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ATHENA

First Issue of Athena Journal

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*e*Content*plus*

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1 OJ L 79, 24.3.2005, p. 1.

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0.   Executive summary

This deliverable presents one of the Athena activities planned in the framework of WP2 – Dissemination and awareness, with task devoted to establishment and development of the ATHENA journal. The ATHENA journal had been planned as a supporting tool for cultural heritage promotion. Within the project lifetime at least three issues of the journal planned to be developed. First issue of the journal was planned for the 18th month of the project realization.

Thus the deliverable describes the already undertaken activities with a goal of journal creation and presents the already achieved results in addition to the planned further activities after the project end.

The deliverable is structured as follows:

- Executive Summary: A short summary of the deliverable
- Introduction: Explaining the context of the whole project in which the journal creation as one of the dissemination activities stand
- Information about formal requirements for the journal creation.
- The groups and committees responsible for the journal
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- Target audience groups: Description of main target groups for the dissemination work of ATHENA
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1. Introduction

Among all dissemination activities which role was to support the ATHENA project objectives the ATHENA journal was planned as a supporting tool for cultural heritage promotion. It was planned to develop during the project lifetime at least three issues of the journal. The journal role was to present situation in culture, and at the memory institutions mostly in the countries present in the ATHENA consortium, but also beyond, and to promote the projects contributing to Europeana, and initiatives leading to this goal.

A couple of meetings of the Europeana Dissemination Group have been held during the reporting period where the ATHENA members, Monika Hagedorn-Saupe, the WP2 leader of ATHENA and Maria Sliwinska, WP2 co-leader, were present. During the meetings dissemination activities had been planned and dissemination strategies discussed. Originally, as the ATHENA project dissemination tool were planned among others: Athena Newsletter, and ATHENA journal.

According to the wishes from the Europeana Team the originally planned ATHENA newsletter was not produced to avoid unnecessary repetitions of information. Europeana decided to publish two newsletters (one addressing the general public, one addressing the stakeholders). Information to be disseminated from ATHENA was given to the Europeana communication office to be included in the newsletters produced from the office. So it was made sure that there are not newsletters on more or less the same issue arriving to users more or less at the same time and no contradictory messages are given.

Regarding the ATHENA journal, it was agreed to start the work on the journal development, to be delivered in printed and on-line versions. The ATHENA journal is planned to address first of all the museum people, and the other memory institutions. In addition academics are the target group of the journal, and governing bodies that often need basic information, presented in a visual manner. This journal contains information on Europeana, and projects and institutions contributing to Europeana developmnet. It was clarified that the journal should continue after the ATHENA project end.

The ATHENA consortium came out of an existing active network of ministries and other museums and cultural heritage supporting institutions in Europe, which in the framework of MINERVA and MICHAEL projects developed together a set of publications, including guidelines and handbooks to support cultural heritage institutions in Europe. In the MICHAEL project an initiative of writing short papers related to the collections listed in the Inventory was received well by the audience therefore this initiative was developed in the ATHENA framework into the professional journal. The journal aim is to bring information about activities undertaken by memory institutions converting their resources into digital form, and to present these resources digitized and transferred to Europeana as valuable collections, as well as the tools and methods developed for that purpose. The journal undertakes also topics related to the communities working in the memory institutions and address their users needs and behaviours.

It was planned to have two versions of the journal – an on-line version, and the printed one, that is still much more appreciated by the memory institutions which like to have something stored on the shelves, available for use without additional tools like computer or network.

The journal content has been planned to start with a a section of main articles, devoted to the journal topic, requested from the key people in the field. Next section planned included a couple interviews with the Europeana projects coordinators or description of the project, or interviews with the key people. Third section was planned as a set of short articles obtained mainly from the project partners, but also from outside the network. Book reviews and conference reports sector was also planned. What was also important for the on-line version of the journal there were sets of links moving the readers to the content described in the articles.

To plan the journal content a few meetings have been held in Berlin, and in Rome on the occasion of the plenary meetings. Finally, a list of topics has been proposed by the WG members and discussed, and chosen at the WP leaders meeting in Rome on the 15th of June 2009: Those included:

- No 1/2: Think culture - one volume of two collective issues devoted to Europeana slogan refering to any aspect of culture
- No 3: From Closed Doors to Open Gates – an issue describing change in the memory instutions operations – showing their resources on-line
- No 4: Collections Development – presentation of digital collections or traditional ones planned for digitization

Each submitted manuscript is subject to a peer-review procedure, and the publication decision is based on reviewers' comments; if necessary, authors may be invited to revise their manuscripts. On acceptance, manuscripts are subject to editorial amendment to suit the journal style.

The journal is available on-line at the address: www.uncommonculture.org
It's printed version attached to show the value of its design, and a print preferred by the custodians.

2. Formal requirements established for the Journal

For that purpose the group responsible for dissemination activities met a couple of times, and the journal layout and content has been discussed. As a result of discussion has been agreed the following:

Journal title:	Uncommon Culture
Advisory Board:	ATHENA Partners +
Editorial Board:	ICIMSS office and Members + SPK and MiBAC
Logo:	ATHENA owl as a part of it
Users/Readers:	Memory institutions, academics, governing bodies
Frequency :	Quarterly journal

Format:	1) Electronic
	2) Printed version:
	    3 first issues – 5.000 copies (on ATHENA cost).
	    Further issues depend on paid subscription

Format (size):	Between A4 and B5
Fonts:	Size – medium – 11 as in Times New Roman
Page number	Arabic style
Dominated colour	navy blue & green
Cover:	soft
Front Cover elements:	Title, year, issue number and title, ISSN, logo,
Spine	With a title, year and issue number
Title Page :	Title + forthcoming titles
Copyright Page	
ISSN:	Two ISSN number have been obtained: a) 2083-0599 – for on-line version b) 2082-6923 – for printed version
Table of Contents	After the Title page
Papers language	English
Accessories:	Bookmark with title, subscription conditions

Costs	Initial costs:
	– Designers:
	    o Journal layout
	    o Logo
	    o Website
	– Advertising
	
	Content production (annual costs)
	– Editorial office:
	    o Editors

- o Linguistic check
- o Proof-reading
- o Secretary to editor
- Authors
  - o Invited papers
  - o Peer reviewed
- Illustrations

Annual costs (electronic version):
- Domain annual cost
- Server annual depreciation
- Internet access
- Maintenance:
  - o Administrator
  - o Links checking

Annual cost (printed version)
- Printing
- distribution
  - o postage
  - o staff
  - o Revenue?
- subscription fee
- adverts
- grants

3.   The groups and committees responsible for Journal creations

To produce the journal smoothly and with a good quality a few groups responsible for the project results have been created. These include:

Advisory Board
> Gerhard Budin, University of Vienna, Austria & ICIMSS
> Rossella Caffo, Ministry of Culture and Cultural Activities, Rome, Italy
> Jill Cousins, Europeana, The Hague, Netherlands
> Christophe Dessaux, Ministry of Culture and Communication, Paris, France
> Antonella Fresa, Promoter, Pisa, Italy
> Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM
> Stefanos Kollias, National Technical University of Athens, Greece
> Dincho Krastev, Academy of Sciences, Sofia, Bulgaria
> Dan Matei, Institute for Cultural Memory, Bucharest, Romania
> Jonathan Purday, Europeana, The Hague, Netherlands
> Michal Rusinek, Jagiellonian University, Krakow, Poland
> Maria Śliwińska, Nicholas Copernicus University, Toruń; ICIMSS
> Pier Giacomo Sola, Amitié, Bologna, Italy
> Edward J Valauskas, Chief Editor, First Monday; ICIMSS, United States
> Dov Winer, The National Library of Israel, Jerusalem
> Michal Znaniecki, Grand Theater, Poznan, Poland
> Tadeusz Zwiefka, European Parliament, Brussels, Belgium

Editorial Office:
> According to the range of the international endovour the Uncommon Culture Editorial Office is composed of the three institutions contributing to the journal creation:
> - Italian Ministry of Culture and Cultural Activities, as the main Coordinator of the project and all activities,
> - The International Center for Information Management, Systems and Services – WP2 co-leader responsible for the journal publication, and
> - The Institute for Museum Research, Berlin – WP2 Leader.

Editorial Board
> Ekaterina Dikova, Central Library of the Academy of Sciences, Sofia, Bulgaria
> John Favaro, ICIMSS
> Giuliana De Francesco, Ministry of Culture and Cultural Activities, Italy
> Czeslaw Jan Grycz, Libraries Without Walls; ICIMSS, United States
> Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM
> Nancy R. John, University of Illinois at Chicago, United States
> Lech T. Karczewski, ICIMSS, Poland
> Adam F. Kola, Nicholas Copernicus University, Toruń; ICIMSS, Poland
> Piotr Kożurno, ICIMSS
> Maria Teresa Natale, Ministry of Culture and Cultural Activities, Italy
> Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland
> Maria Śliwińska, Nicholas Copernicus University, Toruń; ICIMSS
> Edward J Valauskas, Chief Editor, First Monday; ICIMSS, United States

In addition to the boards individual responsibilities have been assigned to the members as following:

Editor-in-Chief
>Maria Śliwińska, ICIMSS & Nicolaus Copernicus University, Toruń

Co-Editor-in-Chief
>Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM

Electronic Version Editor
>Edward J Valauskas, Chief Editor, First Monday; ICIMSS, United States
>Nancy R. John, University of Illinois at Chicago, United States

Book Review Editor
>Susan Hazan, Israel Museum, Jerusalem
>Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Conferences Editor
>Ekaterina Dikova, Central Library of the Academy of Sciences, Sofia, Bulgaria
>Adam F. Kola, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Links Editor
>Maria Teresa Natale, Ministry of Culture and Cultural Activities, Italy
>Piotr Kożurno, ICIMSS

Copy Editor
>John Favaro, ICIMSS

Art Editor
>Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Design
>Lech T. Karczewski, ICIMSS, Poland

Publisher
>On behaf of the ATHENA project Consortium: The International Center for Information Management Systems and Services (ICIMSS)

4. Uncommon Culture content

a. Planned content

It was been planned to publish 3 issues of the journal in the framework of **ATHENA** project. Finally the material for the first issue was so big, that it was decided to dedicate 2 issues to it. Publication of further issues has been also planned in the framework of the other projects, on subscription base, and national grants. The first planned issues include:

- No 1/2: Think culture – ed. Maria Sliwinska, ATHENA WP2 co-leader
- No 3: Gates instead doors – ed. Jonathan Purday, EUROPEANA Communication Manager
- No 4: Collections Development – ed. Monika Hagedorn-Saupe, ATHENA WP2 co-leader

Further possible planned issues referred to the following topics:

- Common language –
- Archaelogical objects
- Technology versus culture –
- From scriptorium to digital space
- Photograpy
- Theater
- Deeply hidden (archival documents)
- Comparative or contrastive culture?

For issue 1/2 was chosen a title "Think culture", the slogan coined/used by Europeana.

Issue 3 plans included information about transfer from the traditional cultural institutions working behind the closed doors to the open virtual space, which was accepted with difficulties by museums. Doors divided them from the customers, and doors protected their collections. Only part of the collection is accessible on the exhibitions. With the technological development collections can be put on an open space, and accessed at any time from any point in a comfortable way. Doors have been replaced by gates and portals.

Issue 4 plans included presentation of the development of collections: from private to public, and from public collections closed in the building to public and private collections available on-line.

The goal has been achieved so far beyond the expectations in the area of content, contributors, and design.

First issue was planned to be published in month 18 of the project that was April 2010. However, it was decided to wait with the first issue publication until the content will be significant. Collections of materials to the first issue went beyond expectations and therefore the combine issue 1/2 for 2010 has been published. According to the plans the first issue of the journal was devoted to the broad topic of culture, and brought semi-annual issue with more than 200 pages.

b.   Uncommon Culture Vol. 1 issue 1/2 for 2010:

The issue is composed of the following:

Foreword section:
- we have been very successful with getting foreword by the President of the European Parliament, Jerzy Buzek
- the editors foreword: Maria Sliwinska and Ed Valauskas

Main articles section:
- Museum, Poem by Wisława Szymborska (1996 Nobel Prize for Literature)
- Culture in the Globalized Society (Selection and compilation, based on Ryszard Kapuscinki texts)
- European Heritage Label − an article from the European Parliament by Doris Pack and Piotr Borys
- Barriers in On-line Access to Culture − a result of ATHENA project research done by Barbara Dierickx, Dimitrios K. Tsolis

Interviews section:
- Jill Cousins, Europeana Director, by Maria Sliwinska
- Rossella Caffo, ATHENA Project Coordinator, Ministry of Culture, Italy, by Monika Hagedorn-Saupe

Short articles from the following countries:
- **Belgium**: *Art Nouveau in Belgium*, Roxanne Wyns
- **Bulgaria**: *Chalga Is Not Part of Our National Identity*! *Ekaterina* Dikova
- **Czech** *Republic*: *We Count on You: Seniors and Disabled in the Centre of Interest of Museums,* Ivana Havlíková, Kateřina Salonová
- **Estonia**: *The Internet-based Museum Information System MuIS in Estonian Museums,* Indrek Eensaar, Kaie Jeeser
- **Finland**: *Thinking Culture - National Cultural Policy Issues and the Role of Cultural Heritage in Finland*, Pirjo Hamari
- **France**: *Digital Cultural Resources for Education : The New Portal* histoiredesarts.culture.fr, Christophe Dessaux
- **Germany**: *Museum Nights - a Success Story*, Monika Hagedorn-Saupe
- **Greece**: *The Strongest Points of Greek Culture, and the State Cultural Policy,* Stefanos Kollias, George Bolanis
- **Hungary**: *Knowledge Centre and Library of the South Transdanubian Region*, Ágnes Fischer-*Dárdai*
- **Israel**: *Digitisation of Culture in Israel*, Susan Hazan, Dov *Winer*
- **Italy**: *To the Museum of Alexandria and Back Again*, Elena Calandra
- **Latvia**: *Latvian Museums – Myths and Reality*, Jānis Garjāns
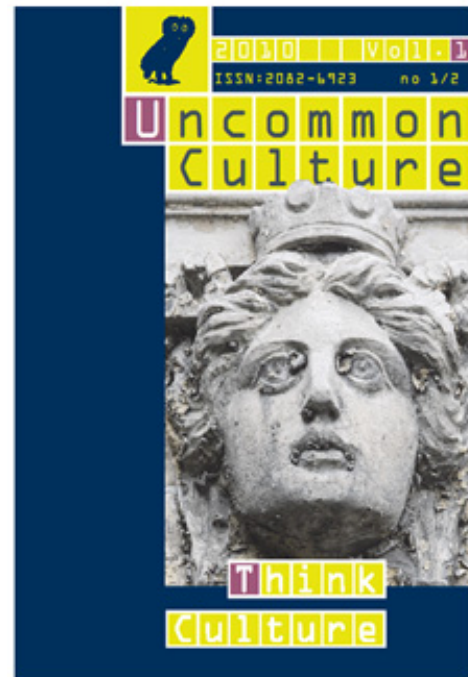
- **Lithuania**: *The Development of the Lithuanian Integral Information System for Automated Stocktaking, Digitisation, Preservation, Search, and Access to Museum Assets,* Danutė Mukienė
- **Malta**: *The Influence of the Knights of the Order of St. John on Malta,* Pierre Sammut
- **Moldova**: *What Defines Moldovan Culture?* Eugenia Bejan, Iraida Digodi
- **Poland**: *First Contact with Culture*, Piotr Kożurno, Alicja Saar-Kozłowska, Maria Sliwinska
- **Romania**: *The Romanian Cultural Scene in Crisis Times*, Dan Matei
- **Russia**: *The Rybinsk State History, Architecture and Art Museum-Preserve,* Sergey Cherkalin, Nadezhda Brakker
- **Slovak** Republic: *Digitisation in Museums in the Slovak Republic*, Erik Kriššák
- **United** Kingdom: *Kids in Museums Manifesto,* Dea Birkett

For the first issue there were delivered also two other articles which hadn't met the established criteria: One article was too long, the other with too old data and research done on too small group. The other offered materials have been rejected at an early stage of discussion, as not appropriate to the issue profile.

To the next two issues for 2011 have been collected the following materials.

c. Uncommon Culture Vol. 2 issue 1 for 2011 (3)

Issue 1/2011 – *From Closed Doors to Open Gates* was devoted to the changing way of operations at memory institutions, from manually operated to computerised catalogues, and digitized content available on-line to the users. The list of delivered articles include:

Main articles:
- *Surviving the Flood: Antediluvian* Libraries *and the Ark,* Derek Law
- *WorldCat – the Power of Global* Library *Community, Efficiency and Sharing,* Tom Storey, with introduction provided by Lorcan Dempsey
- *EOD network - eBooks on Demand*, Silvia Gstrein
- *Great Libraries of the World: A New American Television Series*, Czeslaw Grycz

Short articles
- **Albania**: *Moving The Library of the University of Arts into Digital Space***,** Miranda Bakiasi
- **Bulgaria:** *The On-line Union Library Catalogue in Bulgaria*, Irina Kuzidova-Karadzhinova
- **Czech** *Republic***:** *eSbírky - Culture without Borders,* Ivana Havlikova, Katerina Musilkova

- **Greece:** *Greek Cultural Content: the Path to Europeana*, Katerina Moutogianni
- **Irland:** *Ask* About Ireland – a User Centred Approach to Digitised Cultural Content, Annette Kelly
- **Italy**: "*Internet Culturale* [Cultural Internet]. *Catalogues and Digital Collections from Italian Libraries*", Laura Ciancio
- **Latvia:** *Latvian National Digital Library „Letonica".* Uldis Zarins
- **Lithuania** : *The Development of Digital Publications in Lithuanian Museums in 1995 - 2010"* Danutė Mukienė
- **Poland:** *Polish Memory Institutions Show Resources On-line,* Maria Śliwińska
- **Portugal:** *Raising digital services at the National Library of Portugal,* Helena Patrício
- **Romania:** *The Romanian Libraries in the Electronic Age*, Oana Lucia Dimitriu
- **Slovak Republic :** *"RFID Technologies. The Innovative Application in Museums and Large Scale Collection Tagging*, Lukas Hlavacka
- **United** *Kingdom***:** *Culture Grid*: Phil Purdy

Unfortunately some of the agreed earlier articles haven't been delivered by the authors who delcared interest, but because of lack of time were not able to contribute to the journal. Among these attractive articles was an article about *Google* by James Crawford, and Interviews with Europeana Local coordinator.

d.   Uncommon Culture Vol. 2 issue 2 for 2011 (4)

Issue 2/2011 – devoted to Collections development includes the following content:

Main articles
- *Cultural* Heritage *Collections :From Content Curation to Semantic Services and the Semantic Web,* Muriel Foulonneau
- Digital Collections of Semantically Annotated Cultural Heritage Texts, Achille Felicetti
- The World Digital Library. John Van Oudenaren
- *Museum exhibitions - The real and the virtual ones: An account of a complex relation.* Werner Schweibenz

Interviews and Projects description
- *Linking cultural heritage in Europe*, Rossella Caffo
- *National digitization plan in France. An Inverview with* Christophe Dessaux, Monika Hagedorn-Saupe
- *Israel's National Museum Digitisation Project. An interview with Ram Shimoni*, Susan Hazan
- *CARARE: Connecting Archaeology and Architecture in Europeana*, Kate Fernie

Short articles
- **Belgium:** Digitising the Furniture and Sculpture collection in Belgium's Royal Museums of Art and History, *Nacha Van Steen*
- **Bulgaria:** An On-line Collection of Authentic Folk Music. Lubomir Kavaldjiev
- **Greece:** *Integrating Greek Musical Heritage into a Digital Greek Music Archive (DIGMA) in the Music Library of Greece "Lilian Voudouri".* Marianna Anastasiou

- **Lithuania** : *Virtual Exhibitions of the Šiauliai "Aušra" Museum: the most outstanding iron tops of memorial monuments*. Teklė Tomkutė
- **Poland:** *Collections of Polish Contemporary Art,* Alicja Saar-Kozłowska
- **Russia**: *Boris Yeltsin Presidential Library: electronic resources on the Russian statehood.* Alexander P. Verschinin
- **Ukraine:** *Electronic collection of rare books in the Maksimovich scientific library of the Taras Shevchenko Kyiv National University,* Nadia Kirichenko, Dmytro Lukin, Olexiy Mykytenko
- **United Kingdom:** *Strategic Collections Development*. Nick Poole

All issues have also sections Book Reviews, and reports from Conferences.

5.   Printed version

The majority of the potential readers of the journal (which come from museums, archives, libraries, and academic sector) prefer traditional, printed publications that are used for research and educational purpose. Therefore it was planned to publish the journal in double form: an on-line and printed version.

For years it was a custom to publish research papers in rather poor quality designed journals with text only, avoiding rather illustration. Recently this trend is changing slowly, as it was accepted that a picture is worth thousand words. In the *Uncommon Culture* journal apart taking care about the level of articles, also design plays an important role, presenting the content – rare materials, unique collections digitized by the memory institutions and made available to Europeana users. All authors have been asked to illustrate their articles with the pictures. The designer, cooperating with the Editorial office, under direction of the Art Editor, worked out the journal style, and designed all issues of the journal in both versions: for the printed journal, and for the on-line publication. For the on-line version different design was made for book reviews, and conference reports to put on-line each work as a separate file.
Composition of the journal can be seen well when pages (left and right) can be compared, which is not a case for the on-line version.

6. On-line version of the journal

For the Uncommon Culture journal the Open Journal Systems (OJS) has been chosen. OJS is a journal management and publishing system that has been developed by the Public Knowledge Project to expand and improve access to research.

OJS Features include:
- OJS is installed locally (in host institution of University of Chicago) and is locally controlled.
- Editors configure requirements, sections, review process, etc.
- On-line submission and management of all content is offered to the authors.
- Comprehensive indexing of content is available.
- Reading Tools for content, based on field and editors' choice.
- Email notification and commenting ability for readers is available.
- Complete context-sensitive on-line Help support included.

OJS assists with every stage of the refereed publishing process, from submissions through to on-line publication and indexing. Through its management systems, its finely grained indexing of research, and the context it provides for research.

OJS is open source software made freely available to journals worldwide for the purpose of making open access publishing a viable option for more journals, as open access can increase a journal's readership as well as its contribution to the public good on a global scale.

To use the Open Journal Systems two eperienced professionals have been invited. There were:

Ed Valauskas – ICIMSS member, teching there subject devoted to electronic publishing. An editor of three other journals, with the First Monday as one of the first openly accessible, peer–reviewed journals on the Internet, solely devoted to the Internet.

and **Nancy John** – with great experience in all technical work important for publishing on-line.

The journal has been registered at the domain www.uncommonculture.org.
For the first published issues in the Athena project not all OJS functions have been used, as to speed up the proces of publication partners from the Athena network have been asked to deliver materials to the editors as e-mail attachement to save their time and fears of using the OJS system.

This manner of content delivery should be expanded in the further issues.

7.   Copyright issues

Uncommon Culture content has been collected in the framework of ATHENA project as it was planned in the application. Majority of the project partners were interested in contributing materials to the journal, and some of them found authors with the knowledge and experience appropriate to deliver an article for publication. As the project has a special WP devoted to copyright issue, and its leaders prepared an article devoted to Copyright, all contributors have been aware about the rights related to the published materials. To avoid any problem with copyright the special paragraph has been devoted to the copyright of the submitted materials.

Copyright Transfer. *The submission of a manuscript means that it has not been published previously in the same form, that it is not under consideration for publication elsewhere, and that - if accepted - it will not be published elsewhere. It also means that **authors agree to transfer their copyrights to the journal editorial office.** The transfer covers the exclusive rights to reproduce and distribute the article, including reprints, photographic reproductions, microfilm or any other reproductions of similar nature, and translations. It also includes the right to adapt the article for use in conjunction with computer systems and programs, including reproduction or publication in machine-readable form and incorporation in retrieval systems.*

Copyright of the articles. All of *Uncommon Culture's* content is available freely to anyone with Internet connectivity. Contributors to *Uncommon Culture* are encouraged to release their work into the public domain or to select a Creative Commons license. However, untill it is not clearly stated, the copyright belongs to the Athena project, and after project life to the *Uncommon Culture* Editorial Office.

8. Target audience groups

Main target groups for the dissemination work of ATHENA are the more than 30.000 museums in Europe.

The second group of Uncommon Culture users are libraries of all kind: public, research and other. Depending on the way of calculation there are more than 0,5 mln libraries in Europe, and at least about 30 000 could be selected as the potential target group for dissemination information about the journal.

The journal will also be available for the archivists who work closely with libraries and museums in converting their resource into digital form.

The fourth group of people interested in the journal are academics and school teachers who would like to understand how the digital initiatives are organized and what can be available for their use. Actually the first issue presented occassionaly to an academic from the History of Art department (from outside the network) was met with the great interest. A journal that gives (a new for these communities) information about the digital materials available in the memory instutitons, and shows the way how to get access to these vast resources is more valuable than a library catalog known to such users. In addtion the design was found as of high level. An ad hoc idea of creating an issue devoted to the emigrant artists in Europe was suggested. This one example shows that it should be put more effort to develop stronger cooperation between the memory institutions and researchers.

A fifth group are the administrative and political persons responsible for the museums, which are in local, regional, national or private organisations. The journal has already been requested by the European Parliament, as a consequence of the EMPs contribution.

A sixth group was identified as students of all kind who can get access to valuable resources if have an idea how and where to look for them. For this group an on-line version is available.

9. Journal distribution and promotion

The journal printed finally in 3.000 copies has been already distributed during the ATHENA final conference and the kick-off meeting of Linked Heritage, and at the kick-off meeting of the Linked Heritage project, which will continue to support the journal publication. 300copies disappeared within 2 days.

According to the law of the publication country about 20 copies of legal deposit have to be delivered to the libraries. The future copies will be distributed among the other partners of the project, authors and contributors, as a compensation for their work. Some of them have already asked for more copies to distribute among the authors of the pictures, and the other supporters. Some copies have been ordered by the European Parliament.

The remaining copies will be distributed among professionals whilst others will get an unlimited access to the on-line version. Among them the network of museums included into the project + other museums in their respective countries. Also the national libraries, and the other main libraries from Europe will get the copies of the printed journal.

Apart the printed version of the journal an effort will be made to promote the on-line version. This promotion started, as the on-line version of journal was presented on the conference in Rome, April 2011, which gathered 230 participants. An information about the journal was put on the project website. For journal promotion all channels will be used, mostly the Athena, Linked Heritage, DC-NET networks coordinated by the Italian Ministry of Culture. Also other projects like EuropeanaLocal, Europeana Connect, Judaica etc. will be used as the promotion channel. One of the most important channels however is Europeana network which includes about 100 000 users.

The journal has been already promoted by the Herimed network which put the link to the journal on their website
http://www.herimed.org/links/links.html

All partners will be requested to promote the journal by linking it to their websites, and writing reviews of the particular articles and the journal as a whole. This should put the journal on the Philadelphia list of journals with the high number of citiation which is important when trying to attract high level experts and other academics for contribution that counts for their research activities evalution.

10.   Further sustainability plans

The first issue became a success in the meaning of sort of collected papers and the number of the papers delivered therefore it is planned to continue with the journal development using the frameworks of the other projects contributing to Europeana development.

It is planned to include journal publication (1-2 issues) to each newly planned project to cover the topics of interest of the project. First plans include Linked Heritage project, that has already started its life. The other possible projects will also be approached with request to support the *Unconommon Culture* publication so with the network of experts, as financialy in the case the journal can contribute to their dissemination activities, and project result promotion.

It has been also planned to use national resources for the journal publication.

And finally, subscription is included into the sustainability plan of the journal. But to get subscribers the journal has to be broadly promoted first to get recognition, especially in the time of crisis.