

CROATIAN ARCHIVES, LIBRARIES AND MUSEUMS IN ONLINE EDITION OF DAILY NEWSPAPERS

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Abstract: *The goal of this paper is a review of the representation level of cultural institutions (archives, museums and libraries) within the media space on the example of Croatian newspapers' internet editions. Mentioned institutions in public sector are characterised by a mission to provide services and support in everyday life of their citizens. It is necessary to mention their actual competitive character, whether mutual, whether in relation to other informational services for a limited fund and for their users. This is why each one of them starts to introduce the planning based on the perception of the public, the way public looks on them and generally on their interpretation by the public along with their common activities. Public relations experts have a task to establish the communication with all publics and groups that directly or indirectly influence the success of institutional activities, i.e. stakeholders and media among other. Results of author's research, which resulted from the content analysis of two daily newspaper online editions, indicate an inadequate representation of institutions in media, i.e. their unpreparedness for media relations.*

Key words: *archives, libraries, museums, cultural institutions, identity and image, public relations (media), daily newspapers internet editions*



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1. Introduction

Each institution (archives, library or museum) has a possibility to speak to the public(s) through communication channels such as newspapers in order to draw attention of the public on their own mission or goals, improve its functioning and influence the creation of positive opinion of the public on their work. Creation of a positive image of each institution in the eyes of public may easier attract funds and material goods from potential donors, help find more people interested in volunteering, in negotiation and fight for a better position in competition with other, similar institutions in cultural sector. Given the fact that budgets of Croatian archives, libraries and museums are strictly limited by the state and they have small funds for promotional activities, we should consider possibilities to use cheaper mass media and try to promote an institution through adequate messages in order to reach target audiences. Cultural institutions, unlike profit organisations, cannot afford marketing activities on television in prime time or ensure the cover of the most read newspapers or magazines. We need to consider possible media that we could use in order to transfer news and messages that we consider valuable or of interest for media consumers (Pavelin, 2016).

2. Cultural institutions in Republic of Croatia in the example of archives, libraries and museums

As a legal entity, cultural institution is subject to the Law on institutions, while being founded with the goal to perform cultural activities, knowledge and educational activities, social service, etc. deprived of desire to gain profits (<http://www.zakon.hr/z/313/Zakon-o-ustanovama>). Cultural activities are divided in 9 categories according regulations of Ministry of Culture (<http://www.min-kulture.hr/default.aspx?id=5>): music and performing arts, dramatic arts, audio-visual arts, books and publishing, library activity, archival activity, museum and gallery activities, visual arts and innovative art and cultural practices. Libraries are institutions generally dealing with procurement, processing and storage of library materials, creation of bulletins and catalogues, assisting in choice and encouraging lending of library materials to its users, i.e. citizens (<http://narodne-novine.nn.hr/clanci/sluzbeni/267274.html>). Croatian librarian council is a council consisted of seven members responsible for the state of library activities and devising and adopting measures for the improvement of libraries, starting with the protection of material and the quality standard until the creation of professional program exams intended for librarians (<http://www.min-kulture.hr/default.aspx?id=197>).

Regarding museums, the Law on museums (http://narodne-novine.nn.hr/clanci/sluzbeni/2015_10_110_2121.html) defines their activity as: *„procurement, collection, protection, research, communication and exposure with the purpose of research, education and enjoyment of civilizational and cultural material and immaterial goods, as well as natural goods and their professional and academic processing and systematisation in collections, permanent protection of museum materials, documentation and presented heritage locations and findings, as well as their interpretation and presentation to the public through different communicational*

forms in real and virtual environment.“ Thanks to the possibility of heritage presentation in virtual environment, museums and galleries have a large flexibility in representation of their materials through web sites. Croatian museum council (<http://www.min-kulture.hr/default.aspx?id=210>) consisted of 6 members and a president chosen for a period of 4 years has been founded with the goal of monitoring the situation in museum activity in Croatia.

Archives also make part of cultural institutions founded with the goal of archival activity performance. According to the Law on archives and archival material (<http://narodne-novine.nn.hr/clanci/sluzbeni/267275.html>), archival activity comprises the undertake of protection measures on the existing archival material, collection and repurchase of private archival material, handing of material for the use, performance of conservation and restauration activities on material, cooperation with other institutions for the progress of archival activity, etc. Key subject in archival activity is Croatian archival council. Ministry of Culture describes mentioned council in the Law on archives and archival material (<http://narodne-novine.nn.hr/clanci/sluzbeni/267275.html>) as an advisory body that discusses actual achievements of Croatian archival activities, assess academic and cultural function of archives, and considers the foundation of new state archives. It also brings recommendations for changes in existing regulations and inclusion in international cooperation with international archival institutions. Council is consisted of 11 members whose mandates last 4 years.

3. Perception of archives, libraries and museums in public

According to Ind's (Ind, 1996) understanding of corporation identity, an institutional identity is an organisation itself, its history, business strategies and its inner dimension. However, we do not have sufficient knowledge on the real reflection of organisational identity, on what the public thinks about it, i.e. on its image. According to its definition, „a corporate image is actually an image created by the public through the accumulation of received messages from a corporation, who believe communicating only when it is intentional, but who actually communicates through everything it states“ (Ind, 1996, p.16).

In accordance with the mentioned definition of identity and image, we might say that archives, libraries and museums need to start developing higher sensibility for creative communication strategy in order to increase the importance of their material usage and develop recognisable importance of that usage. It is actually questionable how Croatian archives, libraries and museums establish the balance between current legislation and general need to improve the usage of material that make an integral part of cultural heritage? Regarding archives, international practice emphasizes one important task, i.e. enhancing of institutional visibility (Bradsher, 1989). On this way, traditional understanding of dusty, rotten and dead accumulation is being surpassed, because archives are becoming more common, accessible and open for different usages and visitors (Peter & Wash, 2011). The best way to change public image of archives is a change in behaviour of archivists and in the way they do things (Gracy, 1989). It is necessary to reach further and inform the public on archival resources and services.

Archives (Freeman, 2003), library (Karp, 2002) or museum (Adams, 1983) must open themselves to public. Given the fact that they were founded with the goal of public service, they should know how to attract community members in their mission, how to guide communication with existing and potential users, in the same way as profit organisations (Euroguide LIS, 2004).

Authors (Sudar & Keller, 1991) consider that public relations, as a promotional activity of a certain cultural institution, might be represented as a range of different activities directed toward stakeholders, existing and potential users, procurers, banks, academic institutions, local committees, authorities, local and regional government and general public with the goal of establishing the trust, good will, positive opinion and the perception of work and activities of a certain cultural institution as a social subject. In determination of stakeholders, we must take into consideration employed archivists, librarians and museum employees, as well as other professions. Stakeholders are also other groups of direct users of informational services: internal users, academic researchers, teachers, students, genealogists, local historians and other professionals, potential donors, sponsors, and of course, broader public. At the end, media are also stakeholders in a context of providing information to local newspapers, radio and television and reaching the conscious of broader community (Williams, 2006).

4. Media relations as a part of public relations in the scope of archives, libraries and museums

In defining skills necessary for the career in public relations, we must mention writing and media relations as one of primary criteria. In this context, Bailey (Tench & Yeomans, 2009) suggests that public relations practitioners should maintain media objectivity, skill and experience when choosing the best channels to launch certain message to target publics. Public relation gets information from certain institution and they are trying to push them in public. They are doing it through media. Meanwhile, media editors (door keepers) are deciding on the importance of information so they are publishing either entire information, either they shorten it, either they change the way of its representation. Information gets its publicity only after the publication. Tomić (Tomić, 2008. p. 334) suggests that publicity is “information from an external source that media are using because it contains valuable news“. It is about uncontrolled method of media placement of a message, given that the information source does not pay for its placement.

In managing public relations of archives, we should plan media relations and document it. In planning of media relations an organisation runs an internal discussion on the role and significance of those relations for its functioning and results of such politics lead to a clear institutional policy, its openness toward social environment and transparency of its work taking into consideration stakeholders and public. Transparency and publicity of public institutions is an obligation according to the Croatian Law on media (<http://narodne-novine.nn.hr/clanci/sluzbeni/311969.html>). According to the mentioned Law, all subjects performing public service have an obligation to provide correct, complete and timely information regarding their scope. An organized process of media relations planning forces us to take openness,

transparency and publicity into account. It motivates us constantly to think on what an organization is doing and why, what it could do better, what should it give up on, where it goes and how to arrive over there, with whom it is connected and on whom it depends” (Verčić, 2004, p. 57.)

A plan of media relations logically follows facts and conclusions to which we arrive through the situation analysis. It should be oriented toward the vision of future, which is expected and designed by the strategy. Guidance is related to a vision (story about the organisation and the meaning of media in their success), a strategy (position of an organisation which is heading somewhere), plan management (choice of instruments used in realisation of goals set and defined by the strategy) and the budget (in advance approved funds). All the documentation created in that process should be kept and recorded. Verčić (Verčić, 2004) suggests that it is necessary to plan, conduct and evaluate the media relations each time when creating a new message for a final user. Therefore, media relations comprise all that the public think about us based on the information in media.

First step consists of the planning of desired communicational effect through media, i.e. defining the way how media relations can contribute to the realisation of a mission, vision and institutional goal. In defining of a goal for all regular and basic promotional institutional activities, we start from the thesis that it is necessary to increase public awareness on institutional activities and set goals. When considering the direction of media campaign for an institution we should keep in mind that we are bringing a decision through the answer on question: what kind of message an archive, library or museum as an institution want to send about itself? Do we want to observe uniqueness or friendly image? Do we possess new equipment and facilities and ease therefore a more effective availability and easier use of material? How to write a press release? What media we should use, how and when we should contact them? How to attract media attention? Finally, how to do all of it? Are we planning a press conference with an unusual topic?...

Employees of Croatian archives (Pavelin, 2016), libraries and museums did not have an opportunity during their education to meet media and to work with them. Despite the existence of detailed models in media relation management, users, etc., the concept of public relations in libraries, museums and archives is still in its infancy. Kušen (Kušen, 2013) lament the current state of archives in Croatia in his paper, stating that self-effacing character of archives and their weakness in convincing the public in importance and expediency of a task that archivist are dealing with a lot of success. All the effort that archivists invest in preservation of material is unimportant if citizens, i.e. final users are not aware of the existence of archives and material, as well as of the services archives provide. Meanwhile, Croatian museums and some libraries recently started to form their own marketing and PR departments, because it is necessary to ensure sufficient knowledges on contemporary media, journalism, PR and to find the most appropriate communication channel and present themselves in the best possible way. Formation of mentioned departments might be the indicator of their efforts to establish new standards to measure success of their communication; such as, in example, recorded visibility among final users and changes in number of visitors within a cultural institution. In the process of planning media relations, a department in charge

for public relations acts in behalf of an institution and establishes its image from media point of view. In this way, the need for appropriate media image emerges from the analysis of numerous media articles which indicate reasons for pride or worry. And that is not all. Public relations department (media relations) predicts possible surprises, conducts a detailed analysis of a situation of inner weaknesses and external dangers, gives a risk assessment telling what could, at worst, happen regarding media content and dealing with journalists.

5. Research of representation of archives, libraries and museums in national daily newspapers online editions

Internet editions of daily newspapers are a recent phenomenon on the market. First examples of such phenomenon date in early 1980s (<http://www.poynter.org/2014/today-in-media-history-compuServe-and-the-first-online-newspapers/270993/>) when so called CompuServ service was launched and enabled the approach to electronic editions of some well-known newspapers through the computer and modem. First newspapers to make part of such a market test were The Columbus Dispatch. It was followed later by American newspapers giants such as The New York Times and Washington Post. Test ended in 1982, but it definitely didn't mark the end of internet journalism.

Research of national daily newspapers web editions can be applied, analogously to printed newspapers, on archives, libraries and museums. Based on previously mentioned findings, our goal is to determine the quantity and quality of media information on institutions in question. Our research comprises the period of 9 months (from March 2015 to December 2015). With respect to direction of this research, we are talking about descriptive research, whose goal was to give a detailed description of a certain phenomenon through the hypothesis testing. Meanwhile, this research has primarily fundamental character, the goal of creating new academic findings and it leads to the development of new knowledges. We decided to use qualitative and quantitative method for the strategy of this research, because researched phenomena are being quantified and described. With respect to the kind of information and their processing, it is necessary to say that this research is primarily empirical; data are being collected for the first time through personal conduct of primarily research and they do not make part of already existing research. Regarding the frequency of its conduction, this research is *ad hoc* or one-time research and regarding the number of units, we could say that this is macro-research conducted on national level. Simply put, the paper is directed on research of a subject, phenomenon and relations in past time with the purpose of projections of a phenomenon degree in future.

6. Results and interpretation

Author was focused on reading newspapers articles in two big Croatian daily newspapers online editions: Jutarnji list and Večernji list. Those newspapers have absolute geographical coverage. He analysed a total of 146 articles according to following criteria:

1. Total number of articles on archives, libraries and museums present in daily newspapers online editions according to title

According to results obtained, we can notice that mentioned institutions are much more represented in Večernji list than in Jutarnji list.

Daily newspapers (title)	Number of articles	
Večernji list	134	92%
Jutarnji list	12	8%

Tab. 1. Total representation of cultural institutions (archives, libraries and museums) in web editions of two daily newspapers.

1. Number of articles classified according to the type of institution

Cultural institution	Number of articles	
Archives	5	3%
Library	17	11%
Museum	125	86%

Tab. 2. Representation of each cultural institution expressed by the number of articles.

Table illustrates the highest representation of museums in processed newspapers articles (86% of all articles, i.e. 125 articles). Among remaining articles 11% speak about libraries and 3% about archives. Based on these results, we can make a conclusion that museums manage media relations the best. Archives are really neglected in internet media space and it is obvious that they do not manage to represent themselves in a manner adequate to draw the attention of newspaper portal creators.

2. The following question is: To what extent those articles contribute to recognition of cultural institutions among final users?

It is necessary to emphasize here that some articles have a potential to attract many readers, but will they remember what they have noticed? After the lecture of published news, readers' attention may be drawn on the existence and work of a certain archives, library or museum. But it still doesn't guarantee the visit or donation. Especially for this reason, we conducted the analysis of content considering whether and to which extent those articles were focused on cultural institution or the institution only had a secondary meaning.

Role of institution in articles	Number of articles	Percentage
Main	26	18%
Secondary	120	82%

Tab. 3. Role of articles considering the importance of institutions (main or secondary).

Results showed that 82% of published articles on cultural institutions mentioned institutions only by the way, which shows a general disinterest of daily newspapers for the work of archives, libraries and museums. Furthermore, mentioned disinterest is definitely a consequence of ignorance of methods, techniques and tools of public

relations by cultural institutions or a consequence of very bad work of employees in charge of public relations (media), because the goals of journalists and institutions cannot be coordinated well enough. Such a failure is unacceptable in contemporary market environment.

3. Regarding geographical scope of news and regarding article distribution, respective categories have been used: local, regional, national and international.

Geographical scope of news	Number of articles	Percentage
Local	90	62%
Regional	3	2%
National	20	13%
International	33	23%

Tab. 4. Geographical scope of news expressed by the number of articles.

Obtained results can be shown separately for each individual institution with the following chart:

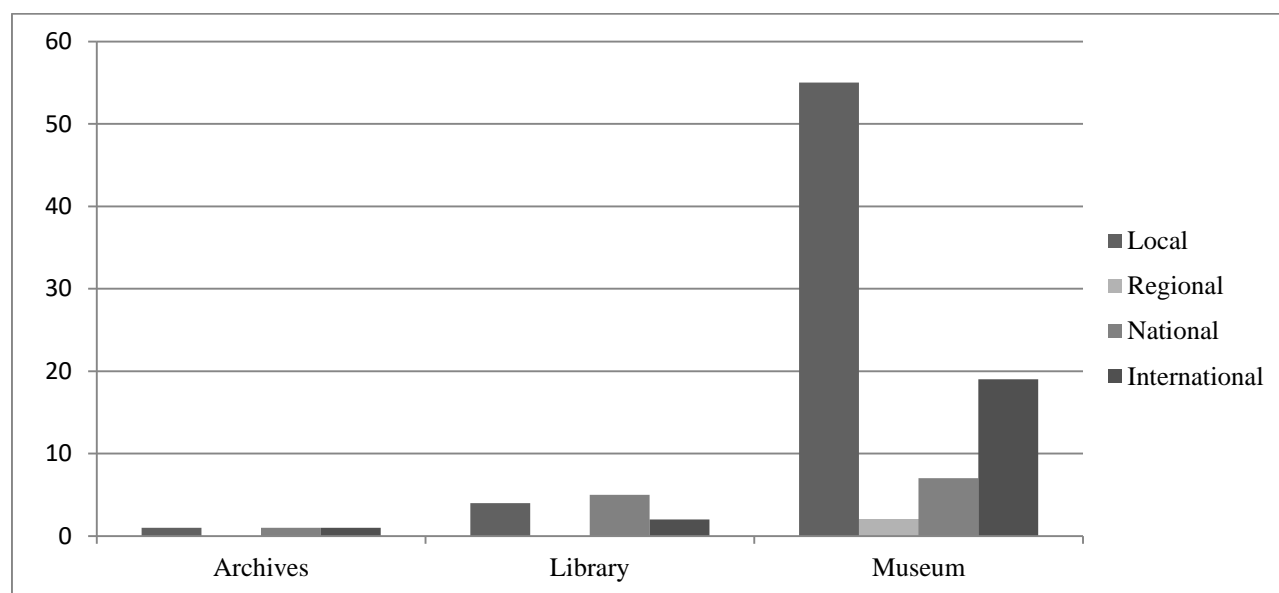


Fig. 1. Geographical scope of news expressed individually according to the type of cultural institution

Despite the fact that article sample on archives and libraries is being relatively small, the parity in geographical scope is being visible. The same cannot be said about museums. Articles on museums are mostly being limited on local level and local events (66% of articles on museums). Articles on museums on international level are also worth mentioning (23%). Obtained results speak in favour of online communication of Croatian museums to the public with the goal of publicity and museum activity promotion. The fact that news speaks more of national than foreign museums is also encouraging.

4. We were also interested in placement of articles within online daily newspapers. We obtained following results:

Position of article	Number of articles	Percentage
Especially salient (inclosure)	0	0%
Cover	0	0%
Culture column	146	100%

Tab. 5. Positioning of article (cover, inclosure, column).

Obtained results show that institutions are mentioned only within special columns (cultural, concretely).

5. We were also interested in authorship of certain articles. Based on results, we can state that something more than a half of articles (60, i.e. 57%) authors is being signed by their name and family name.

Tabulation of results:

Article of authorship	Number of articles	Percentage
Name and family name	83	57%
Initials	3	2%
Anonymous	60	41%

Tab. 6. Article authorship (name and family name, initials only, anonymous) expressed in number.

6. Finally, we were also interested in article intonation. Whether they have only informative character or they were charged with criticism, whether positive whether negative. Based on results, we can notice that only 23 articles, i.e. 15% have a critical character. Results in table:

Article character	Number of articles	Percentage
Informative	123	85%
Critical	23	15%

Tab. 7. Character of articles (informative or critical) expressed by numbers.

After the conducted research and based on two latter criteria, we are able to set the hypothesis for this research: H_0 : There is no connection between a full name and family name of the author and the intonation of an article

Variable	Value
χ^2	5,43
df	1
χ^2 (p = 0.05)	3,84
χ^2 (p = 0.01)	6,63

Tab. 8. Results χ^2 of hypothesis test H_0 .

From the results of χ^2 test it is visible that the value of χ^2 is lower than obtained value at the significance level of 5%, based on what we can reject with great certainty the set hypothesis and make a conclusion that there is a connection between a full name and surname of the author with the intonation of an article. Therefore, cultural institutions could have a great advantage from the establishment of more intimate contact with journalists, given that their contacts are more available. A carefully planned communication could influence the opinion of journalists and the final content of articles on cultural institutions. Furthermore, maintenance of permanent contact with familiar journalists enables us the possibility of getting familiar with the policy of redaction.

6. Suggestions for further research

- Each Croatian cultural institution, through their authorised bodies, must indicate a problem of its own representation and seriously take into consideration results obtained in this research.
- Determine actual losses in their own representation and determine whether the existing archival, museum or librarian administration will enrol in additional training for public relations, concretely for media relations.
- Seriously take into consideration the cooperation with external agency for public relations, but also be aware of the fact that such an agency always needs internal help and cannot work independently when important decisions must be brought.
- Study media, connect with them, study in accordance to directions of European council for information and documentation.

7. Conclusion

We all expect from non-profit organisations, institutions in culture respectively, to work in public interest because they often gain public funds, subventions and tax reliefs. It is important for them to create a certain bridge of trust between them and certain segments in their environment. Planning and conduction of public relations depends on the extent to which each institution maintains good relations with media and their accommodation to them. Therefore, contemporary institutions need an experienced practitioner or a team who will develop relations with appropriate journalists and editors and to deliver stories, pictures and commentaries to right media at the right time and in a right way. Same practitioner must constantly conduct a research, because the media space is constantly changing, which enables new promotional opportunities for an institution. If we want to obtain media space for our archives, library or museum, we must take care of writing in a manner which will inform our public constantly on news, which will educate or transfer the experience to the public and stand for public interests. Inclusion in a range on mentioned activities requires an additional form of education, which is still being reduced here to the achievement of study competences focused on the work with archival or librarian

material or an object stored in museum. Learning to work with media means to speak their language, and use formats for information representation in accordance with standards of media industry. The quality of relationship with journalists and editors is equally taken into consideration as the quality of relations with other stakeholders groups. Evaluation of media relations is being reduced on gathering and then qualitative and quantitative analysis of informational contents.

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