,000
CARNet	Croatia				connected organisations' staff, end users, general public, government		
CYNET	Cyprus				Connected organisations' staff, General public		
CESNET	Czech Republic	Connected organisations' staff, General public, other	interested research organisations	353 organisations	Connected organisations' staff, Government, Other	researchers and projects outside CESNET	170
UNI-C	Denmark	Connected organisations, staff, End Users		100,000			
EENet	Estonia	Connected organisations' staff, End users, General public, Government		228,000	Connected organisations' staff, End users, General public, Government		210,000
FUNET	Finland	connected organisations' staff		100	Connected organisations' staff, End users, General public		350,000



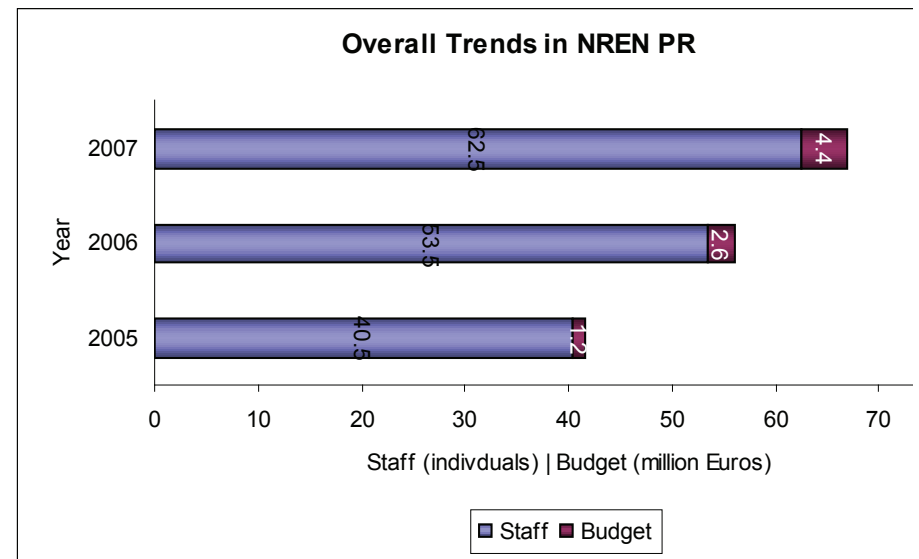
Organisation	Country						
		2006			2007		
RENATER	France	Connected organisations' staff, End users, Government		1000 organisations	Connected organisations' staff, End users, Government		
DFN	Germany						
GRNET	Greece	Connected organisations' staff, End users, Government		1,000,000	Connected organisations' staff, End users, General public, Government, Other	SMEs, national organizations	1,000,000
HEAnet	Ireland	end users, government, other	librarians	300 institutions	Connected organisations' staff, End users, Government, Other	schools	32,000
GARR	Italy	connected organisations'staff. genreal public, government		2,000,000			
RESTENA	Luxembourg				Connected organisations' staff, End users, General public, Infrastructure and network services		50
SURFnet	Netherlands	Connected organisations' staff, End users, General public, Government		850,000	Connected organisations' staff, End users, General public, Government		750,000
UNINETT	Norway	Connected organisations' staff, Government, other		2000	Connected organisations' staff, Government		
PSNC	Poland	Connected organisations' staff, End users, General public, Government, other		2,000,000 students, 700 R&D companies	Connected organisations' staff, End users, General public, Government, Other		2 mln of students, 700 R&D comapnies connected via MAN
FCCN	Portugal	Connected organisations' staff, End users, Government		120 organisations	Connected organisations' staff, End users, Government		400,000

Organisation	Country						
		2006			2007		
ARNES	Slovenia	Connected organisations' staff, end users, government, other		100 to 1,000,000 depending on which users			
Red.es/RedIRIS	Spain	connected organisations' staff,			Connected organisations' staff, End users, Government		2 million
SUNET	Sweden	connected organisations' staff, ebd users, government		300,000	Connected organisations' staff, End users, Government, Other	political decisionmakers	400
SWITCH	Switzerland	connected organisations' staff, end users, government		200,000	connected organisations' staff, end users, government		200,000
JANET (UK)	United Kingdom	connected organisations' staff, government		2500 organisations	connected organisations' staff, government, other	New sectors e.g., schools	3000
JISC	United Kingdom	connected organisations' staff, government, other	strategic partner organisations, international partners	15,000 named individuals plus variable numbers of cold call targets	connected organisations' staff, government, other	professional associations, UK and overseas partner organisations, research councils, commercial companies	15,000
DANTE		connected organisations' staff, end users, general public, government		30 million	connected organisations' staff, end users, general public, government		30 million

# RESOURCES

The following pages show the resources allocated to PR activities. While we have attempted to provide relative figures for resource allocation direct comparisons between NRENs should be treated with caution due to the differing remits of NRENs.

The overall trend shown opposite shows a significant commitment by NRENs to their marketing activities. This is welcomed by TR-PR (one of the task forces remits is to promote the role of communications within NRENs). This increased investment in marketing activities brings with it a responsibility to demonstrate that value is being delivered and a significant challenge facing PR professionals in NRENs is to provide evidence of the return on this investment.



## Staffing

Organisation	Country	Level of PR Person	# Staff in FTE		Comments
			2006	2007	
ACOnet	Austria	senior mgr.		1.00	
BELNET	Belgium	other grade	1.50	2.20	1,6 FT PR
CARNet	Croatia	middle mgr.	2.00	2.50	
CYNET	Cyprus	other grade	0.05	0.05	
CESNET	Czech Republic	senior mgr.	1.25	1.25	
UNI-C	Denmark	middle mgr.	2.00	2.00	
EENet	Estonia	other grade	0.20	0.50	PR work is divided among several people according to the workload
FUNET	Finland	other grade	0.50	1.00	
RENATER	France	other grade	1.50	1.00	
DFN	Germany				
GRNET	Greece	middle mgr.	3.00	1.00	
HEAnet	Ireland	middle mgr.	1.00	1.00	
GARR	Italy		2.50		
RESTENA	Luxembourg	other grade		0.50	PR work is divided among several people according to the needs. Includes registry activities
SURFnet	Netherlands	senior mgr.	4.00	4.00	
UNINETT	Norway	middle mgr.	6.00	4.50	
PSNC	Poland	other grade	1.00		
FCCN	Portugal	middle mgr.	2.00	1.50	
ARNES	Slovenia		1.50		
Red.es/RedIRIS	Spain	middle mgr.	1.00	1.00	
SUNET	Sweden	middle mgr.	1.00	1.00	
SWITCH	Switzerland	middle mgr.	2.50	3.00	Includes registry activities
JANET (UK)	United Kingdom	senior mgr.	6.50	6.0	Includes technical web staff
JISC	United Kingdom	senior mgr.	16.00	19.00	Communication management - 5; Press and media - 1; Production, events etc - 5; web/electronic - 4; market research - 2; partnership - 2.
DANTE		senior mgr.	4.00	5.50	

## Budgets

Organisation	Country	Budget in EURO		Comments
		2006	2007	
ACOnet	Austria		none assigned	on demand
BELNET	Belgium	130,000	200,000	allocated per project
CARNet	Croatia		100 000	
CYNET	Cyprus		0	
CESNET	Czech Republic	50,000	55	
UNI•C	Denmark			
EENet	Estonia		6400	allocated by department, allocated per project
FUNET	Finland	50,000	10000	
RENATER	France		50 000	
DFN	Germany			
GRNET	Greece	300,000	300,000	allocated per project
HEAnet	Ireland			
GARR	Italy	40,000	40,000	
RESTENA	Luxembourg		marginal	
SURFnet	Netherlands	485,000	500,000	approx. 50% allocated by organisation, 50% allocated for a major project
UNINETT	Norway	50,000	50,000	
PSNC	Poland			It is distributed among many initiatives so difficult to estimate - allocated per project
FCCN	Portugal		100 000	
ARNES	Slovenia	3,000	3,000	
Red.es/RedIRIS	Spain		n/a	
SUNET	Sweden		60.000 (approx)	the SUNET Board has the responsibility and the PR person execute
SWITCH	Switzerland	380,000	500'000	includes registry activities
JANET (UK)	United Kingdom	129,000	336,000	
JISC	United Kingdom	1m	2.1m	
DANTE			450,000	budget allocated per project

## Graphic Design

Organisation	Country	Graphics		Comments
		2006	2007	
ACOnet	Austria		mixture	
BELNET	Belgium	outsourced	outsourced	
CARNet	Croatia		mixture	Leaflets, bookmarks and other small items in-house, the rest is outsourced to a design agency on a yearly basis.
CYNET	Cyprus	mixture	mixture	The E-Services Team of the University of Cyprus assists in the design of the website.
CESNET	Czech Republic	mixture	mixture	Web and newsletter in-house, other outsourced
UNI-C	Denmark	outsourced	outsourced	
EENet	Estonia	in house	in house	
FUNET	Finland	in house	in house	
RENATER	France	mixture	mixture	Newsletter/web/special document
DFN	Germany			
GRNET	Greece	mixture	mixture	newsletters are done in-house
HEAnet	Ireland	mixture	outsourced	
GARR	Italy			
RESTENA	Luxembourg		mixture	content in-house
SURFnet	Netherlands	mixture	outsourced	
UNINETT	Norway	mixture	mixture	90% of the work with graphic design is outsourced. The strategy is to outsource everything.
PSNC	Poland	mixture	in house	
FCCN	Portugal	mixture	mixture	We have an in house designer, but we sometimes use freelancers or hire outsourced companies
ARNES	Slovenia	mixture		
Red.es/RedIRIS	Spain	mixture	mixture	Annual Meeting imaga is outsourced as well as some bulletin covers or promotional material
SUNET	Sweden	in house	in house	
SWITCH	Switzerland	mixture	mixture	Only graphic designs with low impact are designed in-house.
JANET (UK)	United Kingdom	mixture	in house	
JISC	United Kingdom	mixture	mixture	Two full time in-house dsign and production staff, plus various external agencies
DANTE		outsourced	outsourced	

# KEY ACTIVITIES

## Activities

NRENs are continuing to use a wide range of both traditional and technology driven activities to keep their customers informed.

It is interesting to note that while Web 2.0 has been a real focus for enabling better communications across many industry sectors this has not been reflected in additional resources within the NRENs (an increase of 1 person for web over the period where comparable data was present). This uptake of Web 2.0 technologies will be monitored in the next compendium and their use in the overall communication activities of NRENs determined.

## Publications

Organisation	Country	2006				2007			
ACOnet	Austria								
BELNET	Belgium	4 leaflets, 1 Annual Report	support site	electronic	quarterly	5	1	electronic	quarterly
CARNet	Croatia					5	3	electronic	monthly
CYNET	Cyprus	0	0	0		0	0	0	0
CESNET	Czech Republic	1	1	electronic	quarterly	1	1	electronic paper	quarterly quarterly
UNI•C	Denmark	1	0	electronic	quarterly	1	0	electronic	quarterly
EENet	Estonia	20	1	paper	quarterly	8	0	paper electronic	quarterly bi-annually
FUNET	Finland	1		electronic paper	quarterly	2	2	paper electronic	quarterly quarterly
RENATER	France	2	10	paper electronic	quarterly/monthly	4	10	paper electronic	quarterly monthly
DFN	Germany								
GRNET	Greece	30	10	electronic	quarterly	35	15	paper electronic	quarterly quarterly
HEAnet	Ireland	2	1	electronic	quarterly	10	5	electronic	quarterly
GARR	Italy			electronic	quarterly				
RESTENA	Luxembourg					1	1	electronic	bi-annually
SURFnet	Netherlands	10	10	electronic paper	weekly quarterly	6	3	paper electronic	quarterly weekly
UNINETT	Norway	4	5	electronic paper	quarterly quarterly	0	5	paper	quarterly
PSNC	Poland	20	100			20	100		



Organisation	Country									
		<b>2006</b>				<b>2007</b>				
FCCN	Portugal		2 or 3	electronic paper	quarterly quarterly	2 or 3	3 to 5	paper electronic	quarterly quarterly	
ARNES	Slovenia	1	1	0						
Red.es/RedIRIS	Spain	2	1	paper	quarterly	2	2	paper	quarterly	
SUNET	Sweden	8	1	electronic	quarterly	6	0			
SWITCH	Switzerland	7	2	electronic	bi-annual	8	5	electronic	quarterly	
JANET (UK)	United Kingdom	49	4	paper	quarterly	38	5	electronic paper	quarterly monthly	
JISC	United Kingdom	25	37	electronic paper	fortnightly quarterly	30	45	electronic paper	fortnightly quarterly	
DANTE		6	1 or 2	electronic	quarterly	6	1 or 2	electronic paper	quarterly quarterly	

## Websites

Organisation	Country	Websites	Staff	Websites	Staff
		2006		2007	
ACOnet	Austria			1.00	1.00
BELNET	Belgium	4.00	0.50	5.00	1.00
CARNet	Croatia			20.00	3.00
CYNET	Cyprus	1.00	0.05	1.00	0.05
CESNET	Czech Republic	10.00	0.50	1.00	
UNI•C	Denmark	1.00	2.00	1.00	1.25
EENet	Estonia	7.00	0.10	6.00	shared
FUNET	Finland	2.00	0.50	3.00	0.50
RENATER	France	1.00	1.50	1.00	2.00
DFN	Germany				
GRNET	Greece	15.00	1.00	15.00	1.00
HEAnet	Ireland	1.00	3.00	1.00	3.00
GARR	Italy	10.00	1 to 1.5		
RESTENA	Luxembourg			2.00	0.50
SURFnet	Netherlands	5.00	2.00	10.00	0.50
UNINETT	Norway	15.00	3.00	1.00	shared
PSNC	Poland	20.00	3.00	20.00	3.00
FCCN	Portugal	4.00	1 to 0.5	7.00	1.00
ARNES	Slovenia	1.00	1.00		
Red.es/RedIRIS	Spain	1.00	1.00	1.00	2.00
SUNET	Sweden	1.00	0.50	1.00	0.20
SWITCH	Switzerland	1.00	2.00	1.00	2.00
JANET (UK)	United Kingdom	3.00	2.50	3.00	3.00
JISC	United Kingdom	3.00	3.00	1.00	4.00
DANTE		6.00	1.00	9.00	1.00

# APPENDIX 1

## TF-PR Compendium Questionnaire - 2007

TERENA logo The following survey is being conducted on behalf of the TERENA Public Relations Task Force (TF-PR). It aims to provide an overview of PR activities in European NRENs. The results will be made available in order to assist NRENs in benchmarking their own activities, and to provide supporting evidence should any organisation be looking to expand its own PR activities.

Your help in completing this survey, which should take 5-10 minutes, is most appreciated.

**1 Name of Key PR Contact (required)** \_\_\_\_\_

**2 Organisation (required)** \_\_\_\_\_

**3 Email of Person Completing Survey** (for contact purposes only; this will not be published in the survey results) (required) \_\_\_\_\_

### **4 Position**

- Senior manager
- Middle manager
- Other grade

### **5a Graphic Design**

- In-house
- Outsourced
- Mixture

**5b If "mixture", please clarify** \_\_\_\_\_

**6a Target Audiences** (tick more than one box if applicable)

- Connected organisations' staff
- End users
- General public
- Government
- Other

**6b If 'Other', please specify** \_\_\_\_\_

**6c Size of Target Audience** (approximate number of individuals) \_\_\_\_\_

**7 Scope of NREN: outline your NREN's areas of responsibility** (e.g. infrastructure, network services, content) and indicate any other bodies involved \_\_\_\_\_

**8a Number of PR Staff** - if PR activity forms only part of a person's responsibilities, use fractions e.g. 0.5 if half of your time is spent on other activities

**8b Any Further Comments on PR Staffing Levels and Profile** \_\_\_\_\_

**9a Annual PR Budget** (in euro, excluding staff costs) \_\_\_\_\_

**9b Budgetary Structure, if Relevant** (e.g. allocated by department, allocated per project) \_\_\_\_\_

**Key Activities**

**10 Promotional Publications** (approximate number per year; if none, put (0))

**11 Technical Publications** (approximate number per year; if none, put (0))

**12a Newsletter** (tick more than one if applicable)

- Electronic
- Paper
- None

**12b Newsletter Frequency - Printed (if applicable)**

- Weekly
- Fortnightly
- Monthly
- Quarterly
- Bi-annually
- Annually

**12c Newsletter Frequency - Electronic (if applicable)**

- Weekly
- Fortnightly
- Monthly
- Quarterly
- Bi-annually
- Annually

**13a Website(s) (total number, if none put 0)**

**13b Number of Staff Dedicated to the Website**

**14 Proactive Communication With National Press**

- Yes - regularly
- Yes - indirectly
- Yes - infrequently
- No

**15 Number of PR-related Events Held in the Last 12 Months**

**16 Other Significant PR Activities Not Included Above (e.g. training, TV, radio, video)** \_\_\_\_\_

**17 Any Further Comments** \_\_\_\_\_

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