

**MARKETING AND PUBLIC  
PROGRAMMING IN RECORDS AND  
ARCHIVES AT THE TANZANIA  
RECORDS AND ARCHIVES  
MANAGEMENT DEPARTMENT  
(RAMD).**

**By:**  
**Gwakisa A. Kamatula**

# Outline

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# Introduction

- Archival institutions hold valuable collections in different forms and formats including correspondence, manuscripts, reports, and audio visual materials such as photographs, maps, plans, audiotapes, videos and films.
- However, Many of these materials are not utilized fully as evidenced by the low numbers of researchers consulting archives especially within the Eastern and Southern African region.
- It cannot be overstated that the effective utilization of archival materials to a large extent depends on the amount of publicity given to the records and archival institutions through various means of public programming

# Terms defined

## **Marketing:**

- It is the management process responsible for identifying, anticipating and satisfying consumers' requirements profitably and can be undertaken by following a well-recognized marketing cycle (Williams)
- marketing is a process in which customer's needs for information and knowledge are met through matching them against appropriate information resources and services (Roberts and Rowley, 2004).

# Public programming

- Archival public programming is a function performed by archives in order to create awareness of archives within society as well as to promote their use and educate their sponsors and users on how to use them (Mnjama, 2009).
- Harris (1993), defines archival programming as a group of activities whereby archival institutions secure both responsiveness to user needs and public participation in all their functions.

# Outreach programmes

- The Society of American Archivists (2005) defines outreach programmes as “organized activities of archives or manuscript repositories intended to acquaint potential users with their holdings and their research and reference value.
- Outreach is the process of identifying and providing services to constituencies with needs relevant to the repository's mission, especially underserved groups, and tailoring services to meet those needs (Peace-Moses (2005) .

# Advocacy programmes

- According to Williams (2006), advocacy comprises the mindset and infrastructural tools which are applied to develop comprehensive public programs with an array of outreach activities.
- It describes the attitudes and techniques essential for defining important 'publics', developing techniques/tactics, nurturing important relationships and identifying promotional opportunities which are prerequisites to undertaking activities and projects.
- it can therefore be agreed that archival programming and archival marketing are basically the same as they both aim at reaching a variety of constituencies ranging from researchers, resource allocators, colleagues and the general public.

# Basic principles related to archival programming

- One of the agenda driving many Governments to date is to increase access to nations' archives (Williams, 2006).
- However, Access to archives should be based on certain fundamental principles as well as the availability of necessary infrastructure, legislation and funding.
- Ideally all archival institutions desiring to organize public archives programmes should subscribe to principles that ensure that effective and efficient service is offered to all users.
- Without such principles many of the potential users may be disappointed and dissatisfied with the services being provided.
- The following slides outlines some of the basic principles which are considered crucial to the effective operation of an archival reference programme as far as archival public programming is concerned (Mnjama, 2009).



# Principles cont...


1. Archives offices should make known their opening hours which should be regular, convenient and consistent throughout the year except for public holidays.
2. Access to records which are open to public inspection should be open for all users without any discrimination on the basis of colour, creed, age, gender or nationality.
3. Where fees are charged as part of cost sharing or on a cost recovery basis, this should be fair and affordable, and no one should be denied access to the records simply because he/she cannot afford the prescribed fees.
4. Access should be provided efficiently and should meet specified standards for quality of service.
5. The archival institution must also ensure that the physical and technical environment for access is appropriate to meet the needs of the different users and the types of materials being consulted.

# Principles...

6. A Clear indication of what types of records may be consulted freely and those that are restricted should be published as widely as possible to ensure that potential users are aware of certain restrictions that may have been imposed by records creators and donors.
7. As a matter of principle archival institutions embarking on archives public programming should ensure that their holdings are adequately described to allow easy identification and access to the records by potential users.
8. Users should also be informed through brochures, leaflets and other means of the restrictions on access to certain materials which may be unavailable due to the fragility or on the basis of them being unprocessed.
9. Archival institutions undertaking archival public programming need to appoint competent and trained staff who is able to deal promptly with customer requests and complaints.
10. Finally, any archival institution desiring to undertake archival outreach programmes must be willing to commit itself to undertaking regular improvements into their archival public programming.

# Reasons for archival marketing and public programming

1. Archives belong to people's lives as they may contribute to their enjoyment and inspiration, cultural values, learning potential, economic prosperity and social equity.
  - ✓ They are treasure houses of information held on behalf of the society in the form of original documents such as letters, reports, photographs, maps, plans, etc. which have been selected for permanent preservation because of their continuing value to the society.
  - As such, they need to be brought out of shade because there is not much public awareness of its value.
  - Traditionally, archival institutions have been perceived as places where only academicians and genealogists can obtain valuable information. Rarely does one find other members of the society seeking for information from the archives. There is therefore a need to change this public perception concerning the archives
  - Therefore, archival bodies, national archives and professional associations must take the opportunity to support and champion for archives and demonstrate the contribution that proper records and archive keeping can make to society.




2. access to government held records enables citizens to hold their governments accountable for its decisions.

- ✓ Democracy only thrives where governments are accountable to the electorate. There is no way governments can be held accountable for its decisions and actions if records that document those activities are not available for public scrutiny.

3. Archival institutions ought to engage in archival programming so as to increase the usage of their holdings.

- ✓ "if they hope to increase the use of their facilities, archives must develop programs and services which inform the public about their holdings and reference procedures." Mason (2004:1)
- ✓ "if after we brilliantly and meticulously appraise, arrange, describe and conserve our records nobody comes to use them, then we have wasted our time " (Ericson, 1990:117).

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4. outreach programmes should be seriously implemented because archivists are operating in an age of great competition where every government function must be justified.
    - ✓ It is a way of justifying their existence which in a way will ensure them of receiving continued government funding.
    - ✓ in order to avoid being the target of budget cuts or rationalisation programmes archival institutions need to demonstrate that they are doing something useful in a proactive way (Williams, 2006).
  5. Mnjama (2009) observed that, archivists and records professionals are not only competing for budgetary resources, but increasingly they have to operate under stiff competition from other information providers, who are able to apply technological solutions to the manner in which archives and historical records are made accessible.

# Methods of archival programming

Archival programming can be conducted in various ways ranging from

## **1. Promotions and public relations through:**

- ✓ *Publications ,*
- ✓ *Guided tours to the Archives ;*
- ✓ *Archives Open Days and Archives Weeks ;*
- ✓ *Archival exhibitions ;*
- ✓ *Seminars ,*
- ✓ *Workshops and Conferences*

## **2. personal selling**

## **3. Advertising**

- ✓ magazines,
- ✓ newspapers,
- ✓ televisions,
- ✓ internet.

## **4. using the telephone to market the (telemarketing)**

# About RAMD

- Records and Archives Management Department (RAMD) is a government department placed under the President's Office, Public Service Management (PS-PSM).
- Previously, the department was placed under the Ministry of Education and Culture, the department was relocated to the President's Office, Civil Service Department following the restructuring of records and archives services.
- The reasons behind the re-allocation were reforms which emphasized the need for merging Records Management Unit from the Civil Service Department and Nation Archives from Ministry of Education and Culture.
- This came as a result of research conducted by Dr. Anne Thurston in the 1980's where she identified a number of problems related to records and archives management in the Tanzanian Public Service



# Methods used by RAMD

- ***The Dar es Salaam International Trade Fair (Sabaaba)***
  - ✓ Participation in such a trade fair provides an opportune moment for RAMD to showcase its holdings, attract new users and an avenue for the distribution and sale of some of the archives publications.
- ***Cultural Activities Exhibition:***
  - ✓ The exhibition attracts the general public through its rich displays of pictures and historic documents. These exhibitions, however happens once in a while with no proper schedules. They are ad hoc events in such a way that very few citizens get informed about them. This being the case, the rights of people to learn about the rich holdings of their national archives are denied in one way or the other.
- ***Mwalimu Nyerere Exhibition:***
  - ✓ The department also participates in the Mwalimu Nyerere exhibition which occurs on every 14<sup>th</sup> of October each year to remember 'The Father of the Nation and first President of the United Republic of Tanzania the late Mwalimu Julius Kambarage Nyerere.
  - ✓ The exhibition shows all types of works and writings on and about Mwalimu Julius Kambarage Nyerere, writings and books he wrote on various social and economic development, liberation struggles, books and journals written by other people about him, speeches he made, gifts and awards he received

## ***Independence Day***

RAMD also utilizes an independence day to show some historical films and documentaries as a strategy to market itself to the wider community.

Documentaries on prominent personalities in the history of the nation such as Nyerere, Karume , Kawawa and others are narrated hand in hand with the distribution of simple publications to easily spread the word about archival holdings and services

Issues about struggles to independence, the Tanzania and Uganda war, are also demonstrated through local TV to let the public remember or /and learn about the past

## ***Utumishi Week***

each government Ministries Departments and Agencies (MDAs) have an opportunity to display their services and products they provide

however, it is only few archives that are brought to be exhibited.

## ***Visits to Schools and Colleges***

Visiting schools, colleges and other institutions forms part of the public programming. Specially designed educational kits may be used to encourage students to use archives materials or encourage them to visit the archives to see original source materials

# Conclusion

- This chapter has established that outreach and public programme remains the key to promoting and encouraging the use of services by the users
- RAMD has not been aggressive enough in conducting promotional and public relations activities, and where these activities have been undertaken, the focus has been on reaching the urban folks and not rural communities who are in desperate need of learning and utilising archival services.
- As compared to the many marketing and public programmes discussed in this chapter, RAMD mainly depends on exhibitions to publicise its holdings in few occasions though. The department doesn't even own a Newsletter through which to publish its information to market itself.
- It is important therefore that, RAMD uses the modern information communication technologies to develop its own website through which archival information about its materials and resources could be uploaded for the general public to easily access. As it has been observed, an archival presence on the World Wide Web is an effective and economical form of outreach where one can access information within 24 hours without necessarily physically visiting the archives.
- The department should also employ other methods such as advertising, personal selling and conducting seminars, workshops and conferences which are not in place but very powerful tools for promotion if well implemented. Advertising through radio and TV programmes is ideal for the department as the majority relies on the programmes for news and other information.