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D6.7 Dissemination Materials and Press Kit 2

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Abstract: This document reports on the development of the Europeana Sounds' communication toolbox and follows the publication of *D6.2 Dissemination materials and press kit 1*. This document details the updates to the communication methods used to promote the project and the creation of new ones. The deliverable also explains how the kit is disseminated and provides the next expected steps for the project communication toolbox.

| Dissemination level | |
|--|---|
| Public | X |
| Confidential, only for the members of the Consortium and Commission Services | |



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Application area

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Statement of originality

This document contains original unpublished work except where clearly indicated otherwise.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.

Project summary

Europeana Sounds is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana film Gateway (film) and TEL (libraries). It will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content and will build a sustainable best practice network of stakeholders in the content value chain to aggregate, enrich and share a critical mass of audio that meets the needs of public audiences, the creative industries (notably publishers) and researchers. The consortium of 24 partners will:

- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.
- Add meaningful contextual knowledge and medium-specific metadata to 2 million items in Europeana's audio and audio-related collections, developing techniques for cross-media and cross-collection linking.
- Develop and validate audience specific sound channels and a distributed crowd-sourcing infrastructure for end-users that will improve Europeana's search facility, navigation and user experience. These can then be used for other communities and other media.
- Engage music publishers and rights holders in efforts to make more material accessible online through Europeana by resolving domain constraints and lack of access to commercially unviable (i.e. out-of-commerce) content.

These outcomes will be achieved through a network of leading sound archives working with specialists in audiovisual technology, rights issues, and software development. The network will expand to include other data-providers and mainstream distribution platforms (Historypin, Spotify, SoundCloud) to ensure the widest possible availability of their content.

For more information, visit <http://pro.europeana.eu/web/europeana-sounds> and <http://www.europeanasounds.eu>

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Executive summary: D6.7 Dissemination Materials and Press Kit V2

This document begins by describing the updates to the project communication kit following Europeana's new branding rules, and then goes on to describe the new multimedia tools created by the WP6 team, as well as a new paper tool in its various versions. It then characterises the dissemination channels recommended for these tools, as well as the next steps planned for Europeana Sounds' dissemination materials and press kit. This document also marks the completion of Milestone *MS36 Further dissemination material and press kit distributed*.

1 Introduction

This deliverable is the second document relating exclusively to promotional material created by and for the Europeana Sounds project. It completes Deliverables D6.2 *Dissemination materials and press kit 1* [Ref 4] and the D6.4 *Communication plan and evaluation V1* [Ref 6] which includes a section on 'updates on promotion material'.¹

As a reminder, the following communication material was described in D6.2 and in D6.4:

- Europeana Sounds logo (portrait and landscape formats),
- Factsheet in English, French, Italian, German and Danish,
- Scientific poster in English (infographics),
- Press release in English, French, Danish, Gaelic, German, Greek, Italian, Latvian and Portuguese,
- Leaflet in English, French and German,
- General poster in English and French and
- Slideshow in English, French, Dutch, Portuguese, Italian and German.

The updates to the existing tools, and the description of the new tools, are developed within this deliverable.

The objectives, target audiences and workflow for the creation and management of dissemination materials remains the same as in D6.2 *Dissemination materials and press kit 1* [Ref 4].²

As a brief reminder, the objectives of the Europeana Sounds communication activities are: to highlight and promote access to, and creative reuse of, Europe's sound and music collections; to engage audiences with the aggregated materials and attract them to Europeana Sounds; and, finally, to build a community of interest and practice, such as fostering the creation of a sustainable Best Practice Network of stakeholders. The first phase of Europeana Sounds' communication plan focused on gradually building awareness of the project, especially for 'professionals', 'semi-professionals', 'potential data providers', and managing expectations before data, content and products are fully available.

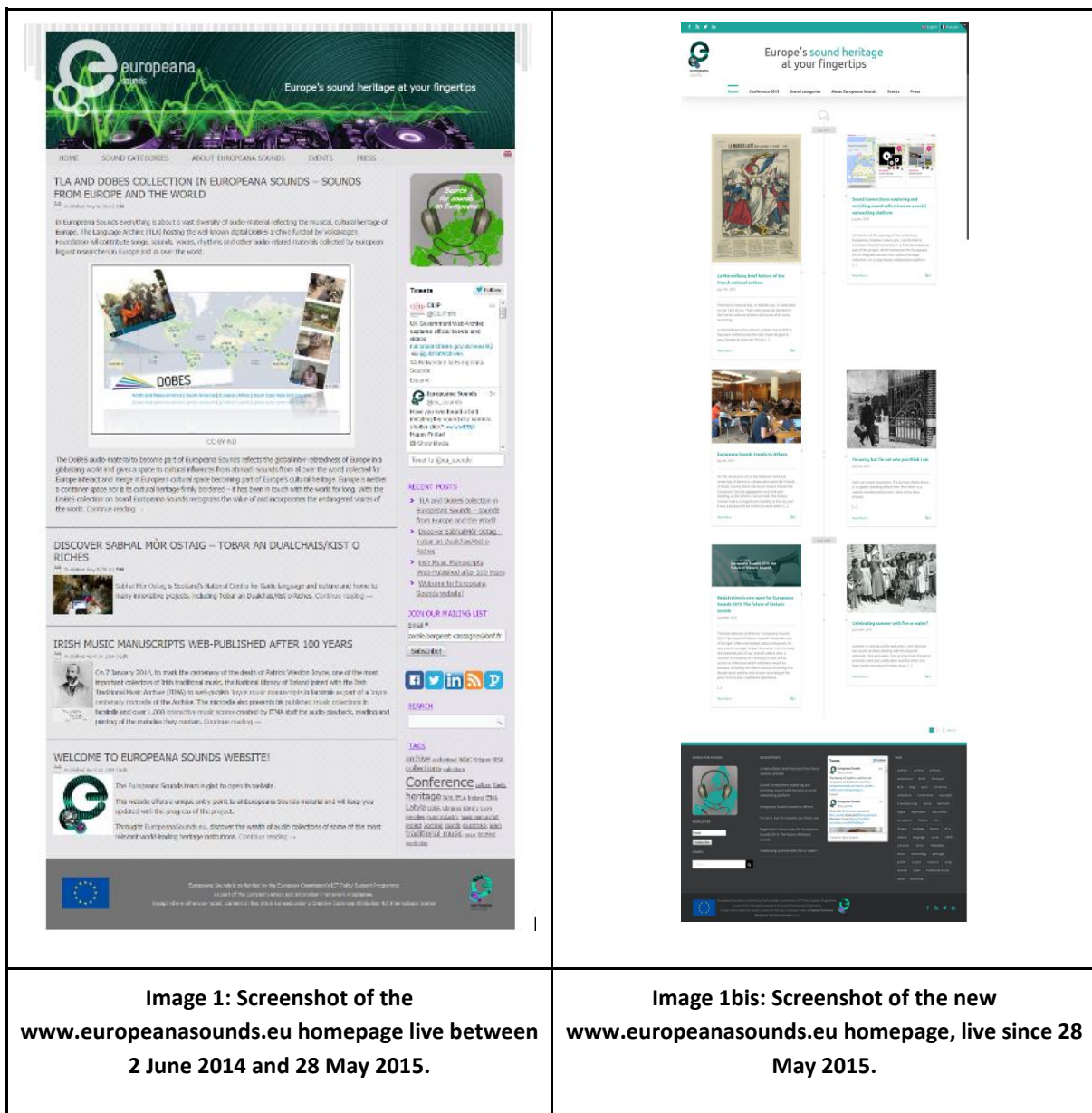
¹ Page 23/45.

² Page 7/19.

2 Updates to the project communication kit; applying Europeana's new branding

Europeana Sounds is a Europeana related project and as such its visual identity should be consistent with the Europeana branding, as far as possible. Europeana's visual identity for the web and print evolved during 2014 and 2015; the new style guide for the web was released in May 2014 and the brand book is still on-going and awaiting completion. Europeana Sounds WP6 has been working in close coordination with the Europeana Foundation's Communications team. The new branding has only been recently rolled out and, as such, the project is one of the pioneers in implementing it with the EF.

2.1 Redesigned website



As described in D6.1 *Online presence* [Ref 2] and MS31 *Website Operational* [Ref 3], the project website was officially launched on 2 June 2014. The new style guide for Europeana on the web³ was issued a few days before the public release of the Europeana Sounds website.

In order to align the Europeana Sounds website with this new style guide, a graphic makeover for the Europeana Sounds website was planned for the second period of the project (February 2015-January 2016). It has been managed so that the public launch of the website's new look and new features took place on the first anniversary of the project website.⁴

To lead this graphic makeover, the focus was on creating a clean, uncluttered look which would be visually closer and more consistent with other significant websites in the Europeana family. This underlines the important contribution that Europeana Sounds will make to Europeana, and strengthens the project by closer association with the established Europeana brand. This work was managed by the WP6 lead in close coordination with the Europeana Foundation's Communications team on aspects relating to the visual identity of the site, and aligning it with the new visual identity the EF is widely rolling out.

After being revamped the website still has the same clear navigational structure and engaging content from its diverse contributors, who are mainly the project partners.

Other improvements WP6 has been working on include:

- Creating a new section dedicated to keeping the audiences up to date on the project's first international conference (2 October 2015, Paris)⁵.
- Improving navigation through our blog's rich content with a 'related articles' feature.
- Updating the project 'sound categories' to make sure they follow the outcomes of the deliverable D1.3 *Ontologies for sound* [Ref 7].
- A new and improved responsive design for mobile and tablet users, as well as making more space for images.
- Adding more sharing options at the bottom of blog posts.

The popular blog – which keeps the target audiences updated on what is going on in the project, as well as highlighting the data providers' audio collections - remains easily accessible on our new homepage. The blog posts are regularly published with at least two new posts per week, making this the main information displayed on the Europeana Sounds home page.

Every blog post can be considered as a specific communication tool for Europeana Sounds, as blog posts are widely spread through the project and the partners' social media, as well as being heavily retweeted and shared.

The complete list of blog posts published on the Europeana Sounds blog can be found in Appendix A.

³ <http://styleguide.europeana.eu/>

⁴ <http://www.europeanasounds.eu/news/our-website-has-a-fresh-look-and-brand-new-features>

⁵ <http://www.europeanasounds.eu/intro>

2.2 Visual design for the project's first international conference

In line with the new Europeana branding and the Europeana Sounds redesigned website, an image in the form of a banner was created to illustrate and promote the first international project conference that will be held at the National Library of France on 2 October 2015:



Image 2: Visual design for the project first international conference in English



Image 3: Visual design for the project first international conference in French

2.3 Updated tools

To align with the new branding, communication tools were modified. This includes the project logo, leaflet and slideshows which are detailed below.

2.3.1 Project logo

The project logo was updated to match Europeana's new font⁶, colouring and placement and is shown below.



⁶ The new fonts (Open Sans and Ubuntu) are openly available online.

2.3.2 Leaflet

The leaflets in English and in French were updated with the new logo and the new font.



Image 4: Project leaflet in English



Image 5: Project leaflet in French

Furthermore, it should be mentioned that some partners mentioned the project in their own presentation brochure, for example ITMA in June 2015.⁷

⁷ http://www.europeanasounds.eu/wp-content/uploads/2015/07/ITMA-Barrel-Brochure_19_June_2015_final_version.pdf

2.3.3 Project presentations

The project slideshow was previously available in English, French, Dutch, Portuguese, Italian and German and has now been translated to Lithuanian and Danish. The first English version of the slideshow template was shared on SlideShare in September 2014 and had been viewed 1,140 times by July 2015.⁸

The presentation template is updated regularly by the WP6 lead to include developments in the project. It was updated in April 2015 with the new Europeana font, then in June 2015 with a presentation of the new design of the Europeana Sounds website⁹ and finally in August 2015¹⁰ with screenshots of the test version of the Europeana Music Channel online.¹¹ It worth noting that each partner adapts the presentation according to the audience with whom it is shared.

Investigations were conducted to find additional software which could present the project in an attractive way, however, they usually require fees (for example Prezi) and have a limited trial version. The most appropriate software found was the online presentation software Emaze and a template presentation was designed with this software on August 2015.¹² However slideshows powered with PowerPoint have the significant advantage of being easily customisable by all project partners without having to register to a specific website. Therefore the project will continue to favour this software to create presentations for public speaking.

3 New multimedia tools: Communication highlights

3.1 Timeline¹³

Europeana Sounds released a sound timeline¹⁴ on 18 June 2015 with items from the project corpus which highlight specific, significant events and key persons and illustrate the history of sound recording, as well as sounds in history. This timeline aims to present a curated selection of recordings from the project partners in an attractive way, highlighting content which will be aggregated into Europeana to the general public as well as professionals and semi-professionals.

The timeline begins at the Battle of Clontarf which took place in a coastal village near Dublin on 23 April 1014, and ends with an amateur chorus recorded in Greece 20 years ago, offering users a unique journey through a detailed selection of items. Twenty four items were shared by thirteen data providers, including: The British Library, Bibliothèque Nationale de France, DIZI, Deutsche Nationalbibliothek, Music Library of Greece of the Friends of Music Society, Istituto Centrale per il Catalogo Unico delle biblioteche italiane, Irish Traditional Music Archive, The Language Archive at MPI-

⁸ http://slideshare.net/Europeana_Sounds/europeana-sounds-in-a-nutshell

⁹ http://slideshare.net/Europeana_Sounds/europeana-sounds-in-a-nutshell-june-2015

¹⁰ http://slideshare.net/Europeana_Sounds/europeana-sounds-in-a-nutshell-august-2015

¹¹ For details on the Europeana Music Channel, see MS22-Audio Channels First Production Version.

¹² https://www.emaze.com/@ALWCLZIL/Europeana-Sounds-in-a-nutshell_v2.pptx-copy1

¹³ <http://timemapper.okfnlabs.org/anon/yumuul-travelling-through-times-with-sounds>

¹⁴ T6.4.3 of the *Description of Work*, Page 27 of 41.

PL, National Library of Latvia, Österreichische Mediathek, Sabhal Mòr Ostaig / Tobar an Dualchais, Statsbiblioteket, and Österreichische Nationalbibliothek.

Each item is accompanied by an image and a description specially written by a specialist working for the data provider. It includes specific reference to its origin as well as an audio sample, if available. Items are displayed on a timeline and on a map. Therefore, users can choose between browsing through time or with a geographical approach.

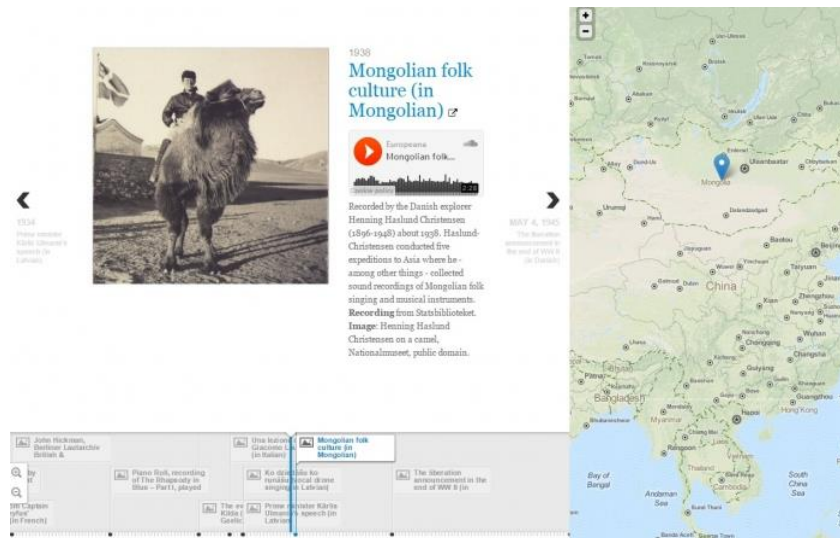


Image 6: Screenshot of the sound timeline

The timeline was promoted through a blog post published on Europeana Sounds blog in English¹⁵ and in French¹⁶, the June project newsletter¹⁷, and publications via the project and its partners' social media, for example on Twitter:



Image 7: Tweet on the sound timeline by @eu_sounds

¹⁵ <http://www.europeanasounds.eu/news/let-s-travel-through-times-with-sounds>

¹⁶ <http://www.europeanasounds.eu/fr/actualites-fr/voyager-dans-le-temps-avec-le-son>

¹⁷ <http://www.europeanasounds.eu/wp-content/plugins/newsletter/do/view.php?id=45&nk=503-b7e607fdad>

This specific tweet had already 3,354 impressions three weeks after the publication of the news:



Image 8: Number of impressions and engagements with the tweet on the sound timeline by @eu_sounds

The information was also shared on Facebook and reached 588 viewers on Facebook:

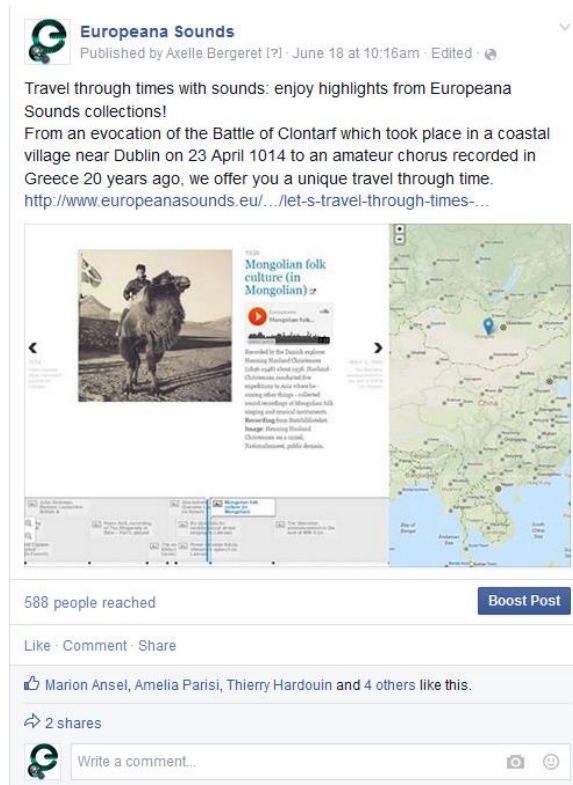


Image 9: Facebook post on the Europeana Sounds timeline

The information was also translated by partners, and the images below depict examples from partners Twitter accounts in Latvian and French:

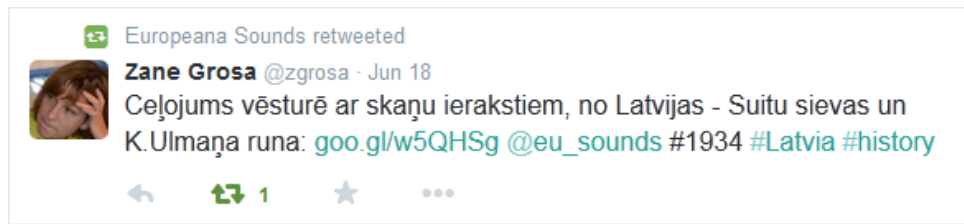


Image 10: Tweet by @zgrosa promoting the sound timeline

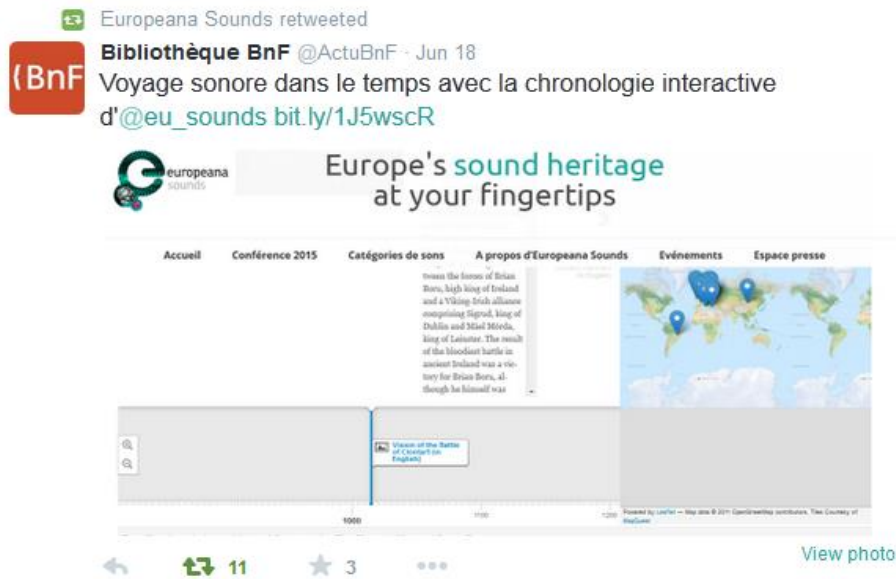


Image 11: Tweet by @ActuBnF promoting the sound timeline

3.2 Sound machine exhibition

The WP6 team showcased the machines used to record and play the sound corpus of the project¹⁸ through the Europeana virtual exhibition (using Omeka¹⁹ software) that will be easily embeddable in the Music channel in the future.

This exhibition is drawn from the collections of nine project content providers including The British Library, Netherlands Institute for Sound and Vision, Bibliothèque nationale de France, Deutsche Nationalbibliothek, Irish Traditional Music Archive, National Library of Latvia, Österreichische Mediathek and Sabhal Mòr Ostaig / Tobar an Dualchais, Statsbiblioteket. It offers a selection of 41 machines that illustrates a wide range of techniques and technologies; from the days of the phonograph to the digital age, collections of machines from cultural institutions provide a thorough overview of the evolution of machines used to record and play sounds.

The exhibition is divided into five themes: 'Wax cylinder & discs', 'Shellac & vinyl discs', 'Magnetic & digital medium', 'Radio set & receivers' and 'Player piano' and each of these themes is introduced with a specific introduction.

¹⁸ T6.4.1 in the *Description of Work*, page 27 of 41.

¹⁹ <http://omeka.org/>

The exhibition went live on 31 July at <http://exhibitions.europeana.eu/exhibits/show/recording-and-playing-machines>

This exhibition, which is aimed at all the project target audiences, will be promoted through Europeana Sounds blog and social media pages at the beginning of September 2015 as well as through the project partners' various communication tools which include social media and newsletters.

3.3 Videos

The teaser video²⁰ released in February 2015 is documented in D6.4 [Ref 5]²¹. Since then, the video has been shown at many events, and Europeana Sounds project partners reported that this teaser video works brilliantly when embedded in conference presentations as it really gets the message across in a punchy way and in any language. The video was played 273 times on Vimeo by mid July 2015.

Next to the teaser video, a short video²² was also produced to fit oral presentations with a shorter timing:



Image 12: Screenshot of the “Short Video”

In addition to this, three videos were produced to promote one of the main project outputs: the development of channels and the channel infrastructure for the Europeana platform.

Those videos were commissioned, recorded and funded by the Europeana Foundation in the frame of Europeana v3²³ project and used to promote the Europeana Channels and Europeana Music Channel at

²⁰ <https://vimeo.com/116134696>

²¹ Page 21-22 of 45.

²² <https://vimeo.com/116947580>

²³ <http://pro.europeana.eu/get-involved/projects/project-list/europeana-v30>

the DPLafest 2015 (Digital Public Library of America), which took place on April 17-18, 2015 in Indianapolis.²⁴

The videos are available online on the Europeana Sounds Vimeo page²⁵ and on the Europeana Sounds website²⁶ and can be used by project partners to present the project at events. For example, Zane Grosa from the National Library of Latvia showed one at the European Forum on Music 2015 which took place in Riga on 12 June 2015.²⁷ They are aimed at professional and semi-professional audiences.



Image 13: Screenshot of the video 'Introducing Europeana Channels: Music'



Image 14: Screenshot of the video 'Introducing Europeana Channels'

²⁴ <http://www.europeanasounds.eu/event/dplafest-2015>

²⁵ <https://vimeo.com/europeanasounds>

²⁶ <http://www.europeanasounds.eu/videos-virtual-exhibition>

²⁷ <http://www.europeanasounds.eu/event/european-forum-on-music-2015>



Image 15: Screenshot of the video 'Introducing Europeana Channels: the product'

4 New paper tools: postcards

As suggested in D6.2 *Dissemination materials and press kit* [Ref 4]²⁸, a postcard template was created allowing project partners to customise it with specific illustrations from their own collections. Such a tool proved to be a very efficient and successful communication material as it was easy to distribute at meetings, workshops or conferences and is usable for all target audiences. This builds on the experience of other Europeana related projects, such as Europeana Collections 14-18²⁹ and Europeana Newspapers³⁰.



Image 16: Various versions of the Europeana Sounds postcards

²⁸ Page 17 of 19.

²⁹ <http://www.europeana-collections-1914-1918.eu/wp-content/uploads/2012/04/D4.6-3rd-set-of-Promotional-Material-EC1418.pdf>

³⁰ <http://www.europeana-newspapers.eu/public-materials/communication-tools>

4.1 Project postcard

The project postcard was finalised in April 2015. To ensure consistency of the project communication tools, it uses the same images as the project flyer on the front side. This work, which was managed by the WP6 lead, was carried out in close cooperation with the Europeana Foundation's Communications team to ensure the postcard aligned with the new Europeana visuals.

The images chosen showcase the variety of the collections shared through Europeana Sounds: they come from the collections of three different project data providers (Music Library of Greece, Bibliothèque nationale de France, Musée de l'homme) and illustrate three music genres: spoken word, traditional music, and classical music.

On the reverse side, there is a brief description of the project³¹, captions for the images, European Commission and ICT-PSP logos, and links to the project Facebook page and Twitter account.



Image 17: Europeana Sounds project postcard

³¹ "Europeana Sounds will enable the discovery of over one million culturally-significant sound recordings - music, radio programmes, environments, sound effects, and spoken word recordings. A rich array of audio-related objects ranging from sheet music to photographs will also be shared. With open access to the recordings, it's the ideal opportunity to explore and interact with your acoustic heritage."

4.2 Customised postcard

Five partners translated and customised the postcard template with their own images and logo with the support of BnF's graphic designer, coordinated by the WP6 lead:

BnF in French:



Image 18: Customised postcard in French by BnF

ONB in German:



Image 19: Customised postcard in German by ONB

ICCU in Italian:



Image 20: Customised postcard in Italian by ICCU

NLL in Latvian:



Image 21: Customised postcard in Latvian by NLL

FMS in Greek:



Image 22: Customised postcard in Greek by FMS

The British Library also disseminates the project postcard with the British Library logo displayed on the reverse side:



Image 23: Project postcard with BL logo

4.3 Tunepal poster

A specific poster was created by the Shift team to be displayed during the *Fleadh Cheoil na hÉireann*, the biggest traditional Irish music festival (August 9-16 in Sligo, Ireland). It announced the organisation of tunepal user testing at the Europeana Sounds booth:



Image 24: Tunepal Poster



Image 25: Europeana Sounds' booth at *Fleadh Cheoil na hÉireann*

5 Dissemination of the kit

5.1 Online

All communication material is public and easily available via the Europeana Sounds website so that the project partners, the general public and journalists can access and use it.

With the large number of communication materials now available, their placement on the project website has been divided into different pages:

- Communication kit with postcards, leaflets, posters, etc.³²
- Multimedia tools (videos, sound timeline)³³
- Project newsletters³⁴
- Press review³⁵
- Press release.³⁶

³² <http://www.europeanasounds.eu/press>

³³ <http://www.europeanasounds.eu/videos-virtual-exhibition>

³⁴ <http://www.europeanasounds.eu/press/newsletter>

³⁵ <http://www.europeanasounds.eu/press/press-review>

5.2 Offline

The intention of the communication kit is for partners to have a toolbox at their disposal when participating in and attending events such as conferences, workshops and meetings. The choice of the tools to be displayed and distributed largely depends on the type of event and the composition of the audience.

Each project partner received a batch of leaflets and general posters in February 2015, and additional material was sent to partners that requested it.

In June 2015 a batch of project postcards was also sent to each partner. Further customised postcards were sent to the partners that created a customised version.

³⁶ <http://www.europeanasounds.eu/press/press-release>

6 Next steps

The continuing and upcoming work will include:

- A press release is in preparation to promote the first international project conference, specifically to engage the French media as the conference is taking place in Paris.
- WP6 will investigate how to complete the communication highlight task T6.4.2 *family tree of audio/sounds content*.³⁷
- As the project is presented at numerous conferences and meetings, WP6 will continue updating the PowerPoint presentation template with the latest outcomes of the project.
- A visual design will be created for the second international conference to be organised by Europeana Sounds at the end of the project.
- WP6 will also investigate, in close cooperation with WP4 and Europeana communication team, the opportunity of creating specific dissemination material for the Europeana Music Channel.

³⁷ Description of Work, page 27 of 41.

7 References

| | |
|-------|--|
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| Ref 2 | D6.1 <i>Online presence</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Deliverables/EuropeanaSounds-D6.1-Online-presence.pdf |
| Ref 3 | MS31 <i>Website Operational</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Milestones/EuropeanaSounds-MS31-Website%20operational.pdf |
| Ref 4 | D6.2 <i>Dissemination materials and press kit 1 (merged with MS33 Initial media pack assembled)</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Deliverables/EuropeanaSounds-D6.2-Dissemination-materials-and-press-kit-1%20v1.2.pdf |
| Ref 5 | D6.3 <i>Initial Communication Plan</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Deliverables/EuropeanaSounds-D6.3-Initial-Communication-Plan.pdf |
| Ref 6 | D6.4 <i>Communication plan and evaluation V1</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Deliverables/EuropeanaSounds-D6.4-CommunicationPlanAndEvaluationV1-v1.3.pdf |
| Ref 7 | D1.3 <i>Ontologies for sound</i> http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Deliverables/EuropeanaSounds-D1.3-Ontologies-for-sound-v1.2.pdf |

Appendix A: Image Index

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Image 1bis: Screenshot of the new www.europeanasounds.eu homepage, live since 28 May 2015

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Image 25: Europeana Sounds’ booth at Fleadh Cheoil na hÉireann

Appendix B: Blog Posts

The complete list of blog posts published from May to September 2014 (no. 1 to 40) is available in Annex 1 of D6.3 [Ref 5] and from October 2014 to January 2015 (no. 41 to 92) in Appendix A of D6.4. In addition, the following blog posts were published on europeanasounds.eu from February 2015 to July 2015:

| No. | Title | Author | Publication date | URL |
|-----|---|---|------------------|--|
| 93 | When bird lovers meet Europeana Sounds | Harry van Biessum and Brigitte Jansen | 2 Feb. 2015 | www.europeanasounds.eu/news/when-bird-lovers-meet-europeana-sounds |
| 94 | Unique collection of 1,400 recording and playback machines in Paris | Xavier Loyant | 5 Feb. 2015 | www.europeanasounds.eu/news/unique-collection-of-1400-recording-and-playback-machines-in-paris |
| 95 | Watch Europeana Sounds Teaser! | Axelle Bergeret-Cassagne | 10 Feb. 2015 | www.europeanasounds.eu/news/watch-europeana-sounds-teaser |
| 96 | Have a first glance at Europeana future Music Channel! | Axelle Bergeret-Cassagne | 13 Feb. 2015 | www.europeanasounds.eu/news/have-a-first-glance-at-europeana-future-music-channel |
| 97 | Exploring the liaison between singing and speaking: the Yezidi and Neapolitan cases | Joséphine Simonnot, Aude da Cruz Lima, Véronique Ginouvès, Estelle Amy de la Bretèque, Olivier Feraud | 16 Feb. 2015 | www.europeanasounds.eu/news/singingspeaking-yezidi-and-neapolitan-cases |
| 98 | Let's discover Click Sounds! | Elisa Gorgaini | 19 Feb. 2015 | www.europeanasounds.eu/news/lets-discover-click-sounds |
| 99 | Europeana Sounds' first birthday | Laurence Byrne | 23 Feb. 2015 | www.europeanasounds.eu/news/europeana-sounds-first-birthday |
| 100 | "Lithuania, Our Homeland", a brief history of a national anthem | Juozas Markauskas | 25 Feb. 2015 | www.europeanasounds.eu/news/national-anthem-of-lithuania-now-and-then |
| 101 | Belle Stewart: Queen Among the Heather | Elsie Maclean | 2 March 2015 | www.europeanasounds.eu/news/belle-stewart-queen-amang-the-heather |

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| 102 | Women's Voices from the Austrian Past | Eva Reder and Johannes Kapeller | 5 March 2015 | www.europeanasounds.eu/news/womens-voices-from-the-austrian-past |
| 103 | "Europeana Sounds could support the independent music business" – Meet with Bettina Schasse de Araujo | Interview by Axelle Bergeret-Cassagne | 9 March 2015 | www.europeanasounds.eu/news/europeana-sounds-could-support-the-independent-music-business-meet-with-bettina-schasse-de-araujo |
| 104 | Major Danish poet Jeppe Aakjær on wax cylinders | Sabine Schostag | 12 March 2015 | www.europeanasounds.eu/news/jeppe-aakjaer-on-wax-cylinders |
| 105 | 'Amhrán na bhFiann', a brief history of the Irish national anthem | Maeve Gebruers | 17 March 2015 | www.europeanasounds.eu/news/amhran-na-bhfiann |
| 106 | Organising an edit-a-thon within Europeana Sounds | Harry van Biessum | 19 March 2015 | www.europeanasounds.eu/news/organising-an-edit-a-thon-within-europeana-sounds |
| 107 | Save Our Sounds at the British Library | Interview by Imogen Greenhalgh | 23 March 2015 | www.europeanasounds.eu/news/save-our-sounds-at-the-british-library |
| 108 | 25 March 1821: Greeks Sing their Revolution | Marianna Anastasiou | 25 March 2015 | www.europeanasounds.eu/news/25-march-1821-greeks-sing-their-revolution |
| 109 | Today is your Tomorrow (and vice versa) | Adrian Schulz | 1 April 2015 | www.europeanasounds.eu/news/today-is-your-tomorrow-and-vice-versa |
| 110 | What is this tune? Using Europeana to connect traditional musicians to Irish and Scottish music archives | Lise den Brok | 7 April 2015 | www.europeanasounds.eu/news/what-is-this-tune-using-europeana-to-connect-traditional-musicians-to-irish-and-scottish-music-archives |
| 111 | "Europeana has the potential to become such a compelling source of data for music researchers" – Meet with Ashley Burgoyne | Interview by Axelle Bergeret-Cassagne | 9 April 2015 | www.europeanasounds.eu/news/europeana-has-the-potential-to-become-such-a-compelling-source-of-data-for-music-researchers-meet-with-ashley-burgoyne |
| 112 | Making licensing for audio-material easier | Lisette Kalshoven | 13 April 2015 | www.europeanasounds.eu/news/making-licensing-for-audio-material-easier |

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|-----|---|---------------------------------------|---------------|--|
| 113 | “They shall hear the dead speak!” | Lionel Michaux | 15 April 2015 | www.europeanasounds.eu/news/they-shall-hear-the-dead-speak |
| 114 | Nightingale and French hand-kisses: an entertaining walk through nature and folklore | Ute Sondergeld | 20 April 2015 | www.europeanasounds.eu/news/nightingale-and-french-hand-kisses-an-entertaining-walk-through-nature-and-folklore |
| 115 | Listening to Amazonian stories by the Cashinahua community | Elisa Gorgaini | 22 April 2015 | www.europeanasounds.eu/news/listening-to-amazonian-stories-by-the-cashinahua-community |
| 116 | Meet with Puponys village singers | Varsa Liutkutė Zakarienė | 24 April 2015 | www.europeanasounds.eu/news/meet-with-puponys-village-singers |
| 117 | Offline remix of sounds in the Netherlands thanks to the King! | Harry van Biessum and Michael Laws | 27 April 2015 | www.europeanasounds.eu/news/offline-remix-of-sounds-in-the-netherlands-thanks-to-the-king |
| 118 | Discover EUScreen, the main portal to our European TV and video heritage | Yashar Dehaghani | 30 April 2015 | www.europeanasounds.eu/news/discover-euscreen-the-main-portal-to-our-european-audiovisual-heritage |
| 119 | An Archive where living memories are kept | Soraia Simões and Inês Queiroz | 5 May 2015 | www.europeanasounds.eu/news/an-archive-where-living-memories-are-kept |
| 120 | A song for Europe, brief history of the European anthem | Adrian Schulz | 8 May 2015 | www.europeanasounds.eu/news/a-song-for-europe-brief-history-of-the-european-anthem |
| 121 | How you can travel the world instantly with 3,000 sounds from Europeana | Beth Daley | 11 May 2015 | www.europeanasounds.eu/news/how-you-can-travel-the-world-instantly-with-3000-sounds-from-europeana |
| 122 | A gentle Introduction to Music Information Retrieval: Making Computers Understand Music | Alexander Schindler | 13 May 2015 | www.europeanasounds.eu/news/a-gentle-introduction-to-music-information-retrieval-making-computers-understand-music |
| 123 | Exploring the flavour of sound – Coffee and classical music | Angelika Leitner | 19 May 2015 | www.europeanasounds.eu/news/exploring-the-flavour-of-sound-coffee-and-classical-music |
| 124 | Spectacular journey through time and space: Parisian record stores | Interview by Axelle Bergeret-Cassagne | 22 May 2015 | www.europeanasounds.eu/news/spectacular-journey-through-time-and-space-parisian-record |

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| 125 | MIR and Europeana Sounds presented at the SmartKids {Digital Sound Solution} | Alexander Schindler | 26 May 2015 | www.europeanasounds.eu/news/europeana-sounds-presented-at-the-smartkids-digital-sound-solution-event |
| 126 | Our website has a fresh look and brand new features! | Axelle Bergeret-Cassagne | 28 May 2015 | www.europeanasounds.eu/news/our-website-has-a-fresh-look-and-brand-new-features |
| 127 | “The Song of the Italians”, brief history of a national anthem | Antonella Fischetti | 2 June 2015 | www.europeanasounds.eu/news/the-song-of-the-italians-brief-history-of-a-national-anthem |
| 128 | Constitution Day and women’s suffrage in Denmark | Sabine Schostag | 5 June 2015 | www.europeanasounds.eu/news/constitution-day-and-womens-suffrage-in-denmark |
| 129 | “Thou ancient, Thou free”, brief history of the Swedish national anthem | Cecilia Hammarlund-Larsson | 6 June 2015 | www.europeanasounds.eu/news/thou-ancient-thou-free-brief-history-of-the-swedish-national-anthem |
| 130 | The first 26,620 recordings are now up on Europeana! | Tom Miles | 8 June 2015 | www.europeanasounds.eu/news/the-first-26620-recordings-are-now-up-on-europeana |
| 131 | “A Portuguesa”, brief history of a national anthem | Inês Queiroz | 10 June 2015 | www.europeanasounds.eu/news/a-portuguesa-brief-history-of-a-national-anthem |
| 132 | Meet two leading gaelic tradition-bearers | Elsie Maclean | 16 June 2015 | www.europeanasounds.eu/news/meet-two-leading-gaelic-tradition-bearers |
| 133 | Jāņi, midsummer solstice celebration in Latvia | Zane Grosa | 23 June 2015 | www.europeanasounds.eu/news/jani-midsummer-celebration-in-latvia |
| 134 | Celebrating summer with fire or water? | Véronique Ginouvès, Aude Julien-Da Cruz Lima, Ariane Néroulidis, Joséphine Simonnot | 24 June 2015 | www.europeanasounds.eu/news/celebrating-summer-with-fire-or-water |
| 135 | Registration is now open for Europeana Sounds 2015: The future of historic sounds | Axelle Bergeret-Cassagne | 30 June 2015 | www.europeanasounds.eu/news/registration-is-now-open-for-europeana-sounds-2015-the-future-of-historic-sounds |

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| 136 | I'm sorry, but I'm not who you think I am | Adrian Schulz | 2 July 2015 | www.europeanasounds.eu/news/im-sorry-but-im-not-who-you-think-i-am |
| 137 | Europeana Sounds travels to Athens | Laura Miles | 6 July 2015 | www.europeanasounds.eu/news/europeana-sounds-travels-to-athens |
| 138 | Sound Connections: exploring and enriching sound collections on a social networking platform | Lizzy Komen | 8 July 2015 | www.europeanasounds.eu/news/sound-connections-exploring-and-enriching-sound-collections-on-a-social-networking-platform |
| 139 | La Marseillaise, brief history of the French national anthem | Lionel Michaux | 14 July 2015 | www.europeanasounds.eu/news/la-marseillaise-brief-history-of-the-french-national-anthem |
| 140 | "Europeana Sounds preserves an enormous range of audio material that would otherwise be very hard to find at best, and likely to get lost at worst" – Meet with Isabella van Elferen | Interview by Axelle Bergeret-Cassagne | 16 July 2015 | www.europeanasounds.eu/news/europeana-sounds-preserves-an-enormous-range-of-audio-material-that-would-otherwise-be-very-hard-to-find-at-best-and-likely-to-get-lost-at-worst-meet-with-isabella-van-elf |
| 141 | La Brabançonne, brief history of the Belgian national anthem | Frédéric Lemmers | 21 July 2015 | www.europeanasounds.eu/news/la-brabanconne-brief-history-of-the-belgian-national-anthem |
| 142 | "Witnessing the creative moment" – Meet with Dr. Thomas Leibnitz | Ute Sondergeld | 23 July 2015 | www.europeanasounds.eu/news/witnessing-the-creative-moment |
| 143 | When a ring falls into a well! | Marianna Anastasiou | 27 July 2015 | www.europeanasounds.eu/news/when-a-ring-falls-into-a-well |
| 144 | Bakola: endangered language and endangered practices | Elisa Gorgaini | 30 July 2015 | www.europeanasounds.eu/sound-categories/spoken-word-recordings/bakola-endangered-language-and-endangered-practices |

Appendix C: Terminology

A project glossary is provided at: <http://pro.europeana.eu/web/guest/glossary>.

Additional terms are defined below:

| Term | Definition |
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| AB | Advisory Board |
| APEX | Archives Portal Europe network of excellence |
| EC-GA | Grant Agreement (including Annex I, the Description of Work) signed with the European Commission |
| GA | General Assembly |
| PC | Project Coordinator |
| PI | Performance Indicator |
| PMB | Project Management Board |
| TEL | The European Library |
| UAP | User Advisory Panel |
| WP | Work Package |