

Advocacy and Promotion of the Memory of the World

by

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Presented at the MoW Experts Meeting

8 May 2012, Warsaw, Poland



Summary List of SC Marketing/Promotional Activities Memory of the World Program 2009-2012

Target Audience	Specific Communication Objectives	Media Strategy	Dissemination/ Diffusion Strategy	Time Frame	Resource Requirements	Responsibility Center	Remarks
<p>A. Professionals</p> <p>- Archivists /museums, libraries and university researchers</p>	<ul style="list-style-type: none"> - To inform the professionals about the UNESCO MOW Programme and services - Training - Conferences/workshop/training - Preservation information - Publications - To motivate the professional collecting NGOs to become "associate NGO" of the MOW Programme. - To encourage <ol style="list-style-type: none"> a) submission of nomination proposals to the MOW Register; b) undertaking of more preservation work; c) providing increase access to collection 	<ul style="list-style-type: none"> - Create document containing list of MOW services: - Label the professional as Associate NGOs of the MOW Programme - ICOM - ICLA - ICHS - CCAAA - ICA - Ride on the sector's World Day or special events in promoting the MOW Programme - Make special MOW reports and features/articles 	<p>Distribution of multi-media MOW materials during special events</p> <p>Linkage between the MOW website and associate NGOs websites</p> <p>Associated NGO's bulletins</p>	<p>April, 2009 – June, 2010 Continuing (2009 - 2012)</p>	<ul style="list-style-type: none"> - Time, effort of designated advocate assigned to the task - Budget for creating documents on MOW services - Document on the Associate NGO concept writers 	<p>Members of the SC on Marketing</p> <p><u>Lothar Jordan</u></p> <p>-ICOM -ICLA -ICHS</p> <p><u>Bel Capul</u></p> <p>-CCAAA</p> <p><u>Joie Springer</u></p> <p>-IFLA -ICA</p>	<p>Rationale for associating NGOs MOW programme with important programme which is consistent with the association's goal/mandate</p> <ul style="list-style-type: none"> - web links - the programme - facilities <p>Research on the different associations' special events and the World Day celebrations.</p>



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<p>B. Programme's internal audiences</p> <ul style="list-style-type: none"> - international committees - regional committees - national committees - UNESCO network - government officials 	<p>To convince/encourage UNESCO to provide bigger budget allocation for the Programme</p> <p>To inform the program implementers on the MOW services</p> <ul style="list-style-type: none"> -training -publication -software information -standards -conferences <p>To motivate UNESCO, the IAC regional offices, national commissions to expand the number of Regional/ National Committees</p> <p>To motivate existing national/regional committees to become more proactive in the implementation of the Programme.</p>	<ul style="list-style-type: none"> - Prepare position paper on the Programme's need for bigger budget - Develop and produce operational manual containing practical guidelines on setting up National/ Regional Committees, use of logo, wiki, reporting system, preparing nominations, fundraising, organizing media events and other promotional strategies - Designate champion/ ambassadors to advocate for the setting up of national committees in the following suggested countries USA Canada UK Netherlands Portugal Russia Senegal Kenya - Develop mechanism for national/regional committees to communicate and share ideas among each other (wiki) - Create websites for existing national/regional committees 	<p>For presentation to the UNESCO DG, Executive Council and significant others</p> <p>Via the UNESCO Regional offices</p> <p>MOW National and Regional Committees and UNESCO National Commissions</p> <p>UNESCO MOW website</p> <p>Internet</p>	<p>ASAP</p> <p>6 months July – December 2009</p> <p>3 years</p>	<p>Time, expertise of person in charge</p> <p>Time, expertise, budget for production</p> <p>Mobilization expense</p> <p>System developer/web designer</p> <p>Moderator</p> <p>Guidelines for website creation</p>	<p>MOW Programme Secretariat</p> <p>c/o Ms. Joie Springer</p> <p>Joie Springer and Bel Capul</p> <p>MOW International Advisory Committee</p> <p>Joie Springer Committees</p> <p>Moderator/UNESCO for the guidelines</p>	<p>Need to define elements for the common look.</p>

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C. Pupils (Youth)	To inform the Education Ministries about the MOW Program and enjoin them to support the program - include MOW Program in the school curriculum - encourage schools to become associates of the MOW Program To make the youth appreciate the importance of documentary heritage and the need to preservation. To produce merchandising products/promotional materials	<ul style="list-style-type: none"> - Briefing presentation of the Program to Ministry officials [- Briefing presentations to targeted/select schools on the national level [- MOW workshops/ symposium for general and comparative literature teachers/historians [- Screen MOW AV heritage documentaries (cum discussion) through the film (AV) literacy program - Student film production competition - Create special youth-oriented website which may contain the following: <ul style="list-style-type: none"> [C]omputer game which traces the steps of the program from archeology to preservation [W]iki for youth [P]odcast [P]osting of winning film entries in relevant competition - Student museum visit - children's game - MOW Globe containing logo and web address 	Meetings ICLA General Conference/ International Committees of Historical Sciences School circuits Schools/AV festival Independent cinema festival UNESCO website International Music Day 2011 c/o International Committees for Literacy Museum (ICLM)/ International Council of Museum (ICOM) - Children's book fairs - schools	April 2010 2011	- Learning facilitators - Teaching module - Grants for production - prizes - web development and maintenance - web administrator Template	UNESCO National Commission/MOW National Committees Dr. Lothar Jordan Bel Capul/Dr. Lothar Jordan MOW National Commissions Bel Capul/Dr. Lothar Jordan National Commissions Dr. Lothar Jordan Joie Springer/Jonas Goldstein	- an existing teaching module on film literacy may be modified - tie-up with existing UNESCO literacy program - can be a source of fund-raising for the MOW-related school activities "a dollar a film program concept. See proposal - George Boston as Administrator? - creation of game to be explored with Vivendi Templates will be shared with National Committees Sponsorships may be secured ex. The Globe for example may be sponsored by a sport manufacturer

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D. Publicity (Media)	To provide basic information materials on the Programme across all target audiences	<ul style="list-style-type: none"> - Develop modular brochure with insert for various audiences - Produce promotional materials <u>Postcards</u> on MOW document item <u>Stamp</u> 	Targeted professional magazines like WHC and museum, and regional/national series at the National Geographic		Contact at the National Geographic	UNESCO & the IAC Bureau	Write-up by theme, Region, topics with foreword by famous personalities
	<ul style="list-style-type: none"> - To encourage media institutions to support the Programme - Provide media coverage of special events/event launch - Write feature articles for the Program in select publication - Publicize press releases sent by the Program to the media 	<ul style="list-style-type: none"> - Presentation meeting with India organization on the Program - Basic media kit on the Programme in USB stick <u>Press releases</u> <u>Weekly events</u> <u>Announcement of special events</u> <u>New inscriptions to the Register</u> - <u>Organize Press Conferences and event launch</u> <u>Media event for new inscriptions</u> <u>Book launching</u> - <u>Feature articles on MOW items in the Register as inserts to targeted professional magazines</u> 	Meetings with targeted media institutions -targeted media institutions -UNESCO Website Targeted media institutions Targeted professional magazines like WHO and Museum and regional/ national series at the National Geographic	July 2009	<ul style="list-style-type: none"> - list of targeted media - institutions - presentation materials - media kit Press kit Contact person at the National Geographic magazine	Joie Springer/Jonas Goldstein <u>Media points</u> UNESCO PR Office/MOW IAC for international events Regional/National Committees for national/ regional events MOW Bureau with local host of IAC Meeting in Barbados UNESCO and the IAC/Bureau	USB stick to be sponsored by a manufacturer - countries to write country specific announcements/ press releases and use of country specific images - target specific media/press for specific item - tie-in event launching to a Theme and sectoral World Day events Write-up by theme, region, topics with foreword by famous personalities



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<p>General Public</p> <ul style="list-style-type: none"> -public at large -private sector -Ambassadors 	<p>To establish linkages with relevant private sector groups to support the MOW Program</p> <ul style="list-style-type: none"> -creation of promotional materials -provision of network facilities and services -sponsorship of programme or parts of it -joint projects <p>To raise awareness on the importance of the Region's/ country's/ World's heritage and the need to preserve them.</p>	<p>Presentation (cum discussion) with media groups</p> <ul style="list-style-type: none"> -Vivendi -Adobe -Matin et Soir Film -Civic organizations -National Geographic <p>Organize the search for the new MOW logo</p> <p><u>Produce a TV advertorial</u> popularizing the new MOW logo</p> <p><u>Produce series of documentaries</u> on the MOW inscribed items in the MOW Register</p>	<p>Meetings</p> <p>UNESCO website</p> <p>Associated NGOs' websites</p> <ul style="list-style-type: none"> - Sponsored ads - FIAT TV members - Free airtime in SE Asia national TV networks - airlines - websites - Public broadcasting networks - Sponsored airtime in relevant TV stations 	<p>3-5 years</p>	<ul style="list-style-type: none"> -Presentation material -Basic information list on the Program -Prize US\$2000 -Terms of Reference -production house -script concept and story board -budget for production -production guidelines for the look -budget -airtime 	<p>Joie Springer</p> <p>Jonas Goldstein</p> <p>National UNESCO Commission/National MOW Committee</p> <p>Joie Springer</p> <p>Bel Capul</p> <p>Jonas Goldstein</p>	<ul style="list-style-type: none"> -undertaken during the MSC Meeting in Paris last March, 2009 -similar meeting will be held with pre-identified meeting in Berlin in 2010 -should also be undertaken on the national level To include a program slogan. "Preserving today's documentary heritage for Tomorrow" - These may be produced on the international, regional or national level - To include the stories behind the documentary heritage - Include in the OBB/ CBB "A tribute to the MOW Program" - Explore selling of the documentaries to sponsors -Matun et Soir Films as possible producer



		<p><u>Produce Radio Materials</u></p> <ul style="list-style-type: none"> -radio plug/clips -radio documentaries -rebroadcast of audio clips produced by Mexican radio/ translated info language share information specific items and the program through mobile phones <p><u>Publish Coffee Table books</u></p> <ul style="list-style-type: none"> - coffee table books on the Asia Pacific documentary heritage (pilot) (see attached detailed proposal) <p><u>Organize thematic exhibits</u></p> <ul style="list-style-type: none"> -traveling exhibitions UNESCO poster exhibit 	<ul style="list-style-type: none"> -public radio broadcasting -podcast -cellphones -MOW websites -UNESCO network -Use of commercial publishing networks to penetrate the public at large -Tapping of professional NGO's networks Launch event <u>Mounting the exhibit during World Day/SC museum day and special events, UNESCO General Conference</u> 		<ul style="list-style-type: none"> -Rights clearance to rebroadcast audio clips to other markets -Translation to other languages -1 year guaranteed purchase of 2000 copies from UNESCO -Marketing plan -host site and institution, Alexandra, National Library -project proposal including costing -Museum expert as consultant 	<p>Lothar Jordan Fathi Saleh National/Regional Committees MOWCAP/UNESCO/MOW-MS Fathi Saleh UNESCO c/o Joie Springer Jonas Goldstein Lothar Jordan</p>	<ul style="list-style-type: none"> -Ask Thierry what he needs from UNESCO to effect working together - Conaculta & MOWLAC to work on radio documentary -May be produced on the national/ regional level with sponsors -Partnership with SRF and Maroc Telecom (division of Vivendi) to diffuse existing MOW audio clips through cellphones -Need to finalize marketing arrangement between UNESCO and J. Lilly Publishing -explore selling of books in advance -Check feasibility of sending mock-ups to libraries/archives in other places -Jonas Goldstein to meet with Seonid to learn a bit about processes of UNESCO poster exhibit
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Some Marketing Ideas



- KAP baseline study
- Capacity building through training/marketing manual
- Partnership model
- Mainstreaming MoW in the academe world/policy doc of relevant bodies
- Use of slogan/catchy phrase
- Regional committee in the Arab World/Europe
- Single window for MoW on the web

Some Slogans



“Imagine the World Without Memories” (*Australia*)

“Mow: Taking Care of Who We Are” (*Asia/Pacific
Workshop Participants*)

“Memories of Myanmar: Time is in Our Hands”
(*Workshop participants-film and broadcast Staff
with Culture People*)



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The Memory of the World in the Digital age:
Digitization and Preservation



NEWS

- 29.03.12
UNESCO's Memory of the World Programme turns 20
- 19.03.12
Memory of the World in the Digital Age: Register for conference
- 06.03.12
Exhibition in UK Parliament celebrates Women and the Vote
- 28.02.12
UNESCO launches Memory of the World evaluation survey
- 27.02.12
UNESCO calls for nominations for Memory of the World International Register
- 29.03.12
UNESCO's Memory of the World Programme turns 20
- 19.03.12
Memory of the World in the Digital Age: Register for conference





ALL NEWS ▶

EVENTS

- ▶ Fifth Memory of the World Committee for Asia Pacific (MOWCAP) meeting
14.05.2012 - 16.05.2012
Bangkok, Thailand
- ▶ Celebration of 20th Anniversary of the Memory of the World
31.03.2012 - 30.12.2012
Worldwide
- ▶ 10th Meeting of the Memory of the World International Advisory Committee
22.05.2011 - 25.05.2011
Manchester, United Kingdom
- ▶ 4th International Conference on the Memory of the World
18.05.2011 - 21.05.2011
Warsaw, Poland

ALL EVENTS ▶

PUBLICATIONS

-  Memory of the World photo gallery
-  Register Companion (English , French, Chinese, Arabic and Spanish)
-  Memory of the World: general guidelines to safeguard documentary heritage (PDF)
-  National Memory of the World Committees

ALL PUBLICATIONS ▶

Thank you!

