



Smithsonian Institution Archives

Smithsonian Branding Campaign
Oral History Interviews, 2012

by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., <i>osiaref@si.edu</i>
Title:	Smithsonian Branding Campaign Oral History Interviews
Dates:	2012
Quantity:	0.25 cu. ft. (1 half document box)

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Record Unit 9631, Smithsonian Branding Campaign Oral History Interviews

Use Restriction

Restricted. Contact reference staff for details.

Historical Note

The Smithsonian Branding interviews were conducted as part of a larger research project done by Smithsonian Institution Archives (SIA) intern Elaura Dunning during September through December, 2012. Dunning's project focused on the history of branding, or the process by which organizations manage their image and reputation, at the Smithsonian Institution. The Smithsonian's new branding campaign, "Seriously Amazing/Questions Come Alive at the Smithsonian" provides context for these interviews about the campaign's background, the Smithsonian's use of social media and their target demographics, the Smithsonian Institutional Archives' presence on the Internet, and how fundraising for the Smithsonian Institution Archives will be managed.

Interviewees include the Smithsonian's Office of Communications and External Affairs' Associate Director of Strategic Communications, Pherabe Kolb, who helped develop and supervise the launch of the new branding campaign; an Office of Communications and External Affairs Public Affairs Specialist, Sarah Sulick, who helped manage the Smithsonian's social media accounts and incorporate new material from the "Seriously Amazing" campaign; Effie Kapsalis, the Smithsonian Institution Archives' Head of Web and New Media, who assists in managing the online presence of the SIA; and Mamie J. Williams, the SIA's new Director of Advancement, who discusses fundraising at the Smithsonian.

Introduction

The Smithsonian Institution Archives began its Oral History Collection in 1973. The purpose of the program is to supplement the written documentation of the Archives' record and manuscript collections with an Oral History Collection, focusing on the history of the Institution, research by its scholars, and contributions of its staff. Program staff conduct interviews with current and retired Smithsonian staff and

others who have made significant contributions to the Institution. There are also interviews conducted by researchers or students on topics related to the history of the Smithsonian or the holdings of the Smithsonian Institution Archives.

The Smithsonian Branding Interviews were conducted in response to the Smithsonian's 2012 launch of a new branding campaign in order to detail the background of the campaign and its interaction with the Smithsonian Institution Archives.

Descriptive Entry

These interviews, conducted by Smithsonian Institution Archives intern Elaura Dunning, were recorded in September and October of 2012 at the Capital Gallery building and the Smithsonian Institution Building, Washington, D.C. They cover motivations behind the Smithsonian's new branding campaign, integration of social media and web resources into the work of the Smithsonian brand, details of fundraising for the Smithsonian Institution Archives, and responses to the "Seriously Amazing/Questions Come Alive" campaign.

This collection is comprised of four interviews, one with each subject, totaling 2.2 hours of recording, 58 total pages of transcript, four .mp3 reference files and four original .wav files. The original wav files are in security storage.

Names and Subject Terms

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

Subjects:

Fund raising
Public relations

Types of Materials:

Compact discs
Sound recordings

Names:

Dunning, Elaura
Kapsalis, Effie
Kolb, Pherabe
Samuels, Larry
Smithsonian Institution. Archives
Smithsonian Institution. Office of Communications and External Affairs
Smithsonian Institution. Office of Public Affairs
Sulik, Sarah
Williams, Mamie

Container Listing

Box 1

Transcript of Interviews

Interview 1: 27 September 2012 with Pherabe Kolb covers the background of the 2012 campaign launch and the bigger notion of what makes up the Smithsonian brand.

Interview 2: 28 September 2012 with Sarah Sulick covers the Smithsonian's use of social media to engage with the campaign, and how people are reacting to the Institution online.

Interview 3: 1 October 2012 with Effie Kapsalis discusses her personal background, work with the Smithsonian Photography Initiative, and the online presence of the Smithsonian Institution Archives.

Interview 4: 2 October 2012 with Mamie Williams covers her career in fundraising, and as newly-hired director of advancement, how she can establish a plan for fundraising in the Smithsonian Institution Archives.

Recording of Interviews

Interview 1: 26 September 2012

Interview 2: 28 September 2012

Interview 3: 1 October 2012

Interview 4: 2 October 2012