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Institute of Commonwealth Studies

IDENTITY STATEMENT

Reference:	ICS115
Title:	Graham Mytton papers
Dates:	1950, 1960-1973
Level:	fonds
Extent and Medium:	4 boxes
Name of Creator:	Mytton, Graham (fl 1966-1973)
	media consultant

CONTEXT

Biographical/Administrative History: Graham Mytton began to study mass media in 1966, as a postgraduate political science student at the University of Manchester. He undertook practical research into the media in Tanzania, spending a year as a research associate at University College, Dar es Salaam in 1967-1968. After completing his studies in Manchester in 1970, Mytton became the Zambia Broadcasting Services Research Fellow at the Institute for African Studies, University of Zambia, a post he held until 1973. Much of the material in this collection was accumulated during these research projects. Mytton later worked for the BBC, eventually becoming Controller of Marketing for the BBC World Service. He is now an independent market and audience research consultant and trainer.

CONTENT

Scope and Content: Papers accumulated by Graham Mytton in the course of research into the press and broadcasting in Tanzania and Zambia. The material comprises files on the press in Tanzania, including notes of interviews with staff, readership statistics and other literature about newspapers; files concerning broadcasting in Tanzania, including copies of relevant speeches in Parliament, material on the Ministry of Information, Tanganyika Broadcasting Corporation and Radio Tanzania, and papers on educational and adult education broadcasting; files concerning broadcasting in Zambia, including documents on Zambia Broadcasting Services, educational and rural broadcasting; papers for the Ninth Commonwealth Broadcasting Conference in Kenya; and some miscellaneous items.

ACCESS AND USE

Language of Scripts: English

System of Arrangement: Original files on particular topics - the press in Tanzania, broadcasting in Tanzania, and broadcasting in Zambia - have been arranged in series. Miscellaneous items comprise 4 further series.

Conditions of Access: Open for research. At least 24 hours notice before a research visit.

Conditions of Reproduction: A photocopying service is available at the discretion of the Library staff. Copies are supplied solely for research and private study. Requests to publish, or to quote from, original material should be submitted to the Information Resources Manager.

Files concerning the press in Tanzania **1966-1971**

8 files

ICS115/1/1 **Notes of interviews with the Editor and other staff of the Standard Group of Newspapers** **1967**

ICS115/1/2 **Correspondence and statistics relating to the readership of the Standard Group of Newspapers** **1967-1970**

ICS115/1/3 **Correspondence, readership statistics and notes of interviews with staff of the East African Newspapers (Nation Series), together with press release and news cuttings on the banning of the papers** **1968**

ICS115/1/4 **Correspondence and statistics regarding readership of 'The Nationalist' and 'Uhuru', published by Mwananchi Publishing (1966) Ltd, together with notes of interviews with the Editor and other staff** **1966-1968**

ICS115/1/5	Copy of a Bill to amend the Newspaper Ordinance in Tanzania, with copies of speeches on the Bill, and related statements The Bill proposed to empower the President to order newspapers to cease publication where, in his opinion, it was in the public interest to do so	1968
ICS115/1/6	Advertising literature, including readership statistics, for 'Drum' and the 'Africa Samachar'	1968-1969
ICS115/1/7	Copies of 'Darubini' [?newspaper of TANU] 3 newspapers	1968
ICS115/1/8	News cutting from the 'Guardian' including an article on the resignation of Oscar Kambona, Secretary-General of TANU in 1967 Sent to Mytton by Kambona	1971
Files concerning broadcasting in Tanzania		1960-1973
	11 files	
ICS115/2/1	Copies of speeches and debates in Parliament relating to broadcasting	1961-1971

Printed copies and ms transcripts. Subjects covered include the languages used in broadcasts; the buying in of foreign news material; a Bill to dissolve the Tanzania Broadcasting Corporation and bring it under Government control; and technical and programming aspects of regional broadcasting

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|-------------------|---|------------------|
| ICS115/2/2 | Papers concerning the Ministry of Information | 1962-1973 |
| | Includes note of interviews with Ministry staff, 1968; press releases, 1968; annual reports, 1962-1970; press directories, 1967-1971; examination paper, 1967 | |
| ICS115/2/3 | Annual Reports of the Tanganyika Broadcasting Corporation 1960-1963, and Audience Survey Report 1960 | 1960-1963 |
| ICS115/2/4 | Report, schedules, supporting literature and other papers regarding educational broadcasting in Tanzania | 1967-1971 |
| ICS115/2/5 | Notes of interviews with staff of Radio Tanzania | 1968 |

ICS115/2/6	Copies of accounts and estimates for Information Services/Ministry of Information and Broadcasting	1961-1973
ICS115/2/7	Letter from Stephen Mlatie, Director of Broadcasting, RTD, enclosing information on broadcasting in Tanzania	1972
ICS115/2/8	Advertisement brochure for Radio Tanzania Commercial Services	undated [c1970]
ICS115/2/9	Papers on broadcasting in Tanzania Comprises "Development by Exhortation - a study of nation-building over the radio in Tanzania", draft: "Radio and Television Services of National Development". Seminar paper by Graham Mytton, "The Problems of Political Communication in Tanzania (University of Manchester, 1970) removed to file ICS115/2/12.	c1966
ICS115/2/10	Reports and papers on broadcasting and adult education in Tanzania, most produced by the	1966-1972

**Institute of Adult Education, University College,
Dar Es Salaam**

- ICS115/2/11 'A Handbook for Scriptwriters of Adult Education Broadcasts'** **1969**
Edited by Brian W W Welsh, Schools Broadcasting Adviser, Ministry of National Education

2 volumes
- ICS115/2/12 University of Manchester articles on broadcasting in Tanzania** **c.1969 - 1970**
Two articles written by Mytton for the Departments of Government and Social Anthropology/Sociology at the University of Manchester: 'Tanzania: A Mass Media Audience Survey - Some preliminary results and observations'; and 'The Problems of Political Communication in Tanzania'.

1 folder

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- Files concerning broadcasting in Zambia** **1950, 1960-1973**

4 files
- ICS115/3/1 Papers concerning Zambia Broadcasting Services** **c1960-1973**
Include minutes of meetings of management, programme organisers and general service staff, 1971-1972; correspondence and papers, 1967-1973; reports, 1967-1969; copy of Northern Rhodesia Broadcasting Corporation regulations, undated; copy of Ordinance setting up Zambia Broadcasting Services, 1965; and notes of interview

with Martin Luo, Programme Manager, Home Service, 1972

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|-------------------|--|------------------------|
| ICS115/3/2 | Papers regarding educational broadcasting | 1970-1972 |
| | Includes minutes of ZBS Educational Broadcasting Committee meetings; correspondence; programme schedules; manual on the organisation of Literacy Broadcasting in Zambia | |
| ICS115/3/3 | Lists of ZBS programmes broadcast in Bemba and Nyanja | 1970 |
| ICS115/3/4 | Papers concerning rural broadcasting | 1950, 1970-1971 |
| | Includes report on rural broadcasting in Northern Rhodesia in 1950; papers for a rural broadcasting workshop in Lusaka in 1970; programme schedules, 1970-1971; manual on the organisation of radio farm forums, undated [c1970] | |
| ICS115/3/5 | National Mass Media Audience Survey - reports | c1970-c1974 |
| | Six research reports and papers produced in the course of a national mass media audience survey conducted by the University of Zambia and the Institute of African Studies (1970-1973), with Graham Mytton as Zambia Broadcasting Services Research Fellow. Includes 'Listening, Looking and | |

Learning', the final, overall report written by Mytton in 1974.

2 folders

ICS115/3/6 National Mass Media Audience Survey – correspondence

**c1968-
c1970**

Correspondence between Mytton and L.M. Young, registrar of the University of Zambia, re Mytton's appointment as Zambia Broadcasting Services Research Fellow.

1 folder

ICS115/3/7 Other ZBS research projects - reports and questionnaires

**c.1970-
c.1973**

Material generated by work undertaken by Mytton as Zambia Broadcasting Service Research Fellow: 'Report on observations made at a Farm Forum at Chowa near Kabwe' by Graham Mytton and Mulenga Kayanda; terms of research to be undertaken by the ZBS fellowship, based on a 1967 paper by Michael Kittermaster; 'Some preliminary observations on the programme output and structure of the Z.B.S. Vernacular Broadcasting', internal report by Graham Mytton; 'Report on a short survey of the knowledge of metrication by Lusaka residents with special attention to the impact of radio' by Graham Mytton; 'Report on "Special Competition No. 1" (Being an audience research competition broadcast on Z.B.S. radio in June 1970)' by Graham Mytton.

1 folder

ICS115/3/8 BBC file on the ZBS research project

c1970-1971

Drafts of internal BBC write-up of Mytton's media research conducted for the Zambia Broadcasting Service and the University of Zambia Institute for African Studies; exchange of letters between Mytton and Katharine Worsley about this research and

about a radio competition designed to support the research.

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ICS115/4 Papers for the Ninth Commonwealth Broadcasting Conference, Kenya 1972

3 files

ICS115/5 Academic papers and reports, mainly on politics and communication in Tanzania and Zambia 1967-1973

1 file

ICS115/6 Reports of the Tanzania Ministry of Agriculture and Co-operatives 1967-1968

1 file

ICS115/7 Speech broadcast to the nation by President Julius Nyerere, warning against the dangers of tribalism and racialism, and on other topics undated [c1970]

1 file