

---

## Marketing and public programming in records and archives at the Tanzania Records and Archives Management Department

Gwakisa A. Kamatula  
Tanzania Public Service College – Tabora, Tanzania  
E-Mail: [gkamatula9@yahoo.com](mailto:gkamatula9@yahoo.com)

### Abstract

*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. Marketing and public programming are essential means for increasing the utilization of archival materials. However, many archival institutions particularly in Africa do not have effective marketing and public programming through which the general public could be made aware of the unique archival materials preserved by their state archives. As such, 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. The purpose of this paper is to assess the current marketing and public programming being undertaken by RAMD for effective promotion of its archival materials. Data was gathered through interviews with some officers at RAMD, as well as documentary and literature review. The paper reveals that marketing and public programming activities conducted at RAMD are insufficient and ineffective as they are only concentrated in particular areas leaving the wider community unaware of the archival resources and services provided by the department. The paper concludes by arguing that marketing and public programming remains the key to promoting and encouraging the use of services provided by RAMD. It is recommended 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's easy accessibility.*

**Keywords:** *archives, marketing, marketing mix, outreach, records, advocacy, public programming*

### 1 Introduction

Marketing is an essential tool in any business organisation. According to Kotler *et al* (1997), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing is indeed a mix of persuasion, with all of its associated ethical issues, and information (Roberts & Rowley 2004). Roberts and Rowley (2004) further argue that marketing mix is one way of profiling the offering that an organisation seeks to make to its chosen customer groups. The marketing mix allows customers to be aware of the products, quality, uses, benefits and price of the service/products. Additionally, marketing mix is divided into four major tools of marketing namely: *products, price, promotion and place*, famously known as 4 P's.

Marketing involves the exchange of goods and services by human society. It has been in existence since human beings began to interact with one another so as to acquire goods and to be able to render services demanded by the market. Similarly, marketing aims at meeting the needs and wants of customers. Additionally, marketing is about

---

understanding customers and finding ways to provide products or services which customers demand through creating and exchanging products and value with others (Kotler *et al* 2002; Roberts & Rowley 2004). Archival services are no exception. They should be marketed so that the public becomes aware. This article aims at examining the marketing and public programming of archival services at the Records and Archives Management Department (RAMD). As such, the paper is divided into several sub-sections including the following: the rationale for archival programming, the background of RAMD, functions and services provided by RAMD, marketing and public programming at RAMD and opportunities for effective public programming at RAMD. Throughout this paper, the terms archival outreach programmes, archival programming, archival advocacy and marketing will be used interchangeably to describe those activities undertaken by an archival service in order to promote the use of its archival holdings.

## **2 The rationale for archival programming**

Archives belong to people's lives as they may contribute to their enjoyment and inspiration, cultural values, learning potential, economic prosperity and social equity. As such, they need to be brought out of shade because there is not much public awareness of its value. Archival institutions 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. 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. As Cook (1997:15) has rightly observed "archives are not a private playground where professional staff can indulge their interest in history or their desire to shape the past by rubbing shoulders only with prominent historians: it is a sacred public trust of society's memories that must be widely shared."

It is undeniable fact therefore that access to records and archives is a very important aspect in the society and there is a need for the general public to be made aware of the treasures the archival institutions is holding on behalf of the society. This explains why Verne (1993) in Mnjama (2009:8) stresses that "if most of us were forced to justify our existence through the numbers of scholars we served, we would be out of business. There are other groups that would benefit from using archival materials, but we must first educate them as to how and why." Moreover an outreach programme to the society may also result in the archivist's role being appreciated. The more the society is aware of the value of its archival holdings, the greater the support the archival institutions will expect to receive. As Lekaukau (1993:32) put it:

Publicity programmes can help create awareness. Popularising the services can lead to a situation where fiscal authorities can be convinced to allocate more resources to the Archives to undertake programmes that can directly benefit the common man.

There are other reasons why archival institutions in particular have to undertake outreach programmes. Archival institutions ought to engage in archival programming so as to increase the usage of their holding. No wonder Mason (2004:1) argues that; "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." Similar sentiments on the need to increase the use of archival resources were also expressed by the Canadian archivist Ericson (1990:117) when he wrote saying "if after we brilliantly and meticulously appraise,

---

arrange, describe and conserve our records nobody comes to use them, then we have wasted our time.” In this regard, Williams (2006:146) argues that “successfully publicising what we do involves archival advocacy both at individual and national strategic level. At a national level archival bodies, national archives and professional association will take the opportunity to plead, support, champion, intercede for archives and demonstrate the contribution that proper records and archive keeping can make to society.” Williams (2006) further identifies the following to be the benefits of successful advocacy from the broadest level:

1. Survival: in order to avoid being the target of budget cuts or rationalisation programmes you need to demonstrate that you are doing something useful in a proactive way;
2. Generation of funding: available via demonstration of programmes showing compliance with government and other access agenda;
3. Increase funding leads to development of services and broadening of your user
4. Increased use leads to generation of wider support and appreciation of archives and contributes benefits to the wider society;
5. And – it is to be hoped – the fuller realisation that ‘archives belong at the very heart of people’s lives.

Also Pederson (1993:308) concludes that:

Educational activities attract and involve people with the archives and its work and, in so doing, transform those faceless members of the general public or of our own higher administration into personal clients of our services – into researchers, donors, volunteers and active supporters of the archival enterprise. Educational programmes are engaging vehicles which bring people face – to – face with archival materials, generating an initial interest and enthusiasm which, properly nurtured, will develop into a continuing relationship of mutual appreciation.

Similarly, 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. Mason (2007) in Mnjama (2009:12) rightly observed that “everything must be justified these days and it is no longer good enough to point out the value in preserving the past, when large portions of society consider last week a long time ago.” Governments in Africa have many priorities from ‘thin’ budgets available. This entails that there is a competition over the available government budget. As such, only those departments which are able to demonstrate their relevance to national development will win a big share of budget allocation. Archival institutions therefore, should endeavour to make their activities and programmes known in order to survive this competition.

Moreover, Mnjama (2009) observed that, archivists’ manuscripts curators and other 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. This was equally observed by Maher (1997) in Mnjama (2009:13) when arguing that:

With the increasingly complex and competitive information environment within which archives exist, we are in fact in the rather strange position of being at risk of losing the archivist in archives. In the years since Gracy spoke, we have witnessed society as a whole become increasingly focused on information, and increasingly

---

interested in using information in non-conventional forms. In such an information age, one would think that archives should prosper, but most programs are still grossly under-supported, often under-used, and archivists remain under-compensated and still marginalized on key issues of information policy.

### **3 Historical background of RAMD**

The administrative history of Tanzania records and archives services can be traced back to 1962 when an initial move was made by the Government of Tanzania in collaboration with United Nations' Educational, Scientific and Cultural Organization (UNESCO) to tackle persistent recordkeeping problems. The need for a National Archives arose out of the concern about the backlogs of inactive records which had accumulated in various government offices at the time of independence. Most of those backlog records were the German archives and British Secretariat records which were later inherited by the newly independent Government of Tanganyika. Most of the records were not in very good physical condition. This pressurised the government to speed up the establishment of an archival institution. Thus, the records and archives service in Tanzania was established in 1963 through Presidential Circular No 7 of 1963 whose main mandate was to facilitate proper care and disposal of public records. However, the National Archives as an institution was not established until 1965 when an Act of Parliament (National Archives Act No 33/1965) was passed. The Act empowered the National Archives to have access to all public records and to provide for the preservation of such records. During this period the role of the National Archives was confined to handling non-current records rather than current and semi-current records (Ede 1994).

The 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 (A five year report, 2003). The reasons behind the re-allocation were reforms which emphasised 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. The study identified a number of problems related to records and archives management in the Tanzanian Public Service. In 1996 the Overseas Development Administration (ODA) engaged International Records Management Trust (IRMT) to advise the Government on the development of records management systems in the public service. The process sought to improve organisation and efficiency in management of current, semi-current and archival records. The IRMT undertook assignment and ultimately recommended that a Records management Unit should be set up within the Civil Service Department (CSD) currently President Office Public Service Management and the National Archives should be transferred to CSD in order to bring management of public records control under one administration. Thus, the National Archives became a directorate of CSD, a co-coordinated records management covering the entire life-cycle of records.

Currently, the vision of the Department has changed. It is charged with the provision of the highest standards of Records and Archives Management Services and creation of public awareness on the importance of written heritage to the nation. In addition to that, the Mission of the department is to ensure the preservation of the archival heritage of Tanzania and to provide for their accessibility to the public of government

---

agencies and establishing an efficient and effective records management system in the Government. The question however is, does RAMD have adequate methods for public programming of its collection?

#### **4 Problem statement**

Marketing and public programming are essential means for increasing the utilization of archival materials. With effective marketing and public programming, archival institutions may publicize their holdings hence reach out to potential users, manuscript donors and the general public. However, in many archival institutions, marketing and public programs are either lacking or do not receive centre stage support among archival operations. As such, the value of archival materials and that of archivists is not very well known to the general public. That is why, in many societies, archival institutions are perceived as places where only academics and genealogists can obtain valuable information. It is from this fact that this paper aimed to assess the current methods and techniques of marketing and public programming at RAMD to bring awareness to the general public on the treasures the archival institutions are holding on behalf of the society.

#### **5 Research methodology**

In order to assess the current marketing and public programming practices at the the Records and Archives Management Department (RAMD), a triangulation of instruments including interviews, content analysis and extensive literature review were used to collect information. Interviews were conducted to substantiate data gathered from various documents referred to during data gathering. In this regard, four members of staff at RAMD and a recently retired Director were chosen purposively and interviewed to triangulate data.

#### **6 Findings of the study**

This section presents the findings of the study. The findings are presented according to the following themes: functions and services provided by RAMD; marketing and public programming at RAMD; opportunities for effective marketing and public programming at RAMD; and conclusion and recommendations.

##### *6.1 Functions and services provided by RAMD*

The sub-sections below present findings about the functions and services as evidenced from documentary review and interviews conducted from respondents.

##### *6.1.1 Functions*

The results indicate that the RAMD is responsible for providing effective guidance and supervision to government departments and other bodies subject to the Records and Archives Management Act No 3 of 2002. It was further observed that, in order to support the on-going Public Service Reform Programme (PSRP), the department has the following main functions:

1. To ensure that all archival collections are properly acquired, described and arranged, preserved and accessed and that the order in which this work is carried out reflects customer demand, the intrinsic value of the archival groups and optimal utilisation of resources;

- 
2. To introduce modern records management systems in the public service so as to increase government efficiency and accountability and advise the government on best practices and establish standards in records keeping in the public service.

In this regard, researchers and readers have been visiting the search room for various research projects. These include researchers from inside and outside Tanzania who find the library and archival materials useful for their research pursuits.

### *6.1.2 Services*

The study also sought to find out the services being provided by RAMD. The study found out that RAMD is divided into four sections namely: Records Management Services; Records Centre Services, Archives Management Services and Technical Unit Services. These sections were purposefully divided to render services to researchers and the general public as discussed below.

#### *(a) Records Management Services*

One of the tasks of the Records Management Services is to improve the quality and availability of information within the Tanzania Public Service. It has a role of developing good record keeping systems, standards, and guides and advising the government to develop efficient, effective and sustainable paper and electronic based records management in the Ministries, Departments and Agencies (MDAs). In this regard RAMD restructures recordkeeping systems in the regional and district offices; develops guidelines and procedural manuals for both users and custodians of records in MDAs. Moreover, it is the responsibility of the section of records management services to conduct short course training programmes for records personnel within the public service.

#### *(b) Archives Management Services*

An archives management service is another section identified by this study. The results indicate that, this section is responsible for archives administration. It performs tasks such as appraisal, acquisition, arrangement and description, accessioning and providing access to archival materials to users as well as planning and implementing outreach programmes. RAMD holds a variety of archival records including German records which were acquired as far back as in 1884 when Dr. Carl Peters one of the founders of German Colonisation in Africa (Gesellschaft fuer deutsche Kolonisation) and his friends set out a voyage to various parts of East Africa to search for colonies. The voyage resulted in the establishment of German rule which in turn generated administrative records in 1895 (Ede 1994).

It was further observed that, in providing access and reference services, RAMD has organised its activities in terms of resources and number of staff required. The search room accommodates two up three officials who are working during the official hours, that is, from 8.00 am up 04.00 pm. The room is fully air conditioned; fully carpeted, standard lightened, as well as modern facilities to ensure archival materials are preserved as long as they are required. Furthermore, the search room holds finding aids and retrieval tools such as the descriptive lists, accessioning registers, indexes, card catalogue and simple lists.

#### *(c) Records Centre Services*

This is another section at RAMD that keeps, manages and administers semi-current records from different Ministries, Departments and Agencies (MDAs). The study discovered that, the aim of establishing the records centre services was to relieve public offices with

---

congestion of semi-current records. The Records Centre also provides advice on proper management of semi-current records; loans-out records transferred from MDAs to the centres, appraises them and disposes off valueless records as per records retention and disposal schedule. This section is also responsible for managing records in the zonal records centres located at Arusha, Tanga, Dodoma, Mbeya and Mwanza. The aim of these centres is to advise the records creating agencies on best practices of records management as well as providing access to the members of the public located nearby those centres.

*(d) Technical Services*

The last section is technical services. It was learnt from the study that, one of the functions of the Technical Service is to preserve and conserve records by providing a service and stable environment. The section offers support services such as conservation and document repairs. As part of conservation and document repairing the section does activities such as maintaining full physical and intellectual control of the documents in accordance with the principles of provenance and original order. It also provides safe conditions for the documents and ensures proper standards for care in their handling; and make copies available for consultation where the originals could otherwise be at risk and by conserving those which are damaged, or otherwise in need of repair. Other activities include binding of copies of newspapers, acts and official gazette for effective and efficient preservation.

*6.2 Marketing and public programming at RAMD*

One of the main areas that this study sought to determine relates to the methods of marketing and public programming at RAMD. The findings show that, since the mission of the Tanzania Records and Archives Management Department (RAMD) is to ensure the preservation of the archival heritage of Tanzania and provide for their accessibility to the public and government agencies; RAMD carries a number of public awareness programmes to promote its services as discussed here under:

*(a) The Dar es Salaam International Trade Fair*

Several African archival institutions participate in national exhibitions and trade fairs where valuable historical materials are on display. It is also common practice for archival institutions to exhibit their holdings in annual trade fairs usually held in their major cities. This is no exception to Tanzania. The study revealed that Tanzania Records and Archives Management Department (RAMD) participate in the Annual Dar es Salaam International Trade Fair (DITF) famously known as Saba-Saba held in Dar es Salaam each year. 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. According to the RAMD Five Year Report, the department managed to participate during the 26<sup>th</sup> and 27<sup>th</sup> DITF of July 2002 and July 2003 respectively. During the trade Fair, Radio, TV and local Newspapers were used to publicize the activities of the Department. However, it is only few Tanzanians who happen to attend the Saba-Saba trade fair, that enjoy an opportunity to learn more about RAMD and its archival holdings. This is true bearing in mind that the event occurs once a year and only Tanzanians who reside in Dar es Salaam out of over 30 regions and few visitors from other places visit the Saba - Saba event. Even the said media, only advertise about RAMD at the moment the Trade fair is on. After the event, everything returns to normal up until the next season.

---

*(b) Cultural Activities Exhibition*

Moreover, the study indicated that RAMD participates in the exhibition of organised cultural activities performed by different groups of people and institutions in Tanzania. The exhibition attracts the general public through its rich displays of pictures and historic documents (RAMD Five Years Report 1997-2002). These exhibitions however happen 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.

*(c) Mwalimu Nyerere Exhibition*

This study also revealed that RAMD 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 as a means of marketing its services to the public. 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. Although such an event attracts many people from different corners of the country and abroad, it is only few archival materials particularly about the late Nyerere that are displayed. Other archives covering wider information about the country since colonial era are rarely displayed in such an occasion hence making the collection not known to many as required.

*(d) Independence Day*

In many countries, archives open days are organised to coincide with national events such as Independence Day celebrations to efficiently reach the majority community. RAMD also utilizes an independence day on every 9<sup>th</sup> December 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 Mwalimu J.K.Nyerere, Abeid Karume of Zanzibar, 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. Participation in such forums also generates interest in archives, and inspire local communities not only to deposit their records with the archival institution, but may also result in a programme for collecting oral sources in order to supplement official records which in most cases appear to document the activities of colonial administrators – Germans and the Britain in case of Tanzania.

*(e) Utumishi Week*

Moreover, this study discovered that RAMD makes advantage of Utumishi week (*public service week*) to bring awareness of its services to the general community. Tanzania conducts the public service week yearly famously known as '*Utumishi Week*' where government Ministries, Departments and Agencies (MDAs) have an opportunity to display their services and products they provide. In such an event, RAMD being one of the departments under the President's Office Public Service Management exhibits some of its collection. As highlighted above however, it is only few archives that are brought to be



---

exhibited. This follows the consideration that some materials are fragile, damaged, rare and unique. Should they be displayed in unsecure and unclean areas with unstable temperature and direct sunlight, they would be damaged and difficult if not impossible to restore them. Worse enough, even the publications distributed by RAMD contains scant information about the collection and their importance to the general society.

*(f) Visits to Schools and Colleges*

Visiting schools, colleges and other institutions forms part of the public programming. This was revealed to be one of the marketing strategies that RAMD deploys for promoting its services to the wider community particularly school and college students. The visits serve as an important tool to inspire students on the archival holdings and create a good forum for the department to market itself. However, according to one former RAMD employee, the frequency of visiting schools, colleges and other training institutions to preach the word about the archives and its rich information contained within, has slowed down if not ceased due to many programmes that RAMD currently runs including; clearing backlogs and creating new registry systems in Ministries, Departments and Agencies. Another reason is that, RAMD is understaffed as some members of staff have fled away to search for greener pastures as is the case to other archival institutions in the ESARBICA region. Despite such inconveniences, it is high time RAMD starts visiting schools and colleges to publicize its services and holdings to the new generation. Along with this, RAMD should take initiatives to design educational kits which may help in encouraging students to visit and see the archives; but also use such original source materials.

The discussion above reveals that, 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 article, RAMD mainly depends on exhibitions to publicize its holdings in few occasions though. The department doesn't even own a Newsletter through which to publish its information to market itself. Although insufficient budget may be a reason for not deploying some methods, it is high time that RAMD assesses its outreach programme and effectively plan to accommodate new opportunities of public programming discussed in section 7. Otherwise RAMD is likely to fail justifying its existence especially in this age of great competition where every government function must be justified to ensure continued funding.

## **7 Opportunities for effective public programming at RAMD**

Pederson (1993:306) rightly observed that “all of us who keep archives and other historical materials have two equally important responsibilities. The first is to identify, acquire and preserve records of lasting value. The second is to make these materials and the information they contain available for use.” In fulfilling this second mission, a well-planned sequence of projects and activities known as archival programming to inform the wider community about archival holdings and services should be in place. Archival programming can be conducted in various ways ranging from public presentations, workshops, publication and distribution of brochures, flyers, press releases, newsletters, mass media advertisements and features, public displays and exhibitions, archives open days and archives week, curricular exercises, news releases, using the telephone to market the (telemarketing) and using the Internet (Mnjama 2009). The discussion below describes some of the outreach programmes

---

that RAMD can make use as opportunities for effective marketing of its archival holdings and services to the wider community. To make this section clear, these activities have been grouped into promotion and public relations as general terms under which the aspects of publications, guided tours, and archives open days, archival exhibitions, seminars, conferences and workshops, personal selling, websites and advertising are equally discussed.

### *7.1 Promotion*

Promotion is an essential tool in marketing that RAMD can use as it informs one or more groups of people about an organisation and its products. Promotion can be used more generally to increase public awareness of an organisation and of new existing products, or alternatively it can be used to educate consumers about product features or to maintain public awareness of existing products. This was equally observed by Bearman (1990); Stanton *et al* (1991); Stanton (1994) and Kotler (1994) when they noted that promotion is any form of communication which is used to inform, persuade, and remind customers about an organization or individual's goods and services. Similarly, Nichols (1998:302) refers to promotion as "the means of informing your users what you do and what you can do."

### *7.2 Public Relations*

Public relation activities on the other hand were defined by Kotler and Fox (1995:351) as "efforts to obtain favourable interest in the institution and/or its programmes typically through planting significant news about them in publications, through obtaining favourable unpaid presentations on radio, television, or in other media, or through the institutions own activities and programmes." Another definition of public relations was offered by McNamara (2008) in Mnjama (2009:14), who sees public relations as efforts aimed at "helping the public to understand the company and its products." The objective of public relation is to generate communication between an organisation and the publics and thereby influence attitudes and opinions, and to achieve a mutual understanding between the organization and its publics (Roberts & Rowley 2004). Some of the common aspects of promotions and public relations activities that RAMD can use include:

#### *(a) Publications*

One of the ways through which RAMD can publicize its holdings is through an extensive publication programme. Publications include record office content guides, subject guides, annual reports, education packs for school, books of all kinds, information leaflets, newsletters, postcards, brochures, handbills, flyers and other artworks (Williams 2006). Such publications containing information on the types of materials held by the archives, its access policy and opening hours, telephone numbers, locations and how to get there, availability of certain services such as photocopying, reproduction of photographs, microfilming, scanning etc. and the fees charged for any services provided. All these serve a good marketing strategy over archival holdings and services of archival institutions.

Consequently, brochures which fall under publications may contain an appeal for donations of manuscripts relating to the local community. The major advantage of brochures is that they provide one of the cheapest and simplest ways of marketing the archives. They can easily be produced and distributed to the community living around the archives repository or even to those who happen to visit the archives including researchers and students from secondary schools, colleges and universities. Moreover, brochures can be

---

mailed to schools or can be placed in other library and information centres, and may also be distributed during public exhibitions and shows. All of these publications can meet the needs of certain clientele. However, it is important to consider expenses in terms of staff and production before undertaking such publications (Williams 2006). Moreover, it cannot be over emphasized that whatever publications may emanate from the archival institution they ought to be of good quality, written in simple and clear language, informative and well - edited. Wherever possible such materials should contain illustrations of materials drawn from the repository itself (Mnjama 2009).

*(b) Guided tours to the Archives*

Guided tours to the archives especially to school children and other community groups are a very useful tool that RAMD may employ in reaching out to the community around the archives repository and its services. These organised information visits to the archives should include a talk on the basic functions of the archives centre. A well-delivered illustrated talk to various groups and societies helps in spreading the word about your service. The talk may be accompanied with a slide power point presentation, video or film show. Proper arrangement, however, need to be put in place to ensure that school children are not left to roam alone in the archives repositories without the tour guide. Although some archivists may consider guided tours especially of school children a waste of time, nonetheless, this is a very important way of introducing school children into the world of archives. The immediate benefits of guided tours especially to school children may not be realized immediately, but it is an effort worth investing in as these children are the future researchers in the society. As Williams (2006:154) puts it:

The potential for getting the message across to schools and colleges is enormous, given the size of the audience. It introduces the idea of archives to children at an early age, supports the curriculum and offers new methods of teaching. However, the students and school children means that partnership between teachers and archivists are necessary for this form of outreach to be successful.

It is, however, very important that guided tours should be focused to a particular theme or subject, unless the tour was meant to introduce the visitors to the general aspects of archives work. Inviting children to these guided tours may be made possible for the archivists to physically go to different schools and officially ask the administration to let students through their history teachers to arrange such visits to state archives as part of learning. Such visits may cultivate curiosity and motivation in students to learn as well as to appreciate the valuable collection of archival materials which make part of their national heritage.

*(c) Archives open days and archives weeks*

Another event which RAMD may organize in order to market itself is Archives Open Day or Archives Week. “Inviting specific groups to visit is arguably a better way of enabling you to explain how an archive works: people are captivated by watching conservators at work and seeing original documents...” (Williams 2006:155). Organising archival open days or archives week allows greater audiences to freely walk into the archives and be shown the operations of archival institution. Archives open days may be organised to coincide with national events such as Independence Day celebrations to efficiently reach the majority community. Open days/ Archives week may also be organised around themes such as the firsts in the society, prominent personalities in the history of the nation, major

---

historical events. On such particular events, leaflets, flyers and other simple publications may be distributed to easily spread the words about archival holdings and services. Open Days and Archives week if well-advertised, can be excellent publicity.

*(d) Archival exhibitions*

Moreover, archival exhibitions are a good method for drawing the public's attention to the rich heritage of RAMD archival materials. Pederson (1988:319) describes archival exhibits as "the use of archival materials to present ideas which inform or educate the viewer." She further observes that, exhibitions inspire interest and involvement which can result in donations of records, funds, services or personal time to the archives. According to her, archival exhibitions may be used to:

1. showcase rare, valuable or unique material from the collection
2. inform viewers about the nature of archival materials, archival work and the hosting of archives
3. educate on a point of history that is supported by material
4. Interest, intrigue and inspire the public.

Archives contain original documents which are unique and irreplaceable. From this fact, archival materials must be exhibited in accordance with their preservation needs (Williams 2006). Exhibitions can be carried within the galleries of archival institutions themselves or they can be organized to coincide with major events in the country. According to Mnjama (2009), the official opening of the exhibition may also be arranged to coincide with a special talk by a prominent scholar or researcher on a topic that draws heavily on archival sources. Archival exhibitions may also be mounted as part of cultural activities and festivities especially where archival materials are being used to portray a significant event in the history of the nation or community. Mnjama gives an example of Kenya where exhibitions on the Mau Mau crisis have been used successfully by the Kenya National Archives to illustrate the struggle for independence. The same may be employed by RAMD where illustrations of the by then Tanganyika struggles for independence; the Tanganyika and Zanzibar Union; the Tanzania against Uganda war just to mention a few, may be provided hence drawing people's attention to the holdings and services of the institution.

*(e) Seminars, workshops and conferences*

Seminars, workshops and conferences conducted both locally and regionally can play a tremendous role to market archives. As such, RAMD may use such forums to bring itself out of the shade to the public. As Pederson (1993:333) puts it, "archives can benefit from sponsoring workshops and seminars that provide a more thorough coverage of archival subjects." Such events, with various topics provide an ideal forum for the archivist to advocate the use of archives under his custody. The National Archives itself may organise its own series of workshops and seminars to be held annually where invitations will be sent out to specific target groups. The archives may design a series of talks on topics of special interest based on the information resources available in the archives repository. Conferences on the other hand, are more comprehensive undertakings than seminars and workshops which are usually organised around a particular theme featuring plenary sessions and presentations (Pederson 1993). Participation in some of these activities provides one of the cheapest ways of spreading word around concerning the archives repository and its programmes. Moreover, seminars, workshops and conferences result in

---

networking with other professionals in the field of records and archives management through which a great deal of information may be shared (Mnjama 2009).

*(f) Personal selling*

Personal selling is a form of promotion which involves personal contacts between company representatives and customers or consumers. It is the delivery of a specially designed message to a prospect by a seller, usually in the form of face-to-face communication, personal correspondence, or a personal telephone conversation (Marketing Dictionary 2008). Personal selling offers several advantages. Firstly, personal selling enables the organization to design programmes and activities that aim at reaching specific target groups and individuals. Normally, sales people find themselves making presentations to small groups of people or working with multiple individuals within customers' firms (Evans & Bearman 1993). In this regard, it may be easier for RAMD to win or woo specific user groups into the archives. Secondly, through personal selling, it becomes easier to know and appreciate the specific needs of each user group or individual, and through these contacts, immediate feedback can be provided which can be used to improve the services being offered. However, despite these advantages, it must be remembered that personal selling is costlier than other methods of promotion. Besides, personal selling may not reach as many potential users as other methods such as advertising and broadcasts.

*(g) ICT and archival programming*

Increasingly, information communication technologies (ICTs) are transforming the manner in which archival institutions conduct their outreach programmes. The Internet has become one of the most popular and the fastest growing outreach programmes in the world. As such, the use of the Internet to publicize archival holding cannot be overstated. This is the reason why Williams (2006) substantiates that, the best way to disseminate useful information about your services as widely as possible is via a website and in the form of an introductory leaflet. Williams further observes that, through archival website, people will be able to judge whether a personal visit will be necessary to a particular archival institution as the website will have highlighted on the services and contents available. In this regard, RAMD should not be left behind by embracing such technological advancement. A checklist of possible contents of an introductory section on an archival website may include:

1. Introduction to the service;
2. Contact details and opening hours;
3. Location, including a map, transport and parking facilities;
4. Outline of archival and secondary materials available;
5. Search room facilities: accommodation, film, fiche, Internet access, laptop use;
6. Planning a visit: readers' tickets; whether an appointment is necessary; items to bring (pencils, identification; refreshment facilities;
7. Brief version of collections and access policies and search room rules;
8. Services for those unable to visit;
9. Services for schools; colleges and other groups;
10. Reprographic and research services;
11. How to get more information on the holdings and other services.

---

Abraham (1997) in Mnjama (2009:23) rightly summarises that:

Establishing an archival presence on the World Wide Web is an effective and economical form of outreach. Unlike printed materials there are no production costs and no left over inventory. Unlike lectures there is no scheduling, no prima donna speaker, no invitations, and no caterers. And unlike exhibits, there is no physical presence to monitor and protect. In addition, a web site is available, to those with the equipment, 24 hours a day, seven days a week, at no additional cost. Plus, it is infinitely and immediately updatable, upgradable, and enhanceable.

From the above observation, it is right to say that, RAMD should have a website and email services to enable effective and efficient outreach programmes. The easy and speed at which databases can be searched provides a major incentive for archives to advertise their holding via this medium. A good example is the website <http://www.national.archives.gov.za/> for the National Archives and Records Service of South Africa from which its archival holdings are available for public consumption.

#### *(h) Advertising*

Advertising is another powerful medium which RAMD can utilise to enable both consumers and business customers to become aware about the available products and services. It is any paid form of non-personal presentation of ideas, goods or services with identified sponsor through different media including magazines, newspapers, televisions, internet, signs and different mail (McCarthy & Pereaht 1988). McNamara (2008:12) opines that “advertising is bringing a product (or service) to the attention of potential and current customers.” it is a very effective way of promotion since it reaches a larger audience at the lowest possible cost. Through artful and symbolic images, sounds, prints and colours; advertisement can create a good opportunity for an organisation as it can persuade customers especially when such advertisement is able to clarify the message they are trying to send (Mgambo 2010). Radio and Television programmes can be very effective especially with rural communities who rely on them for news and other information. This however will be suitable means for spreading the word if aired at convenient hours when the vast majority are at their homes after their normal job routines in the evenings.

However, RAMD should assess their strengths before embarking on any of the listed archival public programmes discussed above. Clear identification of user requirements and user needs is a vital step in designing outreach programmes, as one form of outreach programme may be appealing to one set of users, but be totally useless in other situations. In some other cases, it may also be necessary to use a combination of some of the methods discussed above in order to reach the targeted audience.

### **8 Conclusion and recommendations**

This article has established that outreach and public programming remains the key to promoting and encouraging the use of services by the users. As such the article has discussed various methods that may be used by archival institutions in order to promote archival resources and services available in their holdings. Further, the article has revealed the methods used by the Tanzania Records and Archives Management Department (RAMD) to bring awareness to the general community about its unique and irreplaceable archival materials. It has then been established that, the methods used by RAMD are not sufficient as they are only concentrated in particular areas leaving the wider community unaware of the archival resources and services provided by the department.

---

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. Radio and Television programmes can be very effective especially with rural communities who rely on them for news and other information. This however will be suitable means for spreading the word if aired at convenient hours when the vast majority are at their homes after their normal job routines in the evenings

## References

- Abraham, T. 1997. The next step: outreach on the World Wide Web. A paper prepared for *the Annual Meeting of the Society of Rocky Mountain Archivists* <http://www.uidaho.edu/special-collections/papers/outreach.htm>, (Accessed 20 May 2011).
- Bearman, B *et al.* 1990. *Marketing*. 4<sup>th</sup> ed. New York: Macmillan Publishing Company.
- Cook, T .1997. The place of archives and archives as place: preserving societal memory at the end of the Millennium, in *Proceedings of the 14<sup>th</sup> Biennial Conference of the East and Southern African Regional Branch of the International Council on Archives and the Protection of the People's Rights*. Pretoria.
- Ede, JR. 1994. Tanganyika development of national archives, in *A guide to Records and Archives Management Division*, Dar-es-Salaam: President's Office, Public Service Management.
- Evans, JR & Bearman, B. 1993. *Marketing*. 5<sup>th</sup> ed. New York: MacMillan Publishing Company.
- Jenkinson, H. 1996. *Manual of Archive administration*. 2<sup>nd</sup> ed. London: Lund Humphries.
- Kotler, P. 1997. *Marketing management: analysis, planning, implementation, and control*. Prentice-Hall: Upper Saddle River.
- Kotler, P & Fox, KFA. 1995. *Strategic marketing for educational institutions*. 2<sup>nd</sup> ed. Englewood Cliffs: Prentice Hall.
- Lekaukau, TM. 1993. Catering for the user needs, with special reference to Botswana National Archives and Records Services. *SA. Archives Journal* 35: 24-32.
- McCausland, S .1993. Access and reference services, in Ellis, J. *Keeping archives*. 2<sup>nd</sup> ed. Port of Melbourne: The Australian Society of Archivists:273-305
- McKemmish, S. 1993. Introducing archives and archival programs, in Ellis, J. *Keeping Archives*. 2<sup>nd</sup> ed. Port Melbourne: The Australian Society of Archivists.
- McNamara, C. 2008. Basic definitions: advertising, marketing, promotion, public relations and publicity, and sales. [http://www.managementhelp.org/ad\\_prmot/defntion.htm](http://www.managementhelp.org/ad_prmot/defntion.htm) (Accessed 25 May 2011).
- Mgambo, ZR. 2010. The promotion of products and services in telecommunication

- 
- companies in Tanzania: a case study of the Tanzania Telecommunication Company (TTCL) – Tabora Branch. (Unpublished report, Mzumbe University, Morogoro).
- Maher, J. 1997. Society and archives.  
[http://chnm.gmu.edu/digitalhistory/links/cached/chapter1/link1.12a\\_maher.html](http://chnm.gmu.edu/digitalhistory/links/cached/chapter1/link1.12a_maher.html)  
(Accessed 17 June 2011).
- Mason, MK. 2007. Outreach programs: can they really help to garner support for and increase use of archives?  
<http://www.moyak.com/researcher/resume/papers/arch4mkm.html> (Accessed 4 May 2011).
- Mnjama, NM. 2009. Archival access and public programming. *Proceedings to ESARBICA Conference, Windhoek, Namibia.*
- Marketing dictionary*. 2008. Personal selling.  
<http://www.answers.com/topic/personal-selling?cat=biz-fin> (Accessed 19 April 2011).
- Nicholas, J. 1998. Marketing and promotion of library services. *Library and Information Services in Astronomy III* ASP Conference Series 153: 301-304.  
[www.eso.org/sci/libraries/lisa3/reprints/nicholasj.pdf](http://www.eso.org/sci/libraries/lisa3/reprints/nicholasj.pdf) (Accessed 19 April 2010).
- Pederson, A. 1993. User education and public relations, in Ellis, J. *Keeping Archive.*, 2<sup>nd</sup> ed. Port Melbourne, The Australian Society of Archivists.
- The President's Office, Public Service Management. 2005. Five years Report. Dar es Salaam.
- Roberts, S & Rowley, J. 2004. *Managing information services*. London: Facet Publishers.
- Stanton, WJ *et al.* 1991. *Fundamentals of marketing*. USA: Mc Graw-Hill.
- Williams, C. 2006. *Managing archives: foundations, principles and practice*. Oxford: Chandos Publishing.