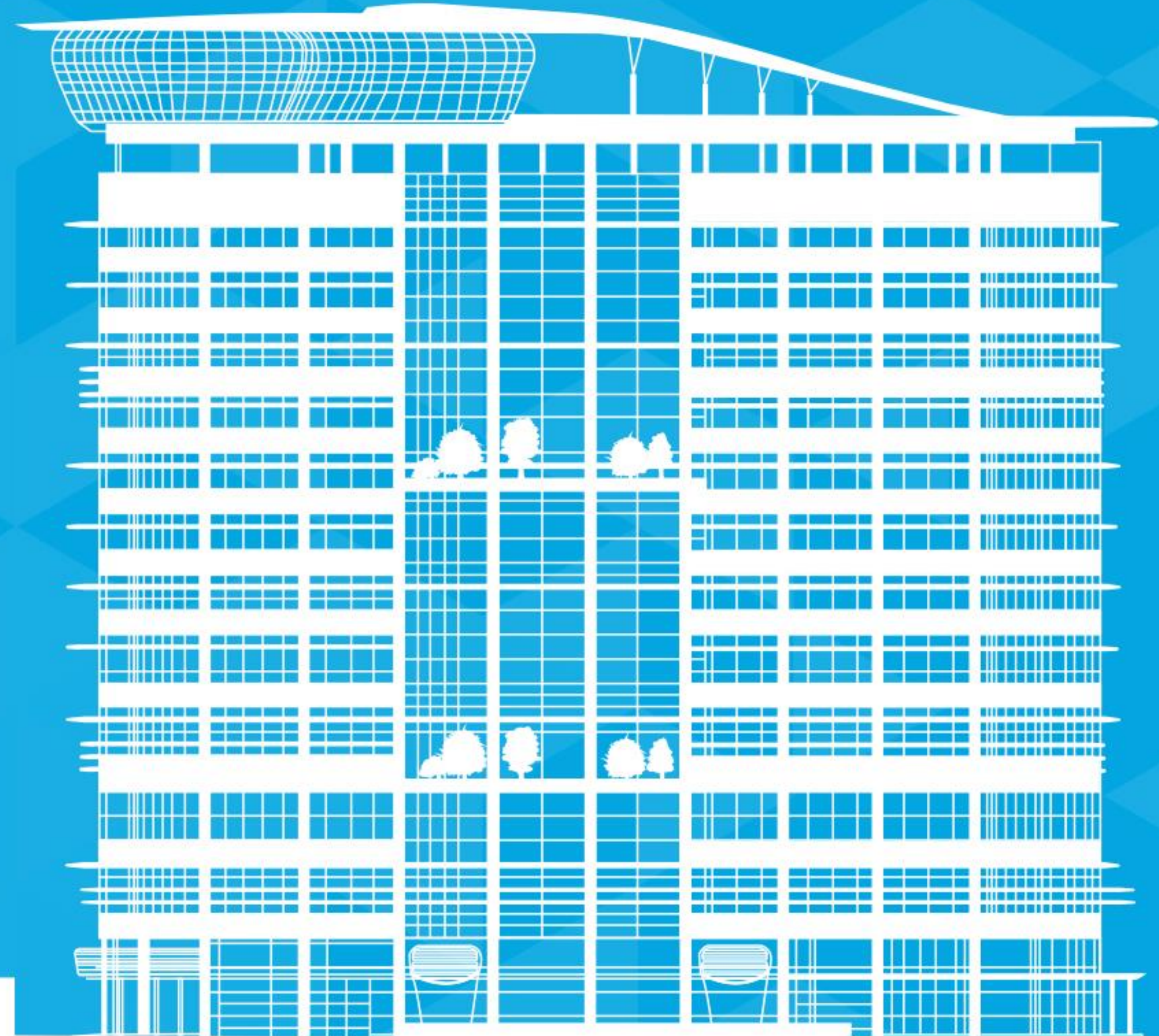


Archival Advocacy Initiatives at NAS

Maggie Yin
Specialist
National Archives of Singapore
23 October 2018



NLB

National Library Board
Singapore

ARCHIVAL ADVOCACY: ARGUING FOR THE VALUE OF ARCHIVES

Questions to address:

1. Advocating for importance of archives in general (and more funding?)
2. Advocating for the importance of the profession?
3. Being involved in specific issues that are relevant to archivists?

While funding and support are important, effective advocacy is the **value** of the archives.

NAS Approach to Archival Advocacy

Raising public awareness about who we are and what we do through embrace of web technologies and new media platforms to get the information out to the places where people can find it.

Stories of Yesteryear, 'Singapore in the 1960s'



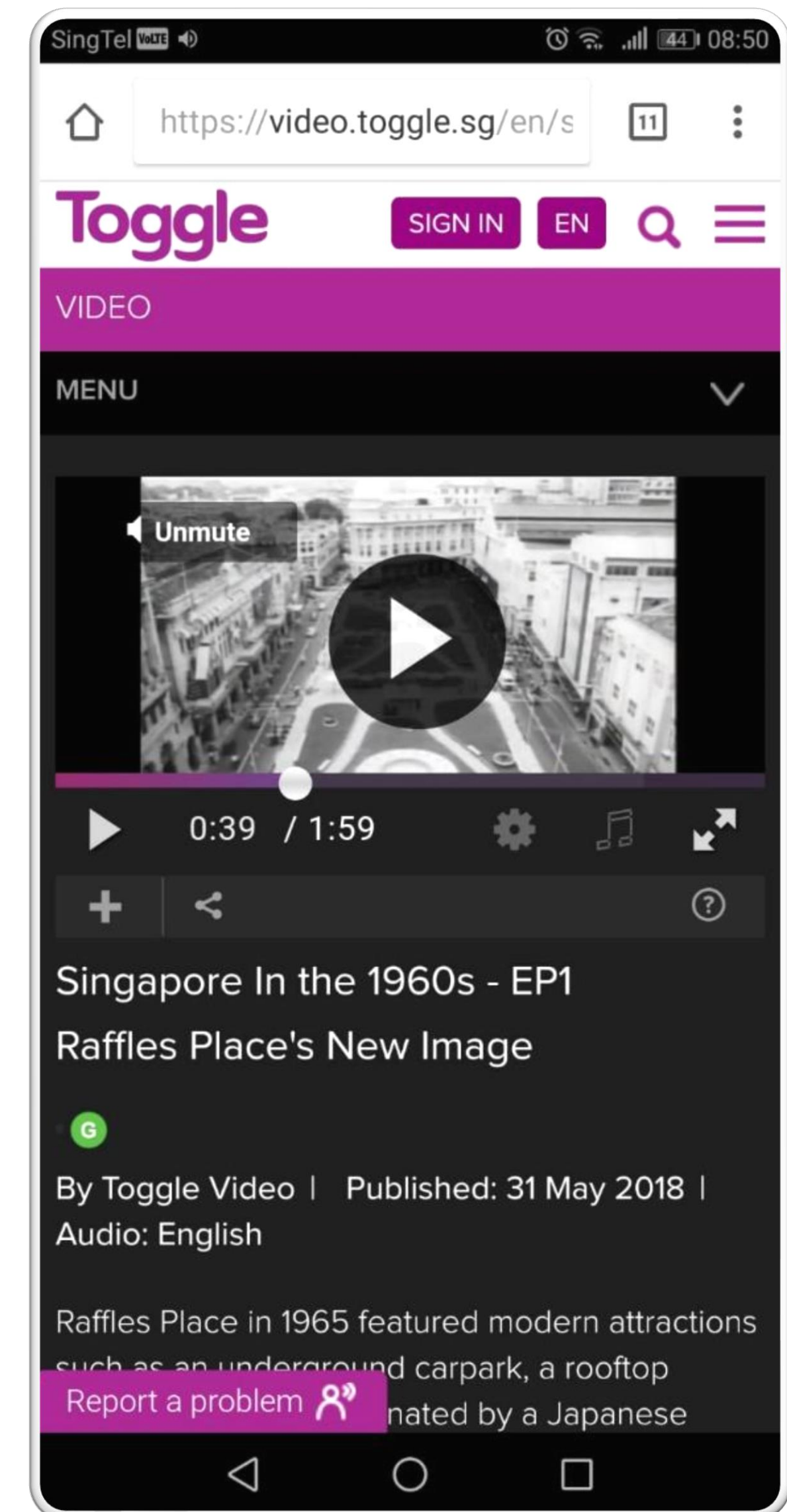
Raffles Place, once called Commercial Square

Stories of Yesteryear on Toggle.sg

<http://bit.ly/StoriesofYesteryear>

Outreach through video platform of a national broadcaster

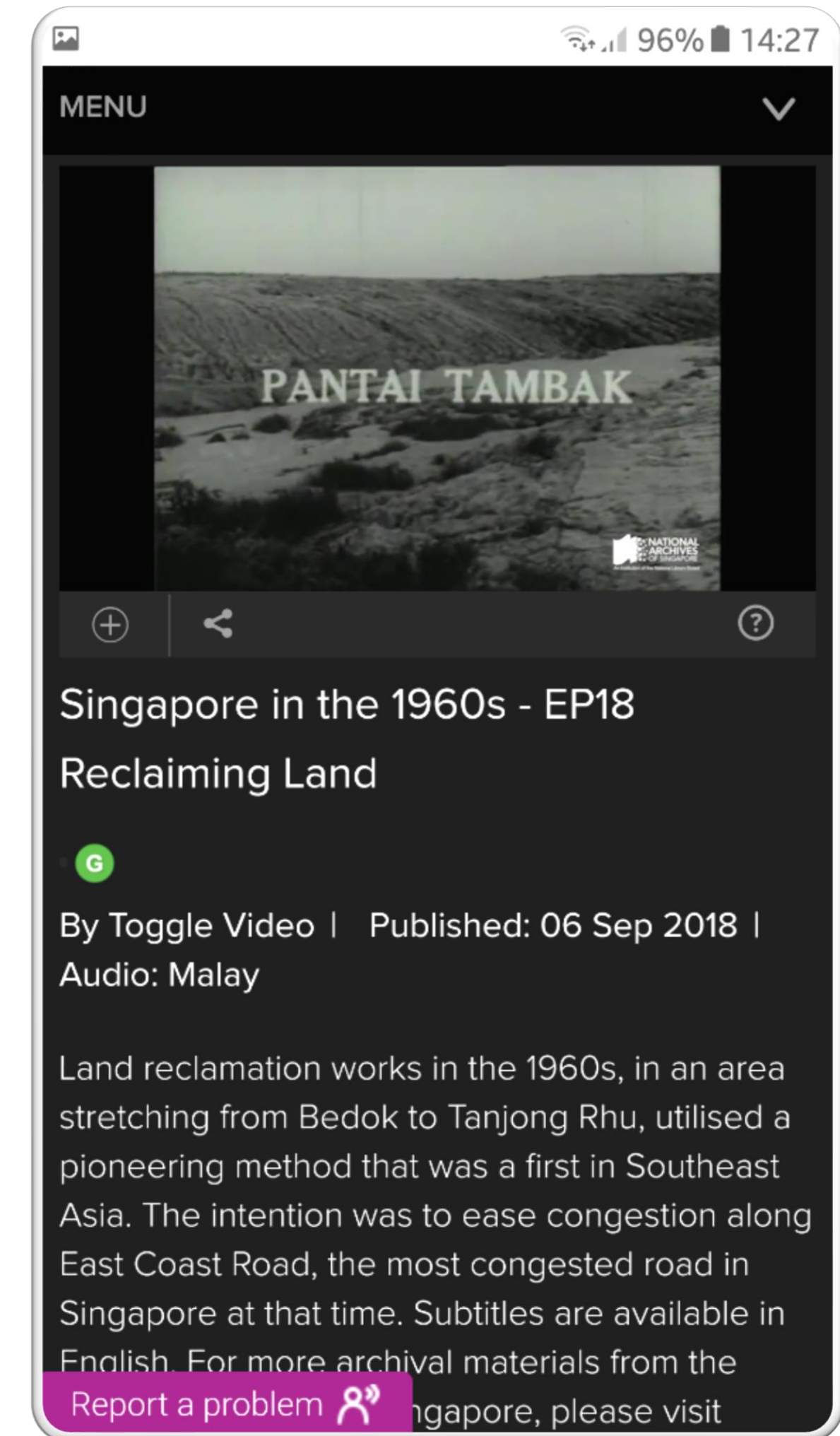
- Digital entertainment service run by Mediacorp Pte Ltd
- Archival videos shown on Toggle for the first time
- Themes:
City Landscape in the 1960s / Everyday Life / Public Events & Services / Leisure Activities



Selection for 'Singapore in the 1960s'

Berita Singapura news films,
by the Ministry of Culture

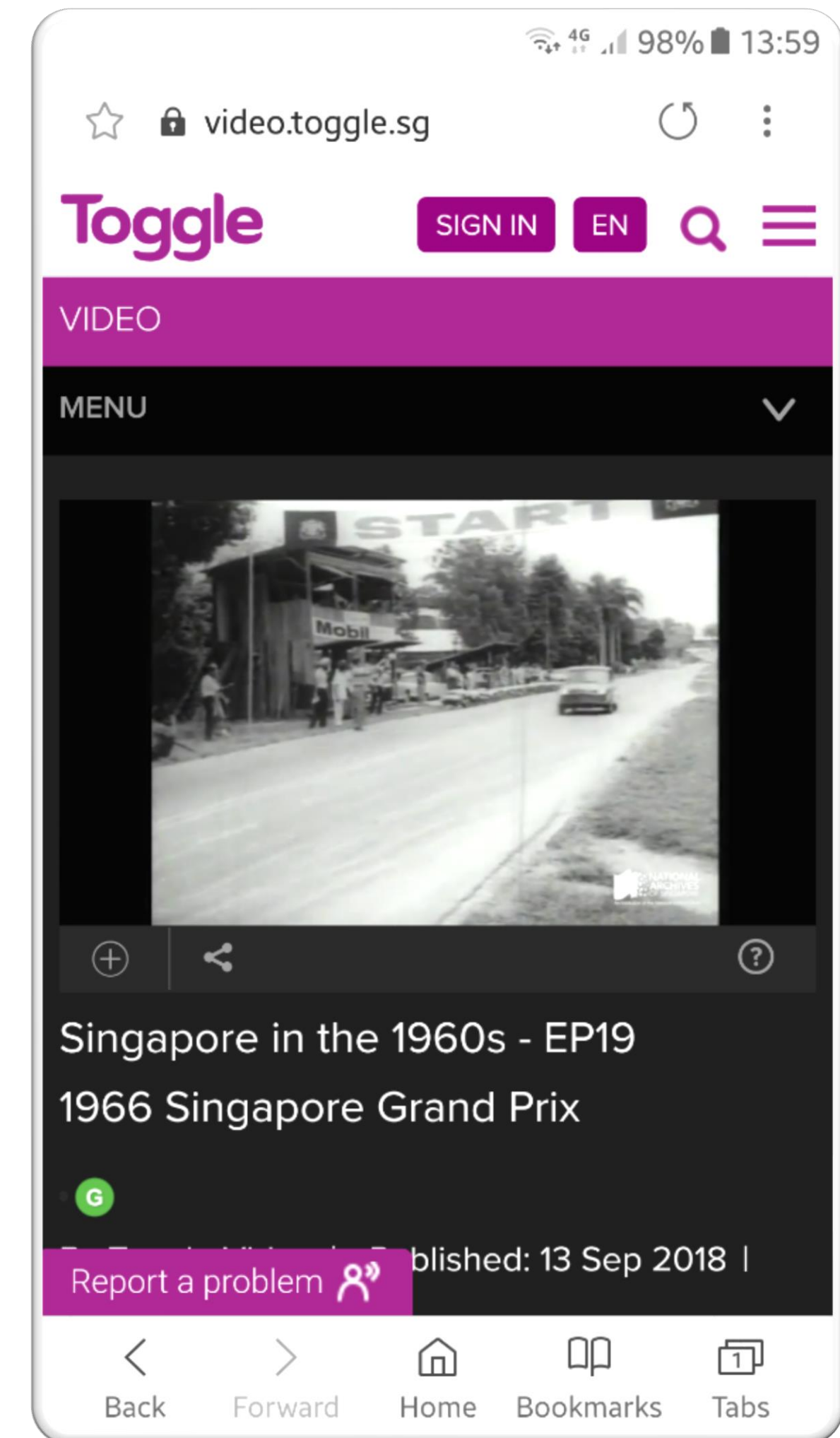
- Shows nation building, social-cultural and economic developments of Singapore
- Images from the past, showing how people lived and their common experiences
- Reflection of Singapore's migrant population and linguistic diversity in the 1960s



Increase in Access

Reaching a larger audience for archival recordings

- ~ 51, 358 video views in 3 months (Jun-Sep 2018)
- ~17,000 unique visitors
- *Stories of Yesteryear* viewers are:
 - Majority 35 to 44 years old
 - >57% born after 1970
 - >59% male



THE CITIZEN ARCHIVIST PROJECT

OBJECTIVES

Make records more accessible and searchable with description and transcription

Tap on the collective knowledge of the wider community

Promote engagement with historical records

ORIGINS...

- Primary objective was to transcribe Straits Settlement records and photographs that have little or no description
- Can members of the public help?
- Are there other things the members of the public can contribute to?
- Idea strongly supported by NLB management especially D/NAS

[HOME](#) [UPDATES](#) [HELP](#)

[LOG IN/ SIGN UP](#)

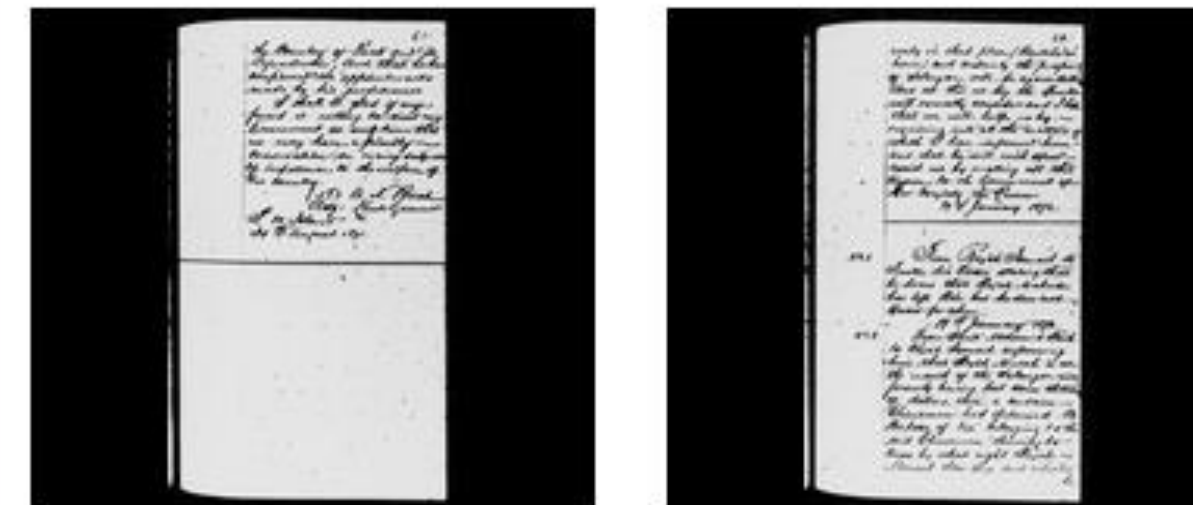


○○○○

DESCRIBE PHOTOGRAPHS



TRANSCRIBE DOCUMENTS



About This Project

[What is this project about?](#)

[What happens to your contributions?](#)

[How do I contact you?](#)

Latest Updates

[L14: Letters from Raffles added](#)

[100 pages transcribed](#)

[MITA collections added](#)

Recent Activity

[Srinivasan Thanikachalam described 19980005143-IMG0110](#)

[A Huang described 19980006213-0080](#)

[Srinivasan Thanikachalam described 19980007288-0050](#)

Home / Describe Photographs / Uncategorized / 19980005142-0032

Uncategorized

You might enjoy these if you like a challenge! We don't have much information about these images.

758

Photos in this collection

19980005142-0032 - [Open]

Displaying 364 of 758 photos



Background Information: Unedited Description: NONE Source: MINISTRY OF CULTURE
Media Number: 19980005142-0032

Describe Photo



Example: People buying food from a hawker stall along the street in front of shophouse, and also sitting down and eating food. Name on shophouse says Da Tian. Looks to be in the 1960s.

Try describing who and what is in the picture, when it was taken and what event was it taken at.

Please register or login to contribute

SUBMIT

Previous Contributions

Be the first to contribute.

L17: Raffles: Letters to Singapore (Farquhar)

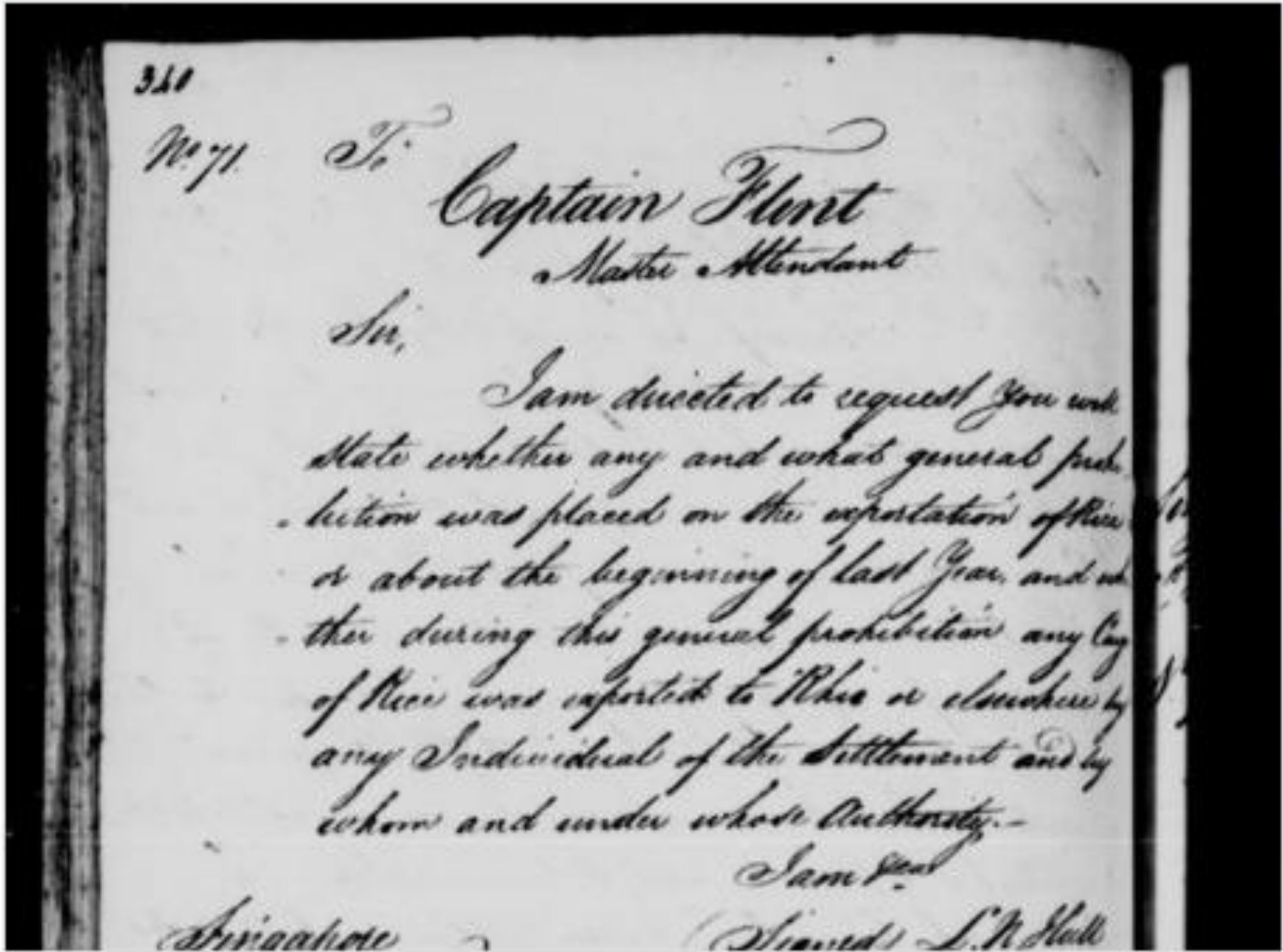
These are letters written during Raffles' administration of Singapore. This includes instructions given to the Resident and Town Committee for the development of Singapore. This collection spans Jan to Jun 1823.

520

Pages in this collection

L017_01470 - [Open]

Displaying 374 of 520 Pages



Background Information: NONE

Date: 1823

Media Number: L017_01470



Transcribe Document

No 71 To Captain Flint Master Attendant
Sir,
I am directed to request you will state whether any and what general prohibition was placed on the

SAVE AS IN-PROGRESS

SUBMIT FOR REVIEW

Previous Contributors

Be the first to contribute.

IMAGE DESCRIPTION



Contribution

The long flat building is the roof of Plaza Singapura from Cathay and the photo shows the rest of Orchard road. Hotel Supreme still stands at the current site today behind Concorde Hotel (previously known as Le Meridian Hotel). You can see Shaw Centre with the white 'terraces' in the middle of the photo. Tang Plaza (CkTang) is not built yet. The left side of the photo is Hotel Phoenix and Specialists Centre. Mandarin Hotel is the tallest building in the photo. The condo in from of the hill seems to be High Point in Mt Elizabeth.

by: L. H.L. on 7/14/2015 04:16 PM

Background Information

Unedited Description: GENERAL VIEW FROM CATHAY BUILDING.

Source: MINISTRY OF INFORMATION AND THE ARTS (MITA) FONDS

Date: 04/12/1976

IMAGE DESCRIPTION



Background Information

Unedited Description: AIRPORT POST OFFICE.
Source: MINISTRY OF INFORMATION AND THE
ARTS (MITA) FONDS

Date: 24/09/1964

Contribution

Post Office within Paya Lebar International Airport with counters offering Purchase of Money Orders, Stamps, Postal Orders, Registration of letters, Payment of Television & Radio licences, Posting of Parcels and Handling of transactions relating to Savings Banks. Posting Box allows for 2 destinations: Singapore or Malaya & Overseas. Photo is dated 24 Sep 1964.

by: LEE BEE LOR on
3/26/2015 06:24 PM

W48: Vol. I/II: Governor: Miscellaneous Letters (In)

W048_07290

No. 144 of 1863 362

From The Commissioner of Police, Singapore To The Secretary to Government
Straits Settlements

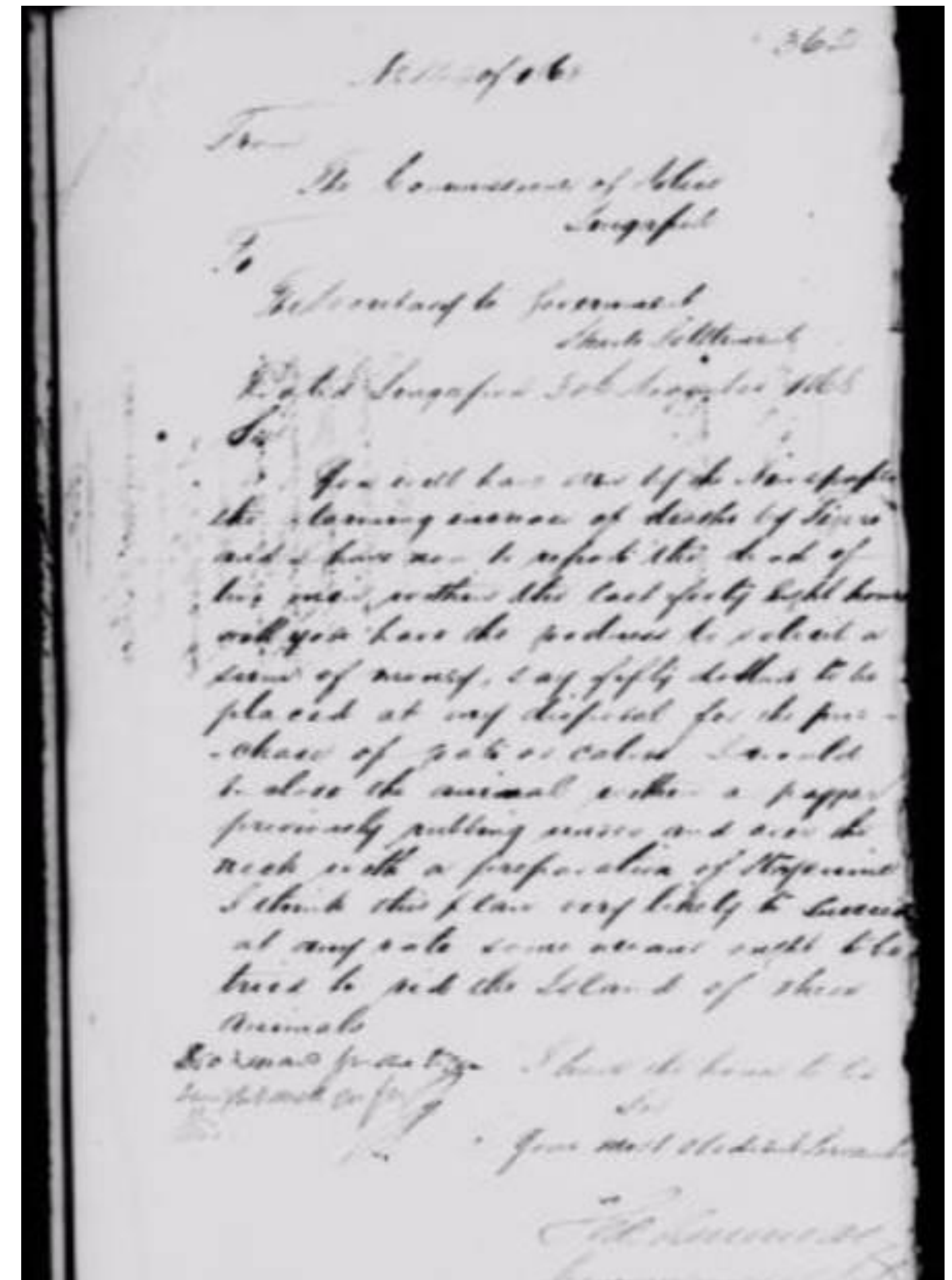
Dated Singapore 30th November 1863

Sir,

You will have seen by the Newspaper the alarming increase of deaths by tigers and I have now to report the death of two men within the last forty eight hours, will you have the goodness to solicit a sum of money, say fifty dollars to be placed at my disposal for the purchase of goats or calves, I would enclose the animal within a [paygar] previously rubbing under and over the neck with a preparation of strychnine I think this plan very likely to succeed at any rate some means ought to be tried to rid the Island of these animals. [\$50 reward for one tiger that men can for this.]

I have the honor to be Sir Your most obedient Servant [signature]

Commissioner of Police



A17: Penang Consultations

A017_01440

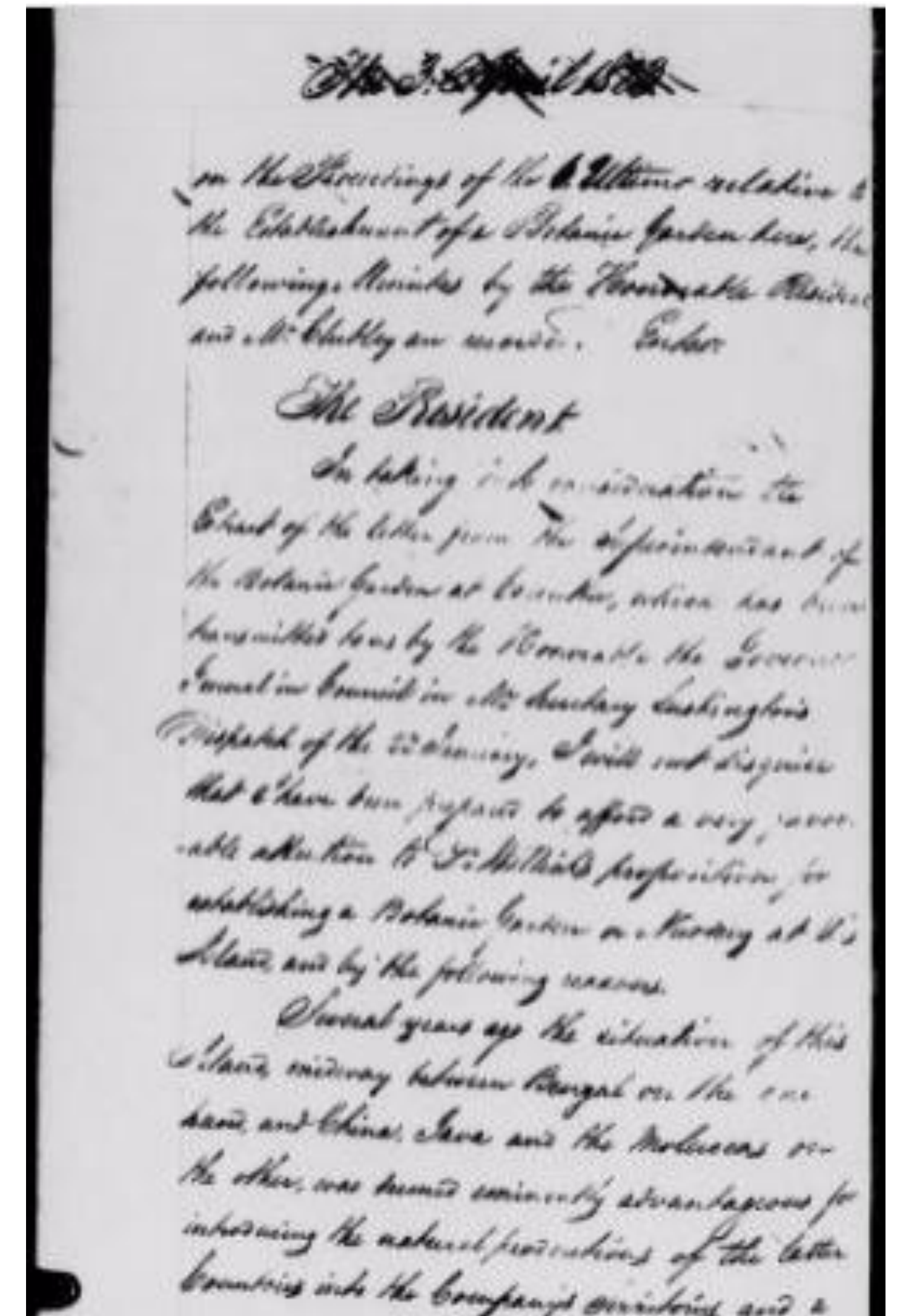
The 3: April 1823.

on the Proceedings of the 6. Ultimo relative to the Establishment of a Botanic Garden here, the following Minutes by the Honorable President and Mr. Clubley are recorded. Enter.

The President.

In taking into consideration the Extract of the letter from the Superintendent of the Botanic Garden at Calcutta, which has been transmitted to us by the Honorable the Governor General in Council in Mr. Secretary Lushington's Dispatch of the 23. January, I will not disguise that I have been prepared to afford a very favourable attention to Dr. Wallich's proposition for establishing a Botanic Garden or Nursery at this Island, and by the following reasons.

Several years ago the situation of this Island, midway between Bengal on the one hand, and China, Java and the Moluccas on the other, was deemed eminently advantageous for introducing the natural productions of the latter Countries into the Company's Territories and a Public



L17: Raffles: Letters to Singapore (Farquhar)

L017_01470

No. 72

To [Lieutenant?] Colonel Farquhar Resident [word not legible]

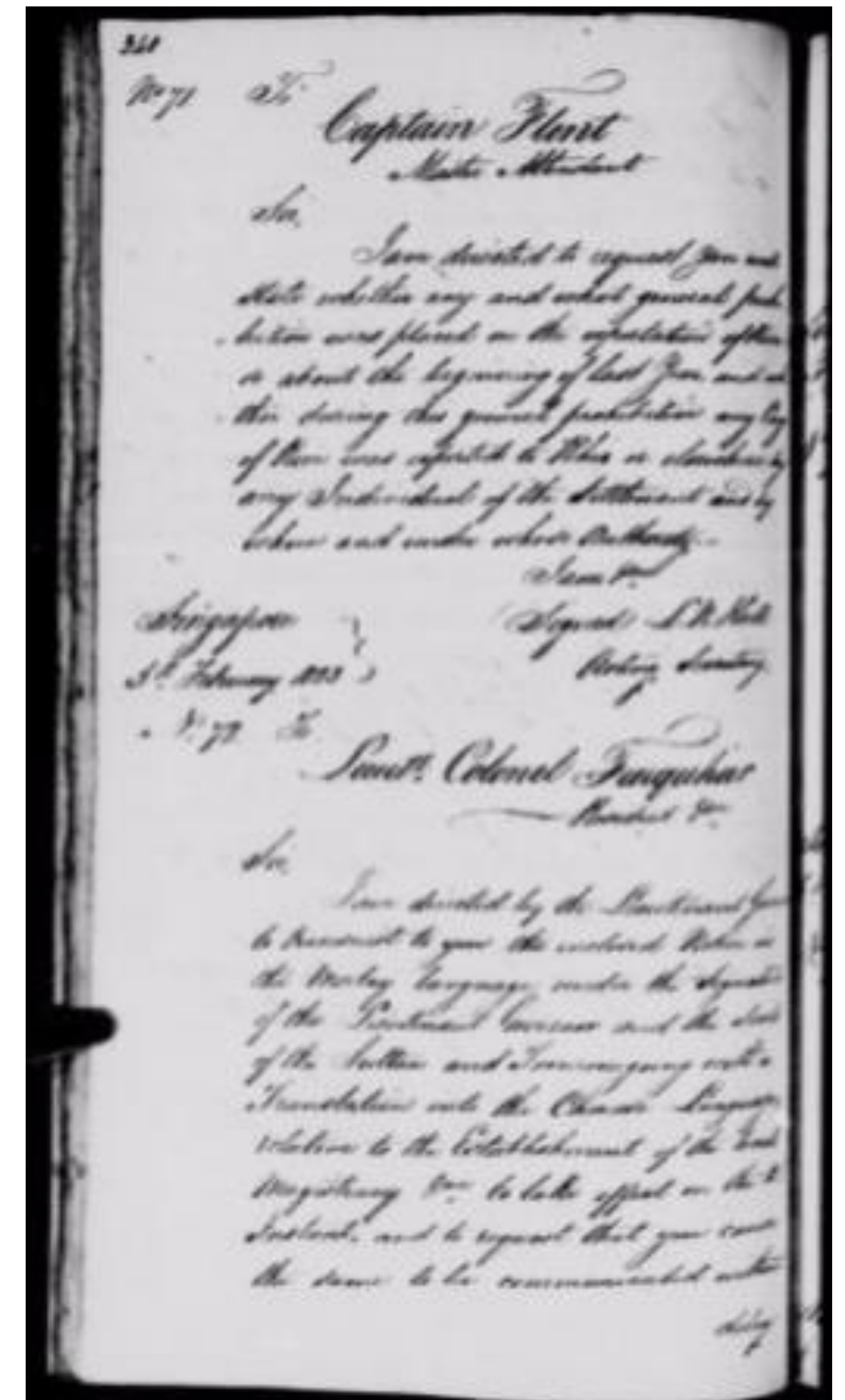
Sir,

I am directed by the Lieutenant Governor to transmit to you the enclosed notice in the Malay language under the signature of the Lieutenant Governor and the seals of the Sultan and [Toomoongoong?] with a Translation into the Chinese Language, relative to the Establishment of the local magistracy [here?] to take effect on the [13th?] Instant, and to request that you cause the same to be communicated without delay...delay to the principal native authorities and to be published by Beat of Gong, and afterwards affixed at the usual places for public information.

I have the honor to be [unclear]

(Signed) L.N. Hull Acting Secretary

Singapore [?] February 1823



STATISTICS (TILL SEPTEMBER 2018)

Category		30 Sep
General	Number of Page Views	151,954
	Number of Unique Users who have submitted at least 1 item	485
Describing Photographs	Number of Descriptions of Photographs Submitted	1,865
	Number of Photographs added to Archives Online with the help of contributions	1,858
	Number of Unique Contributors to Describing Photographs	145
Transcribing Documents	Number of Pages Reviewed and Marked as Completed	28,075
	Number of Unique Contributors to Transcribing Documents	424

- Transcription is more popular (about 26 completed documents/day)
- Total number of items contributed to: 29,621
- Approximately 39 months: avg 760 items/month

CONTINUOUS IMPROVEMENT

- Added more pages to transcribe (now over 45,000 pages) to accommodate interest in transcribing
- Added new features based on user feedback tested beta versions with top contributors where applicable
 - **Toggle layout** feature for better transcription window
 - **Pie chart** added to understand the available items for each collection.
- **Indicator overlay** to let the user know the status of each item
 - **Option to filter items** based on the status.
- **More reports** added for ease of reporting and monitoring

DOCUMENTARY FEATURING NATIONAL ARCHIVES OF SINGAPORE: "INTO THE VAULT"



Screen grab from Episode 1

As story of four Singaporeans with questions about the past go on a mission to find the answers within NAS.

SARBICA 2019: RETHINKING ARCHIVES

The screenshot shows the ARCHIVESONLINE website. At the top, the text "ARCHIVESONLINE" is displayed in a serif font. Below it is a navigation bar with links: Home, About Us, Contact Us, FAQs, and Related Links. The main banner features a background image of a film reel and a pink starburst graphic. The text on the banner reads: "SARBICA International Symposium 2019 : 24-28 June 2019 Singapore", "Rethinking Archives", and "Reframing Boundaries, Imagining Possibilities". Below the banner, a paragraph states: "Hear esteemed professionals and speakers explore the intersection of privacy, security, and the management and preservation of records and data on one hand, as well as the innovative deployment of archives and oral history in citizen engagement. Expand your professional networks." The organizers are listed as "Organised by SARBICA Southeast Asia Regional Branch" and "Hosted by NATIONAL ARCHIVES OF SINGAPORE 50 YEARS OF ARCHIVES". The registration details are provided as "Registration and other details at <http://www.sarbiasymposium2019.net>". At the bottom, there is a search bar with the placeholder text "Keyword(s)" and a green search button. The search bar has three tabs: "Basic Search", "Advanced Search", and "OneSearch".

<http://www.sarbiasymposium2019.net>

Thank you

