

## ABSTRACT

From Practice to Performance

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Chairperson: Kenneth Hafertepe Ph.D.

This is the documentation of the summer internship of Jeffrey Penatzer at the Pearce Civil War Museum and Western Art Gallery in Corsicana TX. While the primary duties revolve around creating a social media plan, the small size of the museum allows for experience in almost all aspects of the museum.

by

Approved by the Department of Museum Studies

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Submitted to the Graduate Faculty of  
Baylor University in Partial Fulfillment of the  
Requirements for the Degree  
of  
Master of Arts

Approved by the

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FROM  
PRACTICE  
TO  
**PERFORMANCE**

by Jeffrey Penatzer

**WHERE DID I DO MY INTERNSHIP?**



THE  
PEARCE  
MUSEUM

at NAVARRO COLLEGE



# THE PRACTICE

During my time at the Pearce Museum I did a wide variety of tasks and projects. A few were recurring, like doing the temperature logs and working in the giftshop, but most of my time was taken up with various other projects in the museum.



## Mondays and Fridays **Collection Care**

Log temperatures and humidity of the exhibits and change the humidity control devices



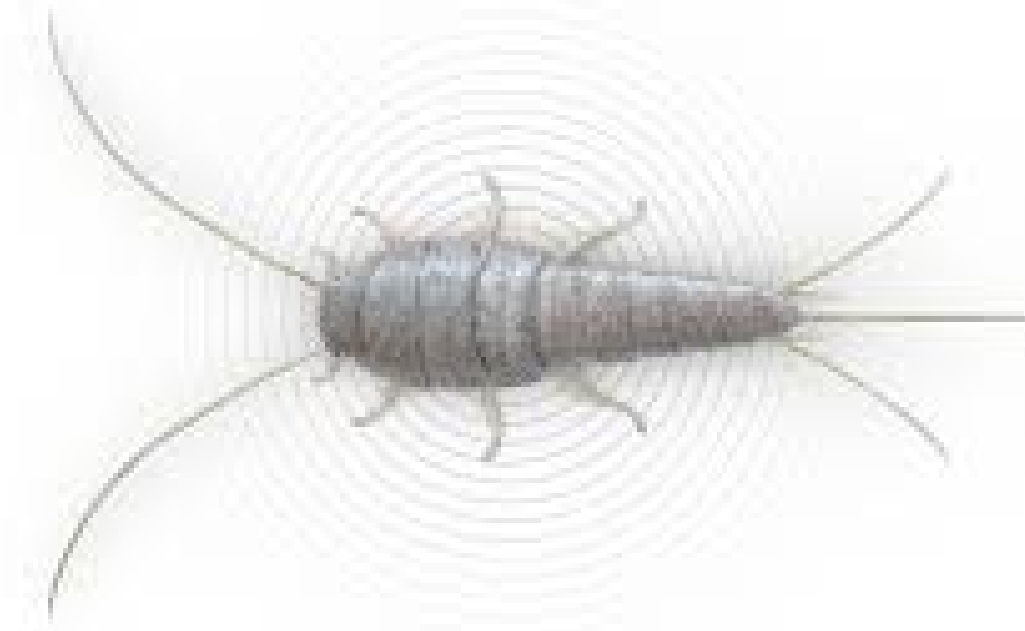
## Friday Afternoon **Gift Shop**

With such a small staff I was responsible for working in the gift shop and making the cash deposits

# PEST CONTROL

While helping clean and organize the archives room I came across some of these nightmares. Additionally roaches became a problem in the building.

Checking the glue traps became a recurring job on Wednesdays



# CONSERVATION

As part of a larger project I repaired the damaged frame of this poster.

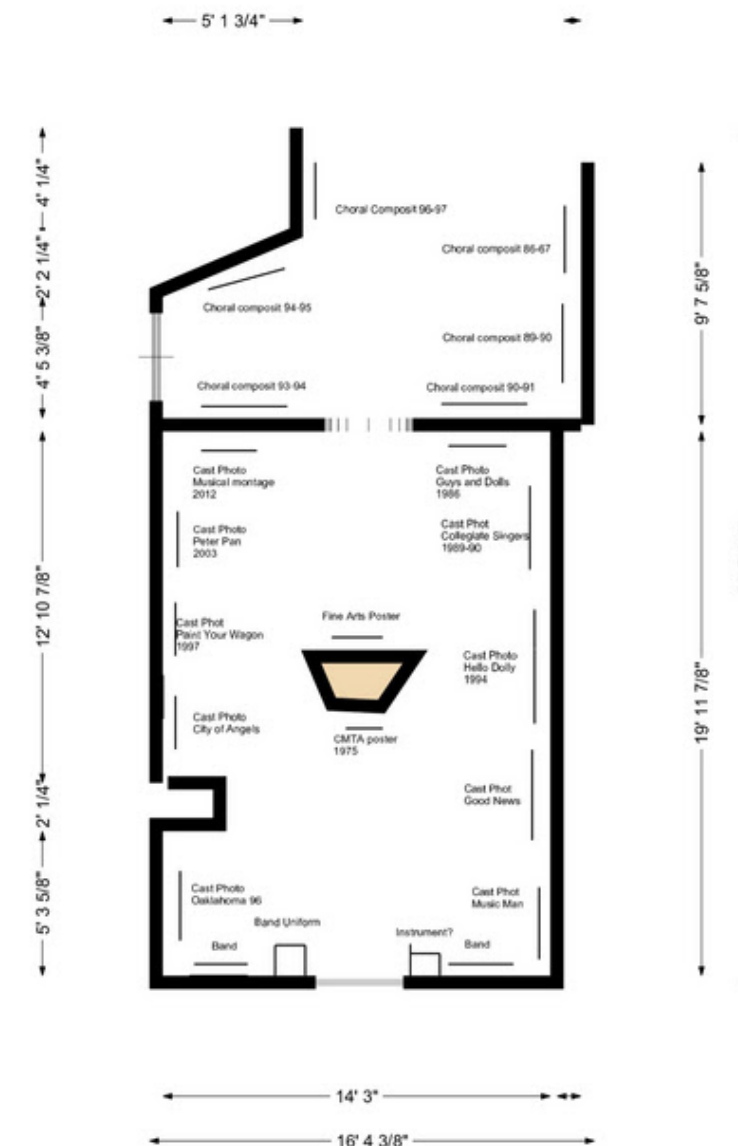
Additionally I treated a pair of reproduction boots for mold, using the freezer method.





# EXHIBIT PLANNING

Part of my duties with the Pearce Museum was to develop an exhibit for their Fine Arts Department retrospective. This project was one of the more time consuming ones. Not only did I have to process the donations from the department into the collection, I had to develop a floor plan. It has not been implemented yet.





# ART CURATION

Another major project that I undertook at the Pearce was to curate a room in their Western Art Gallery. I got to pick out the art pieces, create a theme, and hang and arrange the artwork, which is a combination of hanging art and a bronze sculpture.

Picture is unrelated



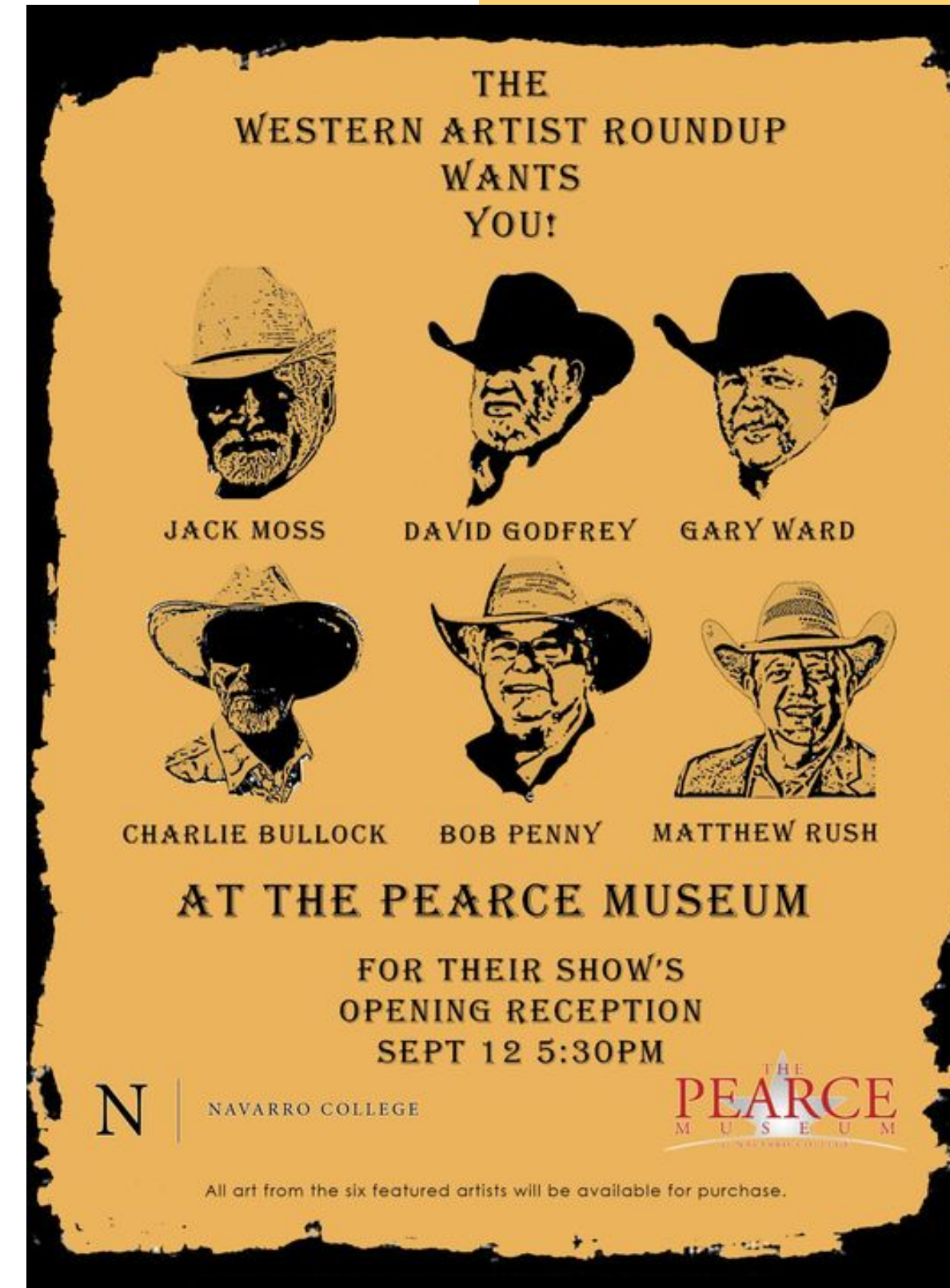




Spring Riders  
John Henry  
1911

# NEW SKILLS

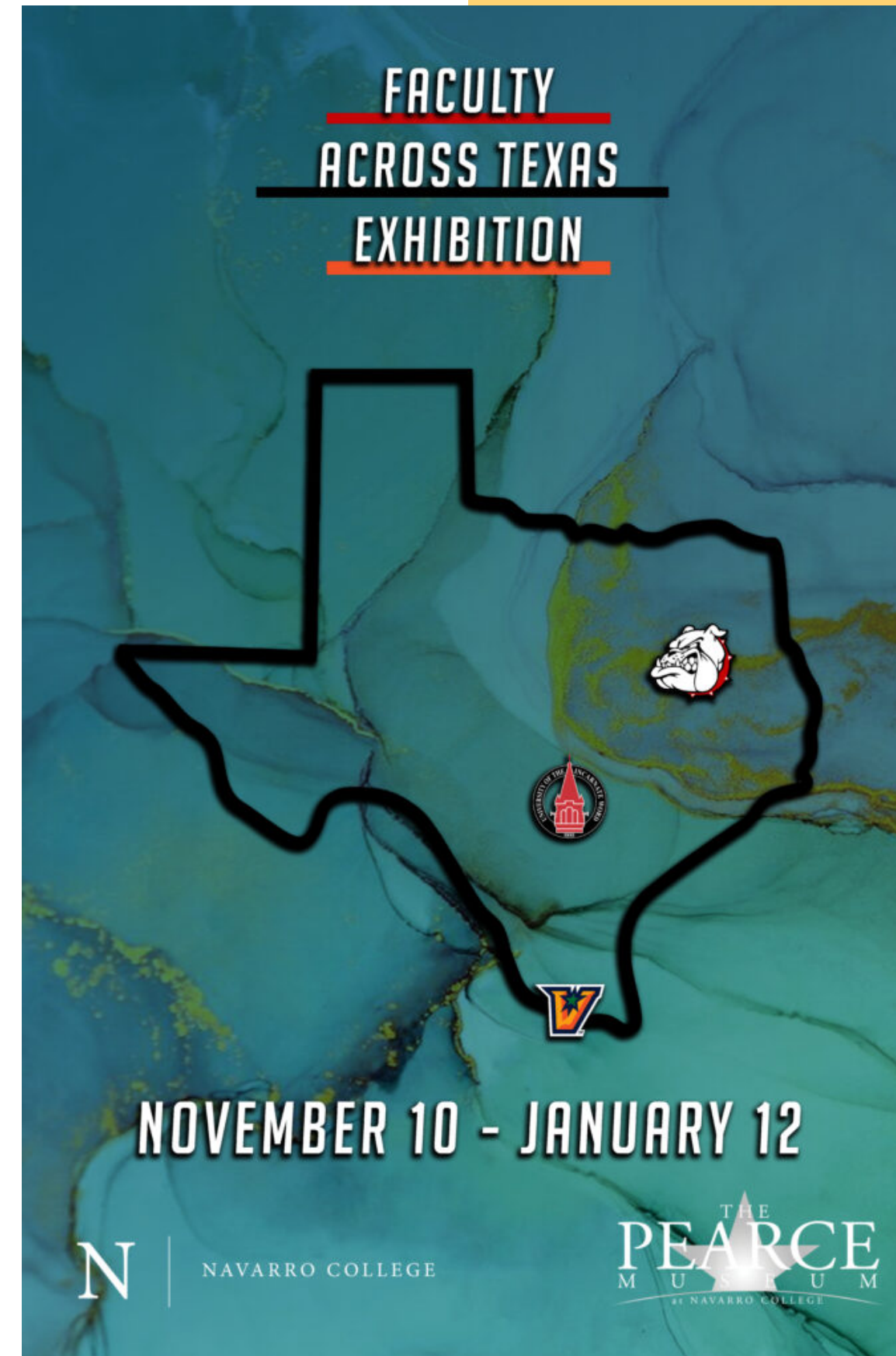
As part of my internship, I also got experience in creating promotional material for upcoming events at the Pearce. The poster to the right is one of the ones that I helped brainstorm.





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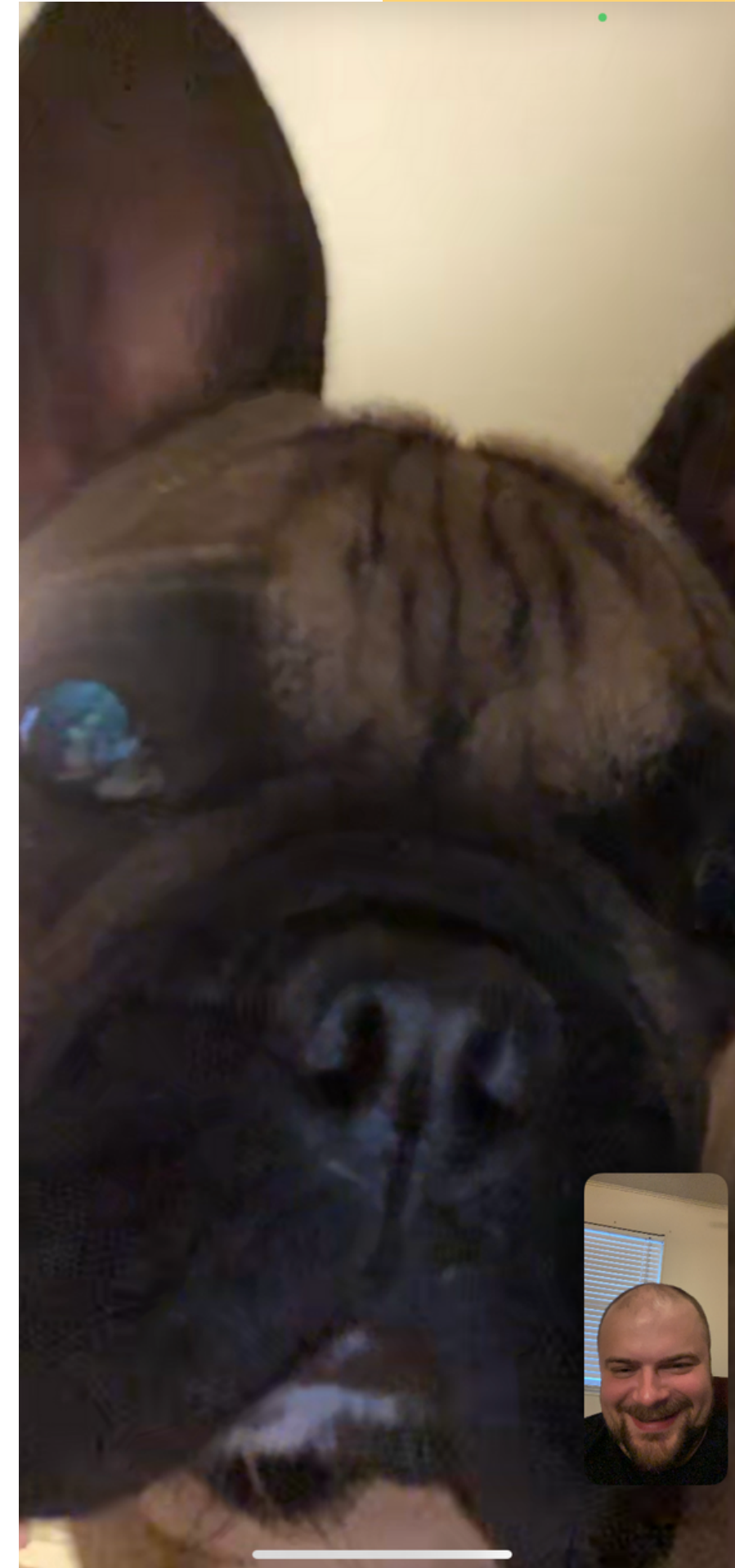
In addition to the brainstorming process, I was able to design a poster of my own. I used existing assets from past posters and samples of art from an upcoming show to create my first poster. This was also my first experience with photoshop.





# INTERMISSION

Are there any questions so far?



# PERFORMANCE

The project that I spent most of my time on over the summer is working on producing content for the Pearce Museum's social media feeds.





# INITIAL PLANNING

Before I did any work in creating I had to figure out what I was going to make. I looked at the social media presence of other museums, and while much of it was not applicable to the Pearce, either because of type of content or upload frequency, I was able to create a plan in collaboration with the museums curator, William Bullard.



# THE PLAN

Tuesday (Twitter)

- Simple Tweet to Get Folks in the Museum
- Promote Authors and Other Museums
- Visitor Engagement

Wednesday (Instagram + Facebook Cross Promotion)

- Art/Artist Spotlight
- Wacky Wednesday (question days, found in collections stories, etc.)
- Behind the Scenes

Friday (Twitter)

- Civil War Facts (#DidYouKnow, #OnthisDay, etc.)
- War Day by Day Quotes (or other quotes from the Documents Collection)

Saturday (Instagram + Face Book Cross Promotion)

- Staff Stories
- Demo Day with the Hunter Gatherers
- Hunter Gatherer Facts

# MY PERFORMANCES

The first short video we produced was about a fragment of bandage that was used to treat Abraham Lincoln after he was assassinated at Fords Theatre



# MY PERFORMANCES

The second video I took part in creating was an interview with museum director Ann Zembala



Who's Who at the Pearce - Director Ann Zembala



Share




*Who's Who at the Pearce*

# **Ann Zembala**

## **Museum Director**



Watch on  YouTube

# MY PERFORMANCES

My third video produced I helped create was a demonstration of an atlatl, where I used prop weapons and threw spears in a football field.





# MY PERFORMANCES

The final video I produced was an artist showcase about one of the artists featured in the art gallery. Not only did I script, film, and record the voiceover, I edited the audio and video for the project

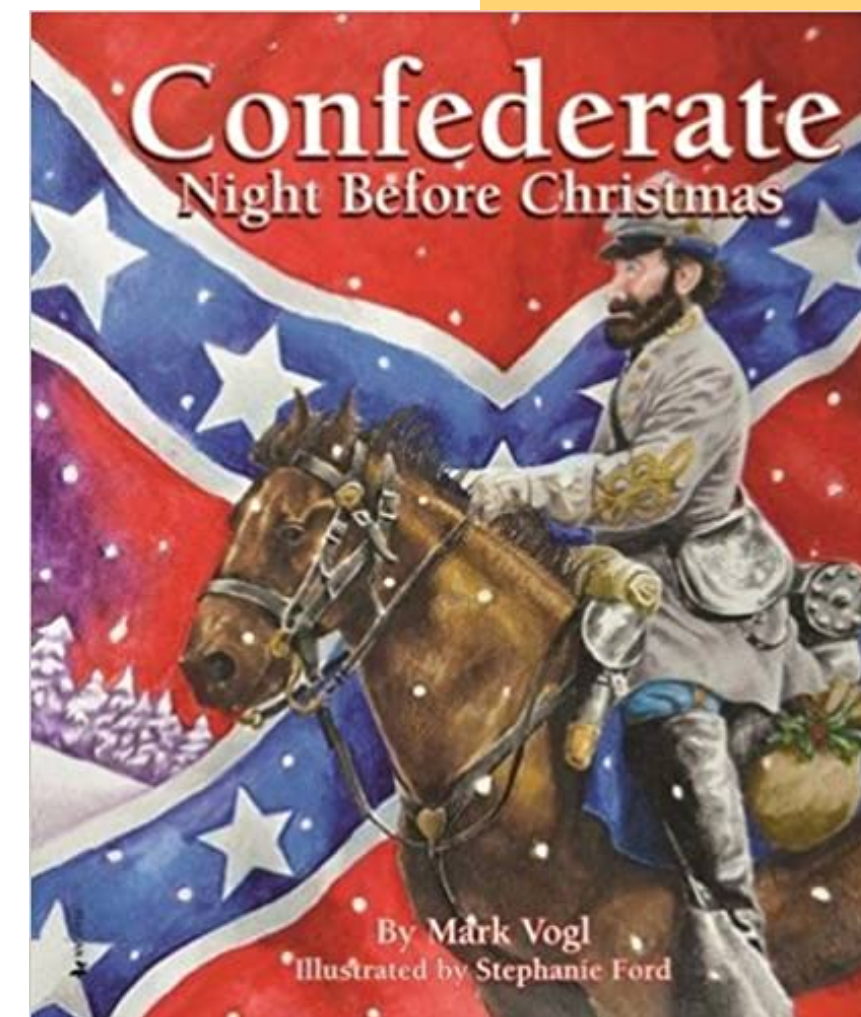
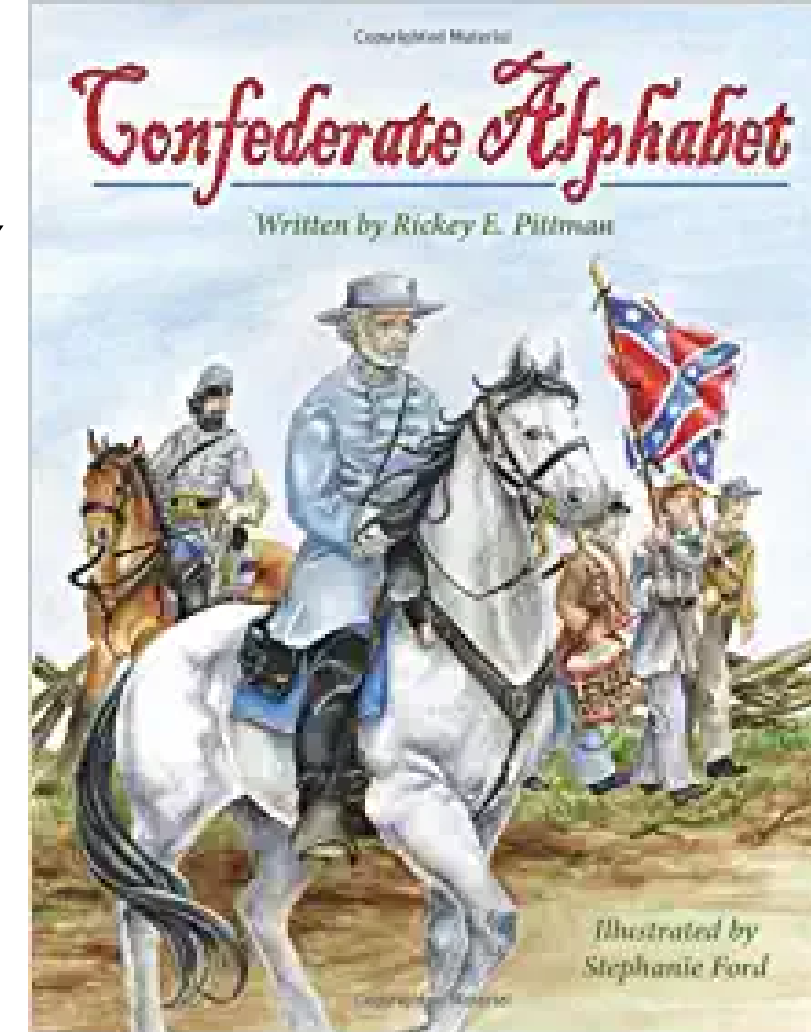


# MORAL QUANDRY

It turns out the books Mrs. Ford illustrated for were... problematic.

A passage that stood out was "Y is for Yankee, our enemy in blue, invader of the South, and foe to me and you. F was also troubling, where it praised Nathan Bedford Forrest.

Nothing I or anyone in the museum could do about them. Her husband is the history professor at Navarro.



**ANY FINAL  
QUESTIONS?**



# THANK YOU FOR COMING OUT TODAY

