

DELIVERABLE

Project Acronym: Europeana Newspapers
Grant Agreement number: 297380
Project Title: A Gateway to European Newspapers Online

D6.1.2 Promotional materials (I)

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Contributions: all partners

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

Revision History

Revision	Date	Author	Organisation	Description

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

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1. Executive Summary

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

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

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

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

2. Set up of promotional activities

2.1 Project name

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

2.2 Project logo

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

Working versions of the project logo:



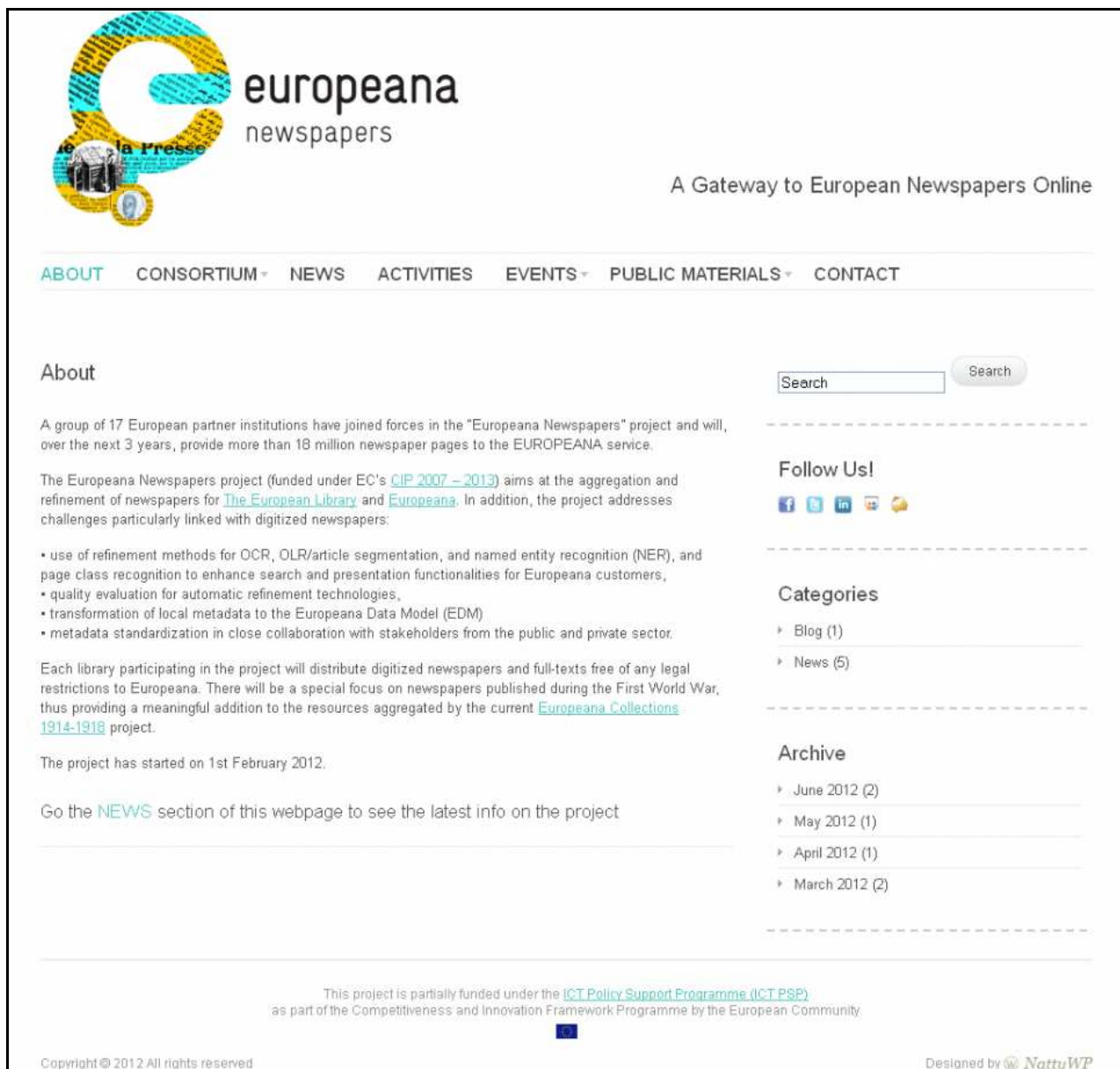
Final version of the project logo:

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



2.3 Project website

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



The screenshot shows the homepage of the Europeana Newspapers project website. At the top left is the Europeana Newspapers logo, which features a stylized 'G' made of newspaper text and a globe. To the right of the logo, the text reads "europeana newspapers". Further right, the tagline "A Gateway to European Newspapers Online" is displayed. Below the header is a navigation menu with the following items: ABOUT, CONSORTIUM, NEWS, ACTIVITIES, EVENTS, PUBLIC MATERIALS, and CONTACT. The main content area is titled "About" and contains several paragraphs of text. The first paragraph states that a group of 17 European partner institutions have joined forces in the "Europeana Newspapers" project and will, over the next 3 years, provide more than 18 million newspaper pages to the EUROPEANA service. The second paragraph explains that the project is funded under EC's CIP 2007 – 2013 and aims at the aggregation and refinement of newspapers for The European Library and Europeana. It also addresses challenges linked with digitized newspapers. A bulleted list follows, detailing the project's goals: use of refinement methods for OCR, OLR/article segmentation, and named entity recognition (NER), and page class recognition to enhance search and presentation functionalities; quality evaluation for automatic refinement technologies; transformation of local metadata to the Europeana Data Model (EDM); and metadata standardization in close collaboration with stakeholders from the public and private sector. The third paragraph notes that each library participating in the project will distribute digitized newspapers and full-texts free of any legal restrictions to Europeana, with a special focus on newspapers published during the First World War. The fourth paragraph states that the project has started on 1st February 2012. At the bottom of the main content area, there is a link to the NEWS section. On the right side of the page, there is a search bar with a "Search" button, a "Follow Us!" section with social media icons for Facebook, Twitter, LinkedIn, YouTube, and Google+, a "Categories" section with links to "Blog (1)" and "News (5)", and an "Archive" section with links to "June 2012 (2)", "May 2012 (1)", "April 2012 (1)", and "March 2012 (2)". At the very bottom of the page, there is a footer with the text "Copyright © 2012 All rights reserved." on the left and "Designed by NattyWP" on the right. In the center of the footer, there is a small European Union flag logo and the text "This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community."

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

3. Promotional materials

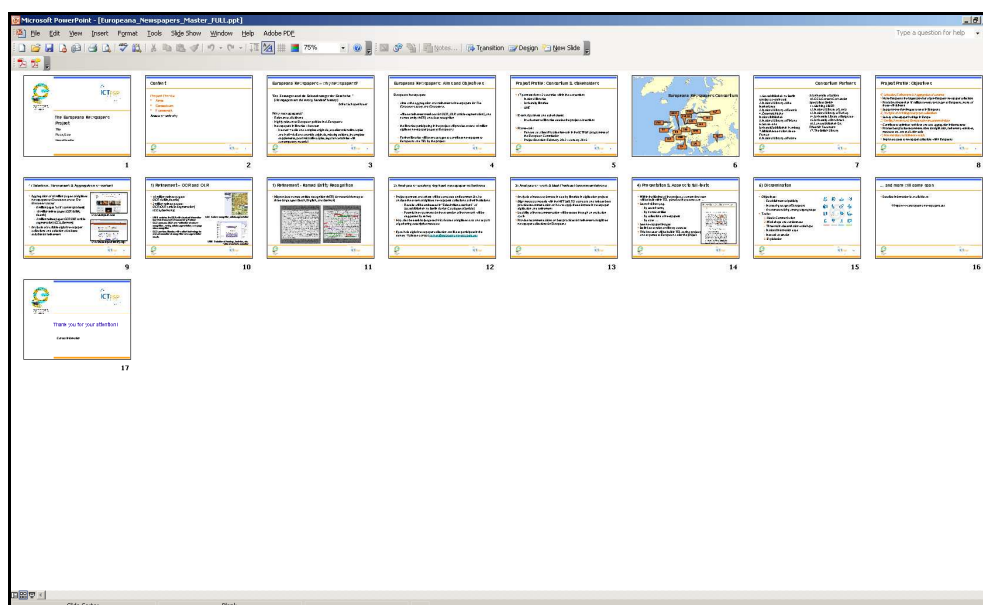
3.1 PPT template

Two project presentation templates were created:

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



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




3.2 Press release template

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

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

Press Release

The Hague, XXth of XXXX XXXX



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Project Partners:



<ul style="list-style-type: none"> Berlin State Library National Library of Estonia University of Helsinki, National Library of Finland National Library of France CCS Content Conversion Specialists GmbH National Library of Latvia University of Beograd Dr. Friedrich Tessimann Library University of Salford 	<ul style="list-style-type: none"> National Library of the Netherlands Austrian National Library Hamburg State and University Library National Library of Poland LIBER Foundation National Library of Turkey University of Innsbruck The British Library The European Library
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Europeana in a nutshell

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

www.europeana.eu

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

3.3 Project flyer

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

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

The leaflet is available at:

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

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



Partners of the project

(BnF) **LIBRARY HISTORIQUE** **CCS** **BIBLIOTHEK HAMBURG** **KB** Koninklijke Bibliotheek / National Library of the Netherlands

Landesbibliothek Dr. Friedrich Teßmann **EUROPEAN LIBRARY** **UNIVERSITY OF Salford** **SAUVIAR NACONALNA BIBLIOTEKA**

1644-40 THE NATIONAL LIBRARY OF ENGLAND **BIBLIOTEKA NARODOWA** **Osterreichische Nationalbibliothek** **Staatsbibliothek zu Berlin** Preussischer Kulturbesitz

Follow us
europeana newspapers

Visit our website
<http://www.europeana-newspapers.eu>

Become a fan on Facebook
<http://www.facebook.com/EuropeanaNewspapers>

Follow us on
<http://twitter.com/#eurnews>

Join the LinkedIn
<http://www.linkedin.com/groups?gid=4425919>

Check the project presentation at
http://www.slideshare.net/Europeana_Newspapers

Contact us at info@europeana-newspapers.eu

Europeana Newspapers
A Gateway to European Newspapers Online

la Presse

A group of 17 European public and private partner institutions have joined forces in the Europeana Newspapers project and will, over the next 3 years, provide more than 10 million digitized newspaper pages to the Europeana service.

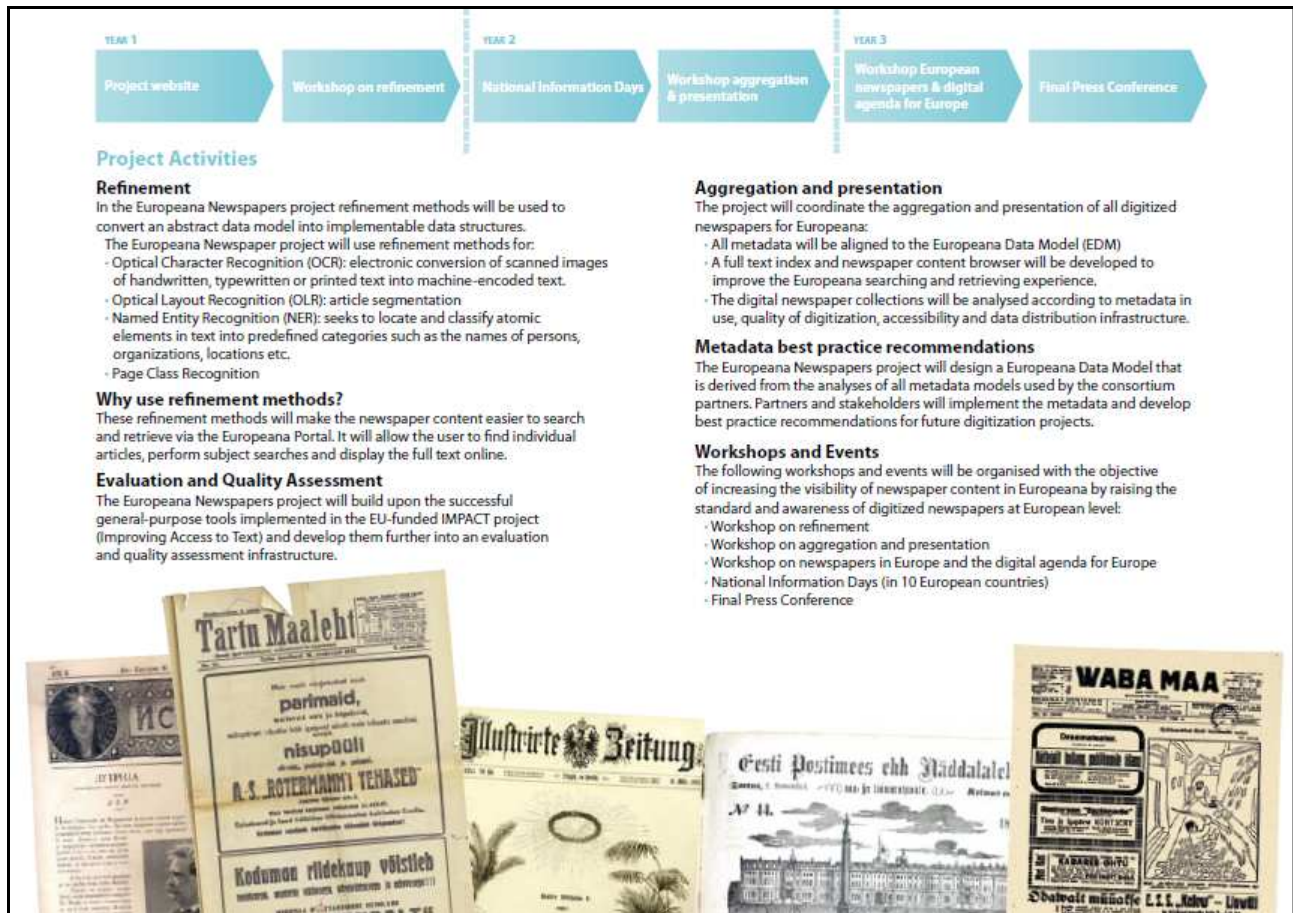
Each library participating in the project will distribute digitized newspapers and full-texts to Europeana.

The Europeana Newspapers project is funded under EC's CIP 2007–2013 and aims at the aggregation and refinement of digitized newspapers for The European Library and Europeana.

The project has started on 1st February 2012.
CIP-ICT-PSP-2011-5-Best Practice Network project no. 297380.

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Inner pages of the 1st version of the flyer



3.4 Outlook on further promotional materials (II, III)

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

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

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