

**Marketing Sub-Committee  
of the  
Memory of the World Programme  
Report**

**INTRODUCTION**

The MSC Meeting held in Paris in March 2009 identified the target audiences of the MoW marketing efforts to be as follow: the professionals, the internal audiences (program implementers/government officials), the youth, the media and the general public.

From 2009-present, the work undertaken by the MoW Marketing Sub-Committee was primarily intended to establish new relationships/deepen existing ones with professional groups and strengthen the capacity of the national/regional committees to implement the programme through training workshops, provision of promotional materials for the new logo, partnership arrangements and the like.

**MSC ACTIVITIES (July 2009-May 2011)**

**1. Production of Information materials to promote the new logo.**

This includes postcards, posters, bookmarks and memory sticks containing some of the most important documents on MoW and their preservation in different languages. These were distributed during the MOWCAP Meeting in Macau last year and other occasions by the UNESCO headquarters.

**2. Conduct of Training Workshops to Promote the MoW Programme to Professionals/MoW National Committee Members**

From July 2009 to the present, three training workshops were conducted in the Asia- Pacific Region. Two of these were international and one was a national workshop sponsored by an international body:

a. *Iran Workshop on Audio-Visual Archiving and the Memory of the World Programme  
17-19 January 2010, Tehran, Iran*

This was a 3-day regional training Workshop on the basics of AV Archiving and the overview of the Memory of the World Programme hosted by the National Library and Archives of Iran.

The Workshop was attended by 62 participants consisting of 9 foreign delegates from the National Library or National Archives of Turkey, Zimbabwe, Azerbaijan, Kyrgyzstan, and Kazakhstan; and 53 local participants from various types of institutions, namely, National Library and Archives, Historical studies, Foreign Affairs library, Documents and realty registration organization, research institutes, Eco-cultural Institute, contemporary historical institute and a TV broadcasting institution.

The Workshop was conducted by Mr. Ray Edmondson and Ms. Belina Capul on UNESCO recommendation.

- b *Training Workshop on the MOW Awareness-Raising and Advocacy for the National MoW Committees and Youth Advocates in Asia and the Pacific*  
*1-3 March 2010, Manila, Philippines*

This was a 3-day regional workshop designed to equip the participants with knowledge and skills on awareness-raising and advocacy strategies in promoting the MoW Programme and build the national capability to mount their respective awareness-raising and advocacy campaign.

The Workshop was attended by 24 participants and resource persons from 8 Asia-Pacific countries, namely: Cambodia, Indonesia, Fiji, Laos, Malaysia, the Philippines, Thailand and Vietnam. The participants were mostly representatives of the National MoW Committees and National UNESCO Commissions. The other local participants were university students, heritage custodian, media and cultural worker.

The workshop outputs consisted of the following: recommendations on follow-up activities, communication strategies for MoW target audiences, a pool of message ideas for the MoW Campaign, and draft work programmes/communication plans for participating countries.

The Project was funded by UNESCO Bangkok and the Philippine National Commission for Culture and the Arts in cooperation with SEAPAVAA.

- c. *ICLM International Planning Workshop on International Museum Day*  
*September 2010, Berlin, Germany*

An international workshop was organized to plan the activities for the International Museum Day in May 2011. This was attended by ICOM president, representatives of the International NGOs, namely, International Council of Archives (ICA), International Federation of Library Association (IFLA), the Coordinating Council of Audio Visual Archives Associations (CCAAA), and IAC Chair of the Memory of the World Programme (MoW). The celebration will focus on the theme “Museums & Memories” which will explore what museums do to bring attention to the important part played by museums in collecting, preserving and making accessible the memories embodied in documents of all kinds. Focus topics on IMD2011 include: care of and access to

collections; museum history: what is your museum's subject?; forgotten memory, memory, community and identity (including family identity). The day will be celebrated with posters in 36 languages and a website which will contain content on the topics listed, best practices and joint projects.

d. *Latin Union Audio Recording Archiving Training Workshop*  
*4-14 April 2011, Manila, Philippines*

This was a two week intensive workshop on audio recording archiving designed to give radio broadcasting institutions and other institutions with sound recording collection knowledge and skills on types, nature and preservation of audio documents; Collection development, cataloguing and management, and disaster preparedness and planning.

A total of 12 participants attended the training workshop. They came from radio broadcasting, cultural and academic institutions, the national library, government information agencies, the film development council, and the legislative archive.

The participants learned to assess and restore audio recordings, digitize, devise technical forms for inspection and metadata, catalogue the collection and devise their own disaster plans. The studio/ laboratory work yielded 9 digitized materials representing significant audio holdings of the participants' institutions.

Mr. Alberto Gaetti from Italy and Ms. Miriam Poncelas Gomez from Spain, together with 2 local trainers, Mark Laccay and Mary del Pilar served as resource persons.

The training workshop was funded by the Spanish government under the Latin Union's Programme "Sound and Image: Heritage worth Preserving" for Africa and the Philippines.

**3. Integration of the MoW Programme into the doctoral programme of Cottbus University in Heritage Studies.**

The Memory of the World Programme has been identified as one of the five (5) areas of research topics (Mediation of Heritage through Innovative Technologies/Memory of the World) for a doctoral dissertation in Heritage studies at Brandenburg University of Technology Cottbus. The programme focuses on the theory and practice- oriented research activities related to heritage in all its expressions and the relationship between heritage and the transformation triggered by globalization. A doctoral scholarship is currently being offered.

**4. Promotion of MoW Programme through the International World Day celebration of two professional NGOs, namely, the Coordinating Council of Audio-Visual Archives Association (CCAAA) and the International Council of Museum (ICOM).**

The Coordinating Council of Audio-Visual Archive Associations (CCAAA) celebrates its World AV Day on October 27. Starting 2009, a special website was developed to publicize

worldwide activities organized by the different AV Associations around a chosen theme to celebrate the day. For the last two consecutive years, 2009 and 2010, under the theme's "Fading Heritage: We can Save It " and "Save and Savour your AV Heritage, " respectively. MoW Programme was included as a special section of the website.

The site, featuring the objectives of the Programme its logo and the AV documents inscribed at the International Heritage

The International Council of Museum (ICOM) on one hand, celebrated its international Museum Day on May 18,2011 with the chosen theme on " Museums and Memory". The celebration coincided with the holding of the 4<sup>th</sup> International Conference on the MoW in Warsaw, Poland.

The celebration this May was preceded by an international workshop in September 2010 which prepared and planned the activities for the IMD in May 2011 celebration. Posters in 36 languages were produced and an IMD 2011 website was put up.

**5. Inclusion of the Memory of the World Programme into the Annual Conference Programmes/agenda of two professional NGOs, namely:**

- a) The 2009, 2010 SEAPAVAA Conferences held in Jakarta and Bangkok.
- b) The 2010 Annual Conference of the International Committee for Literary Museum (ICLM)

**6. Production of a documentary on the Dominican Republic inscribed item at the MoW International Register "Resistance and Struggle for Human Rights in the Dominican Republic, 1930-1961"**

A 15-minute documentary film on Dominican Republic's "Resistance and Struggle for Human Rights in the Dominican Republic, 1930-1961" is currently being produced by Mr. Timothy De Ver Dye from USA, a masters student in documentary film and history, on pro bono basis. This is intended to be shown as in-flight material and the like to raise awareness and generate support for the programme.

This could serve as a benchmark for the production of other documentaries on items in the Mow Register.

**THE WAY FORWARD**

Per MSC's work and communication plan drawn in March, 2009 during its Meeting at the UNESCO Headquarters in Paris, the task of promoting awareness and raising out funds for the Programme is so great that to make a real difference, there is need for everyone involved in the programme to share in the responsibility of promotion and raising funds for the programme on national and regional levels.

Given the level of available resources for the Committee work in terms of manpower and funding, the MSC could provide the regional and national committees with guidelines and

strategies for promotion and marketing, the basic promotional tools, and possibly the platform for publication, information sharing and monitoring of promotional activities worldwide.

In line with this, the MSC is looking at a number of proposals to address these concerns, among others:

1. MSC-Regional Committee Coordination

Basically, the Committee will be looking at the possibility of Committee members being given portfolio assignments for coordinating with regional committees and monitoring their work progress.

2. Introduction of MoW Partnership System

This a system of establishing formal partnership comparable with that of the WCH. The partnership will include defined goals or activities within a time frame. Activities and kinds of support will be evaluated.

The work of securing support starts with IAC and the MSC and other sub-committees which is eventually extended to others.

3. Development of a special MoW website

This will be separate from UNESCO website. Basically, this will be a tool for publishing guidelines, MoW Services, announcements, news and activities worldwide; for hyperlinking of the different MoW websites at the national/regional levels; promotional space for partners and alliances; point for uploading/downloading of promotional materials, etc. This will also serve as a monitoring tool for the programme's promotional activities.

4. Utilization of the report on the use of the MoW logo for assessing the reach and strategies utilized by the institutions in their promotional work.

This pertains to the feedback reports submitted by institutions requesting for permission to use the MoW logo for their promotional activities.

5. Establishing the MoW Studies, particularly research and teaching programmes in universities and other institutions of higher education as a strategy for establishing long-term relationships with the academe sector.

This is envisioned to be the starting point for establishing linkages between MoW Programme and the academe sector worldwide through a global MoW net of research and teaching which can help in the systematic development of the programme beyond awareness-raising and build new capacities for universal access to information and knowledge.