DELIVERABLE

Project Acronym: Europeana Newspapers

Grant Agreement number: 297380

Project Title: A Gateway to European Newspapers Online

D6.1.2 Promotional materials (I)

Revision: 1.1

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Contributions: all partners

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Dissemination Level		
P	**Public**	**x**
C	**Confidential, only for members of the consortium and the Commission Services**	

Revision History

Revision	Date	Author	Organisation	Description

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Executive Summary

This Deliverable is the first of three planned Deliverables relating to promotional material created within the Europeana Newspapers project. The Deliverable documents the setting up of promotional activities and provides an outlook of further promotional materials to be delivered within the 2nd and 3rd production phase, which will be documented in the Deliverables Promotional Materials II and III.

The Europeana Newspapers project aims at the aggregation and refinement of newspapers for The European Library and Europeana. In addition, the project addresses challenges particularly linked with digitized newspapers:

- use of refinement methods for OCR, OLR/article segmentation, and named entity recognition (NER), and page class recognition to enhance search and presentation functionalities for Europeana customers,
- quality evaluation for automatic refinement technologies,
- transformation of local metadata to the Europeana Data Model (EDM)
- metadata standardization in close collaboration with stakeholders from the public and private sector.

The consortium will provide more than 18 million newspaper pages to the Europeana service.

2. Set up of promotional activities

2.1 Project name

In the beginning of the project the acronyms 'Newspapers Online' or 'European Newspapers' were promoted for the project. At the Kickoff meeting in March 2012 it was decided across the consortium, to have the final official acronym set as "Europeana Newspapers", which would allow using the Europeana family logotype. The new name was agreed with the project officer and considered within an updated version of the DoW right before the Grant Agreement has been signed.

2.2 Project logo

The project logo is based on the Europeana logotype and brand guidelines. Several drafts have been prepared, which were tuned to the final logo of the project, based on the comments from the consortium.

Working versions of the project logo:

Final version of the project logo:

The final version of the project logo is available in both, a vertical and a horizontal version:

2.3 Project website

The project website is available at http://www.europeana-newspapers.eu/.

For detailed information about the project website, please see Deliverable *D6.1.1 Project Website*.

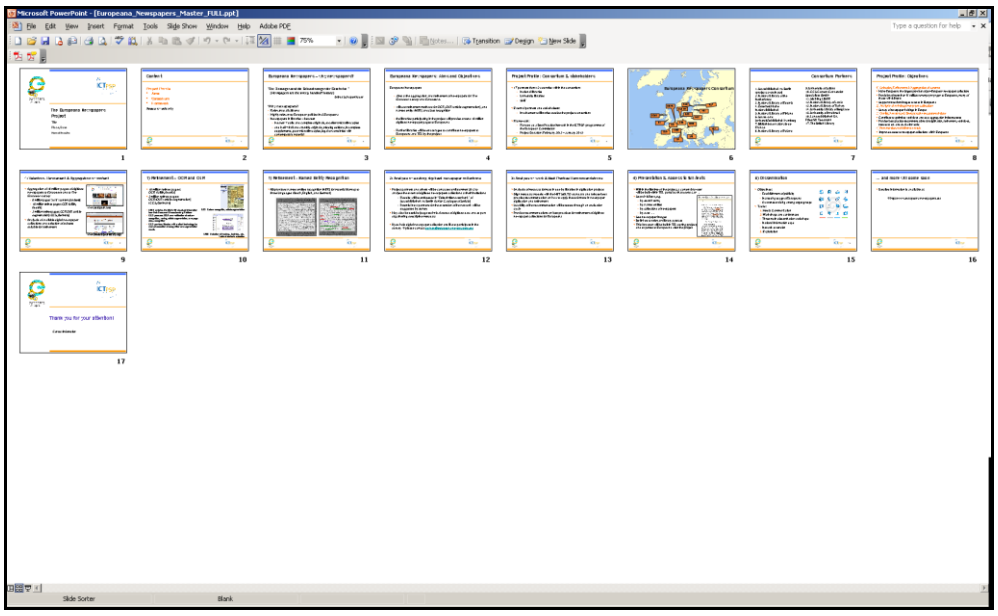
3. Promotional materials

3.1 PPT template

Two project presentation templates were created:

- a blank PPT file – including a blank first slide, a body slide and the last slide. This PPT is the basic template for presentations on the project and defines the layout to be used. It is available for download at the project website at: http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana_Newspapers_template.ppt

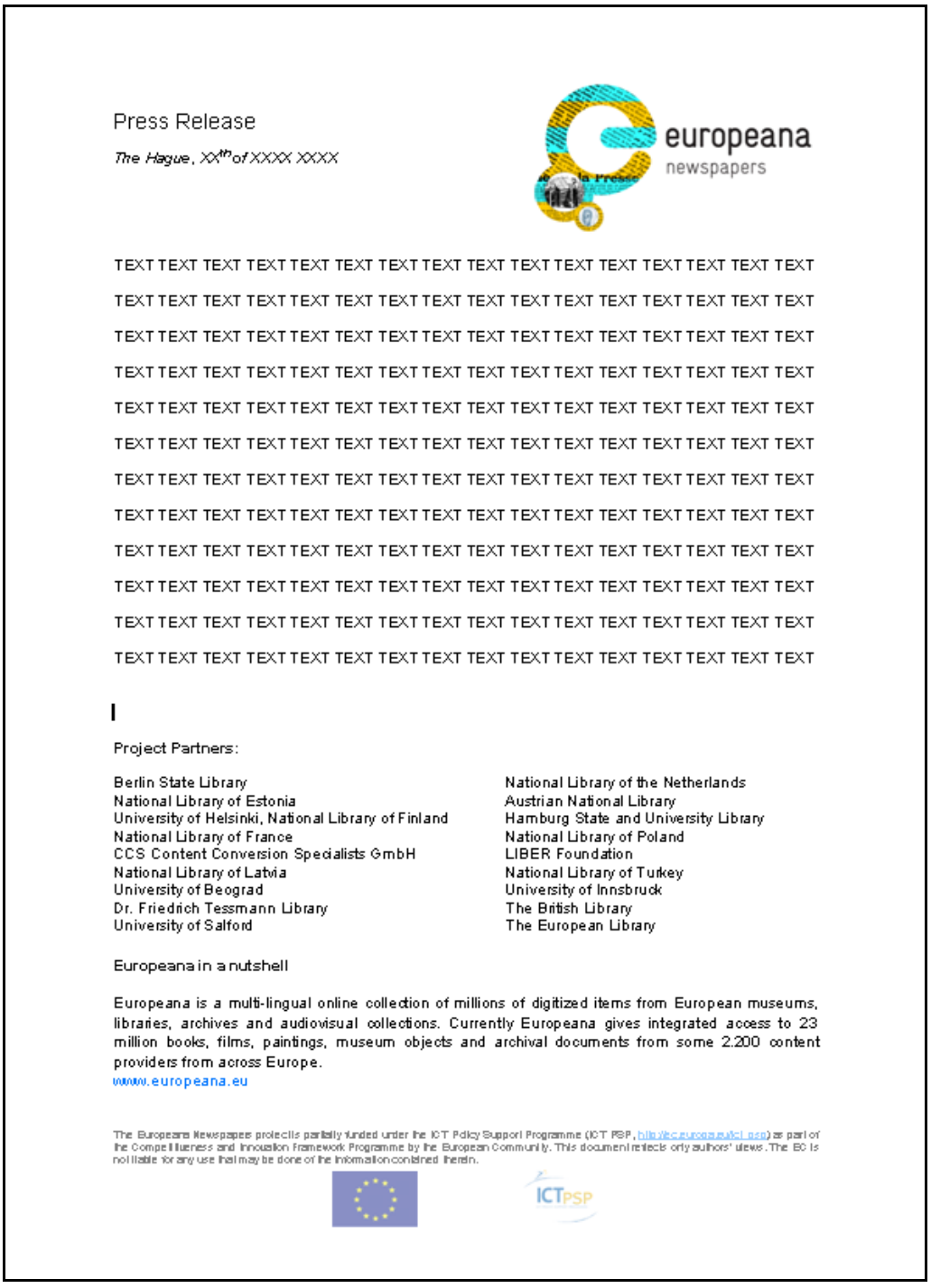
- a Master PPT file – including general slides on the project activities, which can be re-used by other partners for their own original presentations of the project. This file contains a basic presentation on the project, the consortium and the project's objectives. The file is available at: http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana_Newspapers_Master_FULL.ppt



3.2 Press release template

A template for project press releases has been created. The partners use it for their own national versions of press releases.

The template is available for download at: http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/EN_Press-Release-EN_template.doc



Press Release

The Hague, XX^th of XXXX XXXX

europeana newspapers

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Project Partners:

Berlin State Library
National Library of Estonia
University of Helsinki, National Library of Finland
National Library of France
CCS Content Conversion Specialists GmbH
National Library of Latvia
University of Beograd
Dr. Friedrich Tessmann Library
University of Salford
National Library of the Netherlands
Austrian National Library
Hamburg State and University Library
National Library of Poland
LIBER Foundation
National Library of Turkey
University of Innsbruck
The British Library
The European Library

Europeana in a nutshell

Europeana is a multi-lingual online collection of millions of digitized items from European museums, libraries, archives and audiovisual collections. Currently Europeana gives integrated access to 23 million books, films, paintings, museum objects and archival documents from some 2.200 content providers from across Europe.
www.europeana.eu

The Europeana Newspapers project is partially funded under the ICT Policy Support Programme (ICT PSP, http://ec.europa.eu/ict_psp) as part of the Competitiveness and Innovation Framework Programme by the European Community. This document reflects only authors' views. The EC is not liable for any use that may be done of the information contained therein.

3.3 Project flyer

The first version of the project flyer was delivered in English language as A4/A5 folded version with four A5 pages.

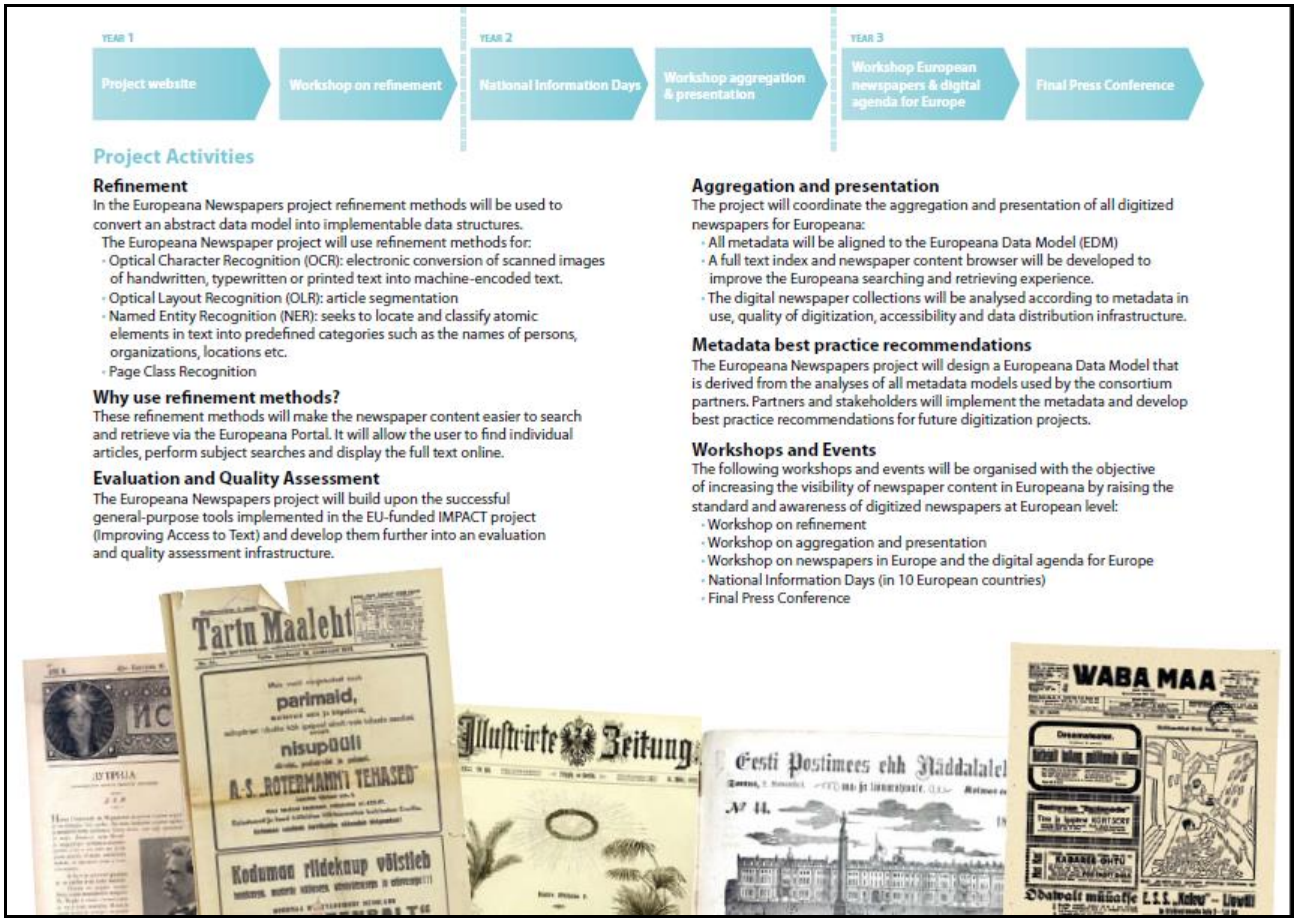
It has been agreed during the first WP6 Skype call (on July 5th 2012), that the text-content of the 1st version of the flyer will be revised by all partners, resulting in the 2nd version of the flyer, which will be translated to the different partners' languages and printed on-site. This will be important mainly for the national information days, which will take place mostly in the months 16-24 of the project.

The leaflet is available at:

http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/flyerA5_europeana-newspapers_PRINT.pdf

Back and front page of the 1st version of the flyer:

Inner pages of the 1st version of the flyer



3.4 Outlook on further promotional materials (II, III)

The following promotional materials have been suggested to be produced during the project lifetime:

- 2nd version of the project flyer + versions in national languages
- Project poster (A0)
- Project brochure (ca. 12 pages)
- Project stickers
- Project promotional video

The planned promotional materials may still change, based on current needs and decisions made by the WP6 working group on promotional materials.