



Smithsonian

Institution Archives

Website Records, 2014

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Table of Contents

Collection Overview	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subjects	1
Container Listing	3

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Website Records
Date:	2014
Identifier:	Accession 14-232
Creator::	National Zoological Park
Extent:	
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 14-232, National Zoological Park, Website Records

Descriptive Entry

This accession consists of "The Endangered Song" website as it existed on April 22, 2014, the day it launched. The Endangered Song Project featured a song by the band Portugal. The Man manufactured to go extinct unless it is reproduced. The song was released on 400 lathe-cut polycarbonate records which will degrade over time as the record is played. The 400 copies represent the fewer than 400 Sumatran tigers left in the wild. Recipients of the records were asked to digitally reproduce the song and distribute it via social media to prevent its extinction. The website includes information about the project and instructions for reproducing and sharing the song.

In addition to the website, this accession includes a sample of social media content related to the project, including a copy of the song posted to SoundCloud (crawled April 29, 2014) and another to YouTube (crawled May 14, 2014) by recipients of the original records. Tweets using the hashtag "#EndangeredSong" were captured from the microblogging service Twitter using both a web crawl (April 28 and June 20, 2014) and an export tool (covering April 22-September 15, 2014) with slightly different results. Most tweets are from the general public.

Materials are in electronic format.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Endangered species
- Public relations
- Social media
- Sumatran tiger

Web sites
Wildlife conservation
Zoos

Types of Materials:

Electronic records

Names:

National Zoological Park (U.S.). Endangered Song Project
Portugal. The Man (Musical group)
SoundCloud (Firm)
Twitter (Firm)
YouTube (Firm)

Preferred Titles:

The Endangered Song (Website)

Container Listing

Electronic Records	
Electronic Records	"The Endangered Song" website, crawled April 22, 2014
Electronic Records	Sample "Endangered Song" digitized recording on SoundCloud, crawled April 29, 2014
Electronic Records	Sample "Endangered Song" digitized recording on YouTube, crawled May 14, 2014
Electronic Records	#EndangeredSong on Twitter, crawled April 28, 2014
Electronic Records	#EndangeredSong on Twitter, crawled June 20, 2014
Electronic Records	#EndangeredSong on Twitter, April 22-September 15, 2014, exported as spreadsheet and pdf files