# MILESTONE 6.1.3

**Project Acronym:**        Europeana Newspapers

**Grant Agreement number:**   297380

**Project Title:**          A Gateway to European Newspapers Online

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## Media Report Year 1

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**Revision:**        1.0

**Authors:**         **Marieke Willems (LIBER)**

**Contributions:**   **Consortium partners reported on dissemination activities year 1**

**Reviewed by Ulrike Kölsch (SBB)**

**Marion Ansel (BnF)**

| | Project co-funded by the European Commission within the ICT Policy Support Programme | |
|---|---|---|
| | **Dissemination Level** | |
| **P** | **Public** | **x** |
| **C** | **Confidential, only for members of the consortium and the Commission Services** | |

**Revision History**

| Revision | Date | Author | Organisation | Description |
|---|---|---|---|---|
| 1.0 | February 2013 | Marieke Willems | LIBER | |
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**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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

# Table of Contents

# 1. Executive Summary

This Report lists all media communication that was performed by the partners of the Europeana Newspapers Project consortium to raise the awareness and promote the projects by widely disseminating the projects objectives, results and its achievements among stakeholders and end-users in the first twelve months of the project.

The media communication of the first year has been analysed to draw conclusions, learn from good practices and identify the weaker points for improvement.

The analysis is followed by an outlook for the next twelve months in which the first Dissemination Workshop and Information days will take place. More results will come forth from the project to cover in the media communication, key messages will be defined, good practices in media communication need to be building on and weaknesses need to be improved.

# 2. Media Communication

To disseminate the projects objectives, results and achievements a mix of media communications were developed to be disseminated via project and partners' media, and social media.

## 2.1 Media Communication Channels

The Europeana Newspapers Project disseminates project objectives, results and achievements through project and partner media communication channels to reach the target audience. The target audience consists of stakeholders and end-users with interest in technical and content related issues that the project deals with. The target audience will be described in more detail in the upcoming Deliverable 6.3.3 Stakeholder Engagement and Media Communication.

### 2.1.1 Project Media Communication Channels

The project has set up the following media communication channels to promote the project and create an online reputation in line with the physical appearance of the promotional material that was developed. The visual appearance of the promotional material is displayed in the Deliverable 6.1.2 Promotional material.

#### 2.1.1.1 Website

The Europeana Newspapers Website, http://www.europeana-newspapers.eu/ , launched in April 2012, was developed as the main source of information from the project to the audience. The website informs the audience about the project objectives, results and achievements. The website publishes and also acts as a public document repository for project related outcomes (Deliverables, Presentations and Promotional Materials).  The project partners all present the project on their website and link to the project website, as well as the project website presents all the consortium partners and links to their websites. The website as primary media communication channels of the project acts as a crossroad for all project social media channels. For detailed information of the website please consult D 6.1.1 Project Website.

## 2.1.1.2 Social Media

The project has developed its own social media accounts that the accounts of institutional and individual social media accounts of the Europeana Newspapers Project consortium link to. The social media enable the creation of an online reputation in a rather short period of time because they allow a two-way communication and profit from the reputation of the sender that uses this technology empowered word-to-mouth way of communicating. The project has the following social media accounts:

- *Facebook site*: http://www.facebook.com/EuropeanaNewspapers
  Any important news of the project is announced at Europeana Newspapers FB site. Visual material of the project such as photographs and videos are attractive for dissemination through this channel. At this moment the FB page counts 205 "likes" and 31 posts.

- LinkedIn Group: http://www.linkedin.com/groups?gid=4425919
  This social media channel is used to publish important news on the project. This channel can be easily linked to other professional Linkedin groups from partners such as the LIBER Linkedin group (1.381 members from the library audience). At this moment the Europeana Newspapers group counts 53 members and 10 discussions.

- Slideshare: http://www.slideshare.net/Europeana_Newspapers
  This social media will allow the project to disseminate the presentations beyond the original event. The other social media easily link to the content deposited at the project slideshare account. At this moment eleven project presentations are uploaded to the project account.

- Twitter: @eurnews
  Important news of the project or related to the project is tweeted through the Twitter account @eurnews.  At this moment the account has 203 followers and sent out 364 tweets.

## 2.1.2 Partner Media Communication Channels

The partner media communication channels that the project disposes of have an international as well as a national and in some cases regional scope. This combination of channels consists of websites, mailing lists and social media channels. Links between project and partner media communication channels and targeted key-messages enable the partner media communication channels to conduct their audience to the project media communication channels and the website in particular. The international and national media communication channels are displayed in table 1 and 2.

| International Media Communication Channels | | | |
|---|---|---|---|
| **ENP partner** | **Media channels** | **Social media channels** | **Mailing lists** |
| **LIBER** | www.libereurope.eu<br>LIBER WEBSITE (News, Europeana Newspapers Project's page) | −LIBER LinkedIn Group (1.381 members)<br>−LIBER Twitter (744 followers, 930 tweets) | −LIBER-ALL (881 subscribers)<br>−LIBER-NEWS (265 subscribers) |
| **The European Library** | | −Facebook – about 1.300 followers<br>−Twitter – about 700 followers<br>−YouTube Channel – about 300 followers | −Newsletter (General Public) – about 5.800 subscribers<br>−The European Library network – about 300 subscribers<br>−Press lList – about 75 subscribers |
| | DIGLIB | | |
| | IFLA | | |
| | EUROPEANA@MAILTALK.AC.UK | | |

*Table 1: International Media Communication Channels*

| National media communication channels | | | |
|---|---|---|---|
| **ENP partner** | **Media channels** | **Social media channels** | **Mailing lists** |
| **SBB** | −SBB website<br>−List of media German channels | −Twitter: 753 Followers<br><br>−Facebook: 1.227 likes | −Newsletter (only for "Exhibitions and Events"): ca. 1500 |
| **Koninklijke Bibliotheek – National Library of the Netherlands** | −KB website<br>−List of Dutch media channels | −KB Twitter: around 3300 followers<br>−KB Facebook: around 400 followers | −Mailing list: NEDBIB (list for Dutch librarians / information specialists) |
| **Milli Kütüphane – National Library of Turkey** | −www.mkutup.gov.tr TR & EN language, daily visitors: 2.000<br>−Turkish Media Institutions – News from NLT is important for national media<br>−NLT Building Billboards: People live/study in Ankara<br>−Daily visitors 1.700 | | −kutup-l@metu.edu.tr (email list) – Turkish Librarians Communication List – Registered users |
| **Biblioteka Narodowa – National Library of Poland** | −www.bn.org.pl ; 544 214 unique visitors in 2011<br>−Regional and local newspapers, online journals, national,<br>−Regional and local radio and | −Facebook (National Library) – 6.700 followers, Facebook (National Digital Library cBN Polona) – 3.355 followers; | −Local and National Channels, where localized project media items will be sent to: the mailing list for press releases contains |

| | TV etc. | YouTube channel – 44.500 video views; | several hundred addresses: national, |
|---|---|---|---|
| **Univerzitet u Beogradu, Univerzitetskabiblioteka ''Svetozar Markovic'' - University of Belgrade, University Library ''Svetozar Markovic''** | −Library website (100,000 unique visitors per year) | −Facebook - about 7.000 followers<br>−Twitter - about 150 followers | −Newsletter (General Public) - about 2.000 subscribers<br>−Newsletter (Serbian Academic Library Association) - about 400 subscribers<br>−Newsletter (Serbian Library Association) - about 500 subscribers<br>−Press List - about 160 contacts |
| **Staats- und Universitätsbibliothek Hamburg – The Hamburg State and University Library** | −Blog (Website http://blog.sub.uni-hamburg.de/)<br>−Library Website: 2.7 million visitors in 2011 | −Twitter (more than 1.000 followers)<br>−Facebook (more than 1.600 followers) | −Newsletter (ca. 750 subscribers) |
| **CCS Content Conversion Specialists GmbH** | −The CCS website has 10.500 unique visitors per year. | | |
| **Kansallis Kirjasto – National Library of Finland** | −Library website www.nationallibrary.fi, published in a slightly different format in three languages (Finnish, Swedish, English) - about 1 637 000 unique visitors per year<br>−Local and National Channels: (online) journals, radio, TV, Finnish memory organizations (archives, museums), publishers, Agricola - Finnish History Network, mixed Finnish network media players, mixed search engines | −Facebook - about 800 followers | −Press List - about 243 subscribers |
| **ONB - National Library of Austria** | −Austrian National Library Website http://www.onb.ac.at/<br>−VÖB (Vereinigung Österreichischer Bibliothekarinnen und Bibliothekare) http://www.univie.ac.at/voeb/blog/<br>−Magazin der Österreichischen Nationalbibliothek http://www.onb.ac.at/about/oenb_magazin.htmt | −Facebook - To be established in 2013 | −Mailing List - to be established in 2013 |
| **Bibliothèque nationale de France (BnF) –** | −BnF website<br>−Magazine *Chroniques* http://www.bnf.fr/fr/eveneme | −Facebook – about 17.000 followers<br>−Twitter – about 900 | |

| National Library of France | nts_et_culture/a.chroniques.html | followers<br>−YouTube Channel – about 140 followers<br>−Daily motion Channel – about 68.000 video views | |

*Table2: National Media Communication Channels*

## 2.2 Publications and presentations at external events

**April 2012**

SIEGMANN, Thorsten. The European(a) Newspapers Project. In *IFLA International Newspaper Conference 2012, 11-13 April, Paris*. PowerPoint available on the project website


**May 2012**

REILLY, Susan K. Europeana Libraries: bringing library content to the researcher. In *QQML, Limerick, 25 May 2012*. PPT Available at: http://www.slideshare.net/fullscreen/libereurope/europeana-libraries-bringing-content-to-the-researcher/1

VUKSAN, Vesna. A Gateway to European Newspapers Online – Building Common History and Identity Around Digital Materials. In *INFORUM, 21-24 May 2012, Prague*. . PowerPoint available on the project website

PEKÁREK, Aleš. LIBER, Europeana and the Europeana Newspapers Project. In *12. Sächsisches GIS-Forum – GI2012-OpenDataPolicies, 18-19 May, Dresden*. . PowerPoint available on the project website

SOFRONIJEVIC, Adam. KILIC, Ömer.  A Gateway to European Newspapers Online: Increasing awareness of shared European history and culture. In *SEEDI 2012, 17-18 May, Ljubljana, Slovenia*. Conference Abstract available on the project website


**June 2012**

WILMS, Lotte. Use of IMPACT tools in the Europeana Newspapers Project. In *IMPACT Project Outcomes event, 26 June 2012, The Hague, The Netherlands.* Available at http://de.slideshare.net/impactproject/europeana-newspapers-at-impact-final-event-26062012

LIBER Annual Conference 2012, 27-30 June, Tartu, Estonia. Conference stand together with the Europeana Libraries project. Available at http://www.utlib.ee/liber2012/index.php?id=sponsors

PEKÁREK, Aleš. Speedy Presentation at Open Mike Session. In *Europeana Plennary 2012, 14-15 June, Leuven*. PowerPoint at Open Mike Session available at http://de.slideshare.net/Europeana_Newspapers/leuven2012openmic/

MIELKE, Lisabet. The Europeana Newspapers Project: A Gateway to European Newspapers Online. In *EROMM SC Meeting, Berlin, Germany, June 18, 2012*. PowerPoint available on the project website


**August 2012**

ALBERS, Christoph.  Poster at IFLA WLIC 2012, 11-17 August 2012, Helsinki, Finland

REILLY, Susan.  Building Bridges: from Europeana Libraries to Europeana Newspapers. In *IFLA WLIC, 11-17 August 2012, Helsinki, Finland*. Conference Paper ([Français] [中文] [Русский] [Español]) and PowerPoint  Presentation available at http://de.slideshare.net/Europeana_Newspapers/building-bridges-from-europeana-libraries-to-europeana-newspapers-14232319

## September 2012

REILLY, Susan. Positioning libraries in the digital preservation landscape. In *UNESCO Memory of the World in the Digital Age conference, 26-28 September 2012, Vancouver, British Columbia, Canada*. PPT Presentation available at http://de.slideshare.net/libereurope/positioning-libraries-in-the-digital-preservation-landscape-14594302

HAGENAH, Ulrich. Die Hamburger Nachrichten – Verfilmung durch das MFA, Digitalisierung durch die SUB Hamburg, Inhaltserschließung im EU-Projekt. In *Mikrofilm-Nachrichten 14.2012, Nr. 15, S. 10-12.*

VUKSAN, Vesna. SOFRONIJEVIC, Adam: Europeana Newspapers: Launching an Identity Gateway. In 11th National Conference "New Technologies and Standards: Digitization of National Heritage, September 2012, The University of Mathematics, Belgrade, Serbia. Available here http://www.ncd.org.rs/ncd_sr/Events/NCDbeograd2012/KnjigaApstrakata2012.pdf

DAKIC, Natasa. TRTOVAC, Aleksandra: Serbian newspapers as a part of the multicultural project

"European newspapers". In international scientific conference "Cultures in Dialogue", 28-30 September 2012, The Faculty of Philology of Belgrade University, Serbia. Available

## November 2012

PEKÁREK, Aleš. WILLEMS, Marieke. The Europeana Newspapers – A Gateway to European Newspapers Online. In *IOANNIDES, M et al. (Eds.) Progress in Cultural Heritage Preservation - Proceedings of 4th International Conference, EuroMed 2012, Limassol, Cyprus, October 29 – November 3, 2012*. LNCS 7616, pp. 654 - 659. Springer-Verlag : Berlin Heidelberg, 2012. ISBN 978-3-642-34233-2. Available upon payment here http://link.springer.com/chapter/10.1007%2F978-3-642-34234-9_68

WILMS, Lotte. Toegang tot historische kranten verbeteren via Europeana. In *Symposium Historische Kranten Online, 22 November 2012, KB, The Hague, The Netherlands.* Available here http://de.slideshare.net/Europeana_Newspapers/europeana-newspapers-krantensymposiumv04

PEKÁREK, Aleš. Projekt Europeana Newspapers - online brána k evropským historickým novinám. Invited Lecture for employees of Moravian Land Library, 30-11-2012. Available here http://de.slideshare.net/Europeana_Newspapers/projekt-europeana-newspapers-online-brna-k-evropskm-historickm-novinm

## December 2012

PEKÁREK, Aleš. The Europeana Newspapers Project - A Gateway to European Newspapers online. In *10th Cyberspace conference, Faculty of Law, Masaryk University, Brno, 2012*. Available here http://de.slideshare.net/Europeana_Newspapers/the-europeana-newspapers-presentation-cyberspace-2012

## 2.3 Dissemination activities in M1-M12

| | Event | Title or activity | Website | Size of audience | Type of audience |
|---|---|---|---|---|---|
| **February** | ENP presented on LIBER website | LIBER participation in EU funded projects | http://www.libereurope.eu/LIBER-EU-funded-projects | Over 44.000 unique visitors in 2012 | International librarians |
| | First announcement of the EN project on NLF website | National launch: Kansainvälinen hanke saattaa yli 10 miljoonaa sanomalehtisivua Europeana-palveluun | http://www.kansalliskirjasto.fi/yleistieto/uutiset/1330427308049.html | N/A | N/A |
| | Press Release | The official letter is translated in Turkish | http://www.mkutup.gov.tr/menu/207 | Daily 2.000 visitors | All segments |
| | Introduction on LIBER website | A Gateway to European Newspapers | http://www.libereurope.eu/news/a-gateway-to-european-newspapers | Over 44.000 unique visitors in 2012 | International librarians |
| | News in Turkish Press | A newspaper presented our project. | http://www.mkutup.gov.tr/haber/528 | | |
| **March** | News item on project website | Kick off meeting of the Europeana Newspapers Project took place in Berlin. | http://www.europeana-newspapers.eu/kick-off-meeting-of-the-european-newspapers-project-took-place-in-berlin/ | Year 1: over 4.400 unique visitors | |
| | Information on NLP's participation in the project | Europeana Newspapers | http://www.bn.org.pl/programy-i-uslugi/europeana-newspapers/ | Unique visitors of NLP's Website in 2012: 572.191 | Users of NLP website |
| | ENP presented on BnF website | La BnF partenaire du projet européen Europeana Newspapers | http://www.bnf.fr/fr/professionnels/action_internationale/a.actualites_action_internationale_2012.html | Over 18 million visitors in 2012 | All |
| | Presentation of project on library's website in four languages (German, Italian, English, Ladin) | Landesbibliothek beteiligt sich an EU-Projekt zu digitalisierten Zeitungen | http://www.tessmann.it/ | | |
| | | La Biblioteca Provinciale partecipa a un progetto UE su giornali digitalizzati | | | |

| | | Provincial Library participates in EC project on digitized newspapers | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | | La Biblioteca provinziala tol pert a n proiet UE sön i folieć digitalisà | | | | |
| **April** | News on website of Culture Ministry of Latvia | | http://www.km.gov.lv/lv/nozares_info/biblio/aktualitates.html?news_id=2555 | | | |
| | News on on-line media portal www.diena.lv | | http://www.diena.lv/kd/literatura/lnb-sanems-lidzfinansejumu-arvalstu-finansu-palidzibas-projektu-istenosanai-13943593 | | | |
| | News on on-line media portal www.tvnet.lv | | http://www.tvnet.lv/zinas/latvija/419314-bez_debatem_km_atlauj_teret_par_23_000_latu_vairak | | | |
| | News item on project website | WP2 Refinement Workshop will be held on 14 May 2012 in Hamburg | http://www.europeana-newspapers.eu/wp2-refinement-workshop-will-be-held-on-14-may-2012-in-hamburg/ | Year 1: over 4.400 unique visitors | |
| **May** | Announcement ENP website on LIBER website | Europeana Newspapers website has been launched | http://www.libereurope.eu/news/the-europeana-newspapers-project-website-has-been-launched | Over 44.000 unique visitors in 2012 | International librarians |
| | News item on project website | Europeana Newspapers tours the region! | http://www.europeana-newspapers.eu/europeana-newspapers-tours-the-region/ | Year 1: over 4.400 unique visitors | |
| | 2nd announcement of the ENP on NLF website | National launch: Europeana Newspapers | http://www.kansalliskirjasto.fi/kirjastoala/dimiko/newspapersonline.html | | |
| | Europa Day - Turkey | A leaflet that include the Europeana Newspapers Project information | - | 200 | |
| | Publication about digital library of NLL | | http://www.lvportals.lv/print.php?id=247988 | 100 | Librarians |

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| | 101. Deutscher Bibliothekartag Bibliotheken - Tore zur Welt des Wissens | Participation and general dissemination of the project (participation in decision-making and consultative bodies at national level) | http://www.bibliothekartag2012.de/de/Programm1.htm | | |
| **June** | LIBER president mentions ENP in welcome word to LIBER annual conference 2012 | President's Introduction for the 41st LIBER Annual Conference in Tartu, Estonia | http://www.libereurope.eu/blog/president%E2%80%99s-introduction-for-the-41st-liber-annual-conference-in-tartu-estonia | Over 44.000 unique visitors in 2012 | |
| | First Press release | Launch of the Europeana Newspapers Project | http://www.europeana-newspapers.eu/1st-press-release-of-the-europeana-newspapers-project-has-just-been-published/ | Year 1: over 4.400 unique visitors | |
| | First Press release | Launch of the Europeana Newspapers Project | http://www.libereurope.eu/news/europeana-newspapers-1st-press-release | LIBER-ALL 808 subscriptions, LIBER-NEWS 272 subscriptions, LIBER-group LinkedIn 1.336 members, Website: 44.000 unique visitors in 2012 | International librarians |
| | 1st press release | Distributed in English and German via CCS website | http://www.content-conversion.com | 30.000 unique visits 2012 | N/A |
| | Presentation of ENP on LFT website in four regional languages (German, Italian, English and Ladin) | Teßmann goes Europeana | http://www.tessmann.it/ | 10.500 unique visitors/year | |
| | EROMM SC Meeting 2012 | General project presentation | http://www.eromm.org/_media/pdf:documents:eromm_sc_meeting_2012_europeana_newspapers_project.pdf | 50 | Librarians |

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| | Promotion of ENP Survey on project website | Europeana Newspapers Survey | http://www.europeana-newspapers.eu/europeana-newspapers-survey/ | Year 1: over 4.400 unique visitors | |
| | Promotion of ENP Survey on LIBER website | Europeana Newspapers Survey | http://www.libereurope.eu/news/europeana-newspapers-survey | Year 1: over 4.400 unique visitors | |
| | LIBER annual conference | Conference stand together with The European Library | | | |
| July | Blog item on LIBER website, ENP mentioned | A European research passport: library requirements | http://www.libereurope.eu/blog/a-european-research-passport-library-requirements | | International librarians |
| | First Press Release in Finnish | National release of the Europena Newspapers project: "Europeanan sanomalehtiprojekti käynnistyi kesän aikana" | http://www.kansalliskirjasto.fi/yleistieto/uutiset/1343651060071.html | N/A | International librarians |
| | First Press release in Polish | Start projektu Europeana Newspapers (Launch of the Europeana Newspapers Project) | http://www.bn.org.pl/aktualnosci/410-start-projektu-%3Ci%3Eeuropeana-newspapers%3Ci%3E.html | 268.000 Unique visitors of NLP´s Website in 2012, also via RSS | |
| | Update on NLP´s participation in ENP | Europeana Newspapers | http://www.bn.org.pl/programy-i-uslugi/europeana-newspapers/ | 268.000 Unique visitors of NLP´s Website in 2012, also via RSS | |
| | Press release | Europeana Newspapers führt Zeitungen aus aller Welt virtuell zusammen | http://staatsbibliothek-berlin.de/aktuelles/presse/detail/article/2012-03-13-5790/ | | |
| August | IFLA 2012 Pre-Conference Mikkeli | Bremer-Laamanen, Majlis. Introduction of The Centre for Preservation and Digitisation. *The National Library of Finland in IFLA* 2012 Pre-Conference "The Electronic Re-Evolution - News Media in the Digital Age", 7-9, August, 2012, Mikkeli, Finland. | http://www.ifla2012mikkeli.com/getfile.php?file=130 | 70 | |

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| | Distribution of first flyer of the EN project  IFLA WLIC 2012, Finland | | | | International Librarians |
| | Staff briefing | Hölttä, Tiina. Europeanan sanomalehtiprojekti. "A Gateway to European Newspapers Online". Infotilaisuus Kansalliskirjaston henkilökunnalle 23.8.2012. The National Library of Finland - The Centre for Preservation and digitisation. Mikkeli and Helsinki (teleconference) | | 30 | |
| | First Press release on the homepage of VÖB | Start des Europeana Newspapers Projekts | http://www.univie.ac.at/voeb/blog/?p=22773 | N/A | Publicity |
| | IFLA Satellite Post-Conference | Introduction sheet | http://www.nlib.ee/ifla-satellite-post-conference-beyond-libraries-subject-metadata-in-the-digital-environment-and-semantic-web/ | | Librarians |
| | First Press release | Launch of the Europeana Newspapers Project | http://www.unilib.rs/projekti/European_Newspapers/docs/1stPressReleaseSERBIANCYR.pdf | | Academic and general community |
| | Press coverage | Article "Europeana Newspapers" | http://www.rts.rs/page/rts/sr/Dijaspora/story/1518/Vesti/1153292/Europeana+Newspapers.html | | |
| | Press coverage | Article "University Library part of European Online Collection" | http://www.24sata.rs/vesti/beograd/vest/univerzitetska-biblioteka-deo-evropske-onlajn-kolekcije/50405.phtml | | |
| | Press coverage | Article "Project Europeana Newspapers" | http://akter.co.rs/30-kultura/11778-projekat-europeana-newspapers.html | | |
| | Press coverage | Article "University Library Svetozar Markovic participates in creating cultural heritage collection Europeana Newspapers" | http://www.ekapija.com/website/sr/page/614983 | | |

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| | Radio show | Krugovi kulture (Circles of Culture), Radio Belgrade 2 | | | |
| | Radio show | Deset i po (Ten and a half), Radio Belgrade 1 | | | |
| | Radio show | Summer Garden, national radio station "202" | | | |
| | IFLA Helsinki | Distribution English ENP leaflet, 1st version | | | |
| | Press release | Pircher, Karin: Teßmann goes Europeana!. In *Zum Lesen* 02/2012 | http://www.bvs.bz.it/download/27dext cjvrMv.pdf | | |
| | IFLA WLIC 2012 | Europeana Newspapers (poster) | http://conference.ifla.org/past/ifla78/ifl a78.htm | | |
| September | Project introduction | Stickers will be around the NLE different sections | _ | 30 | Students, teachers, readers |
| | News item on project website | University of Innsbruck will host the Technical Meeting of the project on 17-18 September 2012 | http://www.europeana-newspapers.eu/university-of-innsbruck-will-host-the-technical-meeting-of-the-project-on-the-17-18-september/ | Year 1: over 4.400 unique visitors | |
| | News item on project website | Technical meeting hosted by the University of Innsbruck | http://www.europeana-newspapers.eu/technical-meeting-hosted-by-the-university-of-innsbruck/ | Over 44.000 unique visitors in 2012 | |
| | Press release on NLL website | | http://www.lnb.lv/lv/europeana-laikrakstu-projekta-ieviesana | | |
| | Press release on library portal www.biblioteka.lv | | http://www.biblioteka.lv/Libraries/latvij as-nacionala-biblioteka/News/ArticleItem.aspx?artic le=19523&type=0 | | |

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| | International scientific conference "Cultures in Dialogue", Belgrade | Dakic, Natasa. Trtovac, Aleksandra: Serbian newspapers as a part of the multicultural project "European newspapers". *In international scientific conference "Cultures in Dialogue", 28-30 September 2012, The Faculty of Philology of Belgrade University, Serbia* | - | | |
| | Press article in Trajectoire, September-October 2012 (issue n°159) | Coopération européenne/Au cœur de la construction de l'Europe de la culture: interview of Pascal Sanz, Elisabeth Freyre and Yohann le Tallec about Europeana Newspapers | - | 3.000 issues printed | Librarians |
| | Press release in German and Italian on online regional citizens net | Landesbibliothek Teßmann baut an europaweitem digitalem Zeitungsarchiv mit | http://www.provinz.bz.it/land/landesverwaltung/service/aktuelles.asp?aktuelles_action=4&aktuelles_article_id=403307 | | |
| | | La biblioteca Teßmann partecipa al progetto europeo "Europeana Newspapers" | http://www.provincia.bz.it/aprov/amministrazione/service/attualita.asp?aktuelles_action=4&aktuelles_article_id=403305 | 3 | |
| | Press release in German and Italian in online regional newspaper (based on press release of online citizens net) | Landesbibliothek Teßmann baut an europaweitem digitalem Zeitungsarchiv mit | http://www.stol.it/Artikel/Kultur-im-Ueberblick/Kultur/Landesbibliothek-Tessmann-baut-an-europaweitem-digitalem-Zeitungsarchiv-mit | 100 persons | Librarians, archivists, researchers |
| **October** | Blog item on LIBER website, ENP mentioned | Outcomes of the UNESCO Memory of the World in the Digital Age Conference. Do libraries have something to add? | http://www.libereurope.eu/blog/outcomes-of-the-unesco-memory-of-the-world-in-the-digital-age-conference-do-libraries-have-some | Over 44.000 unique visitors in 2012 | International librarians |
| | Activity briefing | Kaukonen, Minna. The National Library of Finland - The Centre for Preservation and Digitisation | - | 3 | |

| | | | | | |
|---|---|---|---|---|---|
| | Conference "Polskie Zbiory w Europeanie" ("Polish collections in Europeana") | Ślaska, Katarzyna, *Udział Biblioteki Narodowej w bieżących projektach Europeany* | http://www.icimss.edu.pl/?id=77 | 100 persons | Librarians, archivists, researchers |
| | First Press release published on ONB homepage | Presseaussendung: Start des Europeana Newspapers Projekts (01. Juli 2012) | www.onb.ac.at/about/18350.htm | N/A | Publicity |
| | Summary report on the project for ONB medial conference | Europeana Newspapers | | 350 | Management and staff of ONB |
| | News on NLL website | | http://www.lnb.lv/lv/lnb-digitalizes-vel-pusmiljonu-laikrakstu-lapaspusu | | |
| | International scientific conference "Open Access to Knowledge in Libraries", Belgrade | Trtovac, Aleksandra. Dakic, Natasa: Serbian newspapers from the 19th and 20th century through the prism of the project "Europeana Newspapers". *In XI International scientific Conference "Open Access to Knowledge in Libraries", National Library of Serbia, 26 October 2012.* | | | |
| | First Newsletter published | First Newsletter of the Europeana Newspapers Project | http://us5.campaign-archive1.com/?u=d6917fe9aedb5cab842024bb9&id=cbfe2dba92 | | Academic and general community |
| | News item in magazine Chroniques, October-November-December 2012 (issue n°64) | Numérique: Europeana journaux | http://multimedia.bnf.fr/chroniques/chroniques_64/index.html#/2/ | 55.000 issues printed (e.g. 14.000 issues distributed to researchers and 2.500 to the press and other cultural establishments) | Researchers, BnF visitors, cultural establishments, press |

| | | | | | |
|---|---|---|---|---|---|
| | Newsletter on project website | Newsletter | http://www.europeana-newspapers.eu/1st-newsletter-of-the-europeana-newspapers-project-has-just-been-published/ | Year 1: over 4.400 unique visitors | |
| | Newsletter on LIBER website | Newsletter | http://www.libereurope.eu/news/1st-newsletter-of-the-europeana-newspapers-project-has-been-published | Over 44.000 unique visitors in 2012 | International librarians |
| **November** | First Newsletter of the Europeana Newspaper project | Europeana Newspapers -projektin uutiskirje ilmestynyt | http://www.kansalliskirjasto.fi/yleistieto/uutiset/1352373391356.html | N/A | |
| | | | http://www.nationallibrary.fi/infoe/uutiset/1352373791575.html | | |
| | | | http://www.nationallibrary.fi/index.html | | |
| | First Project Newsletter - link on NLP's Website | | http://www.bn.org.pl/programy-i-uslugi/europeana-newspapers/ | NLP's website | |
| | Summary report on project for ONB medial conference | Europeana Newspapers | | 350 | Management & staff ONB |
| | NLE homepage | First Europeana Newspaper newsletter | http://www.nlib.ee/europeana-newspapers-project/ | 400 | Museums, archives, universities, radio, media |
| | GIS Day 2012 | Presented in NLE booth | http://www.nlib.ee/gis-paev-toob-geograafiahuvilised-rahvusraamatukokku/ | NLE readers and partners | |
| | Student Fair 2012 | Presented in NLE booth | http://www.nlib.ee/rahvusraamatukogu-laheb-teeviidale-2/ | 120 | Students, teachers |
| | News item on project website | Europeana Newspapers Czech Republic Tour (28.11. – 3.12. 2012) | http://www.europeana-newspapers.eu/europeana-newspapers-czech-republic-tour-28-11-3-12-2012/ | Year 1: over 4.400 unique visitors | |

| | | | | | |
|---|---|---|---|---|---|
| **December** | Book Market | Presented in NLE booth | http://www.nlib.ee/joulukuu-raamatunadalale/ | 100 | Readers |
| | Project introduction | European Newspaper cooperation project in webpage | http://www.nlib.ee/index.php?id=19920 | | NLE partners |
| | Project introduction | Digitization of cultural heritage projects | http://digiveeb.kul.ee/ | | |
| | Annual report SBB | General short project overview | http://staatsbibliothek-berlin.de/fileadmin/user_upload/zentrale_Seiten/ueber_uns/pdf/kurzbilanz12_ausblick13.pdf | | |
| **January** | News item on project website | National Library of France will host the project meeting on 30-31 of January 2013 | http://www.europeana-newspapers.eu/national-library-of-france-will-host-the-project-meeting-on-30-31-of-january-2013/ | Year 1: over 4.400 unique visitors | |
| | Summary report on the project for annual ONB report | Europeana Newspapers | http://www.onb.ac.at/about/jahresbericht.htm | 300 | Museums, archives, universities, radio, media |
| | Seminar "Digital memory" | Presented in NLE booth | http://www.nlib.ee/digitaalne-malu-2/ | Over 18 million visitors www.bnf.fr in 2012 | All |
| | Annual Press conference Stitching | General short project overview | http://hv.spk-berlin.de/deutsch/index.php | | |

*Table 3: Dissemination activities*

## 2.4 Other appearances of ENP in the media

**February 2012**

http://www.infodocket.com/2012/02/16/europe-more-than-10-million-digitized-newspaper-pages-coming-to-europeana/

**May 2012**

http://www.vlaamse-erfgoedbibliotheek.be/nieuws/search/results/taxonomy%3A801

http://www.infodocket.com/2012/05/02/the-europeana-newspapers-project-website-has-been-launched/

http://www.univie.ac.at/voeb/blog/?p=21385  (VÖB: Austrian Libraries and Librarians blog)

**June 2012**

http://cbkuleuven.wordpress.com/2012/06/02/website-europeana-newspapers-online/

http://dl.psnc.pl/tag/europeana-newspapers/  (PSNC Digital Libraries Team blog)

**July 2012**

Europeana Libraries Newsletter, July 2012

Reaction of FYI France to 1st Press Release (sent to DIGLIB as well)

EBLIDA News - July/August 2012

http://blogs.unimelb.edu.au/libraryintelligencer/2012/07/10/launch-of-the-europeana-newspapers-project/ (University of Melbourne Library Blog)

http://www.essentials-media.nl/Nieuws(brief)/Nieuws+DB/18+miljoen+krantenpagina's+in+Europeana

http://rynek-ksiazki.pl/aktualnosci/start-projektu-europeana-newspapers_31211.html (Polish   book market blog)

http://cibernewsletter.caspur.it/?p=16533

**August 2012**

http://biblioteksbladet.se/2012/08/20/europeana-newspapers/


**October 2012**

1st Newsletter of the Europeana Newspapers Project


**December 2012**

http://www.den.nl/index.php?go=nieuwsbrief.showNieuwsbrief&type=html&nieuwsbrief_id=117
(Newsletter Digitaal Erfgoed Nederland / Digital Heritage Netherlands)

# 3. Analysis

In this chapter the aforementioned media communication and dissemination activities are analysed with the aim to draw conclusions, learn from the activities performed and set objectives for the next twelve months. Three sources have been studied in the analysis of the media communication of the Europeana Newspapers Project:

1. The project dissemination activity
2. Google analytics for the project website
3. Social media activity

## 3.1 The project dissemination activity

In this first year the project has been presented at various events and conferences, ranging from library and university audiences interested in the content, to technical audiences interested in refinement, quality assessment and metadata models used to local and newspaper audiences.

The dissemination activities of all project partners aimed at widely disseminating the projects objectives and the results and achievements of the past twelve months. Table 3 shows the dissemination activities that took place, ranging from distribution of promotional material to the dissemination of news items to national and international audiences.

In the coming twelve months, the project will start to host Information days and Workshops to disseminate the projects objectives and achievements and facilitate a dialogue with the stakeholders.

## 3.2 Google analytics

The website was launched in April 2012, month three of the project. In these nine months the project had 4.439 unique visitors (Graph 1) and they made a total of 6.025 visits (Graph 2), 26,23% of the visitors is a returning visitor. The new visitor is important for the project because the awareness of the project is raised with this audience. The returning visitor is important for the engagement of the visitor or stakeholder; this visitor wants to be kept informed on the achievements and events of the project.
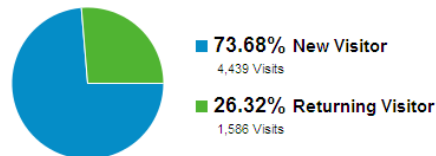
Graph 1: Number of people who visited the Europeana Newspapers Project website

Of these visits 33,69% came directly to the website, this means that they were informed about the existence of the project from the dissemination activities and were interested in learning more through the website. 47,87% of the visits came from referral traffic, this can be through the links on project partners' websites, through the project and partner social media channels or mailing lists from partners. The dissemination activities performed by the Europeana Newspapers Project and its partners are effective; they raise the awareness of the project and engage the audience in the project.
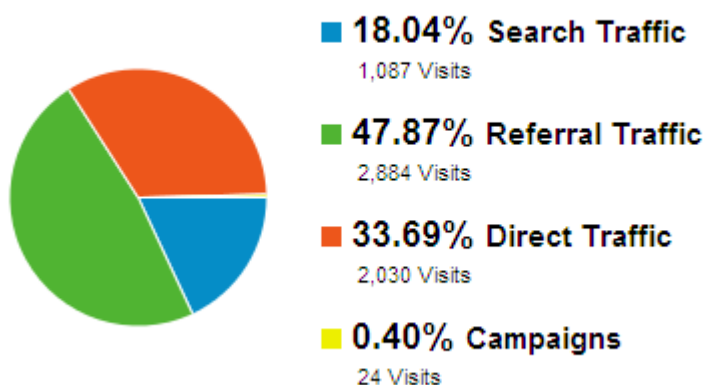


Graph 2: Traffic to the Europeana Newspapers Project website

The aim of the next twelve months is to raise the total amount of visits to the website by increasing dissemination activities in all its forms (Graph 3). The next twelve months the project will produce many interesting results that will increase media communication activity. Also the upcoming Information days and Workshops will need to be promoted before and during the event takes place. After these dissemination events there will be visual material and feedback to disseminate.
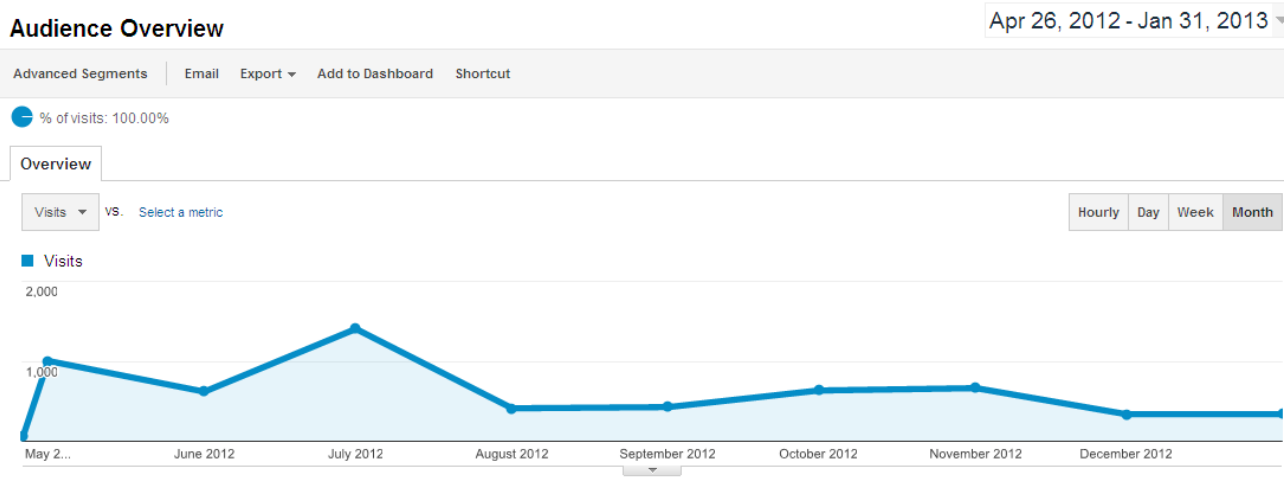


*Graph 3: Audience overview of the Europeana Newspapers Project website*

## 3.3 Social media analysis

The Europeana Facebook has 205 likes and 31 posts. The likes are visitors that want to be informed on the project results, achievements and events. This is important for the engagement of the audience. Graph 4a shows that the posts on the project Facebook page reach an increasing amount of people and that the posting of news-items increases the audience. Graph 4b shows that 60% of the visitors returns. In the coming twelve months, the Europeana Newspapers Project partners need to increase the amount of visitors by posting news items. The partners have to catch and maintain the interest of the visitor with high quality posts.
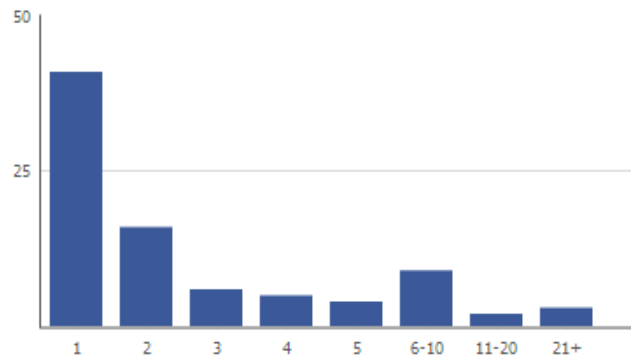
**How You Reached People (Reach and Frequency)**

All Page Content ▼

Reach?

☑ Organic? ☑ Paid? ☑ Viral? ☑ Total?
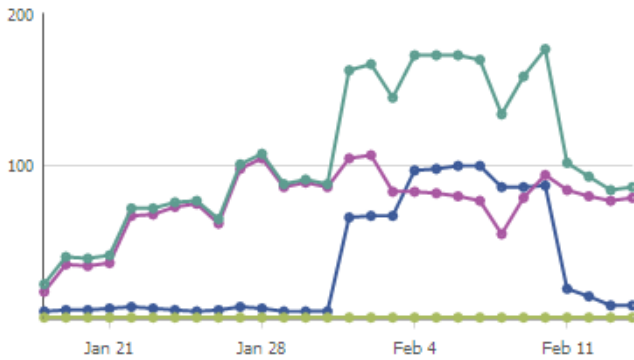
Unique Users by Frequency?

*Graph 4a: Audience reached*                    *Graph 4b: Visits per user*

Graph 1 shows the increasing twitter activity of @eurnews, with the last update on 24th of January 2013.



TweetStats for eurnews (Tweet This!)
Last updated 24 Jan 2013 at 10:15

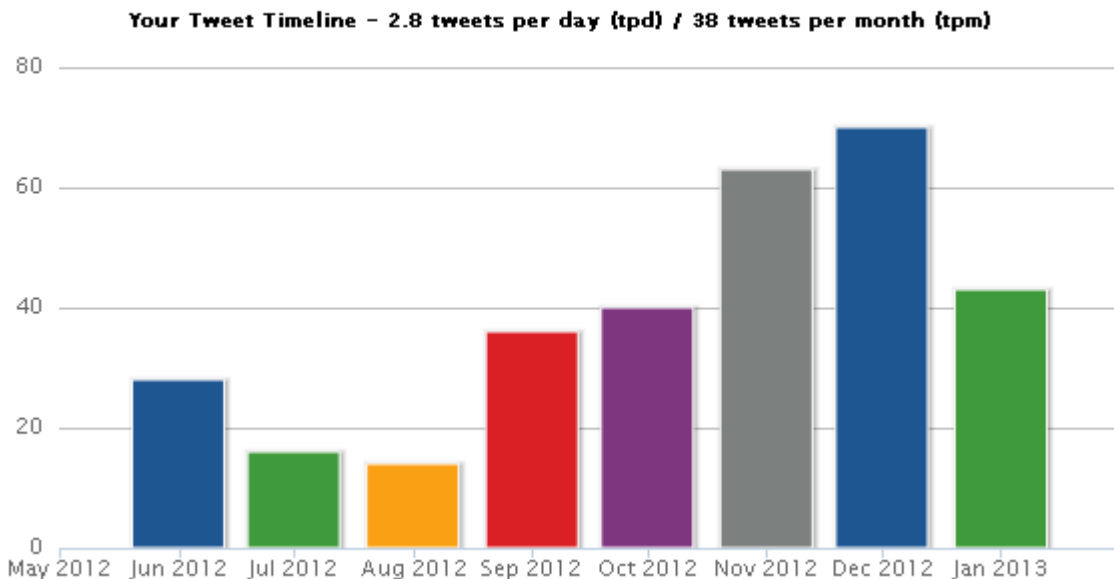**Your Tweet Timeline – 2.8 tweets per day (tpd) / 38 tweets per month (tpm)**

Figure 1 shows that the hashtags used by @eurnews, to illustrate that the messages sent out aim at promoting of the project.

HashCloud for eurnews (Tweet This!)

#2012agm #android #archives #artartists #bbc #bigdata #blog #carare #cc0 #cco #cerlsem12 #coldwar #creativecommons #culturalheritage #dariaheu #deconf12 #dhcshef #dighumarts #digitalagenda #digitalheritage #digitalhumanities #digitallibraries #digitalpreservation #digitisation #digitization #digitzation #ditigization #dpla #dutch #ebook #ec #elag2013 #eleuven2012 #eu #eurnews #euromed2012 #europe #europeana #europeanaeu #europeanalibraries #europeanas #europeanatech #europe's #evaminerva #future #google #googlebooks #hack4europe #heritage #horizon2020 #humanities #ifla2012 #igelu12 #impactocr #impactproject #infographic #internet #journalism #jp2 #kukon #lausanne #law #liber2012 #libraries #library #lodlam #mcdaniel #media #metadata #mets #mus20ger #museums #ner #news #newspaper #newspapers #ngarchive #oclc #OCR #onlineaccess #opendata #openglam #pinterest #poland #re #rodh2012 #scanning #scapeproject #scapetraining #socialmedia #tel2012 #textmining #tpdl2012 #tpdl2013 #ugc #vifabio #wlic2013 #ww1 #yaleuniversity #zeitgeist2012

Your top five hashtags: #europeana, #digitization, #eurnews, #newspapers, #libraries. (Tell your tweeps)

*Figure1: Hashtags for @eurnews*

The Linkedin Group for the Europeana Newspapers Project has 53 member and 13 posts. This shows that Facebook and Twitter are much more used in the Europeana Newspapers Project for dissemination. The aim for the next twelve months is to increase the activity and audience on the Linkedin group by posting more discussions and sharing them with larger Linkedin groups such as LIBER (over 1.300 members).

# 4. Outlook

In the second year of the project more results and achievements will come forth from the project to disseminate than in the first year, this will result in more presentations at external events, more media coverage and more social media activity from the project.

Not only will there be more results to cover but the first dissemination Workshops and Information days will be held this year. These events need to be promoted and will produce interesting content and visual material for the promotion of the project afterwards.

The aim for the second year of the project is the overall increase of project dissemination, media coverage and social media activities. Partners need to be encouraged to get even more involved than the first year.

Not only does the media coverage and social media activity need to be intensified, it needs to be more targeted at the different audiences that the project aims at. This will be achieved by communicating key messages targeted at the specific audience. These key messages and the specific audiences will be outlined in the upcoming Deliverable 6.3 Stakeholder Engagement and Media Communication Plan.

| Event | Dates | Place | Web Page | Comments | Audience |
|-------|-------|-------|----------|----------|----------|
| 12th National Conference: Digitization of National Heritage | 20/9/2013 | Belgrade, Serbia | http://www.ncd.org.rs/ncd_en/index.html | Paper presentation | Cultural heritage |
| DocEng 2013 - 13th ACM Symposium on Document Engineering | 10-13/9/2013 | Florence, Italy | http://www.doceng2013.org/ | "The ACM Symposium on Document Engineering provides an annual international forum for presentations and discussions on principles, tools and processes that improve our ability to create, manage and maintain documents. It is sponsored by ACM by means of the ACM | Technical (OCR, OLR, NER) |

| | | | | SIGWEB Special Interest Group. All DocEng Proceedings are available through the ACM Digital Library." | |
|---|---|---|---|---|---|
| ICDAR 2013 - 12th Int. Conf. on Document Analysis and Recognition | 23-28/8/2013 | Washington, DC, USA | http://www.icdar2013.org/ | Most prestigious international conference in the area of document image analysis and recognition (endorsed by the IAPR) | Technical (OCR, OLR, NER) |
| IFLA | 17-23/8/2013 | Republic of Singapore | http://conference.ifla.org/ifla79/calls-for-papers/news-for-the-future | KB has submitted an abstract for the Newspaper section preconference. | Libraries |
| LIBER 42nd Annual Conference | 26-29/6/2013 | Munich, Germany | http://www.liber2013.de/index.php?id=19 | workshop | Libraries |
| 19th INFORUM Conference | 21-22/5/2013 | Prague, Czech Republic | http://www.inforum.cz/en/ | Paper presentation | Libraries |
| 13th Conference of Academic libraries | 15-18/5/2013 | Opatija, Croatia | http://www.hkdrustvo.hr/hr/skupovi/skup/211/ | Paper presentation | Libraries |
| 9th International Convention of Slavic Librarian's | 14-17/4/2013 | Sarajevo, Bosnia and Herzegovina | http://www.planetreg.com/E1983647161939 | Paper presentation | Libraries |
| 5. Kongress Bibliothek & Information Deutschland | 11-14/3/2013 | Congress Center Leipzig, Germany | http://www.bid-kongress-leipzig.de/t3/ | Poster presentation General project presentation with focus on partner Turkey (official guest country on the conference | Libraries |

*Table 4: Future dissemination activities*