MEMORY OF THE WORLD PROGRAMME

**Survey
on Global Familiarity
with the Memory of the World Programme**

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ACKNOWLEDGEMENTS

INTRODUCTION

This report presents the results of a Web-based questionnaire surveying the awareness of UNESCO's Memory of the World Programme. The Web-based questionnaire was launched in cooperation with the InterPARES Project (International Research on Permanent Authentic Records in Electronic Systems) and sought to assess and increase awareness of the Memory of the World Programme for the purposes of generating interest in and encouraging nominations to the Memory of the World Registers. The survey was intended for library, archives and museum specialists, as well as anyone interested in preserving documentary heritage. UNESCO hopes to use the feedback from the survey to make the Memory of the World Programme more effective. The findings of this survey document the actual awareness of library, archival and museum professionals regarding UNESCO's Memory of the World Programme and their opinions on its effectiveness in reaching those communities which it aims to target.

PURPOSE

The vision of the Memory of the World Programme is that the world's documentary heritage belongs to all, should be fully preserved and protected for all and, with due recognition of cultural mores and practicalities, should be permanently accessible to all without hindrance.[1] The Memory of the World Programme was created by UNESCO to promote the preservation of, and dissemination of information found in archival holdings and library and museum collections worldwide that constitutes the world's documentary memory.

The purpose of this Web-based questionnaire was to assess and generate awareness of the UNESCO Memory of the World Programme and to encourage institutions to nominate items to the National and International Registers. The survey data should assist the International Advisory Committee (IAC) of the Memory of the World Programme to 1) gauge the library, archival and museum communities' awareness of the Programme and the nominating process, 2) discover whether the survey respondents or respondents' institutions are planning to nominate or have previously submitted nominations of items to any of the registers and, if not, why, and, lastly, 3) establish whether the respondents are aware of the biennially monetary prize. The survey also allowed respondents to provide free text comments on the Memory of the World Programme and/or survey, and most importantly, asked them to provide recommendations to help raise awareness of the Programme.

RESEARCH METHODOLOGY

A Web-based self-completion questionnaire was constructed in order to assess and increase the awareness of the Memory of the World Programme within the library, archival and museum communities. Potential respondents were identified through online professional listservs and invited to participate in the survey through postings made to online listserv communities. (See Appendix A for the full text of the invitation and Appendix B for a full list of the listservs posted to).

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[1] UNESCO, *Memory of the World Programme Objectives*. Available at http://portal.unesco.org/ci/en/ev.php-URL_ID=23928&URL_DO=DO_TOPIC&URL_SECTION=201.html.

Posting an invitation to archival and library listservs at the provincial/state, national and international levels provided both an opportunity for, and a limitation to, the survey. Although the questionnaire was announced on the listservs whose members are counted, it is impossible to obtain an accurate count of how many individuals actually received the invitation to participate and compare this number to the number of respondents who completed the questionnaire. While the sample was derived from association and professional listservs, it represented only a broad approximation of the possible participants. For example, the listservs posted to were primarily in North America, with the exception of the Italian archival listserv, the International Council on Archives listserv, and the international research TEAMS of InterPARES listservs.

The idea of using a Web-based self-administered questionnaire was based on the rationale that the World Wide Web would be the most effective mechanism to reach all possible contributing communities to UNESCO at the global level with relative ease. Every effort was made to ensure the questionnaire was designed to be straightforward and brief.

The invitation to participate provided the direct link to the questionnaire, and a link to a downloadable version that could be completed and submitted through email to UNESCO. The questionnaire was written in both English and French to reach the widest possible audience.
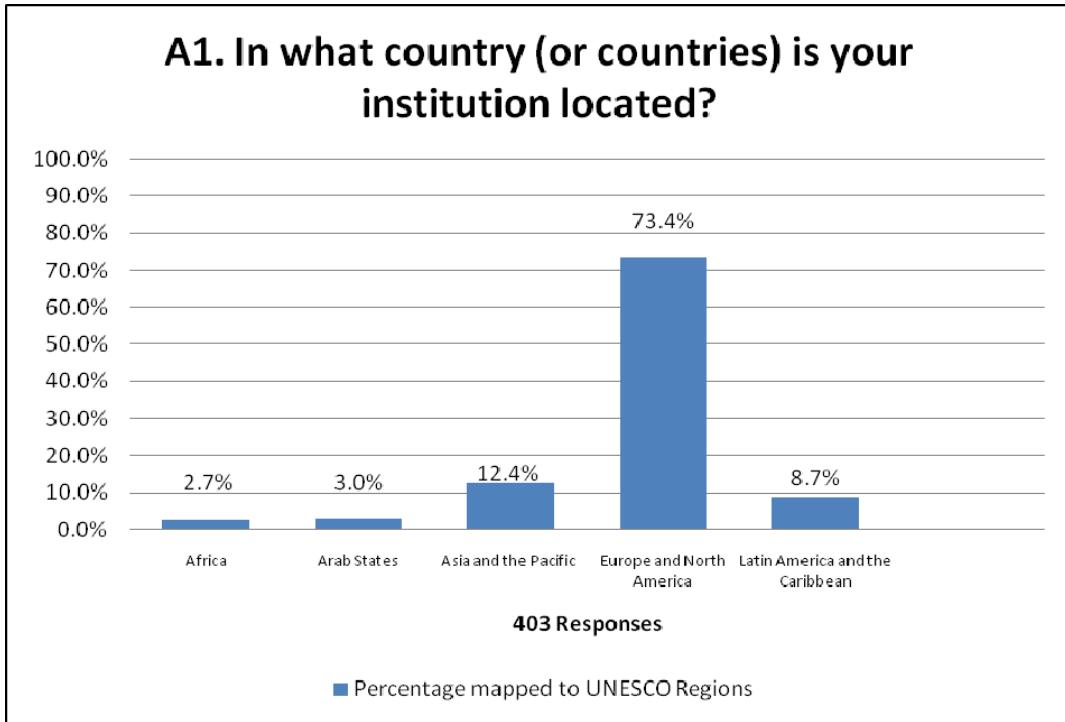
The data collection instrument was designed to facilitate delivery in the online environment and take into account the potentially large number of respondents. The self-administered questionnaire was organized into two main sections consisting of a total of fourteen questions. Twelve of the fourteen questions were either single- or multi-select multiple choice style questions. The first part, *Section A: General Questions About Your Institution* was intended to gather contextual information on the respondents' library, archival or museum institution. The second part, *Section B: Questions Regarding UNESCO Memory of the World Programme* was intended to gather information concerning the respondents' awareness of and opinions about the UNESCO Memory of the World Programme. All the responses were submitted anonymously. They were coded and a codebook was written.

RESULTS

The data were collected between February 14 and April 30, 2009, over approximately 75 days. All of the UNESCO regions – Africa, Arab States, Asia and the Pacific, Europe and North America, and Latin America and the Caribbean – were represented by the respondents to the survey. In total, 384 responses were received. Of this number, 340 were in English and 44 were in French. In addition, responses were also submitted in Spanish, Italian, and Portuguese.

Questions A1 through A5 served to establish the geographical and professional context within which the respondents operate.

A1. In what country (or countries) is your institution located?

403 Responses

Percentage mapped to UNESCO Regions

Question A1 was an open-ended question which required respondents to fill in the country in which their institution is located. The data was then coded and classified into the UNESCO regions. Almost 74% of all responses – 296 out of 403 – were from Europe and North America. The second largest group of respondents was from Asia and the Pacific with 50 respondents (12.4%); Latin America and the Caribbean with 35 (8.7%) respondents, the Arab States with 12 (3%), and Africa with 11 (2.7%) respondents.

A2. Please check which best describes your institution type (check all that apply).

371 Responses

Percentage
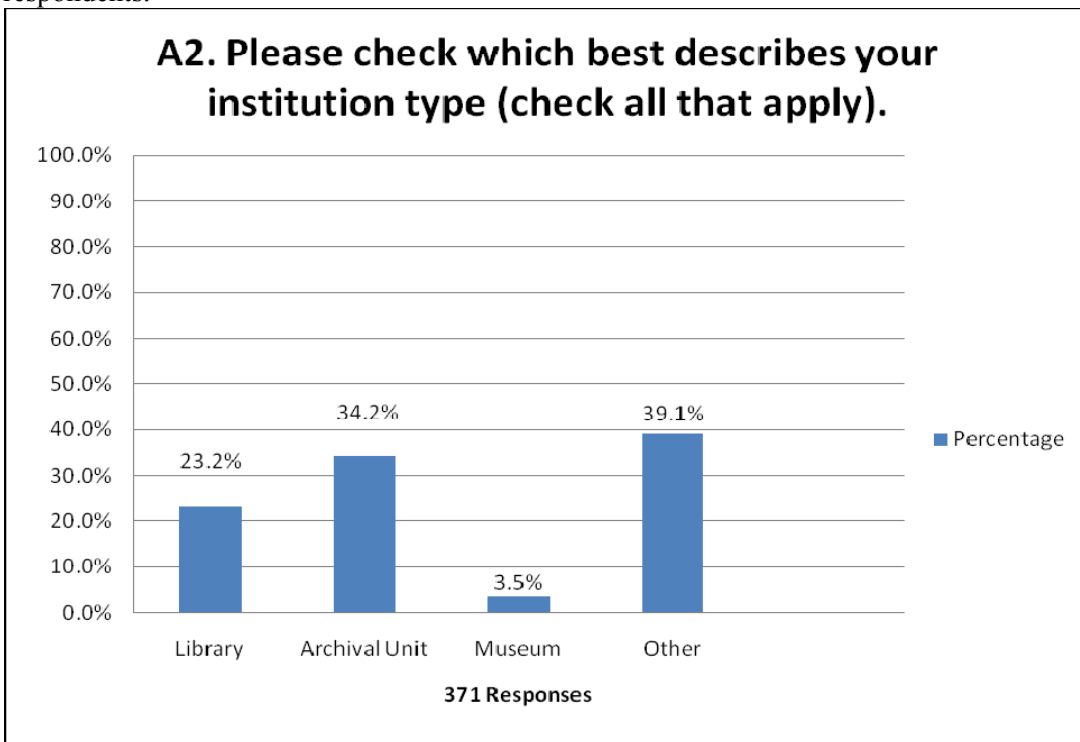
a. Library
b. Archival Unit
c. Museum
d. Other _____

Respondents were asked to describe their institution type in Question A2 with the ability to indicate multiple answers. There were a total of 371 responses to this question, which presented the option of Library, Archival Unit, Museum, or Other. The ability to enter data in the Other option allowed respondents to further specify the type of institution they were affiliated to. Of those who indicated one of the first three options, over 34% of the respondents described their institutions as archival units, with just over 23% choosing the library option, and only 3.5% checking museums. Almost 40% of the responses fell into the Other option, which was further coded and categorized. Of the 145 Other responses, another 13 or 9% were identified as corresponding to archival units, bringing that number up from 127 to 140 for a revised total of 37.7%. Large categories that emerged from the Other responses included Academic, which was indicated by 25 responses; institutions combining Library and Archives, which ranked high with 26 responses; and institutions combining Library, Archives and Museums, with 15 responses. Other categories that were identified in the Other responses included Archives and Museum (5 responses); Government (9 responses); Corporate (2 responses); Non-profit/Charity (7 responses); Religious (2 responses); Documentation Centre (4 responses); Historical Society (2 responses); Research Organization (6 responses); Media (6 responses); Cultural Centre (2 responses); Digitization Centre (2 responses); and one Bank (1 response).
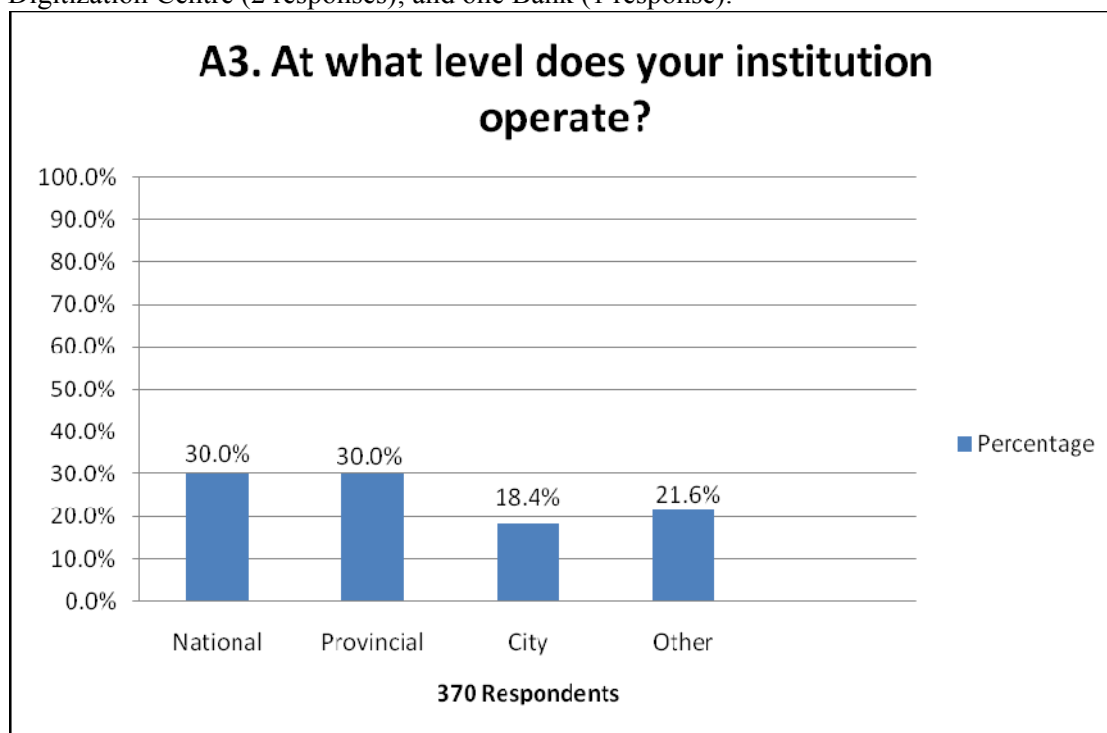
a. National
b. State/Provincial/County
c. City/Town
d. Other _____

Question A3 asked respondents to indicate the jurisdictional level at which their institution operates. Of the 370 responses to this question, there were 111 responses, or 30%, at each of the National and Provincial/State levels, and 68 responses, or over 18%, at the City level. Of the 80 Other responses, 31 indicate institutions that operate at the International level, 21 at the Academic level, 8 at the Regional level, 4 at the Institutional level, 3 at the Corporate level, 2 at the Religious level and 2 at the private level.

A4. Please indicate the total number of staff members at your library, archival or museum unit.
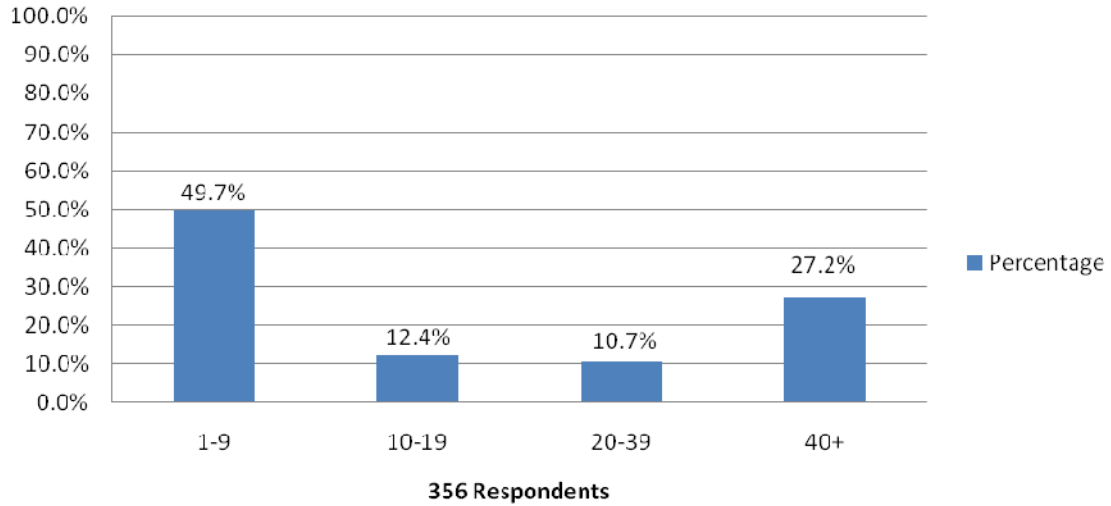
a. 1-9
b. 10-19
c. 20-39
d. 40+
e. Unknown

Question A4 asked respondents to indicate the number of staff members within their institution. Almost half – 177 out of 356 (49.7%) – of the responses were from institutions with 1-9 staff members or fewer. Institutions with 10-19 staff members registered 44 (12.4%) of the responses, while 38 (20.9%) of the responses came from institutions with 20-39 staff members. The second largest response group was the 40+ response, with 97 (27.2%) institutions.

A5. Is your institution publicly or privately owned / operated?
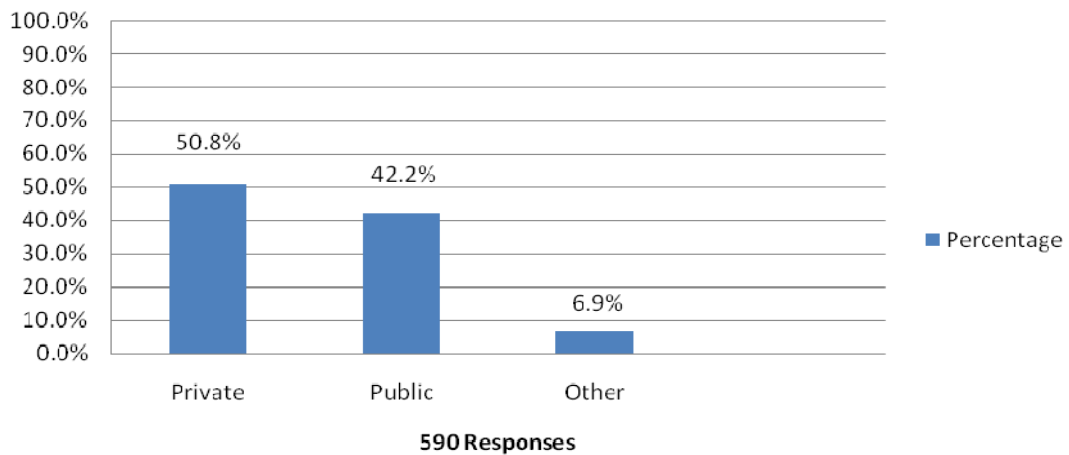
a. Public
b. Private

c. Other _____

The analysis of the responses to question A5 revealed that the ability to check more than one response may have impeded gaining accurate data from respondents. A total of 590 responses were logged – 300 or over 50% of which indicated Private and 249 or just over 42% of which indicated Public. The results of the questionnaire make it impossible to distinguish which respondents checked both Public and Private. The 41 responses in the Other category were further categorized with 6 out of the 41 actually fitting into the Public category boosting that total to 255 and 3 of the 41 fitting into the Private category, raising that total to 303. Of the remaining Other responses, 13 out of the 41 fell under Public/Private, 8 under Non-profit, 3 under each of Religious and Government, 1 under NGO, and 4 were indeterminate.

One respondent commented that the use of "public" and "private" meant different things depending on the nature of the organization – for example, in the corporate environment, public means publicly traded and private means not publicly traded.

Questions B1 through B5 addressed the respondent's (and/or their institution's) awareness of the UNESCO Memory of the World Programme and aims to gauge participation in the Programme. The questions further addresses the institutions awareness of the nominating process, whether the respondent's institution is planning to nominate or has previously nominated, if not why, and lastly, whether the respondent is aware of the biennially monetary prize. These questions also allow respondents to provide additional comments on the Memory of the World Programme and/or survey, and allow respondents to provide recommendations to help raise awareness of the Programme.
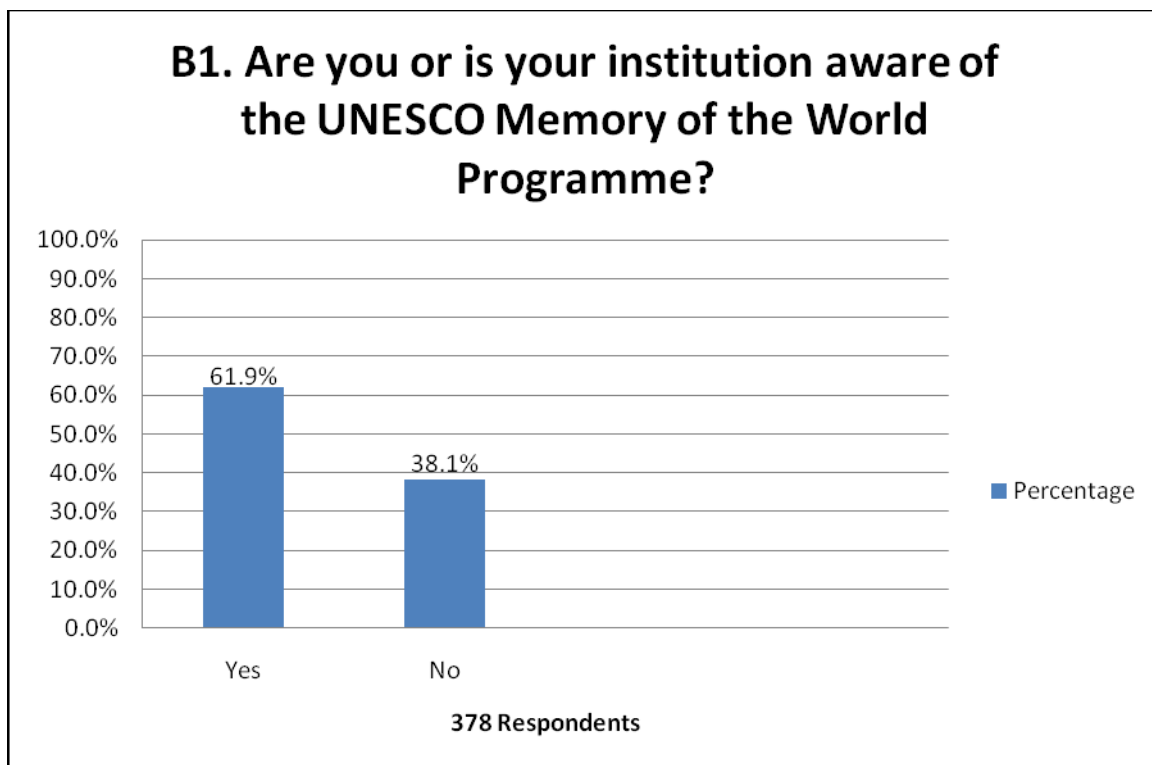
a. Yes
b. No

Question B1 sought to determine awareness of the Memory of the World Programme among respondents. Of the 378 responses, 234 (61.9%) indicated awareness of the Programme and 144 (38.1%) indicated unawareness of the program. There was no mechanism for the respondents to further elaborate; B1 was a closed question.

B2. Are you or is your institution aware of the process to nominate items to include on Memory of the World Register?
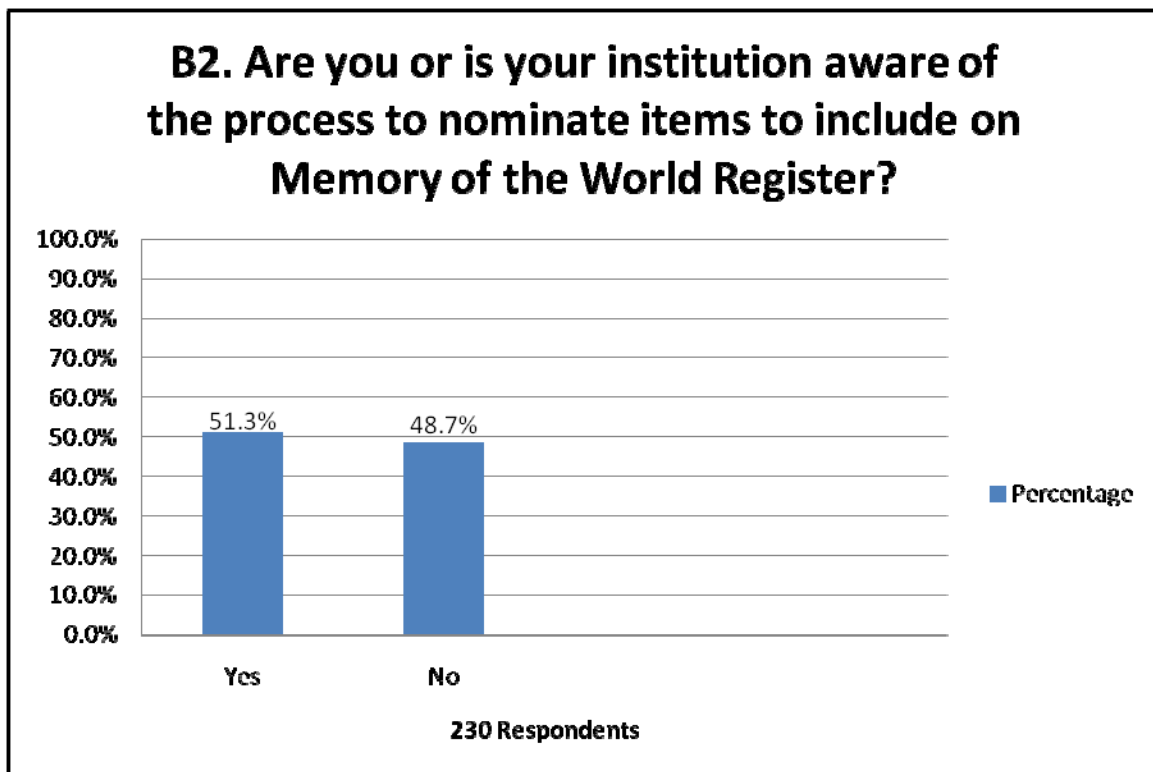
230 Respondents

a. Yes
b. No

Question B2 addressed the respondent's awareness of the Memory of the World Programme's nomination process and inquires as to whether the respondent is aware of the process to nominate items to the Memory of the World Register. More than half of all respondents to this question – 118 out of 230 (51.3%) – indicated they were aware of the nomination process, and 112 (48.7%) respondents indicated they were not. There was no mechanism for the respondents to further elaborate; B2 was a closed question.

B3. Are you or is your institution planning to nominate an item for the Memory of the World Register?

227 Respondents

a. Yes
b. No

Question B3 addressed the respondent's (and/or their institution's) intention to nominate item(s) to the Memory of the World Register. Of the 227 responses to this question, well over half, 158 (69.6%) indicated they were not planning to nominate to the register, while 69 (30.4%) indicated they were planning to nominate. There was no mechanism for the respondents to further elaborate; B3 was a closed question.

B4. Have you or your institution previously nominated items for inclusion on the Memory of the World Register?
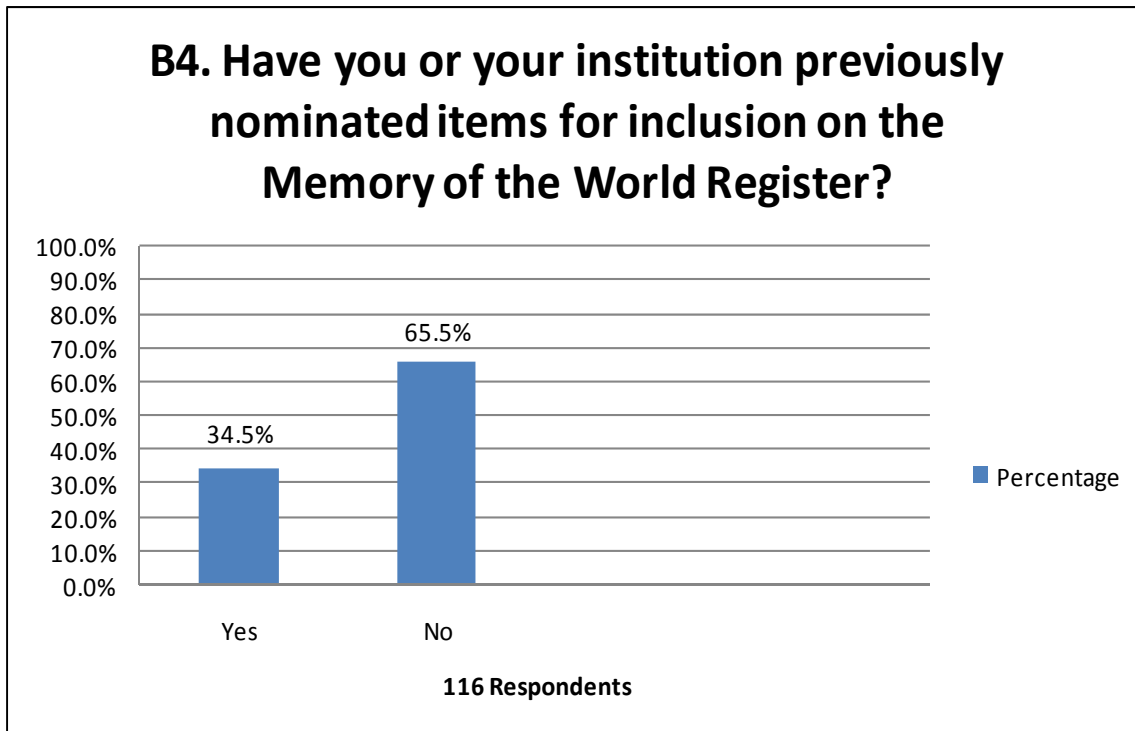
a. Yes
b. No

Question B4 asked respondents if they (or their institution) have previously nominated item(s) to the Memory of the World Register. More than half of all respondents to this question – 76 out of 116 (65.5%) – answered no. A total of 40 out of 116 (34.5%) respondents indicated they had previously nominated item(s) to the Memory of the World Register. There was no mechanism for the respondents to further elaborate; B4 was a closed question.

B4a. If you or your institution have previously nominated items for the Memory of the World Register, has any item in your submission(s) been accepted and included on the Register?
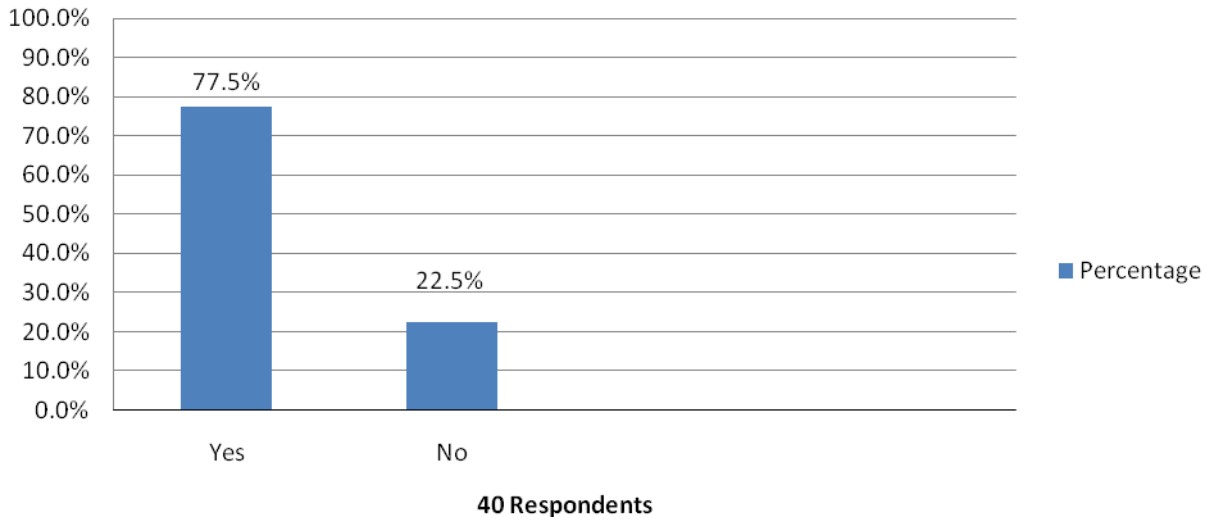
   a.   Yes
   b.   No

       Question B4a, a subset of question B4, asked respondents who (or whose institution) had previously nominated item(s) to the Memory of the World Register, whether had the item(s) been accepted and included in the Memory of the World Register. A total of 40 respondents answered this question – a 100% match with the number of respondents who replied yes to question B4 which asked whether they (or their institution) had previously nominated to the Memory of the World Register. More than 75% of respondents – 31 out of 40 – answered yes, their item(s) had been accepted and included; 9 out of 40 replied no, their item(s) had not been accepted and included in the Memory of the World Register. There was no mechanism for the respondents to further elaborate; B4a was a closed question.

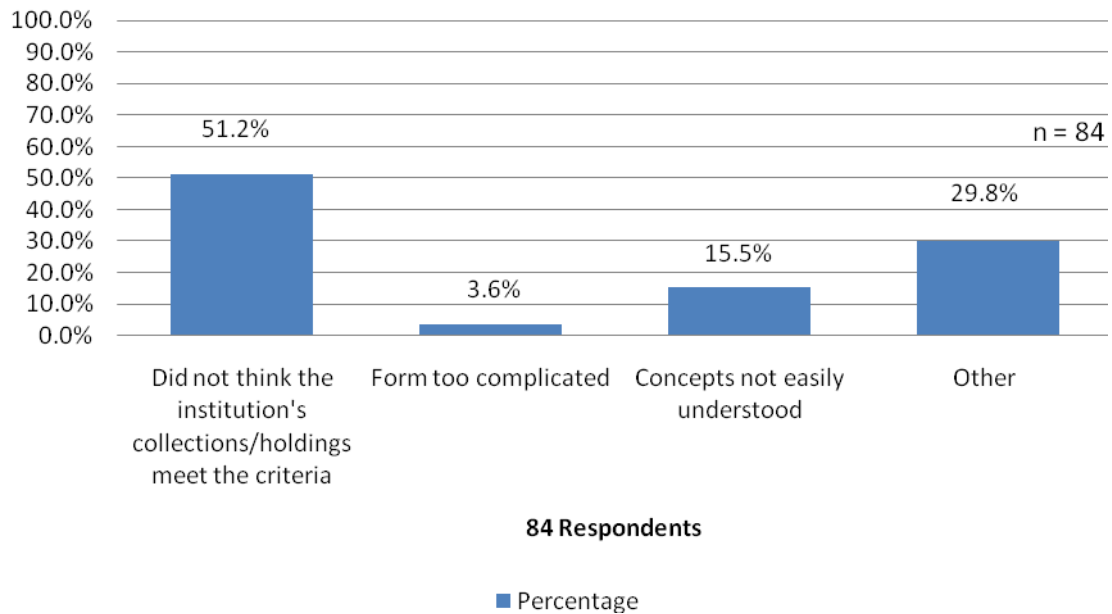**B4b. If you or your institution have not previously nominated items for the Memory of the World Register, please indicate your reason(s) for not doing so (check all that apply).**

a. Did not think the institution's collection/holdings met the criteria
b. Form too complicated
c. Concepts not easily understood
d. Other (please specify) _____

Question B4b, a subset of question B4, asked respondents who (or whose institution) had not previously nominated item(s) to the Memory of the World Register to indicate the reason(s). Over half of the responses – 43 out of 84 (51.2%) – indicated they did not think their institution's collections/holdings met the criteria. Additionally, 13 out of the 84 (15.5%) indicated the concepts involved in the nomination were not easily understood, and 3 out of the 84 (3.6%) respondents indicated the nomination form was too complicated. The remaining 25 (29.8%) respondents checked the Other response and provided specific reasons which are categorized as follows:

o	Lack of time	2 responses
o	Not aware of program	6 responses
o	See no value in program	3 responses
o	Not interested/not in mandate of institution	2 responses
o	Not applicable	6 responses
o	Not ready/able to nominate	3 responses
o	Registered elsewhere	2 responses
o	Difficulty with the process	2 responses

B5. Are you or is your institution aware that the UNESCO Memory of the World Programme awards a monetary prize biennially to reward outstanding contributions to the preservation and accessibility of documentary heritage?

227 Respondents

■ Percentage
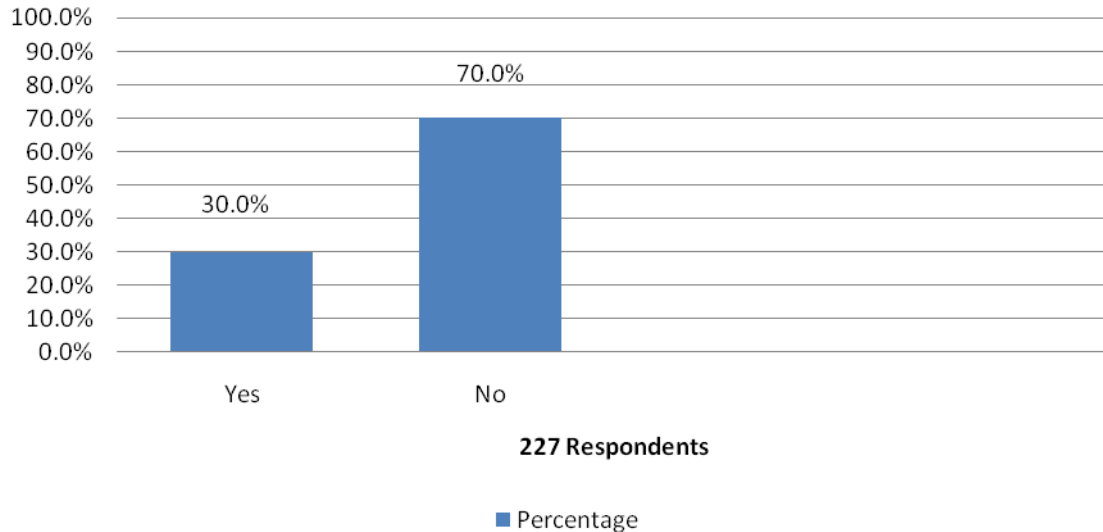
Question B5 addressed the respondents' awareness of the UNESCO Memory of the World Programme's monetary prize awarded biennially in recognition of outstanding contributions to the preservation and accessibility of documentary heritage. A total of 227 respondents answered this question, with the majority – 159 out of 227 – indicating they were not aware of the monetary prize; 68 out of 227 indicated they were aware of the prize. There was no mechanism for the respondents to further elaborate; B5 was a closed question.

Questions B6 and B7 requested feedback from the respondents on the Memory of the World Programme and the survey. The aims of these questions were to elicit feedback on the Programme itself as well as suggestions to raise awareness of the Programme within the library, archival and museum communities.

Question B6. Do you have any additional comments regarding UNESCO's Programme and/or this survey?

Question B6 asked respondents if they had any additional comments regarding the UNESCO Memory of the World Programme and/or the survey. There were a total of 110 responses to this question. The qualitative answers to question B6 were coded and categorized into the following groups:

    A. No (29)
    B. Request for Information about Memory of the World Programme (13)
    C. Praise for the Programme (21)
    D. How to improve the nomination/application process (1)
    E. Lack of national support for Programme (1)
    F. Survey created interest in and awareness of Programme (8)
    G. Should have mechanism to gauge benefits of Programme (1)
    H. Comment on survey design (11)
    I. Promotion of Programme (9)
    J. Technical issues with the Memory of the World Web site (1)

A. No

Of the 110 respondents, 26% -- 29 out of 110 – had no additional comments.

B. Request for Information about Memory of the World Programme

A total of 13 out of 110 (12%) responses were requests for more information about the Memory of the World Programme. Many of these requests wanted more detailed information about the program and the process of nomination. For example:

- Would like to learn more. This survey has increased my awareness about the programme.
- It is important to continue to receive information on the various UNESCO programmes.

C. Praise for the Programme

Over 19% -- 21 out of 110 responses – were positive comments about the Memory of the World Programme as it exists. Many of these comments stressed the importance of the Programme to the preservation of the world's heritage and reflected a positive experience with the process of applying to the Memory of the World Register. For example:

- I think this is a great idea - especially if all cultures are taken into account and if the information is available to everyone.
- This program is a very remarkable [sic]. Congratulations!
- I think the project is very worthwhile in raising awareness of the importance of preserving archival heritage.

D. How to Improve the Nomination/Application Process

There was only one response in this category:

- The U.S. nominations would probably have to be made through the U.S. National Commission for UNESCO and the State Department.

E. Lack of national support for Programme

There was only one response in this category:

- Creo que el tema de la memoria del mundo a nivel nacional en Guatemala no ha sido difundido ni impulsado con toda la energía que se necesita, sobre todo en Guatemala donde las riquezas que se tienen para aportar a la memoria del mundo están totalmente desaparadas ya que no existe ninguna politica nacional que ayude a su preservación, hay pocas y malas bibliotecas, hay museos sin apoyo, hay archivos abandonados, y francamente a nivel país no se siente ningún apoyo. menos del Ministerio de Cultura quien es el más indicado. De los millones del presupuesto que le fueron asignados, nunca se piensa en invertir en estos temas. El mismo Consejo Nacional del libro no cuenta con el apoyo necesario para desarrollar estas iniciativas. Por lo que conmino a que estas iniciativas tan brillantes se hagan realidad. *-- I think the theme of the world's memory at the national level in Guatemala has not been publicized or promoted with all the energy that is needed, especially in Guatemala where the precious materials that contribute to the memory of the world are completely disappearing because there is no national policy to help its preservation, there are few and bad libraries,*

there is no support for museums, archives are abandoned and frankly at the national level we do not feel any support, except from the Ministry of Culture which is the best resource. The millions in the budget assigned to it, however, would never be invested in these subjects. The National Council of the book itself does not have the support needed to develop these initiatives. Therefore ordered such initiatives are as bright as the reality.

F. Survey created interest in and awareness of Programme

A total of 8 out of 110 responses (7%) noted an increased interest in the Programme after having completed the survey. Many of these responses noted that the respondents plan to further investigate the program. For example:

- Now that I have taken this survey I will do some reading online to learn more about the programme.
- I was completely unaware of this program util [sic] someone sent a link to this survey

G. Should have mechanism to gauge benefits of Programme

There was only one response in this category:

- Peut être, il serait interêssant d'identifier les avantages obtenu avec le registre d'un patrimoine documentaire dans le Programme Mémoire du Monde. -- *Maybe it would be interesting to identify the benefits obtained with the register of the documentary heritage in the Memory of the World.*

H. Comment on survey design

A total of 11 out of 110 responses (10%) were comments on the survey itself. These included comments on the survey design as well as technical bugs respondents encountered within the survey. For example:

- Question #5 needs to be better defined as to what you mean by "public" v. "private". In the corporate/business world "public" means publicly traded, "private" means not publicly traded. However, I can imagine you're probably wondering if an institution is governmental or non-governmental...
- Our application is still in process of evaluation, so answer 'no' to question 4a is actually misleading (acceptance is not clear yet).
- Question 4 on the survey is not working. Therefore, for your information, the answer to 4 is no and the answer to 4b is "Did not think ..."
- For some reason I can't finish my comment for 4b: My comment was just that it hadn't occurred to us to nominate items until we learned about the inclusion of records of the International Committee of the Red Cross in the Memory of the World Register.

I. Promotion of Programme

A total of 9 out of 110 responses (8%) were suggestions to better promote the Memory of the World Programme. Raising awareness among the professional community was a strong theme throughout these responses. For example:

- This survey expects that all participants are employed by a library, archival or museum institution. Other organisations such as professional associations representing people employed in such institutions are also aware of the programme and can play a role in

promoting awareness of the Memory of the World programme, for example by including sessions on it in their annual conferences.

- Perhaps giving details to national societies for distribution to members such as the Society of Archivists
- Needs to be better publicized

J. Technical Issues with the Memory of the World Website

There was only one response in this category:

- Many of the links on the Memory of the World site do not work. This site seem geared to the largest organizations, holding the most predominant material. I would like to see a more inclusive feel brought into the site and more prompts to encourage smaller institutions.

K. Language barrier

There was only one response in this category:

- Those countries where English/French are not popular may find it not easy to respond this survey.

L. Critical of Programme

A total of 6 out of 110 (5.5%) responses were criticisms of the Memory of the World Programme. Criticisms raised included relevance/value of the Programme, ineffectiveness of the Programme, and lack of communication between UNESCO and the community. For example:

- The Programme has not been well implemented. In particular, the representative of its register entries is suspect. As currently constituted and administered, it has little to offer organizations in the U.S.
- I'm not sure about the importance of the register at the memory of world in it's national's committees.
- Sometimes the notices of training, courses and meeting are too late to even consider applying...
- Sadly, UNESCO has failed to deliver on the potential and promise of this idea. The concept is magnificanet [sic]; the reality is a disappointment. The original plans were ambitious but UNESCO has been content to run a register rather than exploring ways to develop and build on the idea in more public ways.
- We think this is an extraordinary program. However, it is impossible to contact anyone for help, advice or information. We have tried e-mail, fax, phone calls and no one within the UN or UNESCO or even the United States agencies that we understand work with UNESCO are ever returned. You can understand that this is incredibly frustrating and has created delays of nearly two years in our efforts to work with Memory of the World. There is also a puzzling restriction on the use of the Memory of the World logo. As a charity, we wanted to promote the program and were contacted and told that we were not allowed to. This is mysterious since -- in the age of the internet -- such promotions are the heart's blood of making things work. The program could consider ways to make it more accessible and to make communication easier. Thank you.

M. Need for follow-up with accepted nominations

A total of 2 out of 110 responses (1.8%) noted a need for better follow-up with nominations accepted to the Memory of the World Register. For example:

- The Memory of World Programme initiated in 1992 for protecting of documents is a great contribution in connection with passing the present evidences to the posterity. The Quaid-I-Azam Papers a collection preserved by the National Archives of Pakistan has been accepted for the World register in 1999 as Cultural Heritage; however, no step forward has been taken for its preservation by the UNESCO. It is suggested that system may be devised for follow up action by the country concerned and the UNESCO as well.
- In my archive, we found the only existing complete print of Metropolis, which is part of The Memory of the World Programme, and we are not very clear about in what ways this helps the preservation process, or if we have to do something about it, like sending a report, or information about our finding.

N. Specific suggestions for improvement of Programme

A total of 9 out of 110 responses (8.2%) were specific suggestions for improvement to the Memory of the World Programme. Suggestions included For example:

- Read my paper (the CCAAA's views on the MoW, delivered in Canberra, February 2008) http://www.amw.org.au/mow2008/mow/speakerPapers/von%20ArbPaper.pdf especially "Areas of Concern" (chapters 4-6), basically the MoW's areas of concern [sic] are: - Long term planning, goals and strategies are essential guidance tools. They are the mind of the programme. - The structure needs to be strong and clear, as a skeleton holding up a programme structure should be. - Adequate funding and personnel resources are necessary to keep the wheels going, for without food and drink, the greatest hero is not much use. - Transparency, and by transparency we mean not only in the ease of finding institutional documentation and understanding the program, but all the links in the chain need to be transparent and visible to the public. This will give the programme integrity.
- The MoW programme means many things to different people. It possibly needs more clearly define sub-categories to encourage collections to be identified. Like all UNESCO programmes, it is seen as a potential source of donation by the poorer countries. If they don't get UNESCO money, they often do nothing. Some mechanism needs to be introduced to encourage them to look for alternative sources of funding - perhaps by giving acollection recognition as MoW material, and a time limited promise of partial funding from UNESCO if the institution/country that owns it can secure the rest. Some training in identifying donors and in fund-raising might be necessary to support this.
- It should be promoted more effectively in the museums' community, many museums holds documentary resources and this could be an incentive to give higher priority to the proper conservation and mise [sic] en valeur [sic] of them

O. Not applicable (4)

A total of 4 out of 110 responses (3.6%) were not applicable to question B6.

Question B7: What else can UNESCO do to raise awareness of the Memory of the World Programme within library, archival and museum Institutions?

Question B7 asked respondents to comment on what UNESCO can do to raise awareness of the Memory of the World Programme within library, archival and museum institutions. There were a total of 140 responses to this question. The qualitative answers to question B7 were coded and categorized into the following groups:
A. Promote Programme through professional organizations and institutions (52)
B. Promote Programme through academic programs/institutions (11)
C. Specific ways to promote programme (57)
D. Current efforts are sufficient (5)
E. Support institutions with understanding the Programme & application process (7)
F. Recommendation to change Programme (5)

G. Criticism of Programme (1)
H. No recommendation given (5)
I. Incomplete response (2)
J. Not applicable (3)

A. Promote Programme through Professional Organizations and Institutions

A total of 52 out of 140 responses (37%) suggested promoting the Programme through professional organizations, associations and institutions. Responses included suggestions to post to listservs, post notices in organization newsletters, promote the Programme through publicity materials and direct contact. For example:

- Send out information through local archival organizations (in Canada, for example, at the National and Provincial levels).
- Regular distribution of programme events/deadlines, and information updates on the Memory of the World Programme achievements, through national, provincial and local library and archival associations and networks. Another idea would be to profile (for Canadian libraries, archives and museums) Canadian successes/achievements through the Memory of the World Programme.
- Post announcements to major professional list serves.
- Greater presence on professional listservs; more publications targeting memory institutions; complimentary posters for distribution in memory repositories to raise awareness; electronic newsletter

B. Promote Programme through academic programs/institutions

A total of 11 out of 140 responses (7.9%) suggested promoting the Programme through academic programs and institutions. Responses included suggestions to inform library and archival educators and promote the Programme with Library and Information Studies and Archival education programs. For example:

- Make sure that Library Educators know about the program. It is through my students and their future employers that increased awareness can happen.
- Send information to instructors, to include in their courses. Produce a poster to be placed everywhere. Encourage institutions to point from their web sites to the Memory of the World Programme.

C. Specific Ways to Promote Programme

A total of 57 out of 140 responses (40.7%) suggested specific ways to promote the Programme. The responses consist of a wide variety of suggestions including greater publicity of the Programme, email newsletters, journal and magazine articles, and presentations and workshops. For example:

- Create a community board and send to as many organisations that preserve taonga [sic] as possible.
- Perhaps reminders to visit the website and nominate items for the Register.
- Greater publicity from UNESCO at the time of an inscription separate from the nominating organisations publicity.
- Provide an email newsletter of current activities and whether institutions can participate in any way.
- Get coverage in newsletters/magazines and on the internet. Press releases may help, but more informal distribution (such as through Facebook) may be most effective. I have never heard of this program before today, when I received this survey off an archivist's email listserv. Now I can look up more information about the program, which was impossible to do before I knew it existed.
- Articles in journals or newsletters, or information sessions (either live at conferences, etc., or via the web).

- Perhaps send a representative to speak to attendees at professional organizations' annual meetings, like the Society of American Archivists (SAA), the Rare Books and Manuscripts Section (RBMS) of the American Library Association's Academic, College, and Research Libraries division.
- Make presentations on international conferences Use the help of IFLA and other professional organizations
- Be daring. Be bold. Be Creative.

D. Current Efforts are Sufficient

A total of 5 out of 140 responses (3.6%) indicated that the UNESCO's current efforts to raise awareness about the Programme are sufficient. For example:

- What you are doing is excellent.
- The survey is an excellent start, and I am encouraged to pursue additional information regarding the programme.
- Le Programme Mémoire du Monde est très important pour la promotion de la sauvegarde de l´héritage culturel, et pouvait aussi envisager les recherches institutionnelles relatives à l´héritage, d´une façon plus large, et spécifiquement aux fonds des musées ainsi que des autres institutions culturelles. -- *The Memory of the World is very important to promote the safeguarding of cultural heritage, and could also consider the institutional research on the heritage more broadly and specifically fund museums and other cultural institutions.*

E. Support Institutions with Understanding the Programme & Application Process

A total of 7 out of 140 responses (5%) suggested better support from UNESCO to aid institutions in understanding the Programme and navigating the nomination process. Suggestions included presentations by UNESCO to institutions, better dissemination of information and aid in preserving item(s) that are accepted. For example:

- It would be useful to disseminate the programme and to prepare a specific tool which helps in nominating items
- Perhaps there could be people willing to make presentations about the program and procedures for nominating items---presented at various meetings. I'm thinking, in the U.S., the American Library Association Preservation and Reformatting Section Annual or Midwinter meetings. Also, SAA (archives) meetings or Museum Association meetings. Also, if people at different institutions knew. Perhaps a brief article in publications sponsored by these various organizations would be useful or something online (about the work that's been done and planning) where a link could be sent to these groups. In the U.S., there's PADG (the Preservation Administrators' Discussion Group) that most every preservation person receives online. I think some of these groups might be helpful. And again, I'm most curious to learn more---I'll visit whatever site you have online and read whatever's there. If there's a way to volunteer my services or a contact link, I'll send a note to volunteer.
- DÉfinir plus succintement et clairement ce qui est 'éligivble' trouver un moyen de mettre encontexte et de relaticiser selon le lieu géographique, mais aussi selon le contexte.. rejoindre les gens par autre chose qu'une seule annonce 'genre communiqué de presse'. -- *Define more clearly and succinctly what is' éligivble 'find a way to contextualise and specify depending on location, but also depending on the context .. reach people through something other than a single ad 'type press release.*
- AT this time, you have sufficient proof of the principle goals for the MOW. Perhaps, less money could be given as awards and more technical or other recognition could be provided to encourage more digitization and repository collection access and promotion of these collections.
- I think there should be more information or follow up of what happens preservation-wise after an item has been accepted in the Programme

- Much of the work seems to have gone into preserving the collections. Part of the requirement before handing over the final part of the grant should be tied to the preparation and submission for publication of a scholarly article describing the history and significance of the collection, the challenges in preserving it, and any historical or technical revelations made during that process.

F. Recommendation to Change Programme

A total of 5 out of 140 responses (3.6%) were recommendations for changes to the Programme. Responses included providing funds for access and promotion, a clearer definition of the Programme and simplified nomination process, and better dissemination of information about the item(s) involved. For example:

- Much of the work seems to have gone into preserving the collections. Part of the requirement before handing over the final part of the grant should be tied to the preparation and submission for publication of a scholarly article describing the history and significance of the collection, the challenges in preserving it, and any historical or technical revelations made during that process.
- AT this time, you have sufficient proof of the principle goals for the MOW. Perhaps, less money could be given as awards and more technical or other recognition could be provided to encourage more digitization and repository collection access and promotion of these collections.
- I think that the general methodology employed by UNESCO and also ICA is not one that gets the message across very easily or systematically. I have had doubts about ICA's process for raising awareness for years and I think that it flows from UNESCO's links. The MoW program needs to be more clearly defined and the process for nomination needs to be simplified. Currently it is too complex and dependent upon other institutions. Also what is the link between MoW and the Jikji prize?

G. Criticism of Programme

One response was critical of the Programme.

- The information is not widely available and does not seem to apply to the US. It always sounds as though it is strictly a European venue.

H. No recommendation given

- A total of 5 out of 140 responses (3.6%) had no recommendation at this time.

I. Incomplete Response

- Two of the 140 responses were incomplete and as such didn't provide sufficient information to code and classify.

J. Not applicable

- A total of three out of 140 responses (2.1%) were not applicable to the question.

CONCLUSION

The survey provided an opportunity to gather information on the awareness of the UNESCO Memory of the World Programme in the library, archival and museum communities. It showed that the majority of respondents (69.9%) are aware of the UNESCO Memory of the World Programme, but only half (51.3%) of respondents are aware of the process to nominate item(s) to include in the Memory of the World Register; that 30% of respondents are planning to nominate item(s) to the Register, while only 34.5% has already nominated item(s) to the Register or was in the process of nominating item(s) at the time of the response; and that, of the respondents who have previously nominated item(s) to the register, 77% have had item(s) accepted and included in the register.

Respondents who have not previously nominated item(s) to the Memory of the World Register indicated multiple reasons for not doing so. Over half did not think that their institutions holdings met the criteria. Additional reasons included complicated concepts (e.g., authenticity, preservation), unawareness of the Programme, lack of time, complexity of forms and process, and a perceived lack of value in having items included in the Memory of the World Register.

The survey provided the respondents the opportunity to suggest ways in which UNESCO could raise awareness of the Memory of the World Programme. Respondents suggested general ways of promoting the Programme through professional organizations and associations, as well as academic programs and institutions. Some of them also suggested specific ways to promote the Programme, including the writing of articles and newsletter updates, seminars and information sessions about the Programme offered by UNESCO at conferences, development of toolkits which can guide institutions through the nomination process, and lastly, greater and better utilization of Memory of the World website as a mechanism for communication, dissemination and guidance.

Dear Colleagues:

I am sending you the notice of a survey whose results will greatly help the International Advisory Committee of the UNESCO Memory of the World Programme to ensure that the purposes of such program are fully achieved and that the world documentary heritage in any form (including digital) can be better identified and protected. Thank you for taking the time to complete this survey.

Luciana Duranti

A general survey on the state of awareness of the Memory of the World Programme has been launched in cooperation with InterPARES in Vancouver, Canada. This survey is intended for library, archives and museum specialists as well as anyone with an interest in preserving documentary heritage.

The purpose of this survey is to increase and assess awareness of the Programme and to encourage nominations to the Memory of the World Registers. UNESCO will use the results to further develop the Memory of the World Programme.

The form, which takes just a few minutes to complete, can either be filled in online, in English or French, at: http://www.interpares.org/unesco/awareness_survey.cfm

It can also be downloaded from the UNESCO website: http://portal.unesco.org/ci/en/ev.php-RL_ID=28296&URL_DO=DO_TOPIC&URL_SECTION=201.html to be filled in and returned to: j.springer@unesco.org

The deadline for the survey is 30 April 2009.

Thank you
--
Joie Springer
Universal Access and Preservation Section
Information Society Division/
Division de la société de l'information
UNESCO
1, rue Miollis
75732 Paris Cedex 15

Tel: +(331) 45 68 44 97
Fax: +(331) 45 68 55 83

Memory of the World
http://www.unesco.org/webworld/en/mow

Appendix B: Listservs

- ARCAN-L, Canadian Archives and Archivists, hosted by the University of Alberta, Canada
- The Archives and Archivists (A&A) List, hosted by the Society of American Archivists
- RECMGMT-L, hosted by the University of Florida, USA
- ERECS-L, management of electronic records hosted by the University of Albany, NY
- JESSE, Library and Information Science listserv, University of Tennessee-Knoxville
- ALA, American Library Association
- AABC, Archives Association of British Columbia, hosted by the University of British Columbia, Canada
- Lista Archivi 23, Italian archives and archivists, hosted by the University of Padua, Italy
- Ica-I, International Council on Archives, hosted by the University of Alberta, Canada
- Also disseminated to all of the Research TEAMS of InterPARES

Appendix C: UNESCO Memory of the World Awareness Survey Questionnaire

A. GENERAL QUESTIONS ABOUT YOUR INSTITUTION

1. In what country (or countries) is your institution located?
2. Please check which best describes your institution type (check all that apply).
3. At what level does your institution operate?
4. Please indicate the total number of staff members at your library, archival or museum unit.
5. Is your institution publicly or privately owned / operated?

B. QUESTIONS REGARDING UNESCO MEMORY OF THE WORLD PROGRAMME

1. Are you or is your institution aware of the UNESCO Memory of the World Programme?
2. Are you or is your institution aware of the process to nominate items to include on the Memory of the World Programme?
3. Are you or is your institution planning to nominate an item for the Memory of the World Registrar?
4. Have you or is your institution previously nominated items for inclusion on the Memory of the World Registrar?
4a. If you or your institution have previously nominated items for the Memory of the World Registrar, has any item in your submission(s) been accepted and included on the Registrar?
4b. If you or your institution have not previously nominated items for the Memory of the World Registrar, please indicate your reason(s) for not doing so (check all that apply).
5. Are you or is your institution aware that the UNESCO Memory of the World Programme awards a monetary prize biennially to reward outstanding contributions to the preservation and accessibility of documentary heritage?
6. Do you have any additional comments regarding UNESCO's Programme and/or this survey?
7. What else can UNESCO do to raise awareness of the Memory of the World Programme within library, archival and museum intuitions?

Number of respondents - 384 - (English 340 / French 44)

A. GENERAL QUESTIONS ABOUT YOUR INSTITUTION

1. In what country (or countries) is your institution located?

(2) ▌Algeria
(5) ▌Argentina
(27) ▬▬▬▬ Australia
(2) ▌Bangladesh
(1) ▏Barbados
(2) ▌Belarus
(3) ▌Belgium
(1) ▏Bhutan
(12) ▬▬ Brazil
(3) ▌Cameroun
(85) ▬▬▬▬▬▬▬▬▬ Canada
(1) ▏Catalonia
(1) ▏China
(1) ▏Cuba
(9) ▬▬ Czech Republic
(2) ▌Denmark
(1) ▏Egypt
(1) ▏El Salvador
(4) ▌España
(2) ▌Estonia
(10) ▬▬ France
(1) ▏Gambia
(9) ▬▬ Germany
(1) ▏Global (France)
(1) ▏Greece
(2) ▌Guatemala
(1) ▏Hungary
(5) ▬ India
(1) ▏Indonesia
(1) ▏Iran
(1) ▏Ireland
(2) ▌Israel
(33) ▬▬▬▬ Italia
(2) ▌Japan
(1) ▏Kenya
(1) ▏Latvia
(3) ▌México
(5) ▬ Netherlands

(3) ▋New Zealand

(2) ▋Norway

(2) ▋Pakistan

(1) ▍Peru

(4) ▋Portugal

(4) ▋Puerto Rico

(1) ▍Russia

(1) ▍Scotland, Spain, Italy

(1) ▍Senegal

(2) ▋Singapore

(2) ▋Slovakia

(1) ▍South Africa

(2) ▋Spain

(1) ▍St. Kitts and Neis

(6) ■Suisse

(1) ▍Suisse (Regional Offices in Congo, Denmark, USA, Philippines, India and Egypt)

(3) ▋Sweden

(1) ▍Taiwan

(1) ▍Trinidad and Tobago

(2) ▋United Arab Emirates

(7) ■United Kingdom

(87) ████████████████████ United States

(1) ▍United States and Hungary

(1) ▍United States, Belgium, Japan, Africa

(1) ▍USA (with hopefully imminent expansion to ID, PH, CN, and perhaps other SE Asian countries)

2. Please check which best describes your institution type (check all that apply).

            Library 86

     Archival Unit 127

       Museum 13

          Other
- library, archival unit, special collections
- non-profit organization with small archives and small non-circulating library collection
- library education
- Graduate School of Library and Information Studies
- library, archival unit, museum
- government
- archive within corporation
- archival unit, university and public archives
- Non-Governmental Organization
- library, archival unit, museum
- technical education
- library, archival unit, museum, Monumental Cemetery with Library and Archive, with sculptures by world-renowned sculptors
- academic institution
- National University of Cordoba. Archival School
- Historical Society
- library, archival unit
- library, archival unit
- university
- Université de Rome, La Sapienza
- Public administration for health
- societe d'etudes historiques (società di studi storici)
- library, archival unit
- library, archival unit
- library, archival unit
- library, archival unit, museum
- centre de documentation
- library, archival unit, museum
- health care non-profit organisation
- Religious Order
- Multi-lateral organization with records/archives
- archival unit, scholarly research institution
- library, archival unit
- municipal records management project
- data center
- consultancy
- private, freelance archival services company
- Library school
- DEPARTMENT OF ARCHAEOLOGY AND MUSEUMS, GOVERNMENT OF PAKISTAN
- library, archival unit, university library; university archives is a department within the library
- library, archival unit, museum, Library and Archives of a museum
- library, archival unit
- library, archival unit
- Research Center for Archivistics

- Bank
- library, archival unit
- Cultural Sites, Libraries
- Community College
- College - Library Programme
- College Archives Class for Library Technicians
- College Archives Class for Library Technicians
- The company offering electronic record management system and archiving system for Public Administration
- library, museum
- National Network for Radio and Communication
- Centro Digitalização.
- Centro Digitalização.
- library, archival unit, museum
- Audiovisual Archival
- library, archival unit
- library, archival unit, museum
- university
- professional association
- library, university
- Library and Information Studies School
- Surgical College (with museum and archive)
- Library School
- university
- Intergovernmental Organization
- School of Librarianship and Information Studies
- University
- archival unit, to be precise, it is not an archive but the Directorate General of Archives
- Library and Archive Association
- Post graduate training organization
- IGO
- library, archival unit, museum
- library, archival unit
- library, archival unit
- library, archival unit
- library, archival unit, museum
- library, archival unit
- archival unit, university
- university
- Information science school
- ICT
- combined museum/archives
- archival unit, Religious Archives
- library, archival unit
- library, academic institution
- archival unit, Non Profit
- library, archival unit
- LIS Department
- COLLECTION AUDIOVISUELLE
- library, archival unit, museum
- Non profit organisation promoting awareness of Cultural heritage
- Association business office

- Digital library
- Academic
- records and archives consultant
- library, archival unit
- archival unit, Records Management Unit and art collection as well
- archival unit, museum
- institut de recherche (observatoire astronomique)
- Website
- library, archival unit
- research laboratory
- library, archival unit
- College
- Service provider to National Archives, several State Archives, Universities, National Science Foundation etc.
- designated archival institution for the province
- library, archival unit
- combined state museum and state archives
- library, archival unit
- Corporate
- City Clerk's Office
- library, archival unit
- School of information sciences
- University
- government agency
- library, Centre UNESCO de la Catalogne
- Film Distributor
- archival unit, museum
- Archive, Library, Museum and Research Institution in one
- Valorisation des patrimoines naturels et culturels
- Ministry of culture
- not-for-profit
- Centre de Documentation
- Library ,museum, non-university research institution
- A non profit charity dealing with innovation in museums and running the European Museum of the Year award founded in 1977
- library, archival unit, museum, Laboratoires Matériel lithique, Poterie, Anthropologie physique, Paleontologie
- Documentation and Memory Center
- Tiroir
- Library Council
- State Government Department
- Centre culturel
- library, archival unit, academic
- library, archival unit, museum
- Not-for-profit that encourages International Media Preservation and supports other institutions
- Radio télévision
- Foundation
- media organization
- Higher Education (Museum, Gallaries, and Heritage)
- Centre régional de conservation-restauration de biens mobiliers
- charity
- archival unit, Non-profit cultural organization

- Supporting organisation
- library, archival unit, museum

3. At what level does your institution operate?

    National 111

    Provincial 111

    City 68

    Other
- International Programs
- University
- Institution
- regional
- University
- Corporate
- International. Our nineteenth-century burials are of foreigners in Florence, artists, poets, etc.
- academic library
- corporate
- international
- international
- universitario
- Academic: State University
- university
- Institutional
- International
- International
- private
- state university
- world-wide
- Educational
- EC
- Regional
- European level / Interantional level
- Academic
- College Archives Class for Library Technicians
- městská
- national and local
- Cour de Justice de la Capitale du pays (Brasilia/DF) - District Fédéral
- Academic Institution
- International
- We recruit faculty and students internationally
- International
- Institutional
- international
- University
- International/Nordic
- International
- Globa
- Local board of the City of Toronto
- University
- University
- University

- University
- Anglican Church Diocese
- Regional academic institution
- INTERNATIONAL
- Eglise Catholique
- International
- worlwide
- Local Government - City of Perth boundaries
- Academic institution
- Intra-national
- Global
- local, mais instance de tutelle nationale
- International
- University
- all 3 plus international
- international
- Mostly local, but also national and internationally with travelling exhibits
- Région de la Catalogne
- We operate on an international level. with clients all over the world
- international
- Regional
- Internationally
- University Archives
- the Council of Europe area (45states)
- Dans la région des Parcs Nationaux Serra da Capivara (Patrimoine de l'Humanité) et Serra das Confusões
- International
- personnel
- Regional
- International
- Institutional
- corporate
- Academic institution
- International
- régional
- international
- We are a private, local, regional, national, and international entity
- Academic Library

4. Please indicate the total number of staff members at your library, archival or museum unit.

 1-9 177
 10-19 44
 20-39 38
 40+ 97

5. Is your institution publicly or privately owned / operated?

 Private 300
 Public 249
 Other
- Non-profit organization
- It is a government corporation - self-funding but under Government jurisdiction, also operates in private markets

- public, Tertiary
- private, Non Profit
- is a Regional and International Organization
- Government
- Not for profit membership organization
- public, private
- Religious Organization
- International organization
- fonds publics et aussi fonds privés (environ 35%)
- public, Students, teachers or others that are registered in the institution
- public, private
- College Archives Class for Library Technicians
- public, Public university with a private endowment for my library
- private, Centro Digitalização
- private, Centro Digitalização
- Owned by the members of an association
- Owned and operated by UPEC National Journalists Association of Cuba , an NGO
- International organization funded by and answerable to member states (closer to public than private)
- Religious
- Inter-governmental
- public, private
- Incorporated Non profit organisation
- public, private
- Catholic Church
- private, Religious Sisters
- Public institution with key support from privately endowed funds
- public, private
- non-profit
- Government - in the corporate world "public" means publicly traded, "private" means not publicly traded - you might want to better define this in the future
- public, private
- public, Non-Profit Artist Run Centre
- public, private
- Fonds publics et, surtout, privés
- public, private
- public, private
- OSCIP - Organização da Sociedade Civil de Interesse Público
- 501c3 not-for-profit charity
- Non-profit charity
- public, mais le centre de la documentation sonore n'a pas de budget spécifique

B. QUESTIONS REGARDING UNESCO MEMORY OF THE WORLD PROGRAMME

1. Are you or is your institution aware of the UNESCO Memory of the World Programme?

YES 234

NO 144

2. Are you or is your institution aware of the process to nominate items to include on the Memory of the World Register?

YES 118

NO 112

3. Are you or is your institution planning to nominate an item for the Memory of the World Register?

YES 69

NO 158

4. Have you or your institution previously nominated items for inclusion on the Memory of the World Register?

YES 40

NO 76

4a. If you or your institution have previously nominated items for the Memory of the World Register, has any item in your submission(s) been accepted and included on the Register?

YES 31

NO 9

4b. If you or your institution have not previously nominated items for the Memory of the World Register, please indicate your reason(s) for not doing so (check all that apply).

Did not think the institution's collections/holdings met the criteria — 43

Form too complicated — 3

Concepts not easily understood — 13

Other

- We didn´t have time
- it was not an issue in the library's policy
- Not enough time to do it
- Sceptical about the value of the Programme
- Too little attention for the MoW Register
- College Archives Class for Library Technicians - don't have holdings
- Not aware of the programme
- Not aware of the programme
- We have already registered a manuscript in the Iranian National MoW Register and it is waiting to be nominated in the International MoW Register by the Iranian National Committee
- Archives of our institution are already secured by / preserved because of national archival legislation
- Only just become aware of the Register
- Our mission is to disseminate valuable contents trought accurate digital trascriptions and accessible web interface
- sur le terrain en région, on est loin malheureusement des préoccupations nationales et planétaires
- Nous considérons d'interêt les collections d'autres bibliothéques différents à la nôtre
- Never actually occured to me

- insufficient concern of the part of the institution
- NA
- découverte toute récente du programme Mémoire du Monde
- Mon cerveau est difficilement exploitable
- We are only now getting to the stage where we can identify suitable items
- Unable after two years -- despite great effort -- to contact a supporting government agency or officials within UNESCO . No e-mails or phone calls are ever returned
- The foundation just started working on cultural memory related matters.
- internal process reasons; no national/regional committee to contact
- My organisation holds no collections
- why bother to nominate? no meaning or impact.

5. Are you or is your institution aware that the UNESCO Memory of the World Programme awards a monetary prize biennially to reward outstanding contributions to the preservation and accessibility of documentary heritage?

> YES 68
>
> NO 159

6. Do you have any additional comments regarding UNESCO's Programme and/or this survey?

- La colección/archivo que queremos presentar al Memory of the Word Register fue recibida a principios del 2008 y recién en octubre la presentamos en sociedad. Lo llegamos con el tiempo a presentar los formularios en inglés y español para el 15 de agosto de 2008. Nuestra idea es presentar la colección en la próxima convocatoria. Ruego me envíen información a: bibdir@uccor.edu.ar Mg. Sandra Gisela Martín Directora Sistema de Bibliotecas Universidad Católica de Córdoba Campus - Camino a Alta Gracia km 7 1/2 5017 Córdoba Argentina Te: 0351-493-8091 /493-8090 http://www.uccor.edu.ar
- No. Unaware of program although some faculty may know of it.
- I haven't heard of it before.
- I think this is a great idea - especially if all cultures are taken into account and if the information is available to everyone.
- We have had a nomination accepted and inscribed and are very happy with this process.
- The U.S. nominations would probably have to be made through the U.S. National Commission for UNESCO and the State Department.
- None
- Creo que el tema de la memoria del mundo a nivel nacional en Guatemala no ha sido difundido ni impulsado con toda la energía que se necesita, sobre todo en Guatemala donde las riquezas que se tienen para aportar a la memoria del mundo están totalmente desaparadas ya que no existe ninguna politica nacional que ayude a su preservación, hay pocas y malas bibliotecas, hay museos sin apoyo, hay archivos abandonados, y francamente a nivel país no se siente ningún apoyo. menos del Ministerio de Cultura quien es el más indicado. De los millones del presupuesto que le fueron asignados, nunca se piensa en invertir en estos temas. El mismo Consejo Nacional del libro no cuenta con el apoyo necesario para desarrollar estas iniciativas. Por lo que conmino a que estas iniciativas tan brillantes se hagan realidad.
- Now that I have taken this survey I will do some reading online to learn more about the programme.

- Thank you for bringing this programme to our attention.
- Nil
- no
- Together with three other organisations, my library has initiated the installment of a national committee.
- Peut être, il serait interêssant d'identifier les avantages obtenu avec le registre d'un patrimoine documentaire dans le Programme Mémoire du Monde.
- No, parce que je ne connais pas ce programme
- non
- About the survey---Question #4 would not accept responses. My responses for #4 are: No, we have not nominated items---I was unaware of this part of the program. I'm most interested in learning more about the program.
- good work
- I will have a look now that I know about this programme
- No
- I have not seen any magazine articles about this program. It would be great to publish this program or to speak about it at professional conferences in the United States. It would also be wonderful if you could provide a Web Cast wherein the Director discusses the importance of this program and its potential impact for museums.
- Thanks for this survey and jogging my memory about this program. I will investigate nominating my institution.
- Le programme de l'unesco, me semble un très bon programme, toutefois, je suis sous l'impression queseuls les cas 'exceptionnels' sont éligibles. TOutefois, qu'est-ce qui est exceptionnel? Dans mon environnement immédiat (lieu géographique)La ville a été fondée en 1873.. donc il y a peu de documents datant d'avnt ces années. La présence des peuples à tradition manuscrite est donc relativement récente.. Sur quoi sont basés les critères d'évaluation?
- Many of the links on the Memory of the World site do not work. This site seem geared to the largest organizations, holding the most predominant material. I would like to see a more inclusive feel brought into the site and more prompts to encourage smaller institutions.
- Those countries where english/french are not popular may find it not easy to respond this survey.
- The Programme has not been well implemented. In particular, the representative of its register entries is suspect. As currently constituted and administered, it has little to offer organizations in the U.S.
- No
- THE UNESCO PROGRAMME , "MEMORY OF THE WORLD" HAS BEEN FOUND VERY IMPORTANT AND ESSENTIAL FOR PROPER PRESERVATION DOCUMENTARY HERITAGE OF MANKIND. UNDER THIS PROGRAMME DOCUMENTARY HERITAGE CAN BE PRERSERVED FOR OUR FURTURE GENERATIONS. THE DEPARTMENT OF ARCHAEOLOGY AND MUSEUMS GOVERNMENT OF PAKISTAN WILL SUPPORT AND EXTEND ALL POSSIBLE COOPERAION IN THE PRESERVATION, PROTECTION AND PROJECTION OF DOCUMENTARY HERITAGE OF MANKIND AS AND WHEN REQUIRED UNDER THE UNESCO PROGRAMME OF MEMORY OF THE WORLD.
- Regarding question 4b - prior to receiving word of this survey, I had not heard of the programme. Had I heard of it, however, I would have assumed that our collections/holdings would not meet the criteria. Our holdings are of great value to our users/constituents, but most would not be considered to be of national or world-wide significance.
- No

- I am currently attending a Library and Information Technician Program at Algonquin College in Ottawa, Canada. Our Professor in the course; Archives and Records Management brought this UNESCO Memory of the World Programme to our attention. I currently work at a small public library which may be too small to be involved by itself in this programme. However it may be appropriate to contact the uniform group which all southern Ontario Libraries work under which is SOLS - Southern Ontario Library System. They could pass on any information about the program to all libraries as a unit in its system.
- no
- My institution is the National Federation of The Gambia UNESCO Clubs and Centres, under the umbrella of the Gambia National Commission for UNESCO. All UNESCO Clubs and Centres need to be aware of such UNESCO's Programme in other to participant fully in the activities of UNESCO's ideals
- I have only recently heard of this program. I think it is an excellent idea and I hope it continues to expand.
- Great idea. I support it fully.
- I'm glad that you're trying to publicize this program more. I only stumbled upon this survey, so perhaps the survey also needs more publicity?
- As for us it is the question if items which could be nominated for the Memory of the World Register must come for library, archival and museum institutions or also for institution of Public Administration.
- No
- NO
- No
- sergiossya@gmail.com
- The Memory of World Programme initiated in 1992 for protecting of documents is a great contribution in connection with passing the present evidences to the posterity. The Quaid-I-Azam Papers a collection preserved by the National Archives of Pakistan has been accepted for the World register in 1999 as Cultural Heritage; however, no step forward has been taken for its preservation by the UNESCO. It is suggested that system may be devised for follow up action by the country concerned and the UNESCO as well.
- It's a unique, universal and unparallel programme.
- The Audiovideoteca de Buenos Aires is an Audiovisual Archive is a center of audiovisual production focused in the preservation, conservation, catalogue and publishing of contemporary Argentinean culture. www.audiovideotecaba.gov.ar
- I was completely unaware of this program util someone sent a link to this survey
- This survey expects that all participants are employed by a library, archival or museum institution. Other organisations such as professional associations representing people employed in such institutions are also aware of the programme and can play a role in promoting awareness of the Memory of the World programme, for example by including sesssions on it in their annual conferences.
- Will make it a practice to be aware of needs and requirements
- i would like to know more
- No.
- No
- The MoW programme means many things to different people. It possibly needs more clearly define sub-categories to encourage collections to be identified. Like all UNESCO programmes, it is seen as a potential source of donation by the poorer countries. If they don't get UNESCO money, they often do nothing. Some mechanism needs to be introduced to encourage them to look for alternative sources of funding - perhaps by giving a collection recognition as MoW material, and a time limited promise of partial funding from UNESCO if the institution/country that owns it can secure the rest. Some training in identifying donors and in fund-raising might

be necessary to support this.

- We need more specific information.
- We think it is a very good and necessary initiative.
- It is very important to continue to promote the Memory of the World Program. I am particularly concerned about the loss of documents that start their life as digital files, that can be lost forever if no preservation policy is implemented. Unfortunately some digital documents can become so important as to deserve a nomination for the UNESCO Memory of the World Program, but as stated they are very fragile and may be lost forever due to the failure of the support technologies supposed to preserve them.
- NO
- Perhaps giving details to national societies for distribution to members such as the Society of Archivists
- It looks like a wonderful program. I had not heard about it until learning about this survey.
- La question 4 nous demande le budget alloué et le nombre de personnes, mais seulement le nombre de personnes est indiqué dans le choix de réponse.
- For some reason I can't finish my comment for 4b: My comment was just that it hadn't occurred to us to nominate items until we learned about the inclusion of records of the International Committee of the Red Cross in the Memory of the World Register.
- A few years ago, I was supporting an application by Eastman for Wizard of Oz material which was rejected. During the period, there was a transition of the MOW to Global Memory Net from a grant to the Simmons Library School. After a number of requests to the status and no reply, I finally learned the application was rejected by searching the Internet. MOW is a valuable means to recognize and collect information regarding World heritage sites as well as valuable documents pertaining to the many cultures of the world. I am(was) the liaison to the project as part of my duties with the Academic and Research Libraries section of IFLA. I would very much like to learn the status and potential growth of this project. Thanks.
- C'est une initiative louable.Celle-ci permettra de sauvegarder le patrimoine mondiale déjà soumis à la dispersion.Au moins le Programme Mémoire du Monde sera une référence aussi bien pour les historiens ,les étudiants ,les chercheurs,etc.En fait ce programme constituera un véritable repère pour tous.
- Would like to learn more. This survey has increased my awareness about the programme.
- Question 4 on the survey is not working. Therefore, for your information, the answer to 4 is no and the answer to 4b is "Did not think ..."
- no
- Needs to be better publicized
- It is important to continue to receive information on the various UNESCO programmes.
- non
- No
- It could be interesting to have guidelines on how a digital library could contribute to the dissemination within the Memory of the World programme
- Not at the moment
- To establish some line of monetary prize for the digital heritage
- No. I would like to know more. What you are doing appears to be very worthwhile as a world project. Congratulations to UNESCO.
- I would very much like to be kept informed about this project. drjayjr@gmail.com
- Not particularly.
- J'aimerais en apprendre d'avantages sur ce programme de l'UNESCO afin de contribuer à son accroissement.

- Our application is still in process of evaluation, so answer 'no' to question 4a is actually misleading (acceptance is not clear yet).
- I'm sorry to butt in. However, I believe that organizations like mine could make a significant contribution in terms of recovering, preserving and converting "legacy" computer information into more useful forms. This, I believe, would enable more of the world's digital heritage to be appreciated. Please see www.mullermedia.com.
- No
- this is a wonderful initiative and requires more national level support; i.e., ICA president and other national archivists should make a clear statement to their subordinate institutions.
- This is a very timely survey and I hope it will prompt a heightened awareness of the MoW program
- Now I'm interested and will have to look up the program...
- I should just specify that my archives is a unit of the library of a state university. I'm the only archivist - I have the help of a student worker 14 hours per week. The total number of workers in all units of the library (including Archives) - excepting the numerous part-time student workers - is 38.
- Question #5 needs to be better defined as to what you mean by "public" v. "private". In the corporate/business world "public" means publicly traded, "private" means not publicly traded. However, I can imagine you're probably wondering if an institution is governmental or non-governmental...
- I would be happy to be a part of this effort if you need help. In addition, I work with a "graduate student" population -- from all over the world -- in support of an online degree program on Global Development and Social Justice. We encourage our students to create local resources that capture or preserve the local culture. They may be of value to your collection Feel free to contact me if you think I/we could be of help. And best of luck in your efforts. Kathryn G. Shaughnessy Assistant Professor Instructional Services Librarian Fellow, Center for Teaching and Learning St. John's University Library, Queens (718) 9...   Skype: kgshaughnessy
- no
- Question 4: response is NO but the system would let me check no, nor Yes. 4b: system would not let me check anything. Response: Did not think the institution's collections/holdings met the criteria
- I'm not sure about the importance of the register at the memory of world in it's national committees.
- Explain that clicking "No" to #1 will prevent answer 2-5. It is logical, but not explained.
- Ce programme est une initiative très remarcable. Félicitations!
- Read my paper (the CCAAA's views on the MoW, delivered in Canberra, February 2008) http://www.amw.org.au/mow2008/mow/speakerPapers/von%20ArbPaper.pdf especially "Areas of Concern" (chapters 4-6), basically the MoW's areas of concern are: - Long term planning, goals and strategies are essential guidance tools. They are the mind of the programme. - The structure needs to be strong and clear, as a skeleton holding up a programme structure should be. - Adequate funding and personnel resources are necessary to keep the wheels going, for without food and drink, the greatest hero is not much use. - Transparency, and by transparency we mean not only in the ease of finding institutional documentation and understanding the program, but all the links in the chain need to be transparent and visible to the public. This will give the programme integrity.
- As someone who has lived and worked in South America for 17 years in the field of recent history and archives, in a country which got onto the M of the W Register and next to another one which was also rewarded, I would suggest (1) that the inscription would entail some concrete commitment on the part of the recipient institution to preserving and organizing the records according to professional standards AND a commitment of the State toward some support of the institution's effort, (2) that some

follow up and evaluation of this work by the recipient institution would be carried on by Unesco afterwards; (3) that the money to reward an outstanding contribution to preserving archives would go precisely to those countries which honoured their commitment.

- Non, aucun commentaire à faire
- In USA, RM and archival management has evolved differently than in Europe and elsewhere. Additional cultural awareness in questions may yield more knowledge for UNESCO.
- I think that both the archival community and UNESCO need to promote the Memory of the World Programme as much as possible to the outside world, that is to say the world outside of the information communities. The higher the public profile, the more prestige the program will gain.
- My "no" to question 4a is because our request hasn't been decided upon yet, I believe.
- I think the project is very worthwhile in raising awareness of the importance of preserving archival heritage.
- It should be promoted more effectively in the museums' community , many museums holds documentary resources and this could be an incentive to give higher priority to the proper conservation and mise en valeur of them
- On pense que les questions de l´enquête qui concernent le Programme pouvaient être plus dévéloppées, au lieu de proposer des réponses très objectives, comme "oui" ou "non".
- In my archive, we found the only existing complete print of Metropolis, which is part of The Memory of the World Programme, and we are not very clear about in what ways this helps the preservation process, or if we have to do something about it, like sending a report, or information about our finding.
- No, je n´avait pas d´autres commentaires sur au Programme. Est necessaire que se publicite dans l´Amérique Latine, especielmente dans l´Argentine.
- Would like to hear more about it and what it intends to achieve.
- I personally think that it's a wonderful program which I have told people about as a way of explaining the importance of archives to our society. This survey appears to be very well designed.
- J'aimerais connaitre la raison pour laquelle les sites enEurope sont toujours prédominants.
- I would love to have more information and participate in the programs sponsored by UNESCO because at this moment we are trying to organize an archive of a historical documents on sindicalism in Puerto Rico and I consider this necessary. We must all strive to preserve our national history.
- We think this is an extraordinary program. However, it is impossible to contact anyone for help, advise or information. We have tried e-mail, fax, phone calls and no one within the UN or UNESCO or even the United States agencies that we understand work with UNESCO are ever returned. You can understand that this is incredibly frustrating and has created delays of nearly two years in our efforts to work with Memory of the World. There is also a puzzling restriction on the use of the Memory of the World logo. As a charity, we wanted to promote the program and were contacted and told that we were not allowed to. This is mysterious since -- in the age of the internet -- such promotions are the heart's blood of making things work. The program could consider ways to make it more accessible and to make communication easier. Thank you.
- A la question 4B, que je parviens pas à activer, je dirais que c'est par simple ignorance de ce qu'il y a lieu de faire et des canaux par lesquels, il faut passer. Il existe également un certain manque de formation et d'expertise des responsables de nos structures.
- Sometimes the notices of training, courses and meeting are too late to even consider applying...

- no
- Sadly, UNESCO has failed to deliver on the potential and promise of this idea. The concept is magnificanet; the reality is a disappointment. The original plans were ambitious but UNESCO has been content to run a register rather than exploring ways to develop and build on the idea in more public ways.
- NO

7. What else can UNESCO do to raise awareness of the Memory of the World Programme within library, archival and museum institutions?

- Send out information through local archival organizations (in Canada, for example, at the National and Provincial levels).
- Regular distribution of programme events/deadlines, and information updates on the Memory of the World Programme achievements, through national, provincial and local library and archival associations and networks. Another idea would be to profile (for Canadian libraries, archives and museums) Canadian successes/achievements through the Memory of the World Programme.
- Make sure that Library Educators know about the program. It is through my students and their future employers that increased awareness can happen.
- Encourgae integration into existing LIS courses and programs.
- Involve library and archives schools - offer announcements, scholarships, publications etc. that could be geared towards future professionals.
- Use the professional bodies of each country to get word out
- not sure. i'm involved heavily in museum studies and i didn't know about it
- Create a community board and send to as many organisations that preserve taonga as possible.
- Perhaps reminders to visit the website and nominate items for the Register.
- Greater publicity from UNESCO at the time of an inscription separate from the nominating organisations publicity.
- Perhaps you could work through a network of organizations comparable to the U.S. Library of Congress in that they would be the paramount libraries or document repositories in member nations.
- Divulge through official UNESCO information channels; sensitize local agencies towards its promotion; make its website more content rich, in order to attract viewers and thus more awareness.
- Disseminate information through listserves
- Post announcements to major professional list serves.
- More outreach--press releases on museum/archives/other listservs, articles in professional magazines and magazines for the general public (such as Archaeology, Smithsonian, etc.)
- Provide an email newsletter of current activities and whether institutions can participate in any way.
- What you are doing is excellent.
- for training programmers and course
- Promote the presence and activities of national committees.
- Build capacity in the archival profession, including work on standards, training and publications. Education and training on the most advanced theories and methods of digital recordkeeping and preservation of the heritage.
- Mailings, posting to listservs
- Articles in professional newsletters, notices on archives listservs.
- Surveys like this, and web presence that you are building.
- Collaborate closer with other internationally based institution - setup a common programme in this area?
- It would be useful to disseminate the programme and to prepare a specific tool which helps in nominating items
- publiquer aussi en autres langues (italian au moin) Pubblicare anche in altre lingue (italiano almeno!)
- Perhaps there could be people willing to make presentations about the program and procedures for nominating items---presented at various meetings. I'm thinking, in the U.S., the American Library Association Preservation and Reformatting Section Annual or Midwinter meetings. Also, SAA (archives)meetings or Museum Association meetings. Also, if people at different institutions knew. Perhaps a brief article in publications sponsored by these various

organizations would be useful or something online (about the work that's been done and planning) where a link could be sent to these groups. In the U.S., there's PADG (the Preservation Administrators' Discussion Group) that most every preservation person receives online. I think some of these groups might be helpful. And again, I'm most curious to learn more---I'll visit whatever site you have online and read whatever's there. If there's a way to volunteer my services or a contact link, I'll send a note to volunteer.

- sending msgs to the main mailing lists in different countries, as you're doing now, is a good idea. Do more of that, sending info on new entries in the site &c
- Send informational e-mail messages to professional listserves.
- keep posting to ARCAN-L
- Maybe link up with the national professional associations (i.e. ACA) to do a promotion/information session
- Identify national & regional professional trade organizations to help promote your cause
- Publish widely about the importance of the project. Could the Director do a series of interviews through National Public Radio in the United States?
- Establish some type of communication with the institutions operating in related fields, also send some concrete information to institutions holding items included on the Register.
- Advertise with SAA and ALA at their conferences and in their publications, especially Archival Outlook and American Archivist and other archival publications.
- DÉfinir plus succinctement et clairement ce qui est 'éligivble' trouver un moyen de mettre encontexte et de relaticiser selon le lieu géographique, mais aussi selon le contexte.. rejoindre les gens par autre chose qu'une seule annonce 'genre communiqué de presse'.
- post emails on listserves such as arcan-l
- Maybe postings to archival and museum listserves, an online kit for local/state entities to publicize it (I'd volunteer to do so), and instructional materials to schools of library science that can be incorporated into classes.
- Why don't you contact respective authorities of national governments that administrate their own national important cultural properties or national treasures?
- Get coverage in newsletters / magazines and on the internet. Press releases may help, but more informal distribution (such as through Facebook) may be most effective. I have never heard of this program before today, when I received this survey off an archivist's email listserv. Now I can look up more information about the program, which was impossible to do before I knew it existed.
- UNESCO MAY ARRANGE SEMINARS AND WORKSHOPS FOR THE KEEPERS OF MUSERUMS, INSTITUTIONS , LIBRAIARES WHO ARE RESPONSIBLE FOR PROTECTION AND PRERSERVATION OF CULTURAL HERITAGE IN THE DIFFERENT COUNTRIES OF THE WORLD WHICH WILL ENABLE THEM TO SHARE THE IDEAS AND EXPERIENCES WITH EACH OTHER AND TO CREATE AWARENESS AMONG THEM ABOUT THE UNESCO MEMORY OF THE WORLD PROGRAMME.
- Work through existing national and provincial associations. In Canada, we are quite well organised. Provincial associations have list servs, websites, conferences. The Heritage sector in Canada is suffering. Federal and provincial funding has been cut more than once over the past few years. If some UNESCO funding could be allocated to the support of local or provincial initiatives, that would be most encouraging, and would also serve to raise the profile of the programme. There is a great need for established, internationally-recognised standards for the effective digitization of deteriorating materials. Perhaps UNESCO could help to establish and publish such standards.
- Short commercials highlighting specific specific designated materials might be produced to be run as public-service announcements. Either the nominating institution, or the national institution of that country should be able to help with production costs, and dissemination. Do you already send out an annual call for nominations? This could go to the appropriate list-serves in various countries.
- Promoting even more business plans and business initiatives connected with UNESCO's Programme

- Publish pamphlets/posters/bookmarks that can be handed out at different libraries, schools, museums, etc.
- Articles in journals or newsletters, or information sessions (either live at conferences, etc., or via the web).
- ?
- Train UNESCO clubs members Organised Forums/ Workshop
- I learned of the program through my course of study at Algonquin College--through the Library and Information Technology Program and the Museum Studies Program.
- Provide information regarding the program criteria and nomination process to national organizations with a request that they disseminate it to their members. For example, in Canada this would be the Canadian Council of Archives and the Bureau of Canadian Archivists.
- I think that it would be beneficial to raise awareness of this program in colleges and universities. The students in school currently are training to work in the fields that your program targets.
- If possible, try to get a note/advertisement posted on some of the most commonly used union catalogue websites.
- Perhaps send a representative to speak to attendees at professional organizations' annual meetings, like the Society of American Archivists (SAA), the Rare Books and Manuscripts Section (RBMS) of the American Library Association's Academic, College, and Research Libraries division.
- ???
- This is fine, thank you :)
- Organise national Consultation and reactivate national Committee
- I. Archival institutions are mostly low priority part of Government in terms of allocation of funds. There is need of enhancing the awareness about protection of archival heritage. The UNESCO may conduct a survey to identify those National Archives who receive the funding from the Government and its volume vis-à-vis holdings. II. The rich countries may be motivated to help those institutions of the under developed countries who themselves are unable to protect the world heritage available with them. This can be done by organizing Seminars on particular issues and collection scattered every where in the world.
- more publicity through brochures, benefits to the owner institute, etc.
- J'aimerai beaucoup recevoir des reinsegnaments et je crois que les organisations des archivistes(comme l'ANAI) ou la mail list (archivi23) pourraient etre tres efficaces et rapides, pour donner l'information à la plus part des institutions archivistes
- The aval of UNESCO is very important for all archives.
- Get info out to the professional organizations such as American Library Association, Society of American Archivists, etc by writing articles for their publications, asking that info be sent out to email lists, and so on. Get coverage in mainstream media such as New York Times, Washington Post, Los Angeles Times, ABC, NBC, CBS. Get info up on Facebook and have a group there that folks can join and invite their friends to join.
- Elaborate on the benefits of having items noninated. eg Does it 'protect' the items? If so how?
- See above comment. Publish a regular online newsletter about the programme and relating it to the different circumstances re preservation across the world. Include stories that do not relate to European or North American heritage for a start.
- I've been vaguely aware of the UNESCO program since attending a workshop at SAA in 2005. I would very much like to be hearing more about it. I think the SAA Listserv is a good place to post, since many archivists read it regularly. Also, perhaps placing an article in the journal, American Archivist, would help raise awareness.
- Address information to non-professionals who are working in the field....if you can find them!
- Use the listserves; perhaps a poster mailed to all members of archival institutions, eg in Australia the Australian Society of Archivists, for display to raise awareness generally.
- Utilise resources (eg listservs) of institutions such as the Australian Society of Archivists, Museums Australia and the collections Council of Australia - but you probably already do this?
- More publicity at ALA and IFLA conferences.

- A link to this survey was posted to the JESSE mailing list. I'd suggest sending additional messages to that list. Also, you might consider writing articles for library and information science journals or making presentations at library and information science conferences in the U.S. Perhaps I haven't been paying attention......
- Organise for Seminars/Trainings targeting people from library, archival and museum institutions around the world.
- Much of the work seems to have gone into preserving the collections. Part of the requirement before handing over the final part of the grant should be tied to the preparation and submission for publication of a scholarly article describing the history and significance of the collection, the challanges in preserving it, and any historical or technical revelations made during that process.
- Publish articles in professional journals. Find networks of professionals in each country.
- Via the ICA we are involved in 'Twinning Projects'. This means the stimulation of bilateral relationships between comparable archives in different countries, mainly combinations / the partnering of archives from a developing country and of a developed country. We think such relationships are a concrete and welcome supplement to multilateral cooperation in a body like the ICA or, for libraries, the IFLA. Initiatives like these could be inspiring for other organisations as well. Some means from UNESCO to further developing activities like these would be very helpful.
- Use local organisations to inform both the public and the professionals working in libraries, archives and museums about the items in te Memory of the World Register. Use local organisations to inform the professionals working in libraries, archives and museums about the nomination process. Seek contact with local authorities. Often they have their own local lists of heritage of 'exceptional importance'.
- Make presentations on international conferences Use the help of IFLA and other professional organizations
- I think that it would be very important to have an E-Zine or similar type of publication circulating around the world to further promote the Memory of the World Program. It is also important to reward the efforts of the National Committees of the Memory of the World Program that work hard to select and promote candidates in areas like radio and TV broadcasting, and film making. There are many wonderful audio and video documentaries, as well as films that deserve to be included as Memory of the World program heritage. Signed : Professor Arnaldo Coro Antich Instituto Nacional de Periodismo " Jose Marti " , La Habana, Cuba and Consultant to the Cuban National Commission for UNESCO Vicepresident of the Cuban Committee for the Preservation of the Audiovisual Heritage coro@enet.cu Prof. Arnaldo Coro Antich PO Box 6363 Ciudad de la Habana 10600 CUBA
- Find a way to notify libraries at the public education level.
- Appuyer les institutions détentrices de fonds d'archives ou documents inscrits au Registre Mémoire du Monde par la formation, assistance matérielle et/ou financière, Etc.
- Perhaps giving details to national societies for distrubition to members such as the Society of Archivists.
- Cascade information down to articles in the professional press that employees of those institutions read. Make it relevant even to the smallest of institutions (I would tend to assume that this programme was aimed at national archives).
- I'm sure that UNESCO has advertised widely in the United States. Perhaps focusing on college and university archives in this advertisement might widen awareness.
- The information is not widely available and does not seem to apply to the US. It always sounds as though it is strictly a European venue.
- AT this time, you have sufficient proof of the principle goals for the MOW. Perhaps, less money could be given as awards and more technical or other recognition could be provided to encourage more digitization and repository collection access and promotion of these collections.
- Il serait bon d'abord qu'il y ait une large diffusion de cette opération de sondage.Ensuite que le côté intéressant de l'opération soit relevé.De plus, il est important que chacun se sente impliqué dans la sauvegarde du patrimoine,ceci serait possible avec une sensibilisation à travers des

messages porteurs à l'instar de la publicité,les articles dans les journaux,des jeux concours qui permettront aux uns et aux autres d'y mettre tout leur talent et tout leur savoir-faire.

- The survey is an excellent start, and I am encouraged to pursue additional information regarding the programme.
- more publicity at different levels and different fora eg the ministerial level.
- I suggest to focus the local information better
- E-mail to all who work in libraries, archives and museums; posters; newspaper articles; announcements at librarires, archieves and museum conferences
- Release information on the process & time frames for nominations through the professional associations for museum, library and archives staff.
- non
- Present at library conferences. Get the word out through ALA.
- Not at the moment
- Develop strategic plans among governments
- In Canada, we need respect for archival work as a profession. The intellectual aspects of the job are frequently ignored by lower-tier institutions. Governments continue to assert that volunteers should be recruited.
- Maybe do more publicity aimed at smaller cultural institutions that do appear at first glance to be worhty of such attetion.
- Publish notices and articles about the nomination process and prize winners in national and regional professional association journals & web pages. Speak or exhibit at professional association meetings.
- Share news with the National Trust for Historic Preservation in the United States.
- Contact representatives at the Music Library Association (USA) , International Association of Music Libraries , American Library Association , association of college research libraries
- Not sure. Not enough available information to form an opinion
- Place an advertisement and/or sponsor a speaker or session at the annual conferences of the major North American national library & archival organizations like Society of American Archivists, COSA, ALA, ACRL, ARMA, etc. Sponsor or co-sponsor an internship or fellowship for students of library science, especially students of color or those representing under-represented, under-documented populations in archives and archival profession, to conduct research and publish.
- I'm sorry to butt in. However, I believe that organizations like mine could make a significant contribution in terms of recovering, preserving and converting "legacy" computer information into more useful forms. This, I believe, would enable more of the world's digital heritage to be appreciated. Please see www.mullermedia.com.
- Advertise
- Communicate more with national and/or professional networks, and drill further down in sending communications.
- More profile of their website; ie., constantly use the listserves for the international, national forums of curators and archivists; so that they can drop in items for their communiques. etc. g
- I think that the general methodology employed by UNESCO and also ICA is not one that gets the message across very easily or systematically. I have had doubts about ICA's process for raising awareness fo ryears and I think that it flows from UNESCO's links. The MoW program needs to be more clearly defined and the process for nomination needs to be simplified. Currently it is too complex and dependent upon other institutions. Also what is the link between MoW and the Jikji prize?
- Get the word out to Library Science students - I'm fresh out of grad school and am still learning where to find good information now that I'm not in school. Also, invite journalists to write about the program - my circle of library friends use library and information science articles to keep in touch with each other; these come from newspapers like the NY Times or from the various blogs that we read.
- I'm not sure...
- This survey was helpful in raising awareness. I received it through JESS listserv, you might try

sending information through the LRRT listserv

- Send information to instructors, to include in their courses. Produce a poster to be placed everywhere. Encourage institutions to point from their web sites to the Memory of the World Programme.
- Maybe promote books, sites, publications, products that help in discussion and diffusion of the Programme.
- Use social marketing techniques, such as putting video footage of rare items adn preservation activities on YouTube & mailing the link to institutions and individuals.
- Il sérait intéressant proposer des interventions sur le Programme Mémoire du Monde dans les colloques professionels au niveau nationale et régionale.
- ibid.
- To issue a report written by an independent ad hoc commission in order to evaluate the Program's performances over the year to reach the goals I stated in 6 - the effective preservation, organization and description of the archives which was inscribed into the M of the W Register:
- Plus de promotion concernant ce programme interesserait les amoureux de la culture
- to organise local workshops and dissemination events
- work with Brewster Kahle and his efforts with archive.org Mr. Kahle is quite deserving of recognition for his self-less efforts to preserve the evolution of the web. Tracking evolution provides insights obviously, and more importantly, if humanity makes a wrong turn, having the raw data re evolution will help us all correct our mistakes.
- Again, I think those of us aware of the programme need to promote it more broadly than the archival, museum and library communities, but within these communities the key is coordinating publicity with the professional associations. Perhaps there could be some cooperative programs. A simple one page flyer that boils down the essentials of the programme could be sent to the newsletters of the organizations. Within the archival community, the International Congress on Archives' Section on Professional Associations (SPA) is extremely active internationally. This would be a good organization to get onside. I'm sure IFLA and ICOM both have sections that coordinate activities of the professional associations in the various countries. Produce the materials and let these organizations broadcast it to their memberships as they see fit. Another different approach would be to have representatives on each country's UNESCO committees use listservs to promote it to their constituents.
- Media specialists and all those interested in enumerate _ _ after all what is new in the field of archives and archive and communicate with them in their mother tongue
- Is there a programme to advertise (posters, flyers, lists etc) new items in the Register? If so it might not be well known.
- Work more with NGO and professional or amateurial organizations which are in daily contact with the evolution of the cultural heritage sector .
- Le Programme Mémoire du Monde est très important pour la promotion de la sauvegarde de l´héritage culturel, et pouvait aussi envisager les recherches institutionnelles relatives à l´héritage, d´une façon plus large, et spécifiquement aux fonds des musées ainsi que des autres institutions culturelles.
- Les diffuser auprès d'institutions que, comme la notre, ont leur siège loin des grandes villes
- look at expanding its collections
- - Faire passer l'information via les ministères ou administrations nationales compétentes - Créer une base de donnée internationale pour possibilité d'e-mailing direct vers les intéressés
- More publicity over the listserve, possibly visits to archive professional conferences and organizations.
- leaflets, exhibittion, TV, radio...
- I think there should be more information or follow up of what happens preservation-wise after an item has been accepted in the Programme
- Present on the programme at librarianship/information sector conferences; in the professional literature.
- L'ouverture vers d'autres pays.

- I think it is necessary to strive to build an index of the different archives around the world and their historical value.
- O envio de e-mails, para as insituições de arquivos, biliotecas e museus, divulgando o Programa ajudaria a torná-lo mais conhecido.
- See above. Make it easier to promote the program. No one will promote it if they are prevented from using the logo and information. This survey could have the name of a contact person connected to it to follow up. But we can't find any such contact information. You don't even offer an option to include identifying information or for someone to be in touch.
- Send email messages to: - the library and archival association listservs (e.g., in Canada, this would include the Canadian Library Association, and each provincial library association) or email each body and request that they send an email out to their membership. - library and archival schools. - federal, provincial, municipal and territorial government bodies dealing with libraries and heritage
- Send announcements/news to archives/history/library programs. Send announcements/news to regional and national professional organizations. Perhaps biannual reminders to check the Memory of the World Programme website or invites to join a listserv.
- In the United States, please send out information through the American Library Association's newsletters.
- Pour les structures qui n'auraient pas de personnels qualifiés, demander aux représentations nationales de l'UNESCO d'organiser des seminaires de sensibilisation au fonctionnement et aux services dévolus par le programme mémoire du monde.
- Spread the information in all the places but not via UNESCO offices but with a project creating networks among them, to dialogue, share knowledge and best practices and interact.
- Make an effort to brief institutions of higher education who provide core information to the next generation of library, archive, and museum professionals about such programmes.
- Maybe relevant announcements in top LIS journals, rss feeds
- Greater presence on professional listservs; more publications targeting memory institutions; complimentary posters for distribution in memory repositories to raise awareness; electronic newsletter
- Be daring. Be bold. Be Creative.