



Grant Agreement 270939

ENUMERATE

ENUMERATE e-Newsletters Year 1

Deliverable number	<i>D1.5</i>
Dissemination level	<i>Public</i>
Delivery date	<i>January 2012</i>
Status	<i>Final</i>
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This project is funded under the
ICT Policy Support Programme part of the
Competitiveness and Innovation Framework Programme.

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1 Introduction

Before the amendment to the Description of Work, which took place in December to January 2012, four newsletters were deliverables. This would indicate that there would only be about one newsletter each year of the project. On starting the project it was thought that this was too limiting and the scheduled dates of the newsletter deliverable might not fit in with the dissemination needs of the project. Therefore it was decided to replace the newsletters as deliverables with an annual report on the activity, and annex the newsletters to the report.

2 Overall newsletter design

The design of the newsletter generally follows that set out in deliverable D1.2 - *ENUMERATE Identity guidelines* (Sections 2.2 and 2.4). However it varied in detail. The sections of the newsletters are:

- **Header** – This consists of:
 - *Centre*: ENUMERATE logo;
 - *Left hand side*: Newsletter number (a continuous number);
 - *Right hand side*: Month and year of publication.
- **Footer** – This consists of:
 - *Left hand side*: Contact details for project manager;
 - *Right hand side*: page number / total number of pages of document.
- **Body** – This main part of consists of:
 - **Editorial and Contents** – These sections appear in all the newsletters, with the *Editorial* written by the work package leader of WP 1. The *Editorial* gives a brief overview of the newsletter, and the *Contents* indicate the page where an article starts. These sections are the full width of the newsletter.
 - **Articles** – There is no set number of articles in a newsletter, or set length for an article, and therefore a newsletter can vary in length. In general terms the articles in a newsletter will be:
 - *Informational* – Gives the reader information about the project
 - *Historical* – Reports on the activities of the project
 - *Call to action* – Asks the reader to do something which contributes to the project
 - *Discussion* – Looks at an issue relevant to the project.

A particular newsletter may not include all types of article.

The following sections give overviews of the two newsletters published during the first year of the project.

3 Newsletter No. 1 – August 2011

The purpose of the first ENUMERATE newsletter was to introduce the project to its stakeholders. It was published after the internal set up of the project. It contained articles:

- **Introduction to ENUMERATE** – Outline of the EC-funded project: its mission, objectives, stakeholders, and activities.
- **Meet the partners** – Brief overviews of the partners in the project, with their experience, and logos.
- **National coordinators in Europe** – The national coordinators are the key participants in the project. This short piece introduces their role, and foreshadows the article in the next newsletter.
- **ENUMERATE and the MSEG** – This reports on the most important meeting that took place in the first six months of the project. ENUMERATE had the opportunity to present itself to the Member States Expert Group (MSEG) on Digitisation and Digital Preservation. This group contains most of the actual, and potential, national coordinators for ENUMERATE. It enabled us to obtain 'buy in' from an important set of stakeholders.

4 Newsletter No. 2 – January 2012

The second ENUMERATE newsletter had as its main aims to inform stakeholders, and in particular cultural heritage organisation, about the Core Survey 1 and encourage them to take part. It was timed to coincide with the availability of the online survey. It contained articles:

- **ENUMERATE Core Survey online** – Announces the first Core Survey of the project, gives information on the survey, and calls for participation.
- **List of National Coordinators is complete** – The list of national coordinators is now complete. The article lists them by country and gives contact details. This information is also available on the ENUMERATE website.
- **ENUMERATE Advisory Group** – Gives information on the group's responsibilities, and short biographies on the current members.
- **ENUMERATE Data Partner Appointed** – Announces that the project has hired a company to carry out the statistical analysis of the data collected from the surveys.
- **Meet the team - Gordon McKenna** – The first of series of articles about the individuals who are participating in the project: what they do and their experience.
- **ENUMERATE and Social Media** – A short article advertising the social media channels that ENUMERATE uses. Invites users to get involved.

5 Access to the newsletters

The articles discussed above are available from the ENUMERATE website:

<http://www.enumerate.eu/en/newsletter/>

They are also annexed, as separate PDFs, to this deliverable.