REPORT

Project Acronym: Europeana Newspapers

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Project Title: A Gateway to European Newspapers Online

Report on Europeana Newspapers Information day at the National Library of Latvia

Revision: 1.0
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## Revision History

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<td>03.10.2013</td>
<td>Karina Bandere</td>
<td>National Library of Latvia</td>
<td>Initial draft</td>
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<td>Marieke Willems Friedel Grant</td>
<td>LIBER</td>
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<td>0.8</td>
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<td>Ulrike Kölsch</td>
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<td>Marieke Willems</td>
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## 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This deliverable contains original unpublished work except where clearly indicated otherwise.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 report concerns the second Information day of the Europeana Newspapers Project, organised by the National Library of Latvia and held in Riga, the capital city of Latvia. Information days are a chance for partners to highlight the work they have been doing in the project at national level.

These Information days increase overall awareness of the project. They should also convey one of the following key messages:

1. The value of collaborating at national and European level to make newspaper content available online (social, economic, cultural, research, technical etc)
2. How to address the technical issues associated with making digitised newspaper content available
3. The value of online digitised newspaper collections (i.e. highlight available content)

The Information day held in Riga fulfilled these goals through two main activities. First, the main points of the project were presented to 150 people during a major cultural festival. A workshop for about 30 people followed the general presentation. Topics discussing during the workshop included the value of digitising historic newspapers and the technical challenges related to this work.

Both events were successful. They promoted the Europeana Newspapers Project to a new audience. People learned about Europeana Newspapers directly, by attending the presentations and workshop. Local media also covered the Information day. News about the program and the Europeana Newspapers Project in general was shared on the national radio station LR1 and on the websites of several regional libraries.

Finally, the Information day allowed the National Library of Latvia to gain valuable feedback on its work within the project and the needs of users. This information can be used to improve the work of the project as a whole.
2. Event Overview

On August 22nd, a Europeana Newspapers Information day was held in Riga, Latvia. The event took place in a central park, in a three-story exhibition tent that was purpose-built for celebrations related to Riga being chosen as the European Capital of Culture for 2014.

Around 150 people attended the event. The main audience consisted of:

- General public, drawn from citizens of Riga and visitors who attended the Riga European Capital of Culture 2014 information centre;
- Professional audience, including active users of the National Digital Library of Latvia, professionals from IT and digitisation companies, librarians from public and research libraries in Latvia.

They were presented with the project’s achievements to date and shown the work that Europeana Newspapers is doing to build a portal of digitised historic newspapers from across Europe. Promotional materials were also distributed, including about 150 postcards and notepads printed with information about the project.

A focused discussion was also organised at the same venue. Titled “Myths and Reality”, it attracted about 30 people and aimed to uncover the most common misconceptions about digitisation, especially with regard to historic newspapers.

Since this Information day coincided with celebrations to make Riga becoming the European Capital of Culture in 2014, officials from both events worked closely together to raise greater awareness among the local audience. The project Europeana 1989 also organised an Information day shortly after the Europeana Newspapers event, leading to strong overall presence for the Europeana portal and European Commission funded projects.
3. Presentations and Discussion

The Information day included presentations on the Europeana Newspapers Project\(^1\) and, more generally, on the most popular ways readers use portals of digitised newspapers. Both presentations were given by Karīna Bandere, Head of Project Development at the National Library of Latvia.

These presentations were followed by a discussion *Myths and Reality*, led by Artūrs Žogla, Head of Digital Library Services at the National Library of Latvia.

It aimed to uncover most popular misconceptions both readers and librarians have about digitisation. Myths discussed at the event included:

- *Library is a book repository and should primarily and mainly digitise books*;
- *Digital library is used only by younger generation or IT experts*;
- *All of the content of a digital library should be accessible to everyone free of charge*;
- *OCRRed texts are re-written manually*.

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\(^1\) [http://www.slideshare.net/Europeana_Newspapers/enp-id-riga22-08-2013](http://www.slideshare.net/Europeana_Newspapers/enp-id-riga22-08-2013)
During the event a short questionnaire was circulated. Participants were asked to answer three questions:

1. *Is a European-wide portal of digitised newspapers necessary or it would be a luxury and how would you use it?*
2. *What content should the National Library of Latvia digitise next?*
3. *Could a reasonable fee be used as means to allow users access copyright-protected content even from outside of Library? What would be a reasonable fee for such a service?*

The general answers to these questions were:

1. More than 90% of answers were positive. Respondents noted that many researchers prefer smaller collections but that a European-wide portal of digitised newspapers is also necessary because it allows easy searching for the reporting of similar events by publications in many countries. A European-wide portal of digitised newspapers was seen as providing access to common knowledge of history.
2. Because the National Library of Latvia has mostly digitised the national press so far, it was seen as important to digitise regional periodicals as well.
3. A reasonable fee would indeed be a good solution to allow users access to copyright-protected content. About half of all respondents said that 5-7 EUR/month would be a reasonable fee, with a discount for yearly subscriptions. The other half of respondents stated that per-view or per-article price would be the correct method to charge for access to copyright-protected content.

The Information day was an excellent opportunity to gather opinions about our digitisation initiatives so far. Improvements will be made based on the suggestions from the audience.
4. Impressions and Insights

The main goal of this event was to raise awareness of the Europeana Newspapers Project and to start a discussion in local and international society about the misconceptions that sometimes surround the digitisation of historic newspapers.

A further aim of the Information day was related to the National Library of Latvia’s recently launched portal, featuring more than 2.8 million processed pages. The National Library of Latvia wanted to gain a better understanding of the needs of the portal’s users and main stakeholders.

This knowledge can benefit the Europeana Newspapers Project. The needs of users in Latvia and their perspectives on the presentation and accessibility of digital newspapers will be used to positively influence the development of the online browser being built for the Europeana Newspapers Project.

During the day, three main learning points were noted:

- User knowledge related to digitisation and its complexity (especially where historical materials are concerned) is increasing;
- The demand for access to digitised resources is rising, particularly for items which encompass a broad multicultural and historic perspective;
- Creating efficient and effective search tools is essential, if we are to create loyal users for our service.

Overall, the Information day was a great opportunity to get closer to users of already-digitised resources, to listen to their experiences and hear their suggestions. It was also an excellent opportunity to speak about and distribute information on Europeana Newspapers to both current and future users of digitised newspapers.
ANNEX I: Agenda

Latvian Information day, Riga, August 22
Riga European Capital of Culture 2014 information centre

12:00 Opening the centre; information, distribution of the promotional materials
14:00 – 16:00 Discussion “Myths and Reality”
16:00 – 20:00 Information, distribution of the promotional materials
ANNEX II: List of Participants

Latvian Information day, Riga, August 22
Riga European Capital of Culture 2014 information centre
Discussion "Myths and reality"

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<thead>
<tr>
<th>No.</th>
<th>Vārds, uzvārds/ Name of Participant</th>
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<th>Organizācija/ Institution</th>
<th>Panksts/ Signature</th>
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<tbody>
<tr>
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ANNEX III: Media Coverage

National Library of Latvia

Riga 2014 office
DISKUTĒS PAR DIGITALĀS BIBLIOTĒKAS MĪTIEM UN REALITĀTI

22. augusta plkst. 14:00 "Rīta" 2014. gaiss varētu aplūkot Latvijas teritoriju. Latvijas nacionālā bibliotēka vērstas uz diskusiju par mītēm un realitāti digitalā bibliotēkā. Diskusija atbilst projektam "Europeana Newspapers" informācijas dienas teritorijā Latvijā.

http://limbazugalvenabiblioteka.blogspot.com/2013/08/diskutes-par-digitalas-bibliotekas.html

http://www.km.gov.lv/lv/?news_id=3641
Portal of culture industries
http://kulturasindustrija.lv/blogs/jazz-cafe/

Public library of Jelgava
http://beta.biblioteka.lv/Libraries/jelgavas-zinatniska-biblioteka/News/RssNews.aspx?r=IhXxRwNP37tbCxS8PxEo1XwDCEJ5CKnXqImvSibDqxo8ygOAC172rh6YLg8CHSO

Portal of libraries of Latvia
http://www.biblioteka.lv/Libraries/latvijas-nacionala-biblioteka/News/ArticleItem.aspx?article=24644&type=0
Portal of school librarians of Latvia

News portal Leta
http://leta.lv/search/find/?patern=M%C4%ABti%20un%20realit%C4%81te%2022.augusta&mode=nonozare,stem,wide&item=C0364698-8ACC-49E6-85A1-5649BF3B214D
Radio of Latvia LR1
Interview on 23.08.2013.
Broadcast „Aktuālais temats“