ABSTRACT

The Real Never-Ending Story: A Summer Amidst Collections and Dr Pepper

Erin Graham, B.A.

Internship Chairperson: Julie Holcomb, Ph.D.

I spent April through December of 2022 working as an intern in Collections at the Dr Pepper Museum in Waco, Texas. During the internship, I processed Keurig-Dr Pepper (KDP) objects to recommend them either for accession, deaccession, or disposal. Most objects that I processed were paper documents, advertisements, correspondence, and newspapers. I was also tasked with adding to or creating accession records in the collections database, and in the fall semester, I aided in data cleanup of the collections database, correcting accession numbers and records. Along with the hours I worked at the museum I completed readings and maintaining a journal to document my experience, as well as to further inform my work and both academic and professional development. This report provides an overview of my work at the museum, how my academic development informed my professional development during my internship, observations, and what I learned during my time at the museum.
The Real Never-Ending Story: A Summer Amidst Collections and Dr Pepper

by
Erin Michelle Graham, B.A.

An Internship
Approved by the Department of Museum Studies

______________________________________
Kenneth Hafertepe, Ph.D., Chairperson

Submitted to the Graduate Faculty of
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Requirements for the Degree
of
Master of Arts

Approved by the Internship Chairperson

______________________________________
Julie Holcomb, Ph.D., Chairperson

Page bearing signature is kept on file in the Graduate School.
I began my internship by being hired in a contractor capacity on April 8, 2022, and transitioned into the collections intern role at the DPM on July 12, 2022, once the greatest portion of the Keurig-Dr Pepper (KDP) project was completed. Although July twelfth was the official date for the end of the project, Rachael, the Collections Manager at the DPM, as well as Joy Summar-Smith, the Associate Director at the DPM, and other DPM leadership worked with KDP to determine that the project would continue as there were still objects being found that were from KDP.

I signed the contracts for my internship and contract work, reviewed Dr Pepper Museum policies, and received an overview of the KDP Project, what I would be working on as part of the project, and what my responsibilities were. Professor Nadeau Johnson and Sam, one of the other contract workers, reviewed collections policies, and particular policies and practices that pertained to how KDP objects were to be processed. All of these policies and practices aligned with the best practices that I learned in the collections course, primarily in marking, inputting items into the catalog database CatalogIt, what to do if you come upon specific items, or are uncertain about what to do, asking questions, and properly maintaining collections spaces and spaces around those rooms to best care for the collections.

Overall, this internship allowed me to utilize and further develop the skills I have learned in collections courses, other Museum Studies courses that I have taken, and previous internships. I was able to learn more about the CatalogIt database and have grown in proficiency in understanding the ins and outs of the system. I have also been able to utilize what I learned about marking and labeling best practices, as I worked on processing objects that had different material types, such as paper, clothing, metal, and more. Some of the other areas aside from collections knowledge and skills that I have developed in are professional development, teamwork, and self-
advocacy. I attended several meetings, had check-ins, worked through processing criticism or correction, and implemented needed changes. I have learned the importance of asking questions, especially clarifying questions if you cannot find a particular instruction in policies and onboarding materials, or from what you were able to research or had prior knowledge of. Teamwork in collections for this project was important, especially in assisting someone in processing a larger group of objects, taking on certain tasks, and in daily encouragement and morale, as collections work, especially on one big project, can become tedious after a while.

Within the Keurig-Dr Pepper Project, I primarily worked on processing objects, either for disposition, deaccession, accession, or items that needed their records to be updated. Throughout the project until July thirteenth, I worked on recommending items for disposition if they had not been accessioned yet. I processed items for accession and helped to update object records in CatalogIt for current location, condition, and general observations, and entering the records in specific folders used as finding aids or references for later processing as needed. July thirteenth was the last day we could enter anything in for disposition or deaccession recommendation until the final KDP Project presentation in August.

I then began to process items on a basic catalog entry level that would be updated later with a more complete record. Some of the items I worked on included promotion materials, promotion packets that were one object record with multiple items within, a costume worn in a 1980s Dr Pepper commercial, other clothing items including two blazers, posters, and specific KDP brand objects, such as Hires, Dr Pepper, and Seven-Up advertising materials, and some archival materials. While the portion of my internship with the DPM that was my capstone ended on August 20, 2022, I continued in the intern role for a few hours a week during the fall semester at the museum, primarily assisting in collections care, data clean up in CatalogIt. I was later
hired on as a part-time Collections Associate by the museum, and have since provided archival research and management, exhibits care and development, particularly providing research, and label writing.

My work in collections at the Dr Pepper Museum demonstrated two concepts. The first is that soda history, especially Dr Pepper and Keurig-Dr Pepper, is vast, and in my work, and very probable, in my lifetime, I will not get to learn all of it, nor will I ever get to see all objects within the collection. This is also a matter of KDP being a vibrant and ongoing company today. Similar can be stated about collections work, as maintenance, care, accessioning, and deaccessioning for most museums will always be ongoing, and should be, to help the museum best grow and serve the community it is a part of.
THE REAL NEVERENDING STORY: A SUMMER AMIDST DR PEPPER

Erin Graham
WHAT WE’LL DISCUSS

PRESENTATION HIGHLIGHTS

• A Background of the Dr Pepper Museum (DPM)
  ◦ Mission and Collections Vision Statement
  ◦ A Brief History of the Museum
• My Experience
  ◦ Who, What, When, Where, Why, and How
  ◦ Metrics of the Keurig Dr Pepper (KDP) Project
  ◦ Highlights
  ◦ What I Learned
• Final Thoughts
• Questions?
• Sources
MISSION STATEMENT

The Dr Pepper Museum educates, inspires, and entertains by sharing the stories of Dr Pepper and the soft drink industry.

COLLECTIONS VISION STATEMENT

The Dr Pepper Museum is dedicated to providing care and management of the Collection the Museum holds in public trust at professional preservation standards and making the Collection one of the most representative collections of Dr Pepper and soft drink history in the world. Knowing that collections do not best serve the public in storage, the Museum is also dedicated to using the Collection to the best of its ability by sharing it with the public through exhibits, research, and other programs.
May 26, 1983 - Artesian Manufacturing and Bottling Company (AMBC) listed on the National Register for Historic Places

1990 - Starting collection was purchased by the Dr Pepper/Seven-Up, Inc.

May 11, 1991 - The DPM, in the AMBC opened to the public

2007 - Expansion to the Kellum-Rotan Building
The Keurig Dr Pepper (KDP) Collection started with the collection that Harry Ellis, the Dr Pepper Co.'s Historian, collected during his tenure.
MY EXPERIENCE AS A COLLECTIONS INTERN AT THE DPM

WHO, WHAT, WHEN, WHERE, WHY, AND HOW
Who: Supervisor, Collections Staff, and DPM Staff

<table>
<thead>
<tr>
<th>SUPERVISOR:</th>
<th>CO-WORKERS</th>
<th>DPM STAFF</th>
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<tbody>
<tr>
<td>Rachael Nadeau</td>
<td>Collections and Curatorial Assistant, KDP Project Contractors</td>
<td>Other staff including interns, the Associate Director and Administrative Coordinator</td>
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<td>Johnson, Collections Manager</td>
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WHAT: MY WORK

KEURIG DR PEPPER (KDP) PROJECT

- What did the KDP Project entail?
- Contract work and internship

ACCESSIONING

- To accession, or not to accession, that is the question.

RECOMMENDING
DEACESSION/DISPOSAL

- Does not fit the scope
- Not a historical asset
- Quality
- Duplication
I began my internship in April 2022, and worked through December of 2022.
WHERE: DESK
SWEET DESK

HOURS: VARIED

BUT I WORKED FULL TIME DURING THE SUMMER
WHY I CHOSE AN INTERNSHIP IN COLLECTIONS

• DISCERNMENT: DO I WANT TO PURSUE A CAREER IN EDUCATION AND/OR COLLECTIONS?
• GAINING EXPERIENCE
• PROFESSIONAL DEVELOPMENT
# How We Processed the Collections

<table>
<thead>
<tr>
<th>PHYSICAL REVIEW</th>
<th>REGISTER AND DEACCESSION/ DISPOSAL SHEETS</th>
<th>CATALOGIT</th>
<th>REVIEW BY RACHAEL AND COLLECTIONS COMMITTEE</th>
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| - Physical processing  
  - Primarily: assessment of relevance, its contribution to the mission and vision, and its quality | - Keeping track of objects and accession numbers  
- Why should an object be considered for deaccession or disposal? | - Accession record  
- Location  
- Condition reporting  
- What the object is  
- Is it a KDP Object or a DPM Object? | - Review of deaccession and disposal recommendations |
METRICS OF THE KDP PROJECT

18 MONTH REPORT - AUGUST 9, 2022

- **Total** inventoried - 80,371
- Objects and archival collections **added** to the inventory project - 29,218
- Objects **deaccessioned** - 7,756
- Items recommended for **disposal** - 41,801
- Objects **scanned** and **disposed** of - 1,200
- Objects **requested for retention at KDP Headquarters** - 26
- Objects identified as **missing** - 370
- Total objects **cataloged in 2022** - 7,967
- Total **objects cataloged** during Project - 17,433

*Note: These metrics are approximate*
METRICS OF THE KDP PROJECT

WHAT I INVENTORIED

- **Total** Objects - 3,798
- Cataloged/Inventoried - 938
- **Daccession** Recommendations - 137
- **Disposal** Recommendations - 2,723

*Note: These metrics are approximate*
HIGHLIGHTS FROM THE KDP COLLECTION
"THE SODA POP CANDY"

- Wrapper found sealed and intact, with candy still inside.
- Candy from 1975.
- Uncola - 7UP
PROMOTIONAL MATERIALS

DALLAS COWBOYS SHOWPLACE

- Promotional materials
- Inter-office correspondence
- Information on the Dallas Cowboys and their business plans
- Marketing and sales information for product partners
- VHS tape
ADVERTISEMENT: AN APPEAL TO TEMPERANCE PEOPLE

Hires Rootbeer for the temperate

SMALL MIRROR

"Put roses in your cheeks drink Hires Rootbeer."

HIRES ADVERTISEMENT

The Hires Baby
Most of the KDP brands have recipe books that were made to advertise their drinks as not only a beverage, but a mixer or something to cook and bake with.
EVEN LAMBS LIKE SQUIRT!

A SQUIRT ADVERTISEMENT
JACK OF HEARTS COSTUME

From a 1980s Dr Pepper commercial for Sugar Free Dr Pepper
DR PEPPER 1984 ALICE IN WONDERLAND COMMERCIAL

Link to view the commercial:
https://www.youtube.com/watch?v=MKWXvlKufSE
INTERN APPRECIATION DAY

Last but not least for our interns, we have Erin! She is also interning in our Collections Department!

Erin
Collections Intern

What is your favorite Dr Pepper drink?
Dr Pepper

Why did you want to intern for the Museum?
I am currently a graduate student in the Museum Studies program at Baylor University, & I wanted to gain more hands-on experience working with collections & I was offered a great opportunity to do so in the Collections intern position at the Museum.
What I Learned

**PROFESSIONAL RESPONSIBILITIES**
- Setting your work pace
- Making a schedule and maintaining a work log
- Opening and closing

**COMMUNICATION**
- Asking questions early and often
- Communicating needs
- Systemic support
- Building professional relationships

**THERE IS ALWAYS SOMETHING NEW**
- More boxes, and more, and more...
- Updates to project workflow
- Continuing to learn (software, deaccession practices, etc.)
- Surprises

**TAKING CARE OF YOURSELF**
- Setting reasonable hours
- Daily schedule
- Getting sleep
- Taking time to rest (including breaks at work!)
What I Learned

**TEAMWORK**
- Collaboration
- Checking in with one another
- Helping each other out
- Building morale

**EXPANDING LEARNING**
- Putting to practice what I learned in class
- Continuing to read and learn outside of a class setting
- Learning how to complete data cleanup in CatalogIt

**DEACCESSIONING AS A PRACTICE**
- Sustainability
  - Museum’s health and growth
  - Betterment of the collection and mission
  - Environmental consciousness
- Systemic in nature

**THE OTHER SIDE OF SODA HISTORY**
- Language, phrases, and ideas used in past advertising materials that we now know is not appropriate, and is harmful to people
- Looking forward to reparative practices
WHY USE THE TERM NEVERENDING TO DESCRIBE MY EXPERIENCE IN COLLECTIONS?

I WAS HIRED ON AS A PART TIME COLLECTIONS ASSOCIATE IN JANUARY 2023!
QUESTIONS?
"About the Dr Pepper Museum". Dr Pepper Museum. website.

Dr Pepper Museum photo credits: Erin Graham and Melissa Liesch.

"Dr. Pepper 1984 Alice In Wonderland Commercial". Memory Museum. YouTube.

"History". Dr Pepper Museum. website.

Metrics of KDP Project provided by Rachael Nadeau Johnson, Collections Manager at the Dr Pepper Museum

