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“Prospective relations with sponsors by the example of the A.S. Popov Central Telecommunication Museum”

Brief history of the Museum.

In the last decades, the static and conservative museum world essentially changed. The museum entered the market space and became an integral part of socio-cultural, economic and political life of local communities. These changes included global shifts in the strategy of financing of museums. Governmental culture-management bodies are increasingly more obviously preserving only general strategic management of museums, transferring other powers to smaller units, such as regional bodies, municipalities, trustee councils, corporate development funds, etc.

Last decades were noted for development of multi-channel financing of museums, including state, public, private, entrepreneurial (corporate), non-commercial sources of finance, as well as their combinations, developing into innovation forms. Let us consider revival of the A.S. Popov Central Telecommunication Museum as an example of new conditions and new solutions in modernisation of museum activity.

The A.S. Popov Central Telecommunication Museum, founded in 1872, is a unique place concentrating both rare samples of telecommunication equipment and the latest achievements in the field of telecommunications, as well as the State collection of the Russian Federation postage marks and art novations by mail-artists.

Collections of the Central Telecommunication Museum are national property of Russia. They are included into the State catalogue of the Russian Federation museum fund. The collections include more than eight million units of issue.

The Museum is housed by the architectural monument of the late XVIII century, former palace of the Chancellor of the Russian Empire, Knyaz (Prince) ?? Bezborodko. In 1829-1923, the building housed the Ministry of Post and Telegraph. In 1924, the building housed People's Telecommunication Museum, named after Professor A.S. Popov in 1945 in honour of the 50-anniversary of creation of radio.

In 1974, the emergency state of the palace building eventuated in its closure for visitors and disassembly of the Museum expositions, which was to last for the next thirty years. The requirements to reconstruction of the palace made by architectural monument-protection organisations were rather high and involved adequate financial costs.

The Museum revival plan was to open its main part by the 300-anniversary of St Petersburg in May, 2003. It was in extreme undertime that the museum building reconstruction project was prepared and agreed.

In parallel with technical inspection and designing, it was necessary to do a large amount of work on reconstruction of the building right on the spot, develop the design concept of the exposition, prepare exhibits, as well as bring the collections out to different addresses for temporary storage. In December 2003, the A.S. Popov Central Telecommunication Museum reopened its doors for visitors after a break of 30 years.

SLIDES: ??RIUM 1 and ??RIUM 2 “before and after”, water colour by ? . Zolotaryova, Facade with Illumination.

1. Revival of the Museum. Priority Charity Program. Establishment of the Russian Telecommunication History Foundation. Founders of the Foundation. Sponsors and their contribution.

Revival of the Museum began in 2000 under the initiative of the Minister of Telecommunication L.D. Reyman, who offered a Priority Charity Program aimed at revival of the basic industry museum to Russian and foreign telecommunication companies working in Russia. It was especially for this purpose that the Russian Telecommunication History Foundation was established to accumulate funds of sponsor telecommunication companies. The Board of Trustees was headed by the Russian Federation Minister of Telecommunication. The Foundation was established by Russian telecommunication companies: OAO "Svyazinvest", OAO "Telecominvest", OAO "Concern "Scientific Centre", OAO "Telecom", OAO "Systema telecommunicatsy, informatiki i svyazy". The Chairman of the Board the Russian Telecommunication History Foundation is the Deputy Director General of OAO "SZ Telecom".

The funds raised were spent on reconstruction and restoration of the Museum building, designing and equipment of a new exposition, equipment of stock depositories and workplaces of employees, restoration of historical exhibits and replenishment of collections, creation of multi-media and video films, afterpay to the salary of the Museum employees. The amount of investments made from 2001 to 2003 totalled to 518 million Roubles, $\frac{1}{4}$ part of above mentioned sum came from the federal budget, $\frac{3}{4}$ parts – from sponsors.

The contributions can be both financial and material, i.e. both Russian and foreign companies can be donors of equipment and machinery. For example,

OAO Megafon supported exposition section of the "Mobile Telecommunication History. Yesterday and Now"; a Japanese company NEC presented plasma panels for the exposition and a computer class for 17 workplaces; a Swedish company Ericsson and a Russian company Web plus support an Internet centre for 18 workplaces; and Siemens presented a demonstration of services of a Web pay phone and supported the restoration of Siemens and Galske historical technical devices for a new exposition of the Museum, etc.

Revival of the A.S. Popov Central Telecommunication Museum and its further functioning as a collector, keeper, researcher and populariser of historical heritage of the Russian technical thought enables active replenishment of museum collections. The Museum is a unique place, concentrating rarity samples of telecommunication equipment and the latest achievements in the field of telecommunications. The Museum keeps the state collection of Russian postage marks. The year 2000 saw the beginning of a new art collection of mailings, Mail Art. In 2003, when the Museum was reopened, efforts of the Russian Federation Ministry of Telecommunication, the Russian Telecommunication History Foundation and sponsors resulted in appearance and continued replenishment of a magnificent collection on the history of information technologies.

Vigorous development of equipment and technologies, especially in the field of communication has considerably changed people's needs and demands, in particular those of the younger generation, on whom the core activity of the Central Telecommunication Museum is mostly focused. The change also affected methods of their cultural and ideological education. In addition, the Museum is becoming a historical, cultural and enlightening centre intended to meet intellectual and technical requirements of the trade. With this end in view, creation of expositions involves considerable saturation of new and existing interactive and multi-media workplaces with information, creation of methodological materials maintaining the educational function of the Museum and providing vocational guidance of the young

generation, as well as methodological materials expanding professional and historical knowledge of telecommunication workers and other visitors of the Museum.

These tasks can only be fulfilled with direct support of scientific potential of the trade, its research institutes and the teaching staff of universities of telecommunications, in particular, St Petersburg Professor M.A. Bonch-Bruyevich State Telecommunication University.

Besides, sponsor telecommunication companies are also an only possibility and the primary source of replenishment of Museum collections both with updated equipment subject to writing off and new samples and software of extremely vigorously developing information technologies. They also provide information on history of telecommunication companies.

Sponsors of revival of the Museum:

SPONSOR LIST, SLIDE

SLIDES OF THE BANNER IN ATRIUM 1.

SLIDES WITH SHOWCASES OF ATRIUM 2 (logotypes).

SLIDE OF THE INTERNET CENTRE WITH BANNERS OF WEB + AND ERICSSON

2. First year of work of the Museum. Programs and actions. Work with sponsors. Sponsor's package.

Not only does the renovated building of the Museum house projects of modern expositions, but also provides conditions for leisure. Visitors can use a reading hall of the scientific and technical library, an Internet centre for 18 workplaces. Courses, classes and lectures held in the Museum take place in a specially equipped computer room. There is also a modern post office and a cafeteria.

The first year of museum work saw more than 200 various actions. The Museum was attended by more than 50,000 people.

Programs and actions for visitors, held by the Museum within the year of its work:

- Regional of Communication Workers, an international forum
- Mail Cart- Union 2003, an international exhibition
- Infocom-2004, an international exhibition
- IT Round Table of the Eighth International St Petersburg Economic Forum-2004.
- Meeting of the State-Duma IT-Committee Expert Council
- Signing of a Contract for Co-operation in Space Medicine between the Russian Federation IT Minister and the Chinese National Republic IT Minister.
- Meeting of the Board of Directors representing companies having founded the Russian Telecommunication History Foundation
- Meeting of the Board of Directors representing corporate sponsors of the Russian Telecommunication History Foundation
- Press conferences and marketing measures of corporate sponsors.
- International teachers' and students' conferences in the North-West of the Russian Federation with participation of St Petersburg Professor M.A. Bonch-Bruyevich State Telecommunication University.
- Meetings of St Petersburg Administration IT Committee.

- Meetings of the World Bank for Reconstruction and Development. Cultural Foundation.

- NW IT Meetings.

- Visiting by domestic and foreign delegations, mail administrations of other countries, representatives of telecommunication companies from various regions of the Russian Federation.

- Exhibitions, conferences, forums on culture and modern art, actions of the museum community of St Petersburg.

- Defile on the Neva.

- Bronze Horseman-2003, a dramatised show.

- Musical programs.

- Charity actions.

Other actions.

Actions held by sponsors of the Museum have a doubtless priority over all others and are accompanied by free excursions of the Museum and the "Russian Philatelic Treasury."

SLIDES: INFOCOM-2004, OPENING OF THE MUSEUM, ETC.

Sponsor's assistance to the Russian Telecommunication History Foundation has still been going on.

The sponsors are offered the following package of the Museum services:

- The sponsor's logotype with a link to the sponsor's corporate site at the A.S. Popov Central Telecommunication Museum's site.

- Placement of the sponsor's logotype on the banner in the hall of Museum services.

- A place in show-cases of the exposition called *Evolution of Modern Telecommunication* for demonstration of new technologies and services to the population in an interactive mode on a rotary basis.

- Giving a possibility of holding corporate actions to the sponsor companies: conferences, seminars, international forums, receptions and exhibitions in the premises of the Museum with utilisation of technical and informational capacities of the Museum.

Up to now, the Museum has been actually servicing sponsors' actions, providing premises, municipal and technical services, as well as excursions.

SLIDES: CENTRAL TELECOMMUNICATION MUSEUM'S SITE, CONTACT WITH SPONSORS, EXIT TO NEWS

3. Planned work with sponsors. Strategy. Programs.

Fortunately, all possible support by the sponsors through the Russian Telecommunication History Foundation is going on. It includes both methodological management of activity of the old but actually absolute new Museum by key specialists of the trade, as well as raising of money on completion of expositions of the Museum and its contents, expansion of the Museum activity on organisation of interactive expositions, replenishment of collections, creation of a new and improvement of the old system of accounting of exhibits in the Museum collections and current Museum activity. The narrow subject of the Museum implies that it is difficult enough to hope that in the future the Museum can exist fully at the expense of its economic activity and entrance fees. Therefore, the main stress is always on the trade sponsors, who provide viability of the Museum and

replenishment of its collections. Prospective plans of the Museum stipulate its desire to become as necessary for the sponsors as they are for the Museum, i.e. to provide them with particular organisational services, technical possibilities and intellectual information, which allows the Museum to house actions of any level, including an international one.

This function of the Museum requires not only completion of expositions, but also technical equipment of the Museum. Therefore, the Museum mostly aims at demands and interests of the existing sponsors, as well as engagement of new ones. With this end in view, both the Russian Telecommunication History Foundation and the Museum are working on creation of new programs, such as:

- establishment of the Russian Telecommunication Managers Club to implement special programs.
- establishment of the Friends of the Museum Club with different categories of participation to increase the number of participants from the world "outside the industry".
- establishment of IT post-graduate training programs for the branch workers in co-operation with the University of Telecommunications.
- organisation of actions for sponsors, including thematic conferences and press conferences.
- development of children's programs and family actions for corporate sponsors and their families.
- creation of new routes and original exhibitions connected to the specialisation of the Museum.
- creation of "Round Tables" on special subjects connected to the lines of activity of the Museum and the branch.
- installation of a Museum gift shop able to sell gifts made by sponsor companies.
- other actions.

The program package is under development.

Besides, by the 60-anniversary of our Victory in the Great Patriotic War in May 2005, the Museum together with ITAR-TASS established a Victory Press Centre, intended first of all to hold press actions devoted to anniversary celebrations as well as aimed at attraction of additional attention to the activity of the Museum.

These plans and programs are developed and implemented by the Museum employees within the framework of their current activity and are intended to boost interest of the visitors, as well as to keep the existing and to draw attention of new potential sponsors.

SLIDE: 2005 PROGRAMMES

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