Public programming is a function performed by archives in order to create awareness of archives within society as well as to promote their use and educate their sponsors and users in how to use them. The Hudson's Bay Company Archives (HBCA), established in the 1920s, developed a public programming function over the course of the twentieth century. Initially, the archives focused on the creation of societal awareness of the Hudson's Bay Company (HBC) through participation in company public relations campaigns. However, the archives was also interested in promoting awareness and use of its records to scholars in a limited way. The HBCA did so primarily by successfully lobbying the company to ease restrictions on access to its holdings and through publication initiatives such as the Hudson's Bay Record Society (1938-1983), tours and exhibitions. In the latter part of the twentieth century the HBCA expanded its definition of the user to include a larger part of the population. Societal awareness of the HBC remained an important company goal, but societal awareness of the archives as a research centre and education of the user took on new importance. Today, public programs at the HBCA are influenced by computerized technology and relations with parallel institutions. They are seen as ways to help maintain societal awareness of the archives and further the education of users. HBCA public programming has begun to employ computer technology and involve other institutions such as the Manitoba Museum of Man and Nature. The HBCA has succeeded in creating a strong profile within society as a research centre. This success has resulted in sharp increases in the number of users of the archives. HBCA public programming can respond best to this by focusing more on user education, especially through programs designed to improve use of the archives by providing richer descriptions of archival documents in the reading room or via the Web.