



Public programming in the archival repositories of the
Pietermaritzburg Cluster of Theological Libraries (PCTL), KwaZulu-
Natal, South Africa

by

Dr. Francis Garaba
(Manuscript Librarian)

Paper presented at the archival conference on public programming,
outreach and advocacy, Mpumalanga Provincial Archives, 10-11 July
2014.

Presentation outline

- Terms in use – public programming
- Definitions: public programming & religious archives
- Reasons for public programming
- Benefits of public programming
- Cluster background
- Methodology
- Findings
- Future plans

Terms in use

- Smorgasbord of terms/synonyms – advocacy, outreach, lobbying, marketing, external services, user education, public relations, developmental services, public programming, audience development, community engagement.

No consensus but the objective is basically the same:

- To raise the profile and build support for, an archive among its stakeholders (Pederson 2008)

Public programming: Definitions

- “that arsenal of expertise which positively influences the destiny of our host organizations, our own collections, even our own professional careers”
Pederson (2008)
- “organized activities of archives or manuscript repositories intended to acquaint potential users with their holdings and their research and reference value” The Society of American Archivists (2005)
- “that group of activities whereby archival institutions secure both responsiveness to user needs and public participation in all their functions”
Harris (1993)

Religious archives - definition

- Assortment of terms - faith-based, religion-oriented, ecclesiastical, church or religious archives.
- material that exhibits our long history of God's interaction with the world be it paper, digital or commemorative medallions used during worship like coins, medals, vestments, drums, furniture and other paraphernalia (The Pontifical Commission for the Cultural Heritage of the Church 1997).



Reasons for public programming

1. To increase appreciation of the value of archives.
2. To increase the value and use of archival facilities.
3. To make justification for the existence of archival institutions.
4. To attract potential users.
5. To embrace new technologies.

Benefits of public programming

- ICA (2012), Principles of access to archives: Archivists have a professional responsibility to promote access to archives.
- Teleconference Religious archives prayer (2001) ----- promoting all that reminds us of your saving presence and work in the world, especially of the mission of your Son Jesus Christ.
- Increased use of archival materials and resources through attraction of new users.
- New deposits being made by private citizens
- Additional funding from private sources
- Increased support from the community
- Improved image of the archival institution

Cluster background

- ❑ ***School of Religion, Philosophy & Classics (SRPC - UKZN)**
- ❑ **Seith Mokitimi Methodist Seminary (SMMS)**
- ❑ **Saint Josephs Theological Institute, Cedara (SJTI)**
- ❑ **Congregational House of Formation (CHF)**
- ❑ **Evangelical Seminary of Southern Africa (ESSA)**
- ❑ **Lutheran Theological Institute (LTI)**
- ❑ **Anglican House of Studies (AHS)**
- Inception - 1990
- Aim of cluster – to educate and equip people of Christian ministry in the church and society in Africa through resource sharing.
- * Material – University Archives or Alan Paton Centre & Struggle Archives (collecting repository)

Methodology

- Survey research 2011-2012 – questionnaire, interviews & observation
- Interviews with 3 archivists
- Observation – identification and confirmation of publications

Findings

1. Publications – brochures, research articles to journals & booklets
 - Brochures – 3 repositories out of seven have brochures – 4 others do not have an archival repository

Advantages (brochures)

- Easy to publish
- Easy to distribute - handy
- Affordability – cost wise

Booklets – anniversaries/golden jubilee

Religious archivists have a responsibility to publicize and promote the use of collections (Haury 1986)

Research domains – identification (research articles to journals)

1. Provenance of archival collections and preservation challenges at the LTI Archives
2. Archival management of religious archives within the PCTL
3. Link between records management and archives management for the PCTL
4. Oral history collections – refiguring of the archives – audit exercise
5. Legislative framework – how sympathetic is it to the management of private archives
6. Digitization – resource manual

Findings (cont.)

2. Exhibitions

Form of public display/show of archival materials e.g.

- LTI Archives – Lutheran decade – reformation and music theme (2012) – historical exhibition on Lutheran hymns – preparation for Reformation anniversary in 2017
- Anglican Diocese - 160th Diocesan anniversary celebrations (2013) - historical exhibition
- St. Josephs – Platinum jubilee celebrations (2013) – historical exhibition on social life at the seminary
- ICA Archives Day – display – brochures, vestments, music equipment **(photos)** – 2011, 2012, 2013 & 2014
- Lutheran Theological Institute Archives repository
 - photographs sent to ICA and with accompanying message:

As evangelists for records or documentary lifeguards, the power is in our hands to safeguard the documentary heritage for posterity.





Findings (cont.)

3. Lectures – user education

- Annual tour by the Masters class (SRPC - UKZN) – cluster repository visits by students and lecturers
- Lecture/talk on religious archives – public speaking is an important tool for advocacy (Williams 2006)

Advantages

- Reward for both staff and participants as there is enjoyment and generate increased awareness of the archives in the community
- Renewed enthusiasm for staff – importance of archives and job appreciation

Findings (cont.)

- Social media technologies
 - Web pages – visibility on the internet – LTI Archives – link – archival platform
 - http://www.archivalplatform.org/registry/entry/lutheran_theological_institute_lti_archives/
 - Brochure – loading onto the website currently underway
- Community radio station – RadioVeritas (Catholic radio station) – publicity campaign highlight for the cluster (October 2013)
 - talk on religious archives – nature, importance and current research on this genre of archives within the PCTL

Future Plans

- Open Day on Religious Archives
- Portal on religious archives **EQUIVALENT** to searchable catalogues for books
- Media publicity – RadioVeritas - PCTL Cluster Archives mouth-piece - regular event in future

Thank You - Siyabonga