

Dear Colleagues,

For the third Radio Day of European Cultures on 14 October 2007 PRIX EUROPA and the EBU Radio have installed a Web site with a blog **I am Europe - Collecting Voices from Europe**.

We want to give you an additional tool for a dialogue and a new platform for reflecting the different points of view of **individuals** living in Europe. It raises the question of the European identity: How do I see Europe? What does it mean to me? Do I identify with it or not at all? What is European about my life, my perception? Or is it European at all?

The platform is designed to give an exciting insight into all sorts of corners and opinions and could provide very interesting material for programmes dealing with European themes and The Radio Day of European Cultures.

- It can also be used as an interactive instrument for audiences on the Radio Day of European Cultures by calling people to express themselves on the blog. If you need a **trailer** for this, you will find one on the blog itself – ready to be downloaded.
- This can also be done immediately by setting a link to the blog from the broadcaster's website.
- It could even serve as an instigator of dialogue between an editor and his audience - if the editor wants to blog himself.
- If he wants to blog regularly we can put him on the Blogger List. Send an email to [radioday@prix-europa.de](mailto:radioday@prix-europa.de).
- To start with, the blog introduces four **Unusual Europeans** including **pod cast** material. This may also be used by the broadcasters. The Unusual Europeans will also blog. They are from Paris, Moscow, Tuzla (Bosnia) and Berlin and all have unusual occupations.
- More information on [www.radiodayweb.eu](http://www.radiodayweb.eu).

**The technical side:**

The blog has been kept as simple as possible. If you want to join a dialogue on a certain theme, just go to the form at the bottom, fill in your nickname - and start blogging. Don't forget to **submit** it at the end. It will be published as soon as the editor goes into the back office next (to avoid great uncontrollable spam attacks we have had to build in this one control instrument).

If you want to start a new theme, just write "new theme" in the headline of the form and the editor will create it for you.

The blog will be online until April 2008.

Kindest regards.

Raina Konstantinova and Peter Leonhard Braun

Distribution: Heads of Int'l Relations Active & Associate Members, Radio Drama Specialists, Culture Group Active & Associate Member