

# DELIVERABLE 6.3

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WP6: Dissemination and Exploitation

## Stakeholder Engagement & Media Communication Plan

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This deliverable contains original unpublished work except where clearly indicated otherwise.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 Stakeholder Engagement and Media Communication Plan<sup>1</sup> sets out the key steps and activities that will ensure maximum engagement with and awareness of the Europeana Newspapers Project. It is the result of extensive consultation within Work Package 6, the communications group of the project. Members are media professionals of several national and research libraries including communications experts at leading library organisations LIBER and The European Library.

Because of this, the goals of this document are closely linked to the two main goals of the work package. These are:

1. To make stakeholders of the newspaper community aware of the latest efforts regarding Europeana and the Best Practice Network related goals;
2. To increase usage of Europeana by bringing in new newspaper content and by increasing awareness of digitised newspaper collections.

The first half of the document explains how we will engage key stakeholders such as technology experts, project partners, policy makers, scholars of all historical subjects and citizen researchers. Essential to this work is the creation of a two-way communications process and a strong emphasis on gaining feedback from stakeholders.

The well-developed communications channels of LIBER<sup>2</sup> will be at the heart of these efforts. As an established library membership organisation with more than 400 libraries in over 40 countries<sup>3</sup>, it is leading the communications work of the project.

LIBER runs both the Europeana Newspapers website and its own website, and can further present the project through multiple mailing lists, social media accounts and conferences. In addition, LIBER has excellent ties with other key players in the library and international community, many of whom target the same stakeholders as the Europeana Newspapers Project (see section 5.1 for more details), and will use these links to ensure high levels of participation in our workshops, Information days and surveys.

Our work to engage stakeholders will be backed up by a solid media campaign, focused on three key messages:

1. The project and its outcomes (*e.g. online access to a collection of high-quality digitised newspapers*);
2. The technological challenges (*e.g. techniques for refining content and the development of a standardised metadata model*);
3. The content-related issues (*e.g. improving the extent of newspaper digitisation, the changing nature of historical research*).

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<sup>1</sup> Originally the Description of Work called for two documents, a Media Communication Strategy and a Stakeholder Engagement Plan. They were merged and turned into this document because it was felt that there were too many synergies to present separately.

<sup>2</sup> <http://www.libereurope.eu>

<sup>3</sup> For a full list, see: <http://www.libereurope.eu/partners>



Social media channels will be extensively exploited to convey these core messages, as their use is well established among our network of partners and stakeholders. Our media efforts will be further strengthened by a comprehensive project website and a wide range of activities such as publishing articles in relevant journals and presenting the project at high-profile conferences.

By combining these media activities with our work to engage stakeholders, we are confident to reach the broadest possible range of organisations, individual stakeholders and end users with an interest in the work and outcomes of the Europeana Newspapers Project.

## 2. Introduction

The core goal of the Europeana Newspapers Project is to make more than 18 million digitised newspaper pages (including 10 million pages of full-text content) available online. This collection will be further enhanced by tools such as a Content Browser that will make it easy for historians, genealogists and citizen researchers to search for the material they require.

Eighteen partner institutions are involved in the work, including extensive refinement and improvement of the digitised newspapers. They are, for example, making the text fully searchable and helping to identify items of interest within the text, such as locations and names of historically significant figures. When complete, these high-quality digital newspapers will be aggregated by The European Library and provided to the Europeana ecosystem of online services.

When complete, the work of the Europeana Newspapers Project will represent a unique and valuable contribution to Europe's cultural heritage community and society as a whole. Newspapers are of great interest to professional researchers as well as genealogists and the public at large.

The digitised newspapers that Europeana Newspapers puts online will therefore be making our shared history more accessible to a diverse and extensive audience of users. In addition, the techniques and standards developed by the project can be used by other cultural organisations to make more material readily available to the public at large.

It is therefore essential that we communicate the work of the Europeana Newspapers Project as clearly and effectively as possible. We must ensure that our partners understand the vision and goals of our Best Practice Network and will in turn spread news about the project throughout their own professional and end-user communities.

This plan sets out step-by-step how this will be achieved, by making the best use of our strengths, achievements and vast network of enthusiastic partners.

### 3. Key Objectives

Before listing the objectives of this Stakeholder Engagement and Media Communication Plan, it is important to define what is meant by Stakeholder Engagement.

First of all, it is a process which involves people or organisations that can be affected by the project, or who can influence the implementation of its decisions. In the context of the Europeana Newspapers Project, this implies both official partners of the project and a broader range of people and groups such as European Union policy makers, universities, copyright holders and mobile application developers.

It is also important to note that Stakeholder Engagement is a two-way process. There is a strong emphasis on gaining feedback from the stakeholders. This is in contrast to dissemination, which is mainly one-way and simply sends out messages about decisions already taken to inform or influence the audience.

With that in mind, the main objectives of this plan are as follows.

#### **1. Promote the broadest possible awareness of the Europeana Newspapers Project by:**

- Making all stakeholders aware of the work being done to raise the profile of digitised newspapers via the Europeana ecosystem of online services, through clear and informative communications;
- Encouraging and enabling stakeholders to exploit the “multiplier effect” by sharing news and project developments with their colleagues and with their own wider community of library professionals, decision makers and end users;
- Providing the necessary tools for stakeholders to undertake this dissemination work, both through physical material (e.g. press releases, photographs, videos) and one-on-one support (e.g. personal briefings, direct calls to action).

#### **2. Involve stakeholders in the dialogue around the value of digitised newspapers by:**

- Offering multiple opportunities for stakeholders to experience and participate personally in the project’s work (e.g. via workshops, information days and conferences);
- Giving stakeholders the opportunity to share written feedback and expertise with the project (e.g. via evaluation surveys).

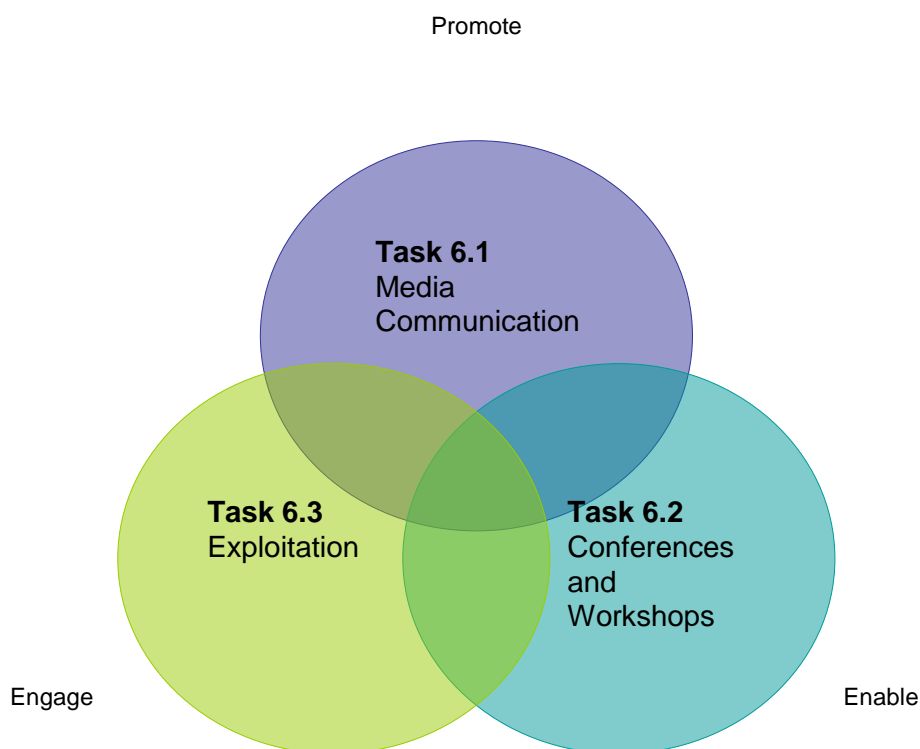
#### **3. Extend the network so that it can serve as an ever-larger soundboard for the project and facilitate the decisions in technological processes by:**

- Informing stakeholders of the benefits of becoming Associated or Networking partners of the project. These benefits include invitations to share best practice by attending project meetings, and the potential to add metadata related to digitised newspaper content to the Europeana ecosystem of online services.

#### 4. Enable stakeholders to improve on their own work processes by:

- Sharing the project's Best Practice achievements and outcomes in deliverables and other public forums, such as the Europeana Newspapers website.

Our work to achieve these objectives can be summed up through three key words: Promote, Engage and Enable. These words in turn tie into specific tasks associated with the project. This can be graphically represented as follows:



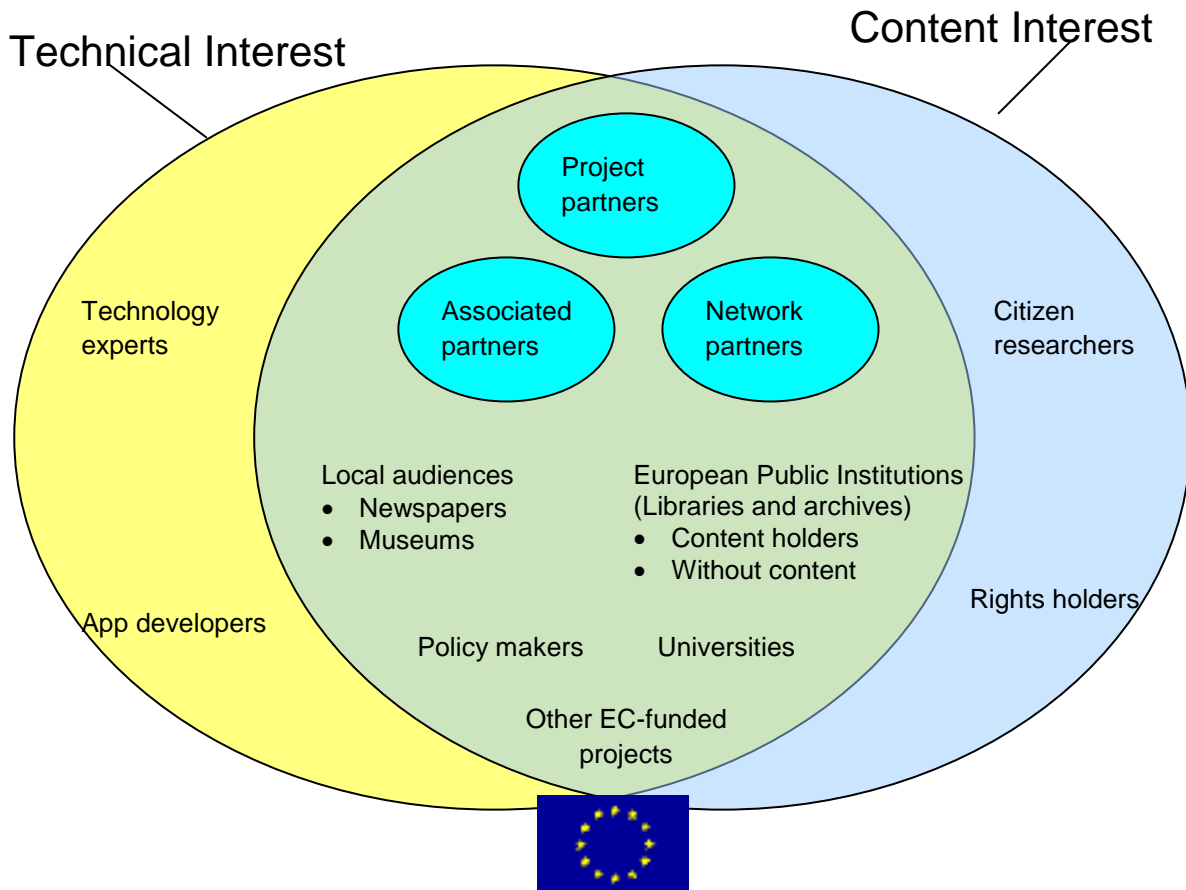
Our four key objectives also support the main goals of Work Package 6, the communications work group of the Europeana Newspapers Project. These are:

1. To make stakeholders of the newspaper community aware of the latest efforts regarding Europeana and the Best Practice Network related goals;
2. To increase usage of Europeana by bringing in new newspaper content and by increasing awareness of digitised newspaper collections.



## 4. Target Audience

The target audience of stakeholders for the Europeana Newspapers Project can be broadly divided into three stakeholder groups, with distinct yet overlapping interests and areas of expertise.



The first group of stakeholders, the Technology experts, are shown at the far left of the diagram. They are mainly interested in the technical issues of the project, such as aggregation and refinement. Some of them can provide project partners with constructive feedback on use-case scenarios, best practices and the latest technical developments in the field of refinement.

To the right are stakeholders such as Citizen researchers and Rights holders. They are interested in content-related issues because they have content themselves or make use of it.

In the middle are the people and organisations that are official partners of the project, as well as Associated partners and broader network members. They are interested in both technical and content related issues of the project because they either hold content or have an interest in the broader outcomes of and methods developed within the project.

Critically, this includes other EC-funded projects which have similar target audiences to our own. The Europeana Collections 1914-1918 project<sup>4</sup> would be one such example, as the newspapers that we are making available very much overlap with the content they are aggregating both in

<sup>4</sup> <http://www.europeana-collections-1914-1918.eu/>

terms of topics (e.g. World War I) and time period (early 20<sup>th</sup> century). The end users of our aggregated content are also likely to be very similar. This means it is critical that we work with this project and others similar to it to communicate our efforts and successes throughout our shared network.

The Europeana Newspapers Project will make millions of digitised newspapers freely accessible for everybody with access to the internet. Researchers no longer have to go to the library to consult the national or local collections, they are now able to access, search and retrieve the full text articles from an immense collection of cross-European newspaper titles. This availability of such a rich historical resource makes it also possible for the general public to do research on topics, events or persons that interest them. The citizen researcher is an important stakeholder for the Europeana Newspapers Project; it is the general public with a special interest in history that will go and search for information in digitised historical newspapers.

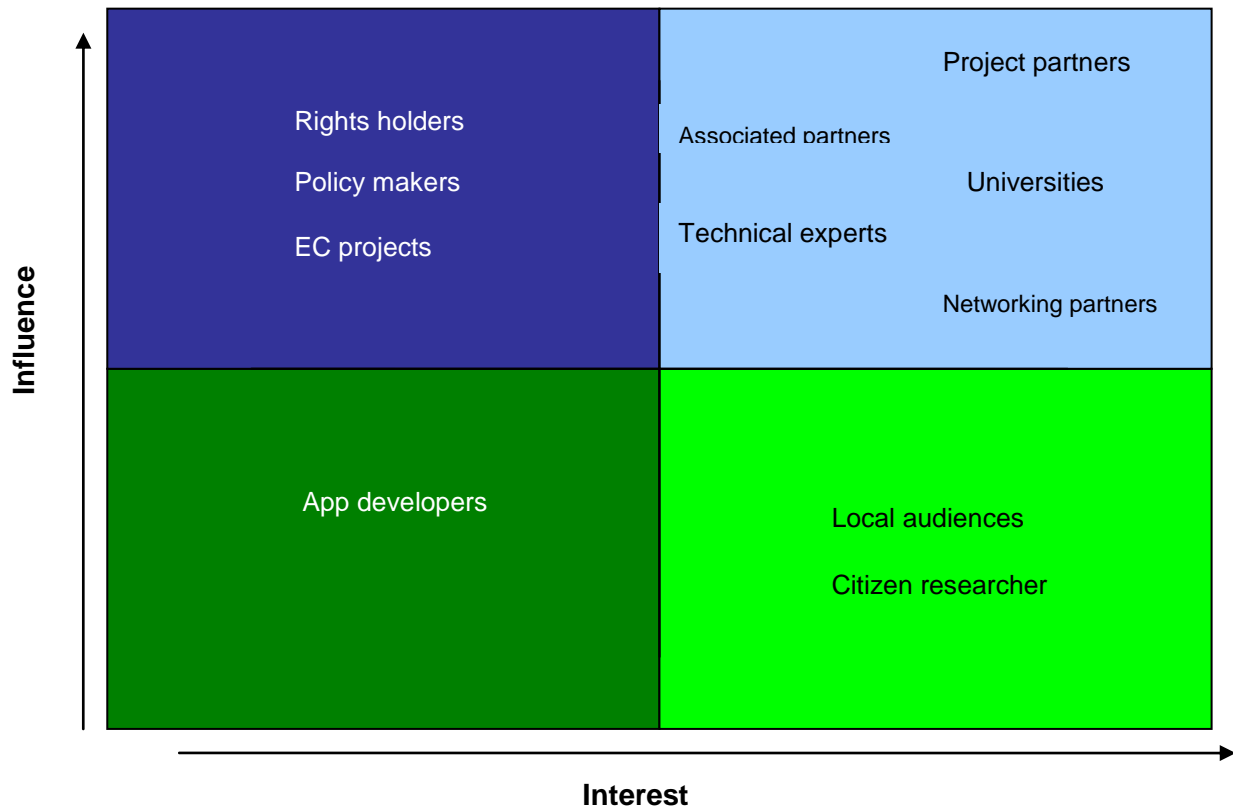
Stakeholders have different needs and roles in the project, as displayed in the following table:

Stakeholder type	Needs	Role
European Commission	Strengthen and confirm European strategies and policies and their implementation in the area of long-term preservation thereby contributing towards Europe as an Information Society.	Funding, policy making and coordination.
Project partners	Access and provide access to a wide range of digitised historical newspapers. Develop and share best practice. Increase own visibility.	Project development. Expertise. Developing & sharing best practices. Content providers. Promoting the project.
Associated partners	Access to content and technical expertise for professional, research and learning needs. Provide access to digitised historical newspapers. Increase own visibility.	Aggregation of new content. Sharing best practices. Promoting the project.
Networking partners	Access to content and technical expertise for professional, research and learning needs. Provide access to digitised historical newspapers. Increase own visibility.	Aggregation of new content. Sharing best practices. Promoting the project.
European public institutions: libraries, archives and other relevant projects: <ul style="list-style-type: none"> <li>content holders</li> <li>no historical newspaper content</li> </ul>	Access to content and technical expertise for professional, research and learning needs. Provide access to digitised historical newspapers.	Raising awareness of the project. Promoting the Europeana services with access to the projects output by offering the service to its users via its own portal.
Technology experts: <ul style="list-style-type: none"> <li>Experts on refinement methods, metadata, aggregation and presentation.</li> <li>Private companies with these expertise</li> </ul>	Access to technical expertise and discussion on refinement methods, metadata, aggregation and presentation.	Feedback on the technological challenges of the project. Promoting the project.
Rights holders	Collaboration with project to benefit from new synergies.	Dialogue with rights holders by illustrating the value of making

		digitised newspaper content available.
Developers	Metadata to develop apps and products.	Users of some of the achievements and output of the project.
Policy makers	Access to Best Practice Network.	Dialogue with policy makers by illustrating the value of making digitised newspaper content available.
Local audiences: Local and national newspapers, archives, museums	Access to content for professional, research or learning needs.	End users. Raising the awareness of the value of access to historical newspapers. Promoting the project.
Universities: • Technology researchers • Historians • Genealogists • Teachers • Students	Technological expertise. Access to content for professional, research or learning needs.	Feedback on the technological challenges of the project. Feedback on use scenarios. Promoting the project. End-users.
European Projects	Access to Best Practice Network.	Connect and make synergies between the projects.
Citizen researchers	Access to content for professional, research or learning needs.	End users. Feedback on use scenarios.

Stakeholders also have various ways/types of engagement with the project and ability to influence its results. This graph displays the differences in interest and influence the stakeholders might have in the project, four groups can be distinguished:

- Blue: High interest and influence, target stakeholder during the project lifetime because these stakeholders can provide the project with content and technical expertise.
- Green: Low influence and high interest; easily engaged although interest can be satisfied mainly towards the end of the project when content can be show-cased.
- Dark Green: low influence and low interest; not the target stakeholder, will be engaged through the attendance at events (such as hackathons) organised by other initiatives and projects in the project network.
- Dark Blue: high influence and low interest: important to raise their awareness because these stakeholders can provide the project with the ability to bring more content to Europeana through changes in policies or rights and the sharing of networks.



## 5. Stakeholder Engagement Methods

In order to engage the stakeholders of the Europeana Newspapers Project, and in turn to bring digitised newspaper content to the Europeana ecosystem of online services, a number of methods will be employed. These are closely tied to two specific tasks outlined in the Description of Work:

- Task 6.2 Workshops & Conferences
- Task 6.3 Exploitation

The rest of this section elaborates on the specific engagement methods that will be used by the project to reach the identified stakeholders. They are:

1. Networking
2. Project Surveys
3. Workshops
4. Information days

### 5.1 Networking

The networking efforts of the Europeana Newspapers Project are led by LIBER<sup>5</sup>: a well-established library membership organisation that works with over 400 libraries in some 40 countries.

In order to effectively communicate with its members, LIBER has already developed a number of communications channels and these are key to the networking efforts of the Europeana Newspapers Project. They include a website, multiple mailing lists, and accounts on the major social media networks. In addition, LIBER organises a major annual conference that is regarded as one of the must-attend events for academic librarians across Europe and attracts about 400 delegates each year.

By using LIBER's communications resources, the Europeana Newspapers Project is able to instantly reach hundreds of target stakeholders. They can then share project news with their own colleagues and user communities. In addition, LIBER has excellent ties with other key players in the library and international community<sup>6</sup>, many of whom target the same stakeholders as the Europeana Newspapers Project.

They include The European Library<sup>7</sup> (also a partner in the Europeana Newspapers Project), the League of European Research Universities<sup>8</sup>, the Association of Research Libraries<sup>9</sup>, the Council of Europe<sup>10</sup> and Europeana.<sup>11</sup>

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<sup>5</sup> <http://www.libereurope.eu>

<sup>6</sup> For a full list, see: <http://www.libereurope.eu/partners>

<sup>7</sup> <http://www.theeuropeanlibrary.org>

<sup>8</sup> <http://www.leru.org/index.php/public/home>

<sup>9</sup> <http://www.arl.org>

<sup>10</sup> <http://hub.coe.int>

<sup>11</sup> <http://www.europeana.eu>

### 5.1.1 Type of networking events

Broadly speaking, the networking efforts of the Europeana Newspapers Project are comprised of a solid program of dissemination at external conferences, workshops, project meetings and at events hosted by other European Commission funded projects.

In addition to promoting general awareness of the Europeana Newspapers Project, these events directly support the expansion of our network to additional content providers and technology producers.<sup>12</sup> They give current partners the opportunity to identify new content holders who might join the network. At the same time, potential new members can experience first-hand the benefits of joining by listening to presentations about the project and learning about the results achieved via our Best Practice Network.

The following table lists the types of events that the Europeana Newspapers Project partners aim to attend for dissemination and networking.

Type of event	Subject of dissemination	Target groups	Examples
Technical events	Best practice - OCR, metadata, NER, process workflow etc.	Private companies, Technical experts, libraries with digitised newspapers collections	<a href="#">Document Recognition and Retrieval (DRR) 2013</a> - High profile conference on document recognition
Cultural heritage events	The content of the project and the importance of newspapers as a part of cultural heritage	Experts, researchers and curators in field of cultural heritage, managers of digital collections related to newspapers (journals, magazines etc.)	<a href="#">Euromed 2012</a> – High profile conference on cultural heritage
Networking events	Project overview	Usually most of the stakeholder groups identified	EUROPEANA, IFLA, LIBER etc. events and conferences
EU projects events	Objectives and results of the project	EC type of stakeholders, project officers and managers, relevant projects (such as Europeana projects Group), end users and stakeholders, etc.	IMPACT project final event EC's conference about relevant projects, such as ICT 2012 etc.
Associated partners events	Benefits of joining the project as an Associated partner	Potential external members of the project network – Associated partners	Invited lecture at Associated partner or potential Associated partner
Policy level events	Influencing Policy makers	Policy makers, local and national cultural heritage and digital preservation politicians etc.	UNESCO conferences National conference organised by the Ministry of Culture (or similar public decision body)
Other events	Depends on the nature of an event	Any of identified target groups	Invited lecture at university with a relevant field of study

<sup>12</sup> Funds have been allocated to allow 11 organisations to join as Associated Partners. This means they will have the costs of attending project workshops and meetings reimbursed. In addition, an unlimited number of libraries may also join as Networking Partners and attend official project events at their own cost.

## 5.1.2 National and International events

Networking events can be further categorised as *international* or *national* in scope.

### 5.1.2.1 International external events

Partners of the project will continuously look for and select relevant international events and activities to disseminate project results, such as:

- LIBER Annual Conference
- UNESCO events
- IFLA events
- Europeana Network events
- Other relevant international conferences (cultural heritage, technical aspects etc.)
- Other relevant EU projects events (conferences, workshops, networking events)

### 5.1.2.2 National external events

Partners of the project will continuously look for and select relevant national events and activities to disseminate project results, such as:

- National librarian, cultural heritage, technical, networking and other events, relevant to the project's scope;
- Communication with national journalists and media representatives during events;
- Invited lectures at universities and other relevant institutions, particularly at associated partners' venues.

## 5.1.3 Networking coordination

Outward facing networking activities are coordinated through monthly Skype calls where the representatives of the project partners suggest relevant networking events and report on what events have been attended. This is all recorded in the created pages in the project internal communication channel that all partners can consult. WP6 developed a page where all partners can share the details of relevant events for the dissemination and networking of Europeana Newspapers (e.g. dates, deadline for submissions, audience category, location and event website).

The SharePoint page with suggested dissemination and networking collects all the details about the suggested event such as the size and type of audience, type of project presence (poster, paper, workshop attendance etc.), website and all other practical data of the event.

The SharePoint page with dissemination log monitors attendance at these suggested events. Information collected includes the attending partner, networking category and the presentation or paper, all of which is uploaded here for partners to consult. The complete list can be seen in ANNEX I.

## 5.2 Project Survey

The survey work of the Europeana Newspapers Project directly supports stakeholder engagement aims by connecting us with the widest possible range of potential content holders in Europe and by helping us to better understand their needs and areas of expertise.

The first survey was launched in Month 5 of the project. It focused on gaining a clear impression of the extent and time range covered by library newspaper collections, along with the metadata in use, data distribution capabilities and quality of digitisation (e.g. technology used for refinement). The survey was led by The European Library (as head of Work Package 4) and was promoted on the project website, on the website of LIBER (Association of European Research Libraries), through the LIBER mailing list (which reaches research and national library professionals), and further spread by many project partner channels.

As a communications tool and engagement tool, the survey was very successful. It resulted in 35 libraries expressing an interest in being considered as Associate Partners. Eleven were ultimately selected and the remainder were offered the opportunity to become networking partners (ANNEX I). The evaluation of the survey and additional recherche also allowed Work Package 6 to identify a third group of libraries with digitised newspaper content. Those could potentially become content holders and will be asked fill out the planned second round of the survey.

The survey results were released in March 2013<sup>13</sup> and were widely relayed by project partners and stakeholders, via their websites and social media. Work has begun on a second follow-up questionnaire, to be launched midway through Year Two of the project and publicised both online and during the various project workshops and information days. This second questionnaire will include questions about title-specific digitisation activities. The results will also be made available via [www.zeitschriftendatenbank.de](http://www.zeitschriftendatenbank.de).

## 5.3 Workshops

Three international workshops held during the project's lifetime will engage stakeholders by providing a forum to share information and discuss the most important aspects of the project results. In particular, these workshops target stakeholders with an expertise in:

- Refinement methods;
- Aggregation and presentation of data via the Europeana ecosystem;
- The creation of a prominent place for European newspapers on Europe's digital agenda.

For each workshop, representatives of the identified target groups are invited to participate, with a possibility to present their own relevant input and results of other projects or research work.

All workshops will last 1-2 days and will include:

- Plenary sessions explaining the project;
- Presentations about the on-going project work by project partners;
- Break-out sessions to facilitate feedback, information on best practice and constructive input to inform decision making.

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<sup>13</sup> <http://www.europeana-newspapers.eu/wp-content/uploads/2012/04/D4.1-Europeana-newspapers-survey-report.pdf>



Further details about the workshops are available from the following table:

Workshop	Description	Target Stakeholders
<p><b>Refinement and Quality Assessment (WP2 &amp; WP3)</b></p> <p>13-14<sup>th</sup> of June 2013, Belgrade (University Library “Svetozar Markovic” of Belgrade)</p>	<p>Presentation of the processes and results of WP2 and WP3 on the refinement methods used on the digitised historical newspaper pages from the 15 different European content providers.</p> <p>Key issues for discussion will be OCR, OLR, named entity recognition, page class recognition, evaluation tools, ground truth, best practice workflows and bottlenecks</p>	<p>Stakeholders with a technical interest:</p> <ul style="list-style-type: none"> <li>• Project partners</li> <li>• Associated partners</li> <li>• Networking partners</li> <li>• Technical experts</li> <li>• App Developers</li> </ul>
<p><b>Aggregation and Presentation (WP4)</b></p> <p>Joint conference with The European Library, Europeana Cloud and ARROW.</p> <p>16-17<sup>th</sup> of September 2013, Amsterdam. (Amsterdam Public Library)</p>	<p>Presentation of the results of the aggregation and presentation process such as the metadata alignment with EDM, full text index and newspaper content browser.</p> <p>Key issues for discussion will be the digitised newspaper landscape in Europe regarding its metadata in use, quality of digitisation, accessibility and data distribution.</p>	<p>Stakeholders with technical and content related interest:</p> <ul style="list-style-type: none"> <li>• Project partners</li> <li>• Associated partners</li> <li>• Networking partners</li> <li>• Rights holders</li> <li>• App Developers</li> <li>• Technical experts</li> <li>• Local audiences</li> <li>• Universities</li> <li>• Citizen researchers</li> </ul>
<p><b>Newspapers in Europe and the Digital Agenda for Europe</b></p> <p>September 2014, London (British Library)</p>	<p>This policy workshop will summarise and promote the main results and outputs of the project. It will particularly focus on aspects of the project relevant to the Digital Agenda for Europe.</p> <p>Key issues for discussion will be the importance of the accessibility of digitised historical newspaper content for research, journalism, the general public and Europe.</p>	<p>Stakeholders with content related interest:</p> <ul style="list-style-type: none"> <li>• Project Partners</li> <li>• Associated partners</li> <li>• Networking partners</li> <li>• Rights holders</li> <li>• Local audiences</li> <li>• Universities</li> <li>• Policy makers</li> <li>• Rights Holders</li> <li>• Citizen researchers</li> </ul>

## 5.4 Information days

Since the outcomes of the Europeana Newspapers Project have a broad value for society as a whole, it is important that the project reaches out beyond the professional stakeholder groups to a more general audience that includes citizen researchers, local communities, local universities and newspaper publishers. These stakeholders may not have the expert skills of their professional peers but their engagement is critically important in spreading news of the project’s work and successes to the public at large.

Contact with this more general audience will be done primarily through no less than 10 national Information days. Local partners will organise these events together with Work Package 6 within a framework that has been developed to ensure a uniform standard of quality across these important networking events.

The Information days will highlight the work done during the first year of the project to establish solid work processes and objects such as datasets, evaluation tools and metadata models. They will also serve as a platform to present the project generally and to promote the value of digitised newspapers.

## 5.5 Engagement per stakeholder

Not all methods are designed to reach all stakeholders. Some types of communication and interaction are more suited to certain groups than to others. An overview of stakeholder engagement methods, and their respective target audiences, is shown in this table:

	<i>Workshop on refinement</i>	<i>Workshop on aggregation</i>	<i>Workshop on the project &amp; the EU digital agenda</i>	<i>Information days</i>	<i>Survey: newspaper digitisation in European libraries</i>
<b>European Union</b>			X		
<b>Project partners</b>	X	X	X	X	X
<b>Associated partners</b>	X	X	X	X	X
<b>Networking partners</b>	X	X	X	X	X
<b>European Public Institutions</b>	X	X	X	X	X
<b>Technology Experts</b>	X	X		X	
<b>Universities</b>	X	X	X	X	X
<b>Rights holders</b>			X	X	
<b>App developers</b>	X	X	X	X	
<b>Local audiences</b>				X	
<b>Policy makers</b>			X	X	
<b>Citizen researchers</b>				X	

## 6. Media Communication

Our solid Media Communication Plan will ensure the wide dissemination of the project's objectives, results and achievements towards the identified stakeholder groups (see Table 1) via a series of well-balanced messages. The plan for media communication for the Europeana Newspapers Project consists of the following parts:

1. Key messages
2. Communication methods and materials
3. Communication channels

### 6.1 Key Messages

Three key messages have been developed and should be reflected in every communications activity. They target the three main groups of stakeholders identified in the Europeana Newspapers Project (see section 3: Target Audiences).

- 1) *Raising awareness of the project and its outcomes*
  - a) Europeana Newspapers aims to create a leading online access point for cross-European historical newspapers by aggregating 18 million digitised newspaper pages over three years and making these available via the Europeana family of websites.
  - b) Refinement methods make it possible to search for person names, places, dates, organisations and retrieve individual articles from a selection of digitised historical newspaper pages.
  - c) Europeana Newspapers Project will build a content browser that makes it easy to search and browse the pan-European collection of historical newspaper pages.
  - d) Europeana Newspapers aims to expand the project network of content providers and technology producers from the private and public sector.
- 2) *Raising awareness of the technological challenges*
  - a) Refinement methods used for the digitised historical newspapers are: Optical Character Recognition (OCR), Optical Layout Recognition (OLR), and article segmentation. These will drastically improve search and retrieval possibilities.
  - b) Europeana Newspapers will develop a set of standards for refinement on historical newspapers.
  - c) Europeana Newspapers will develop a standardised metadata model to be used by all content providers who aggregate their digitised newspaper content.
- 3) *Raising awareness of the content related issues of the project*
  - a) Europeana Newspapers aggregates a rich collection of pan-European historical newspaper titles, free from copyright.
  - b) The project will improve the extent of newspaper digitisation in terms of accessibility, refinement of the collection and overall availability (e.g. newspapers from more time periods and regions than ever before).
  - c) Digitised newspapers accessible for all improve democracy based on an open and accessible history.
  - d) Refinement and online accessibility will drastically change historical research. Crowd sourcing could be a future possibility for increasing and optimising online newspaper content.

## 6.2 Media communication channels

The objectives, results and achievements of the Europeana Newspapers Project will be promoted and spread across our stakeholder audiences via the media channels of the project and its partners.

These channels mainly fall under the category of social media, as this type of media communication is used extensively by all partners and can therefore help the project to swiftly build up its digital reputation. Social media will permit the project partners to promote the project through a digital word-of-mouth and maintain the project on the radar of our stakeholders.

Social media activity will also direct traffic to the Europeana Newspapers website<sup>14</sup>, which is the core communication channel of the project. The stakeholder engagement will highly benefit from the use of the social media since it permits a two-way communication between the project and its target audience.

Traditional media channels are also being used. Articles about the project will be placed in relevant library journals and magazines, and partners will also use their national media channels to target local audiences.

### 6.2.1 Project Media Communication Channels

The project has set up the following media communication channels to promote the project and establish its online presence.

- **Website** – The Europeana Newspapers website was launched in April 2012. It is the main way in which the project distributes information to its target audience. The website shares the project’s objectives, results and achievements through a newsletter and blog posts, and lists all of the project partners. The website also acts as a public document repository for project-related outcomes (Deliverables, Presentations and Promotional Materials). All media channels and promotional materials reference the website.
- **Social Media** - The Project has developed its own social media accounts. These link to the institutional and individual social media accounts of Europeana Newspapers Project partners. Through social media, a two-way communication is possible and the messages sent out through these channels reach a wide and continuously growing network.

The project has the following social media accounts:

**Facebook site:** <http://www.facebook.com/EuropeanaNewspapers>

Important project news are announced on the Europeana Newspapers Facebook account. Visual material such as photographs and videos are especially suited to this channel. The FB page had 230 “likes” as of mid-April 2013.

**LinkedIn Group:** <http://www.linkedin.com/groups?gid=4425919>

This channel is for important project news. It can be easily linked to other professional LinkedIn groups from partners such as the LIBER LinkedIn group (1381 members from the library audience), thereby immediately increasing the distribution of the news. The group had around 50 members as of mid-April 2013.

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<sup>14</sup> <http://www.europeana-newspapers.eu>

**Slideshare:** [http://www.slideshare.net/Europeana Newspapers](http://www.slideshare.net/Europeana_Newspapers)

This channel allows for the easy dissemination of presentations, well beyond the original event. Other social media channels connect smoothly with the content held in Slideshare. As of mid-April 2013 there were 11 presentations uploaded to the project's Slideshare account.

**Twitter:** <http://www.twitter.com/eurnews>

Important news from the project and the digital cultural sector in general is relayed through the @eurnews Twitter account. As of mid-April 2013, there were 248 followers and nearly 500 tweets had been sent from the project Twitter account.

## 6.2.2 Partner Media Communication Channels

The Media Communication Channels of the Consortium partners are made up of national and international websites, mailing lists and social media channels. All of these outlets direct traffic towards the project media communication channels. The following tables give further details about our partners' communications channels.

International Media Communication Channels			
ENP partner	Media channels	Social media channels	Mailing lists
<b>LIBER</b>	<a href="http://www.libereurope.eu">www.libereurope.eu</a> LIBER WEBSITE (News, Europeana Newspapers project's page)	–LIBER LinkedIn Group (1381 members) –LIBER Twitter (744 followers, 930 tweets)	–LIBER-ALL (881 subscribers) –LIBER-NEWS (265 subscribers)
<b>The European Library</b>	<a href="http://www.theeuropeanlibrary.org">www.theeuropeanlibrary.org</a> The European Library Website	–Facebook – about 1,300 followers –Twitter – about 700 followers –YouTube Channel – about 300 followers	–Newsletter (General Public) – about 5,800 subscribers –The European Library network – about 300 subscribers –Press List – about 75 subscribers
	DIGLIB		
	IFLA		
	EUROPEANA@MAILTALK.AC.UK		

National media communication channels			
ENP partner	Media channels	Social media channels	Mailing lists
<b>SBB</b>	<ul style="list-style-type: none"> <li>-<a href="http://staatsbibliothek-berlin.de/">http://staatsbibliothek-berlin.de/</a></li> <li>-List of media German channels</li> </ul>	<ul style="list-style-type: none"> <li>-Twitter: 753 Followers</li> <li>-Facebook: 1.227 likes</li> </ul>	<ul style="list-style-type: none"> <li>-Newsletter (only for "Exhibitions and Events"): ca. 1.500</li> </ul>
<b>Koninklijke Bibliotheek – National Library of the Netherlands</b>	<ul style="list-style-type: none"> <li>-<a href="http://www.kb.nl">www.kb.nl</a></li> <li>-List of Dutch media channels</li> </ul>	<ul style="list-style-type: none"> <li>-KB Twitter: around 3300 followers</li> <li>-KB Facebook: around 400 followers</li> </ul>	<ul style="list-style-type: none"> <li>-Mailing list: NEDBIB (list for Dutch librarians / information specialists)</li> </ul>
<b>Milli Kütüphane – National Library of Turkey</b>	<ul style="list-style-type: none"> <li>-<a href="http://www.mkutup.gov.tr">www.mkutup.gov.tr</a> TR &amp; EN language, daily visitors: 2.000</li> <li>-Turkish Media Institutions – News from NLT is important for national media</li> <li>-NLT Building Billboards: People live/study in Ankara</li> <li>- Daily visitors 1.700</li> </ul>		<ul style="list-style-type: none"> <li>-<a href="mailto:kutup-l@metu.edu.tr">kutup-l@metu.edu.tr</a> (email list) – Turkish Librarians</li> <li>Communication List – Registered users</li> </ul>
<b>Biblioteka Narodowa – National Library of Poland</b>	<ul style="list-style-type: none"> <li>-<a href="http://www.bn.org.pl">www.bn.org.pl</a> ; 544 214 unique visitors in 2011</li> <li>-regional and local newspapers, online journals, national,</li> <li>-regional and local radio and TV etc.</li> </ul>	<ul style="list-style-type: none"> <li>-Facebook (National Library) - 6700 followers, Facebook (National Digital Library cBN Polona) – 3355 followers;</li> <li>YouTube channel - 44 500 video views;</li> </ul>	<ul style="list-style-type: none"> <li>-Local and National Channels, where localized project media items will be sent to: the mailing list for press releases contains several hundred addresses: national,</li> </ul>
<b>Univerzitet u Beogradu, Univerzitetskabiblioteka "Svetozar Markovic" - University of Belgrade, University Library "Svetozar Markovic"</b>	<ul style="list-style-type: none"> <li>-Library website <a href="http://www.unilib.rs">www.unilib.rs</a> (100,000 unique visitors per year)</li> </ul>	<ul style="list-style-type: none"> <li>-Facebook - about 7,000 followers</li> <li>-Twitter - about 150 followers</li> </ul>	<ul style="list-style-type: none"> <li>-Newsletter (General Public) - about 2,000 subscribers</li> <li>-Newsletter (Serbian Academic Library Association) - about 400 subscribers</li> <li>-Newsletter (Serbian Library Association) - about 500 subscribers</li> <li>-Press List - about 160 contacts</li> </ul>
<b>Staats- und Universitätsbibliothek Hamburg – The Hamburg State and University Library</b>	<ul style="list-style-type: none"> <li>-Blog (website <a href="http://blog.sub.uni-hamburg.de/">http://blog.sub.uni-hamburg.de/</a>)</li> <li>-Library Website: 2,7 million visitors in 2011</li> </ul>	<ul style="list-style-type: none"> <li>-Twitter (more than 1000 followers)</li> <li>-Facebook (more than 1600 followers)</li> </ul>	<ul style="list-style-type: none"> <li>-Newsletter (ca. 750 subscribers)</li> </ul>
<b>CCS Content Conversion Specialists GmbH</b>	<ul style="list-style-type: none"> <li>-<a href="http://www.content-conversion.com">www.content-conversion.com</a> has 10.500 unique visitors per year.</li> </ul>		
<b>Kansalliskirjasto– National Library of Finland</b>	<ul style="list-style-type: none"> <li>-Library website <a href="http://www.nationallibrary.fi">www.nationallibrary.fi</a>, published in a slightly different format in three languages (Finnish, Swedish, English) - about 1 637 000 unique visitors per year</li> </ul>	<ul style="list-style-type: none"> <li>-Facebook - about 800 followers</li> </ul>	<ul style="list-style-type: none"> <li>-Press List - about 243 subscribers</li> </ul>

	<p>–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</p>		
<p><b>ONB - National Library of Austria</b></p>	<p>–Austrian National Library website <a href="http://www.onb.ac.at/">http://www.onb.ac.at/</a></p> <p>–VÖB (Vereinigung Österreichischer Bibliothekarinnen und Bibliothekare) <a href="http://www.univie.ac.at/voeb/blog/">http://www.univie.ac.at/voeb/blog/</a></p> <p>–Magazin der Österreichischen Nationalbibliothek <a href="http://www.onb.ac.at/about/enb_magazin.html">http://www.onb.ac.at/about/enb_magazin.html</a></p>	<p>–Facebook - To be established in 2013</p>	<p>–Mailing List - To be established in 2013</p>

### 6.3 Communication Methods

The following methods and forums will be employed to reach key stakeholders:

- Presentations at external events and conferences
- Press releases, press interviews, final press conference
- Websites and newsletters of the project and stakeholders
- Social media channels of the project and stakeholders
- Email lists of the project and stakeholders
- Project events (Dissemination workshops, Information days)
- Articles and papers in journals, newsletters, magazines, newspapers
- Information about the project on stakeholder and partner websites
- Reports on our activities (e.g. Survey report)
- Deliverables and Milestones

The following materials will be made freely available, to support the communication of key messages to targeted stakeholders:

- Power Point template with key facts about Europeana Newspapers
- Photographs and videos of events, and of the newspapers being aggregated
- Project flyer
- Project sticker
- Press release template
- Logos

A consistent visual appearance of the project is a prerequisite for a successful media communication with stakeholders and end users. It guarantees a visual synergy with the Europeana brand<sup>15</sup> and the wider group of Europeana projects.<sup>16</sup> A brand is also critical to ensure that the project target groups can distinguish the Europeana Newspapers Project from other Europeana Group projects<sup>17</sup>.

A high profile for the project and its single, coherent visual brand is backed up by:

- A Europeana Newspapers logo, with its own colour scheme, which can be incorporated into document templates<sup>18</sup>;
- Promotional materials designed to match the brand, with the logo prominently displayed (e.g. posters, flyer, leaflet, brochure, sticker etc.);
- Presentation of the project at relevant events, exhibitions, workshops and meetings, including distribution of the various promotional materials;
- A continuous media campaign (articles in journals, e-magazines, forums, mailing lists, press releases, newsletters etc.).

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<sup>15</sup> <http://pro.europeana.eu/web/guest/about/comms-tools/brand-guidelines>

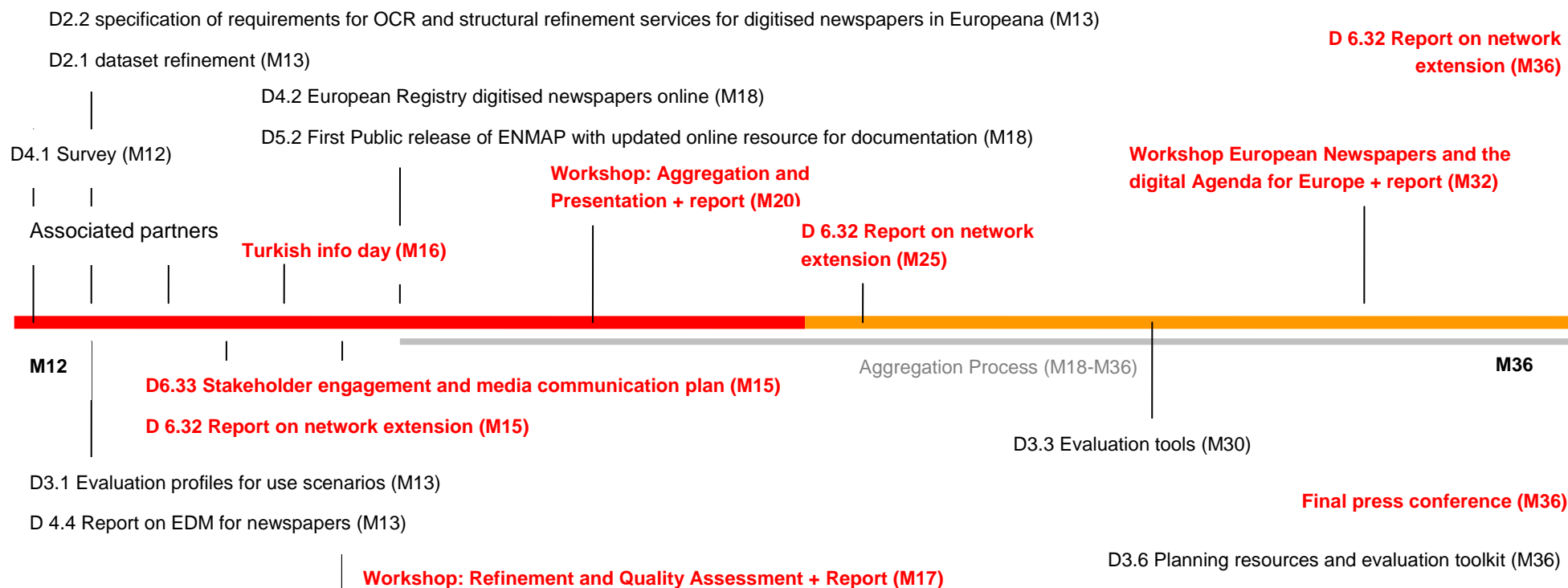
<sup>16</sup> <http://pro.europeana.eu/web/guest/projects>

<sup>17</sup> For details on the visual appearance of the Europeana Newspapers brand, see D6.1.2 Promotional materials



## 7. Timeline

The following graph visually displays the planning of deliverables and milestones in the project. During the first year of the project workflows, datasets and tools were developed. During the second and the third year of the project, these and upcoming achievements will be shared with stakeholders through their engagement in the events described in Chapter 4. The timeline not only shows the stakeholder engagement events, it is also an indicator for the media communication to send out messages on achievements and the matching deliverables when applicable.



## 8. Monitoring and Measuring success

Through Work Package 6, any issue related to stakeholder engagement and media communications can be proposed and discussed. Since Month 5 of the project, this group has held monthly Skype meetings in order to implement both the Stakeholder Engagement Communication Plan and the Media Communication Strategy.

The state of the network and its extension will be monitored over three reports in the lifetime of the project (M15, M24 and M36 of the project). These reports will include:

- Information about the progress of the network of associated partners development;
- Project partners' reports on the involvement and engagement of other stakeholder groups and parties on national and local levels (established local contacts, communication, formal and informal partnerships etc.);
- Other relevant involvement, such as a summary of dissemination activities at external events, project dissemination workshops and information days.

Activities of the Europeana Newspapers Project will be monitored and reported within Annual Media Reports (Milestone documents), with the aim of constant improvement:

- Milestone 6.1.3: Media Report for Year 1 [M15] – first 15 months
- Milestone 6.1.4: Media Report for Year 2 [M25] – months 15-24
- Milestone 6.1.5: Media Report for Year 3 [M36] – months 25-36

### 8.1 Success Indicators

The success of our stakeholder engagement and media publicity efforts will be seen through continuous improvements in various areas. In terms of direct contact with stakeholders, we can measure the number of:

- Expressions of interest in Associate or Network partnerships
- Responses to our surveys
- Attendees at our workshops, information days and presentations
- Project newsletter subscribers
- Number of mentions in other media channels

We can also measure interest in the project via various social media statistics, including the number of:

- Twitter followers
- Facebook "likes"
- Slideshare presentations uploaded
- LinkedIn group members
- Klout score

## 8.2 Targets

The targets for the media communication are set according to the benchmarking performed on FP7 European Projects with a similar stakeholder ecosystem, timeframe and resources.

The media communication activities of the following projects were compared to the Europeana Newspapers Project:

1. **CENDARI**: this 4-year, European Commission-funded project led by Trinity College Dublin, in partnership with 13 institutions across 7 countries, will facilitate access to archives and resources in Europe for the benefit of researchers everywhere.
2. **Europeana Collections 1914-1918**: by 2014 will this 3-year-project create a substantial digital collection of material from national library collections and other partners in eight countries that found themselves on different sides of the historic conflict.
3. **IMPACT project**: this large scale 4-year project ended in 2011, but can still give us useful insights as to how they engaged the stakeholders with an interest in refinement of historical digitised texts.

The table below shows the targets of stakeholder engagement and media communication and how we will measure them.

Channel	Description	Currently (mid-April 2013)	Target end of Year 2	Target end of Year 3	Rationale	Monitoring
Website	Overall presentation of the project, news and blog items, embedding of ENP related tweets	4,438 (in Year 1) 2.38 minutes per visit 2.80 pages per visit 5852 hits (not unique visits)	6,500 (in Year 2) 3.00 minutes per visit 2.80 pages per visit 7500 hits	10,000 (in Year 3) 3.00 minutes per visit 2.80 pages per visit 10.000 hits	<p>Comparison via Alexa.com EC1914-1918: time on site 3.39 min. and page views/user 2.1 CENDARI: time on site: no data and page views/user 1 IMPACT: time on site: 3.28 min. and page views/user: 3.</p> <p>The amount of pages that is viewed during every visit is good, what can be improved is the time that a visitor stays on the website. The website can include more images and attractive news and blog items for the returning visitor. A glossary and a visual explanation of the projects activities will invite the first time visitor to stay longer on the website and to return. The country range of mainly Europe and 6% US is good for ENP, as this is a European project. The number of unique visits is expected to increase throughout the project.</p> <p>The large-scale FP7 IP IMPACT had a number of hits (not unique) of 34,000 (2010) and 68,000 (2011). The ENP website should increase its hits with almost 50% in year 2 and almost 100% in year 3, because there will be much information about new achievements, workshops and information days in the coming two years. This is the kind of information that attracts new visitors to the website as well as returning visitors to see if there is updated information on an event or work-in-progress.</p>	<p>Google analytics Alexa.com for comparison with other relevant websites</p>

Facebook Page	News of project and project partners. Numbers of likes will indicate the reach this channels, and the posts indicate the communication activity	230 likes 31 posts	300	500	EC 1914-1918: 213 likes (in Y3) CEDARI: 116 likes  ENP aims at reaching a larger audience for Y2 and one post per week.	Number of likes Number of posts FB analytics
Twitter Account	Number of followers	237 followers 405 tweets (almost 3 tweets a day)	500	1000	EC 1914-1918:130 tweets en 50 followers CENDARI: 193 followers and 150 tweets ENP is very active on twitter, which gives it the possibility to link with topics related to the project to promote it in a large network. The amount of tweets a day is already very good, the amount of followers need to be increase with a 100% in Y2 and 200% in Y3.	Number of followers & tweets Twitter stats
LinkedIn		54 group members 10 discussions	75 members 20 posts	100 members 40 posts	LinkedIn is not as effective in this project as Facebook and Twitter. It does give the project the possibility to share its discussions with the large library network of LIBER that is very active with its 1400 LinkedIn group members.	
Klout	Klout Score	44	50	60	The Klout score will give ENP insights to how influential it is with Social Media in its area.	Klout Score
Conference papers and posters	Presentation of ENP and its achievements and important networking moments	18 papers 2 posters	35 papers 4 posters	60 papers at the end of the project And 5 posters	Papers and presentations form the most important way of dissemination for ENP. The aim should be to get 20 papers a year submitted to relevant conferences.	Publications Log on SharePoint
News	News items report on project achievements and announces events.	10	30 in total by end Y2	50 in total by end Y3	News items blog posts are the most important method to attract visitors to the website and a motor for facebook and linkedIn to expand the network.	Website
Blog	Blog posts give a personal view of e.g. project events, project work-in-	2	12 in total by end Y2	24 in total by end Y3	News items blog posts are the most important method to attract visitors to the website and a motor for facebook and linkedIn to expand the network.	Website

project						
Newsletter	Information on project achievements, reports of events, and interviews with representatives from the Project Partners. Total of 5 in the Project lifetime	1 newsletter 113 subscriptions	3 newsletters 220 subscriptions	5 newsletters 450 subscriptions	The outreach of the newsletter has to increase so that a larger audience will be aware of the project.	Mailchimp analytics
Press Releases	Official information of the Project to be widely disseminated via all project channels	1	3 in total by end Y2	5 in total by end Y3	Press releases will inform about important achievements of the project. Press releases will be internationally distributed in English as well as in the local languages of the project partners.	The reactions to the press releases can indicate their qualitative impact
Presentations on SlideShare	Presentations at conferences and networking events	13	30 in total by end Y2	45 in total by end Y3	SlideShare is an easy way to accumulate ENP presentations which can then be linked to both the website, blog and news items and in the newsletter.	Number of presentations at SlideShare
Articles in journals or newspapers	Articles in Journals to raise the awareness of the project	1	3 in total by end Y2	5 in total by end Y3		Publications Log on SharePoint
Workshops	Stakeholders will be engaged in the project network	-	2 in total by end Y2	3 in total by end Y3	The impact of the workshop can be measured quantitatively by the number of participants and qualitatively by the interaction of the participants and appearance in news items or blogs other than the project channels.	Media coverage Hosting library attendants
Information days	Stakeholders will be engaged in the project network	-	3 in total by end Y2	10 in total by end Y3	The impact of the information day can be measured quantitatively by the number of participants and qualitatively by the interaction of the participants and appearance in news items or	Media coverage Hosting library attendants

					blogs other than the project channels.	
Survey newspaper digitisation European Libraries	Stakeholders will be engaged in the project network and will give insight into the newspaper digitisation landscape	47	55	60	<p>The number of people answering the survey and being interested in becoming an Associated partner or networking partner.</p> <p>In year 2 the second round of the survey has started as well as a more in-depth survey for the libraries that have already answered the survey on the extent of newspaper digitisation.</p> <p>The survey was sent out via LIBER, the European network of research libraries, important holders of historical newspaper content. The majority of the libraries that hold a collection of digitised newspapers have already answered, these numbers will stagnate.</p>	Surveymonkey
Network extensions	Stakeholders will be engaged in the project network	11 associated partners 22 networking partner libraries 1 European project	11 associated partners 30 networking partner libraries 4 European project	11 associated partners 40 networking partner libraries 6 European project	<p>Europeana Collections has 5 European Projects in its network (in Y3)</p> <p>CENDARI has 12 European Projects in its network (Y2)</p> <p>The joint conference will result in a stronger cross-project network for Europeana Newspapers.</p>	

## 9. Resource Allocation

The work to engage stakeholders and promote the achievements of Europeana Newspapers in the media will be supported by a team of cultural heritage and communications professionals, who are connected to a series of far-reaching networks.

The communications work package in particular is led by LIBER, a library advocacy organisation with 400 national, university and other library members in over 40 countries. Its team members include:

- Adam Sofronijevic, University of Belgrade Library
- Aubery Escande, The European Library
- Ahn Que, University of Innsbruck
- Friedel Grant, LIBER
- Ioannis Agnostopolos, National Library of France
- Lieke Ploeger, National Library of the Netherlands
- Marieke Willems, LIBER
- Marion Ansel, National Library of France
- Rossitza Atassanova, The British Library
- Stefan Pletschacher, University of Salford
- Tiina Hölttä, National Library of Finland
- Ulrike Kölsch, Project Coordinator at Berlin State Library
- Werner Urdl, National Library of Austria

LIBER has 32 person months dedicated to communications activity and all partners have a further 90 months allocated to the communications work package. This allows them to dedicate significant time to the activities outlined in this plan.

Funding for costs related to attending conferences and organising workshops are held by individual partners. In addition, a special fund of €10,000 has been set aside to create one or more promotional videos targeting the major project stakeholders, with the help of a professional agency.



## ANNEX I Networking Partners

### Institutions invited to the Network

Aristotle University of Thessaloniki Library

Bibliothèque Cantonale et Universitaire

Biblioteca de Catalunya

Biblioteca Municipal José Régio

Bodleian Libraries, University of Oxford

Central National Library of Florence

Erfgoedcel CO7 (intermediate partner for the online presentation of digitised newspapers of the municipal archives of Ieper and Poperinge, Flanders region, Belgium)

Institut für Ost- und Südosteuropaforschung

Library of University of Latvia

Marciana National Library

Mediacenter Sarajevo, digital archive INFOBIRO

Moravian Library in Brno

Municipal Archives of Torres Novas City

National Library of Azerbaijan

National Library of Ireland

National Library of Israel

National Library of Italy

National and University Library "St. Kliment Ohridski"-Skopje, R. Macedonia

National Library of the Republic of Moldova

National Library of Norway

National Library of Romania biblioteka@bibnat.ro contact person: luminita.gruia@bibnat.ro

National Library of Serbia

National Library of Scotland

National Library of Sweden

State Library of Denmark

Universitätsbibliothek Heidelberg

University of Nish (Serbia), Nish Univerzity Library "Nikola Tesla"

ZBW German National Library of Economics - Leibniz Information Centre for Economics

Zentralbibliothek Zürich

## ANNEX II Related deliverables

### Media Communication Strategy for Newspapers in Europe

- Milestone 6.1.3 Media Report for Year 1,2,3 [M13, M25, M36]  
→ *Media reports will reflect, evaluate and analyse the implementation of media communication strategy*
- Milestone 6.1.6 Final press conference [M36]
- Deliverable 6.1.1 Project Website [M6]<sup>19</sup>
- Deliverable 6.1.2 Promotional materials [M3<sup>20</sup>, M18, M36]

### Stakeholder Engagement Communication Plan

- Milestone 6.2.1 Workshop on refinement [as applicable]
- Milestone 6.2.2 Workshop on aggregation and presentation [M18]
- Milestone 6.2.3 Workshop on newspapers in Europe and the Digital Agenda for Europe [M30]
- Deliverable 6.2.1 Report on Workshop on refinement [as applicable]
- Deliverable 6.2.2 Report on Workshop on aggregation and presentation [M18]
- Deliverable 6.2.3 Report on Workshop on newspapers in Europe and the Digital Agenda for Europe [M30]
- Milestone 6.1.3 Information Days [as applicable]  
→ *At least 10 national information days*
- Deliverable 6.3.1 Report on Information Days [as applicable]
- Deliverable 6.3.1 Report on network extension [M12, M24, M36]  
→ *Network extension reports will reflect, evaluate and analyse the implementation of stakeholder engagement communication plan*

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<sup>19</sup>[http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/D6.1.1\\_ENP-Project-Website.pdf](http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/D6.1.1_ENP-Project-Website.pdf)

<sup>20</sup>[http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/D6.1.2\\_ENP-Promotional-Material.pdf](http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/D6.1.2_ENP-Promotional-Material.pdf)