

EUROPEANA SOUNDS

Project Number: 620591

D6.2 Dissemination Materials and Press Kit 1

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Abstract

The dissemination materials and press kit includes every online and offline communication medium used to promote the Europeana Sounds project. This deliverable details which tools are available at this stage in the project and how to use them. It also gives a glimpse of the next expected steps for the project communication toolbox.

Dissemination level		
Р	Public	Х
С	Confidential, only for the members of the Consortium and Commission Services	
1	Internal, only for the members of the Consortium	

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II. REVISIONS

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	Name	Partner/WP	Date
Document Author	Axelle Bergeret-Cassagne axelle.bergeret-cassagne@bnf.fr	BnF / WP6	29/08/2014
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IV. DISTRIBUTION

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1	29/08/2014	Submitted to the European Commission	BL/WP7
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3	29/08/2014	Distributed to project consortium	BL/WP7

V. APPLICATION AREA

This document is a formal output for the European Commission, applicable to all members of the Europeana Sounds project and beneficiaries. This document reflects only the author's views and the European Union is not liable for any use that might be made of information contained therein.

VI. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors named in the Delivery Slip.

VII. TERMINOLOGY

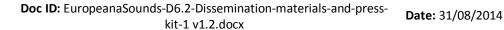
A complete project glossary is provided at the following page: http://pro.europeana.eu/web/guest/glossary

Further terms are defined below as required:

TERM	DEFINITION
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
PM	Project Manager
PMB	Project Management Board
PSO	Project Support Officer
TEL	The European Library
TD	Technical Director
UAP	User Advisory Panel
WP	Work Package

VIII. 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:

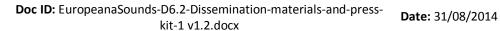
- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.
- 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.

IX. 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.





X. EXECUTIVE SUMMARY: DISSEMINATION MATERIALS AND PRESS KIT 1

After describing the branding features chosen for Europeana Sounds (name, graphic identity, and tagline), this deliverable document describes the range of paper and online materials available in the dissemination toolbox. These are indispensable to promote such a project. It then characterises the dissemination channels for these tools, as well as the next steps planned for the dissemination materials and press kit. This document also marks the completion of Milestone MS33 *Initial Media Pack Assembled*.



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1 INTRODUCTION

Objectives

To fulfil the main objectives of the Europeana Sounds Communication Plan (cf. *D6.3 Initial communication plan*, section 2, in preparation) and, generally speaking, to promote the project, it is essential to have at our disposal an adapted dissemination toolbox. This document describes each dissemination tool and its specific use(s). An output from Work Package 6 *Dissemination and networking* which is led by the BNF, it marks the completion of Milestone MS33 *Initial Media Pack Assembled*.

Target audiences

Our dissemination toolbox aims to display information about the project to our various target audiences (cf. D6.3 Initial communication plan, section 3.1, in preparation). Some tools are aimed at every target audience, whereas others are specific to a single group. For example, the Europeana Sounds infographic poster is suitable for professional events but less appropriate for general use.

Creation and management of dissemination materials

All Europeana Sounds partners are involved in the creation of dissemination tools through the activities of the WP6 group. They have the help of a graphic designer at the National Library of France (BnF). The overall management of the dissemination toolbox is carried out by the WP6 lead.



2 BRAND RECOGNITION

2.1 Name

Aggregating sound recordings across a range of subjects (not just music) was the primary focus of the project aims at the start, so 'audio' or 'sounds' had to be in the name.

The project as initially conceived by the British Library had a working title of 'EU Sounds' at the early planning stages. In consultation with the first group of potential consortium partners, the British Library decided it was productive to work very closely with the existing well-developed Europeana technical infrastructure and to work closely with Europeana itself on its emerging channels concept, rather than develop a separate web portal and independent aggregation system that might prove difficult to sustain in the long term.

It would also benefit the project to build on the work carried out in related Europeana projects. So in February 2013, the Europeana Foundation was formally invited in as a consortium partner. That same month, to show close co-ordination with Europeana's portal and branding, and with other Europeana projects, we formally named the project Europeana Sounds, in line with the 'family' of Europeana projects (Fashion, Creative, Cloud, Newspapers, etc). Europeana Sounds therefore aptly describes a project that works closely within the Europeana ecosystem to provide access to Europe's audio collections.

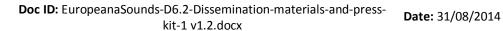
2.2 Graphic identity: logo and graphic charter

The creation of a common visual identity for the project – according to the guidelines of the Europeana Foundation [REF 3] – started with the creation of the project logo. It was selected from two design proposals on in March 2014 by vote of the project partners (46 voters and 65% of the votes cast).

Both portrait and landscape versions of the logo are available [REF 4, REF 5]:









The project's visual identity was further developed through the project website graphic design. The Europeana Sounds website's graphic charter is fully described in the document M31 Website operational, section 2.2. [REF 2]

2.3 Tagline

It was decided to have a tagline for Europeana Sounds, in order to explain and communicate the nature of the project in a memorable way.

After a collective brainstorming within the consortium, several proposals were submitted to the project partners for a vote. The winning tagline, "Europe's sound heritage at your fingertips", was officially announced on 6 May with more than 30% of the votes (45 participants).



3 PAPER KIT

3.1 Factsheet

Soon after the launch of the project, a double-sided two-page factsheet was designed by the WP6 partners. The aim was to have a document about the Europeana Sounds project available at an early stage, before creating a more formal leaflet.



The factsheet was finalised in English [REF 6] on 17 April and then translated by partners in the WP6 into French [REF 7], German [REF 8] and Italian [REF 9].

3.2 Leaflet

Designed for a broader audience not necessarily familiar with Europeana and the world of digitised cultural objects, the project leaflet aims to explain Europeana Sounds in a succinct and clear style. It is meant to catch the audience's attention without going into complex details. The multiple calls for action on the back of the leaflet speak to the various target audiences of the project.

Resulting from a collective work within the WP6 group, and with the help of a graphic designer, the two-page project leaflet was finalised on 22 July [REF 21].





3.3 Infographic poster

The need for a poster to display at professional events became urgent when Europeana Sounds was selected to present a poster during LIBER's¹ 43rd Annual Conference between 2-5 July, and the 80th IFLA² General Conference and Assembly from 16-22 August 2014.

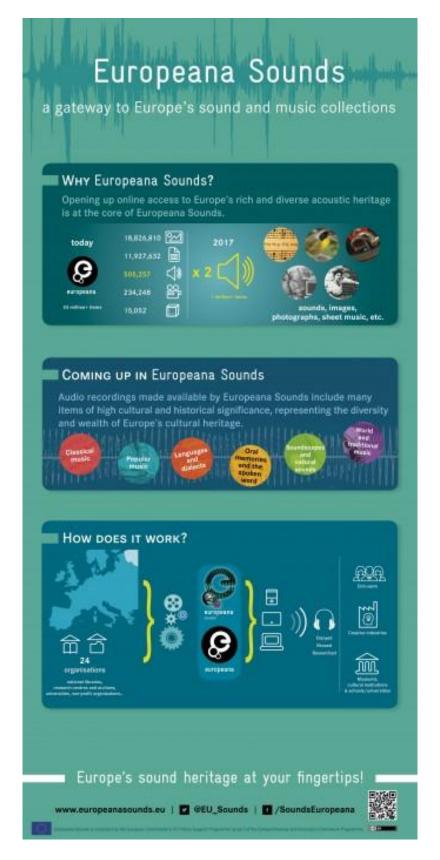
In order to produce an interesting, professional and appealing poster, and yet easily understandable and didactic, it was decided to make the poster as visual as possible and to follow an infographic approach.

The single-page poster was finalised on 13 June. It is suitable mainly for professional events:

¹ LIBER (Ligue des Bibliothèques Européennes de Recherche – Association of European Research Libraries) http://libereurope.eu/

² International Federation of Library Associations and Institutions http://www.ifla.org/







3.4 General poster

Following the creation of the project leaflet, a matching poster which is suitable for a broader audience was conceived.

The poster is meant to be understandable at a glance, to catch and retain attention, and to invite people to learn more about the project.

The poster size is 40 X 60 cm. It was finalised on 22 August [REF 25]:





4 ONLINE KIT

4.1 Press Release

On 27 March 2014, the British Library and BnF issued a joint press release in English [REF 12] and in French [REF 13] entitled "Europeana Sounds: A gateway to Europe's sound and music heritage". This press release gives an overview of the Europeana Sounds project, its goals, the breadth of the content to be made accessible, and the partners involved.

It has been further translated by WP6 partners into Danish [REF 11], Gaelic [REF 14,] German [REF 15], Greek [REF 16], Italian [REF 17], Latvian [REF 18] and Portuguese [REF 19].

4.2 Website

The Europeana Sounds website http://www.europeanasounds.eu/ [REF 24] is both a communications tool (with the various pages and blog articles which give essential project information) and a central place where the project's communication tools can be accessed (via the "Press" tab).

Several pages of the Europeana Sounds website, notably the presentation of the project and sound categories can, for example, be used by journalists to collect information and to write articles about the project. See the press reviews at http://www.europeanasounds.eu/press/press-review.

The establishment and implementation of the project website is fully described in the documents *D6.1 Online presence* [REF 1] and *M31 Website Operational* [REF 2].

4.3 Newsletter

Every month, the project issues an e-newsletter³ which highlights the latest news from the project, gives information about current activities, related initiatives and the digital cultural sector in general.

The newsletter displays the Europeana Sounds blog articles from the previous month and enables them to be disseminated a second time, i.e. in addition to the initial publication day that is primarily promoted via Facebook and Twitter).

The first newsletter of the project was issued on 4 July. See the July [REF 21] and August [REF 22] issues.

³ This refers to the project's public newsletter, not to be confused with the bi-monthly internal newsletter produced by WP7.



4.4 Presentation templates

A temporary PowerPoint graphic template was circulated through the WP6 team on 24 June. A new version, designed in accordance with the project leaflet and general poster, is in preparation as well as a generic text easily customisable for any specific event.

Four presentations have been uploaded so far to the SlideShare page of the project (http://slideshare.net/Europeana Sounds): three in English and one in Portuguese. These might be used as examples and models for future presentations.

4.5 Sound samples

As Europeana Sounds is intrinsically related to sounds, recordings are a natural communication tool for the project.

The sound samples shared so far through the projects are collected on Europeana's SoundCloud account https://soundcloud.com/europeana or the institutional SoundCloud accounts managed by partners. They have been used, for example, by a German journalist to illustrate a radio feature on Europeana Sounds, broadcast on 7 and 10 July.⁴

⁴ http://www.swr.de/swr2/kultur-info/netzkultur-europeana-sounds-kathrin-hondl/-/id=9597116/did=13728936/nid=9597116/16lr00n/index.html



5 HOW IS THE KIT DISSEMINATED?

Every available communication tool is public on the Europeana Sounds website so that the project partners and the public at large can access and use them.

The paper kit is appropriate when attending meetings, conferences, workshops, etc. The leaflet and general poster are meant for any kind of event whereas the infographic poster is appropriate for professional events. The choice to display the leaflet or the factsheet or both, and the language version used, largely depends on the audience and the type of event.

The 27 March press release was published on some partners' websites and sent to media outlets according to the partners' contacts and respective languages.

The online tools (articles, newsletter, presentation, etc.) are largely displayed through the project website, social media platforms and relayed by our followers (on Twitter), likers (on Facebook) and by the media (<u>europeanasounds.eu/press/press-review</u>).



6 NEXT STEPS

To consolidate the current communication toolbox, the WP6 partners will finalise the project PowerPoint presentation before the end of September 2014.

Next, a Prezi presentation will be prepared, in line with the PowerPoint presentation. Prezi software support dynamic presentations with a variety of slide transition effects.

During winter 2014-2015, a postcard template will be created allowing the project partners to customise it with their own illustrations.

According to the progress of the project in terms of aggregation of content and building of the crowdsourcing and channel infrastructures, the communication tools previously mentioned may be revised with new content and distributed to an ever-wider audience via increasing numbers of channels. The new kit will be described and shared via D6.7 *Dissemination Materials and Press Kit 2* (in for August 2015) and the D6.8 *Dissemination Materials and Press Kit 3* (due in August 2016).



7 REFERENCES

REF 1	D6.1 Online presence http://pro.europeana.eu/documents/2011409/d09322aa-66a7-4310-b703-ec9235b86f4a
REF 2	MS31 Website Operational http://pro.europeana.eu/documents/2011409/62987030-3241-43f5-95c0-04eeed431fab
REF 3	Europeana Brand guidelines http://pro.europeana.eu/documents/89999/1ebe0d3f-3623-4ed1-ae76-91af95e11246
REF 4	Europeana Sounds Logo (portrait) http://www.europeanasounds.eu/wp-content/uploads/2014/05/Europeana_sounds_portrait.jpg
REF 5	Europeana Sounds Logo (landscape) http://www.europeanasounds.eu/wp-content/uploads/2014/04/Europeanasounds.landscape.jpg
REF 6	Europeana Sounds Factsheet (English) http://www.europeanasounds.eu/wp-content/uploads/2014/05/Europeana-Sounds-Factsheet1.pdf
REF 7	Europeana Sounds Factsheet (French) http://www.europeanasounds.eu/wp-content/uploads/2014/06/Europeana-Sounds Fiche-dinformation.pdf
REF 8	Europeana Sounds Factsheet (Italian) http://www.europeanasounds.eu/wp-content/uploads/2014/06/Europeana Sounds Scheda IT.pdf
REF 9	Europeana Sounds Factsheet (German) http://www.europeanasounds.eu/wp-content/uploads/2014/06/Europeana-Sounds-Factsheet German.pdf
REF 10	Europeana Sounds scientific poster http://www.europeanasounds.eu/press/poster
REF 11	Europeana Sounds Press Release (Danish) http://www.europeanasounds.eu/wp-content/uploads/2014/05/Pressemeddelelse Europeana-Sound.pdf
REF 12	Europeana Sounds Press Release (English) http://www.europeanasounds.eu/wp-content/uploads/2014/04/Press-release_Europeana-Sounds.pdf



Doc ID: EuropeanaSounds-D6.2-Dissemination-materials-and-presskit-1 v1.2.docx **Date:** 31/08/2014

REF 13	Europeana Sounds Press Release (French)
	http://www.europeanasounds.eu/wp-content/uploads/2014/04/Communiqu%C3%A9-de-
	presse Europeana-Sounds.pdf
REF 14	Europeana Sounds Press Release (Gaelic)
	http://www.europeanasounds.eu/wp-content/uploads/2014/06/Press-release Gaelic.pdf
REF 15	Europeana Sounds Press Release (German)
INEI 13	http://www.dnb.de/DE/Aktuell/Presse/europeanaSounds.html
DEE 46	
REF 16	Europeana Sounds Press Release (Greek)
	http://www.europeanasounds.eu/wp-
	content/uploads/2014/05/Europeana_Sounds_PressRelease_GR.pdf
REF 17	Europeana Sounds Press Release (Italian)
	http://www.europeanasounds.eu/wp-content/uploads/2014/04/Comunicato-
	stampa Europeana-Sounds.pdf
REF 18	Europeana Sounds Press Release (Latvian)
	http://www.europeanasounds.eu/wp-
	content/uploads/2014/04/Relize_Europeana_Sounds1.pdf
REF 19	Europeana Sounds Press Release (Portuguese)
	http://www.europeanasounds.eu/wp-content/uploads/2014/07/Comunicado-de-
	imprensa_Europeana-Sounds.pdf
REF 20	Europeana Sounds flyer
	http://www.europeanasounds.eu/wp-content/uploads/2014/07/FLYER.pdf
REF 21	Europeana Sounds Newsletter 1
	http://www.europeanasounds.eu/wp-content/plugins/newsletter/do/view.php?id=23&nk
REF 22	Europeana Sounds Newsletter 2
NLF ZZ	http://www.europeanasounds.eu/wp-content/plugins/newsletter/do/view.php?id=24&nk
REF 23	Audio samples
	https://soundcloud.com/europeana
REF 24	Europeana Sounds website
	http://www.europeanasounds.eu/
REF 25	Europeana Sounds poster
	http://www.europeanasounds.eu/wp-content/uploads/2014/08/Europeana-Sounds_general-
	poster_60x40.pdf
	1