



# **ARCHIVAL ADVOCACY PROGRAMMES IN SOUTHEAST ASIA ARCHIVAL INSTITUTIONS**

## **- Sharing the National Archives of Malaysia's Success Story**

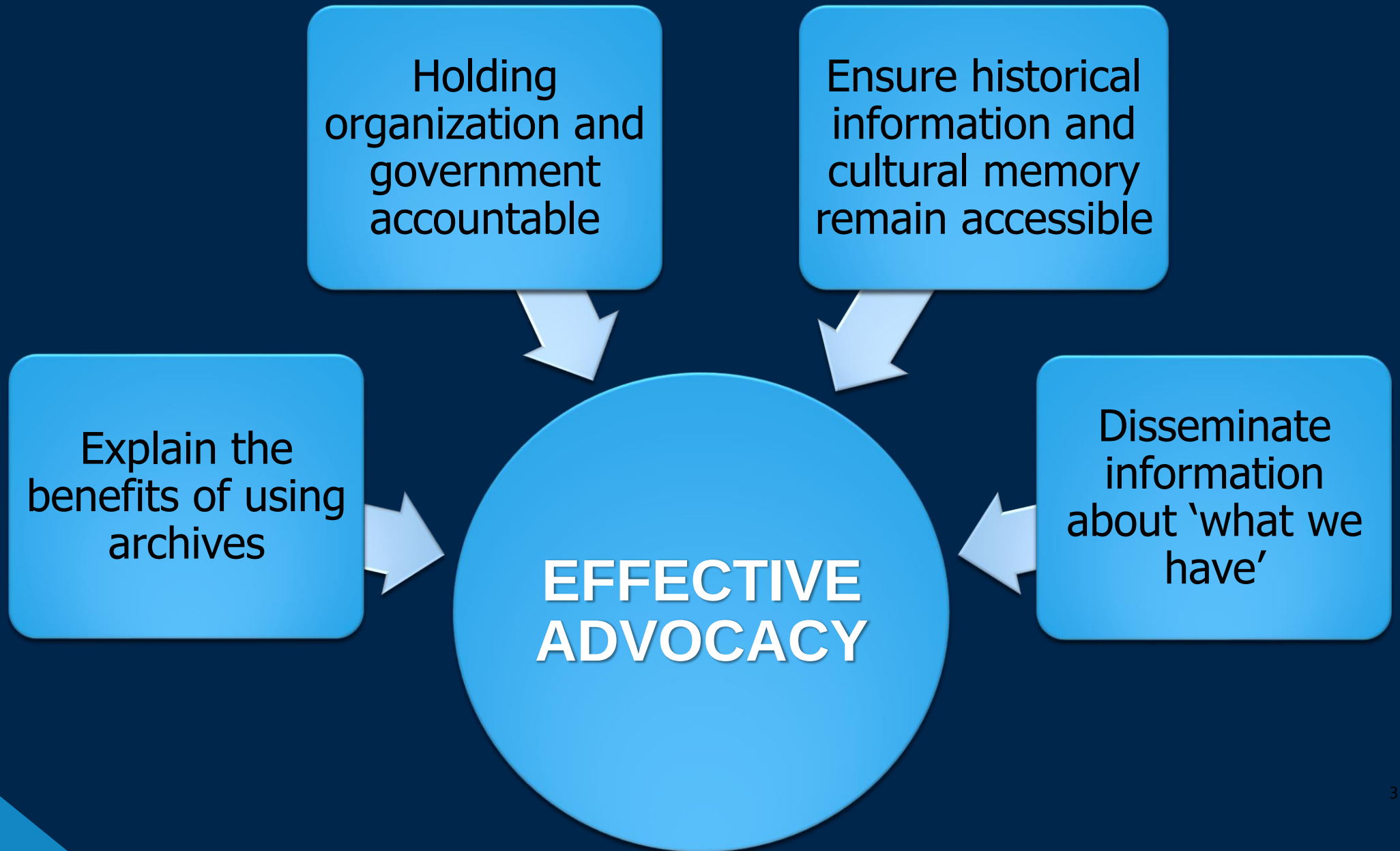
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Director of Statesmen Archives Division  
National Archives of Malaysia

23<sup>rd</sup> October 2018

# DEFINITION

## **Archival Advocacy**

Actions to promote and draw more people to archives; increase accessibility; generate understanding and awareness of archives and the work of archivists among the general public, key decision-makers and other professionals.



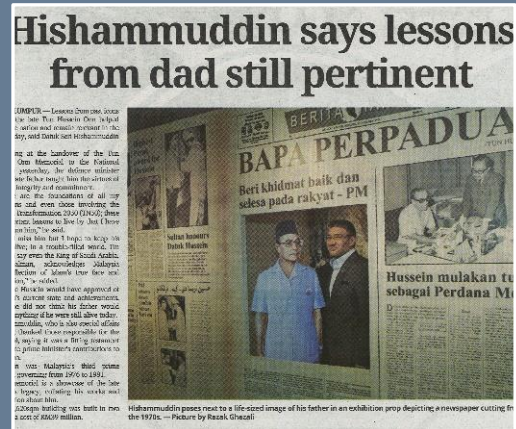


**ADVOCACY PROGRAMMES AT THE  
NATIONAL ARCHIVES OF MALAYSIA (NAM)**  
- **Sharing Our Success Story**

# Promote and draw more people to the Archives and increase usage of archival materials



Exhibition



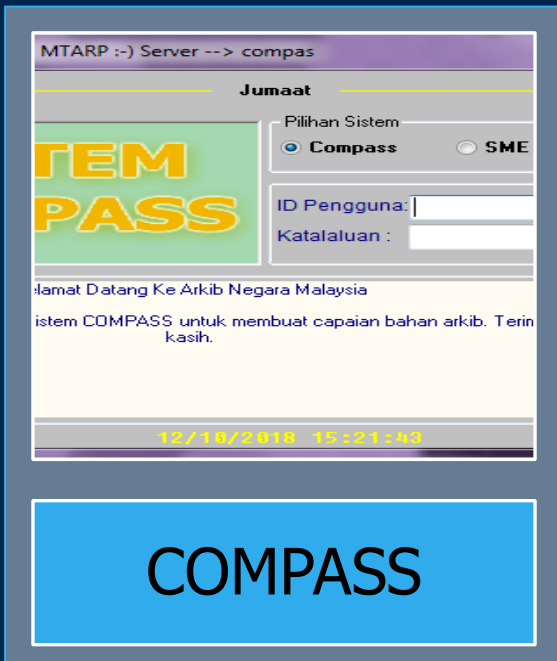
Publicity  
through Media



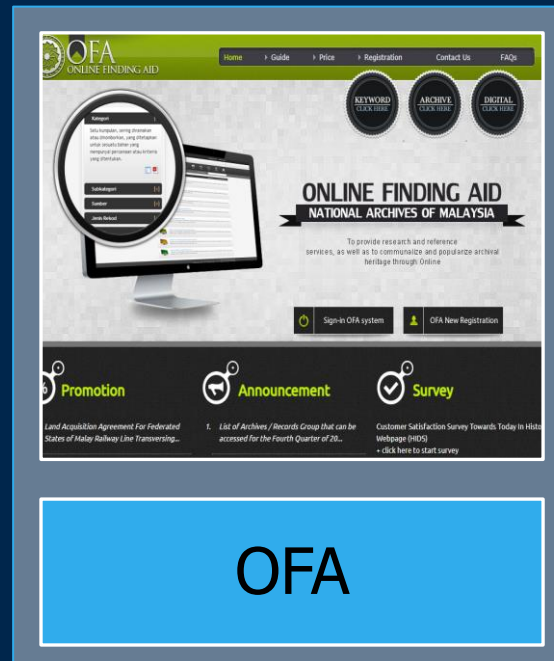
Usage of ICT  
Tools

1. Facebook
2. Portal
3. Mobile Apps<sup>5</sup>

# Usage of ICT tools to increase accessibility to archives



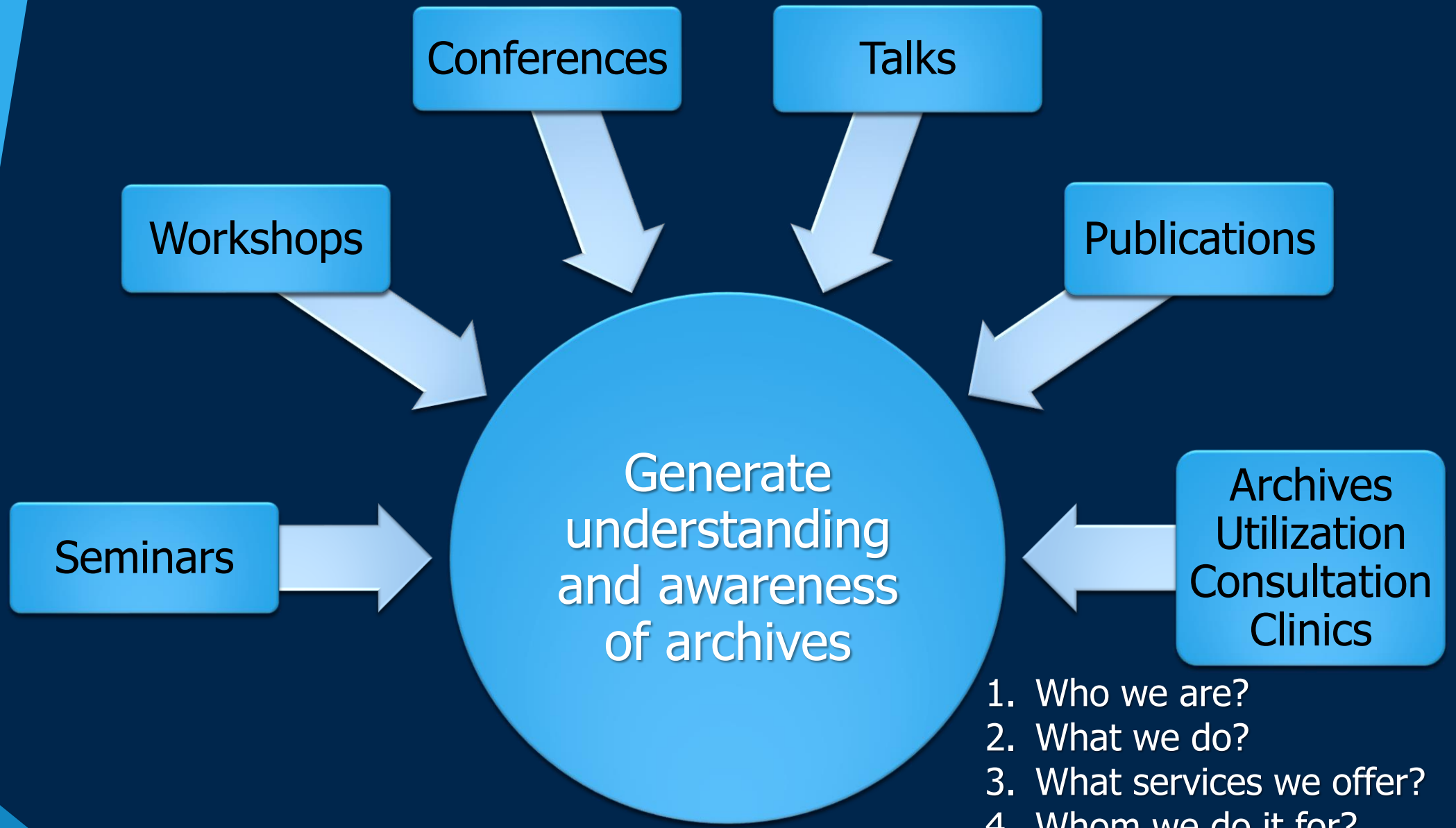
Computerized  
Finding Aid (at  
the search room)



[ofa.arkib.gov.my](http://ofa.arkib.gov.my)



[www.arkib.gov.my](http://www.arkib.gov.my)



1. Who we are?
2. What we do?
3. What services we offer?
4. Whom we do it for?
5. Why we make a difference?
6. What's in it for them?

# Generate understanding on what the NAM does among **Key Decision-Makers**

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## Briefing

On current work progress in the archives

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## Lobbying

- Meeting with the top management in the Ministry
  - Develop and maintain good relationship
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## Officiating at Advocacy Programmes

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Events/ Programmes by NAM

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# Generate understanding on what the NAM does among **Other Professionals**

|                                     |                                                                                                                         |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Academicians,<br/>Historians</b> | Research and facts finding                                                                                              |
| <b>Curators</b>                     | Sharing expertise in exhibition and preservation of artifacts                                                           |
| <b>IT<br/>Professionals</b>         | Sharing expertise & knowledge in developing systems for both<br>Electronic Records Management & Archives Administration |
| <b>Journalists</b>                  | Gathering reliable evidence for reporting activities, publicizing<br>and promoting archives to the public               |
| <b>Private<br/>Sector, NGOs</b>     | Smart partnership in organizing, co-hosting programs &<br>supporting private sector and NGOs programmes                 |

# Generate understanding on what the NAM does among General Public

## Outreach Programmes

|                                    |                                                                           |
|------------------------------------|---------------------------------------------------------------------------|
| Exhibitions                        | Organizing exhibitions about significant people, events, places           |
| History<br>Narration<br>Programmes | Bicara Tokoh, Pengkisahan Sejarah                                         |
| HIDS<br>Programme                  | The "Today in History" Programme has more than 100,000 listeners per year |

# Generate understanding on what the National Archives does among **General Public**

## Outreach Programmes

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Quiz

Competition amongst schools & universities

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Archives Utilization  
& Consultation  
Clinics

Organize consultations & hands on session -  
how to conduct research (COMPASS/ manual  
finding aids) & using/ handling archives

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OFA Promotions

- Using OFA "anytime, anywhere"
  - Do preliminary search prior to visit
  - Save time & expedite research
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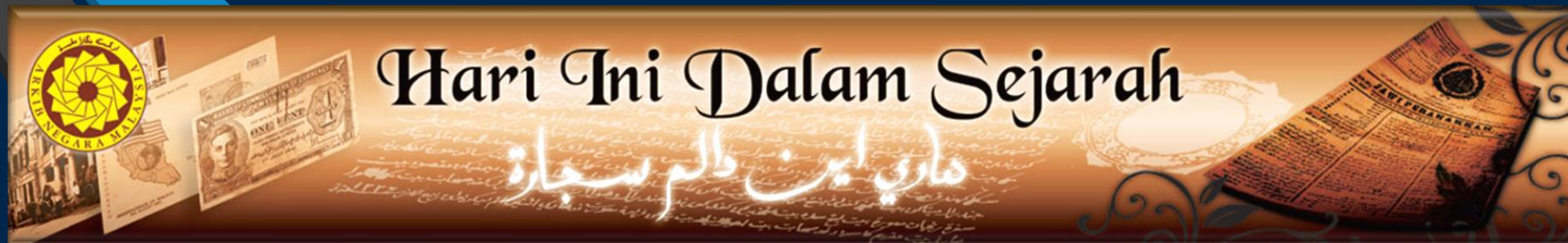
# Generate understanding on what the NAM does among General Public

## Outreach Programmes

|                   |                                                                                                                                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------|
| School Archives   | Provide consultation to schools - set up & preserve records important to history & growth of school                              |
| Guided Tours      | Visits to Conservation & Reprographic Section, Research & Access Section, Repository (see what we do) & Statesmen Archives       |
| Archives Dialogue | Discussions to highlight & showcase contents of significant archives - encourage widespread use as reference/ research materials |

# THE “HARI INI DALAM SEJARAH” (HIDS) PROGRAMME

“TODAY IN HISTORY”





## IT'S TRULY ICONIC...

- The HIDS Programme is one of the most successful and longest advocacy and outreach programme implemented by us.
- This programme is synonymous with the National Archives of Malaysia. Most Malaysians cherish the HIDS programme and eagerly await its airing everyday. It lingers in our memories and is closed to our hearts.
- HIDS had popularized the National Archives.

# OBJECTIVES OF “TODAY IN HISTORY” PROGRAMME



To recall the Nation's significant historical events



To instill patriotism among Malaysians



To foster the love for the Nation



To provide historical awareness and knowledge to all groups and levels in the society

# THE GENESIS OF “TODAY IN HISTORY” PROGRAMME

23 July 1979 - This idea was mooted during the Working Committee Meeting of the Malaysian Historical Society



NAM proposed that the programme be broadcast everyday to highlight a historic event that occurred on the date of airing



NAM proposed that the programme be named “Hari Ini Dalam Sejarah” (“Today in History”)

# THE GENESIS OF “TODAY IN HISTORY” PROGRAMME

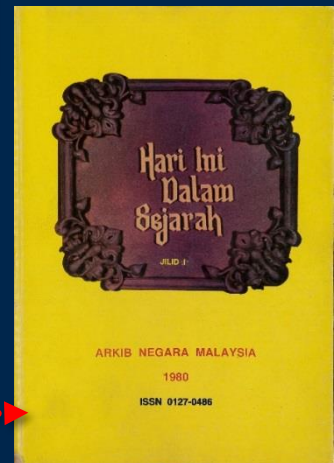
1 January 1980 - Broadcast as a pioneer programme  
for a month by Radio Television Malaysia (RTM)



31 December 1980 - The programme was temporarily  
halted  
1981 - Broadcast resumed and is aired daily until today



1981 - First volume (of aired scripts) was published.  
NAM managed to publish 7 volumes.



# THE GENESIS OF “TODAY IN HISTORY” PROGRAMME

1 December 1998 - HIDS scripts can be accessed through the NAM homepage at [www.arkib.gov.my](http://www.arkib.gov.my)

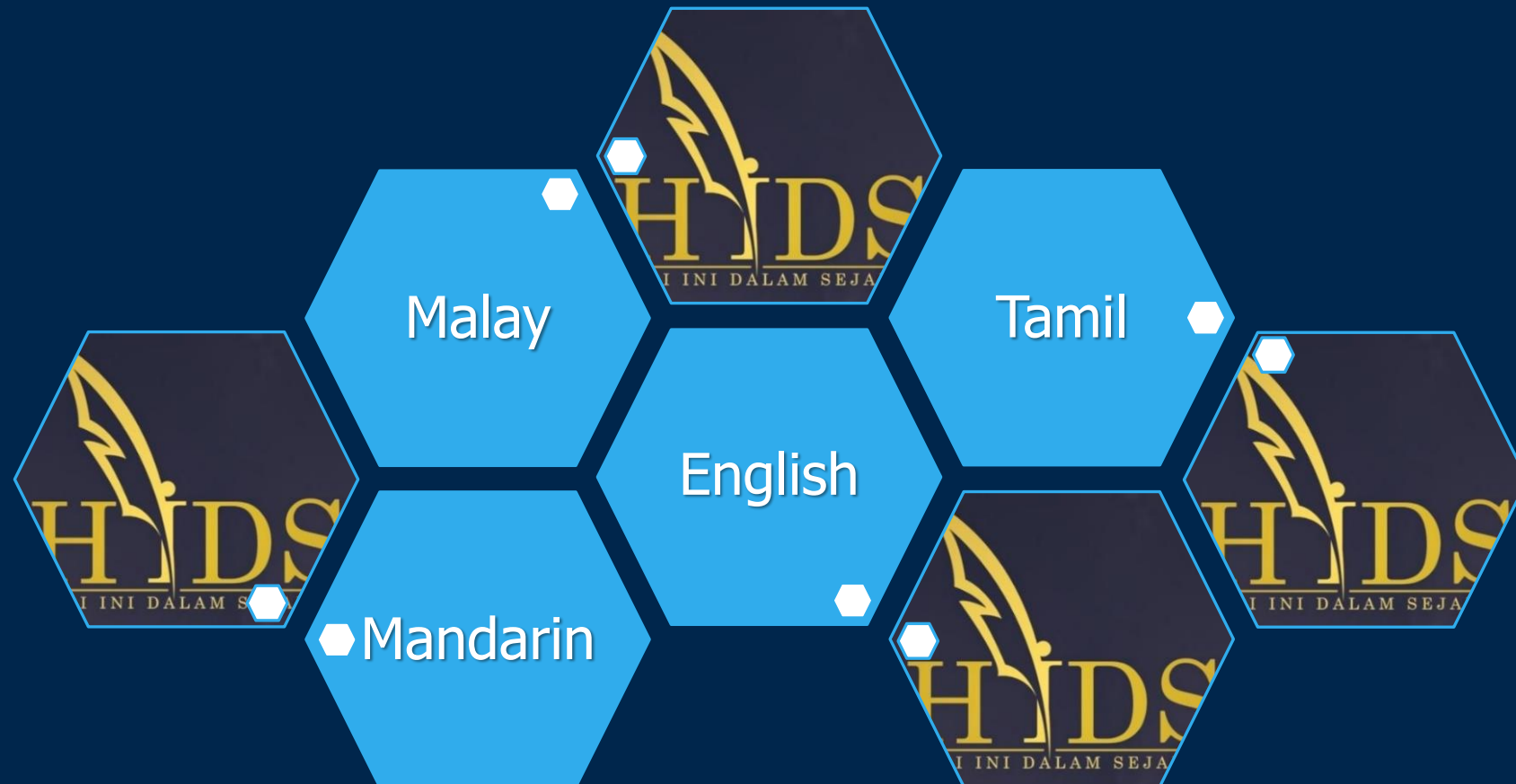


2015 - HIDS Portal was planned and developed  
1 November 2016 - Go-Live of HIDS Portal at  
[www.hids.arkib.gov.my](http://www.hids.arkib.gov.my)



Today, 23 October 2018 is another milestone for the “Today in History” programme with the launching of the HIDS Mobile App

# MAIN BROADCAST LANGUAGES FOR THE “TODAY IN HISTORY” PROGRAMME



# FOCUS/ COVERAGE FOR THE “TODAY IN HISTORY” PROGRAMME

## National Politics

- Since 1400s until today

## Economic Matters

- Colonial Period
- Japanese Occupation
- Post Independence

## Social Development

- Education
- Culture

## Historical Events

- Malacca Sultanate
- Intervention of Western Powers
- Disturbance in the Malay States
- World War II
- Independence

# ONLINE VISITORS TO THE HIDS PORTAL SINCE ITS LAUNCH IN 2016

## Year 2016

- Nov - Dec
- 10,209

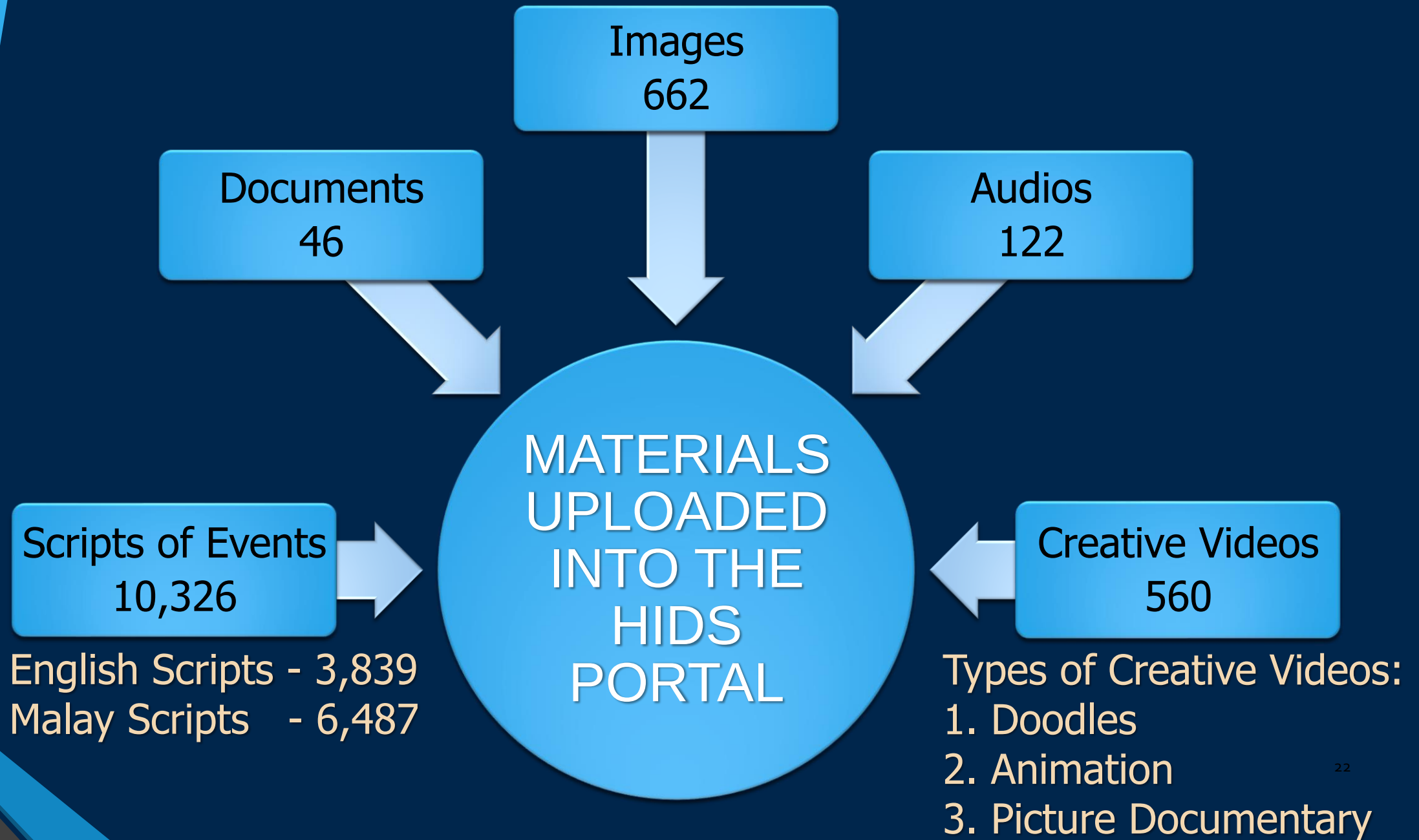
## Year 2017

- Jan - Dec
- 108,511

## Year 2018

- Jan - Oct
- 135,048

TOTAL : 253,768





Developed in accordance with the current needs and the rapid development of ICT

Adapted from the HIDS Portal

Maximum accessibility and information searching on the nation's history

In accordance with the vision and mission of the National Archives of Malaysia (NAM)

Display significant information and events that occurred everyday in the country

As a gateway to fast and easy access to information

# CONCLUSION

Archival and records management issues do not attract much media attention and as a consequence, are not high on the agendas of politicians and stakeholders.

Although we know what an important job archivists and records managers do, we need to promulgate this to the world. We cannot wait for the world to come to us, we need to act proactively focusing on the importance in protecting human rights, supporting accountable and transparent administration, protecting memories, and highlighting our profession's relevance in today's digital society.

# REFERENCES

1. Advocacy. *International Council on Archives, Section of Professional Association (SPA)*, Retrieved from [www.ica.org](http://www.ica.org)
2. Oestreicher, Cheryl. (2013). Archival advocacy sampler. *Society of American Archivists*, 1. Retrieved from <http://files.archivists.org/pubs/SamplerSeries/ArchivalAdvocacySampler.pdf>
4. *Hari Ini Dalam Sejarah*. (1981). Kuala Lumpur: Arkib Negara Malaysia.



# *Thank You*

PREPPARED BY  
STATESMEN ARCHIVES DIVISION

For SARBICA Seminar on 'Archival Advocacy in Southeast Asia:  
Heritage and Inspiration' in conjunction with 22<sup>nd</sup> SARBICA EB  
Meeting and 21<sup>st</sup> General Conference, 2018