

# A Commemorative History Case Study

## Research Inquiry

In 2013, Idaho Power approached SHRA regarding a project to commemorate its 100 years of service in south-central Idaho. The company was seeking a highly visible way to recognize the efforts of past and current employees while also reinforcing the company's strong ties to the communities it serves and its emphasis on company values. Idaho Power hoped to craft a year-long centennial commemoration campaign in 2016 that was appropriate for both internal and external audiences.

## Methodology

In the very early stages of the project, SHRA decided to present the history of Idaho Power both chronologically and thematically. To accomplish this feat, SHRA worked with the corporate team to identify five central themes that guided the research, aiding the SHRA team in conceptualizing and crafting the content and copy for the project's numerous deliverables. The themes of Community, Identity, Environment, Partnerships, and Technology, emerged as the framework around which SHRA crafted the history of Idaho Power.

## Research Conclusion

SHRA's foresight in organization and planning allowed Idaho Power's story to materialize organically from the numerous primary sources collected during research. SHRA creatively compiled content and copy for the multiple deliverables using accepted professional historical methods. Idaho Power celebrated its corporate commemoration over the course of 2016.

## Repositories and Collections Consulted

- Idaho State Archives:
  - Records of the Idaho Public Utility
- Idaho Power Archives:
  - Corporate Records, Photographs, Artifacts, Maps, Internal Publications, Advertisements, and Annual Reports
- Boise State University Special Collections:
  - Papers of Governor Cecil Andrus
- 30+ Oral Histories with Current and Former Idaho Power Employees
- Historic Newspapers

## Deliverables

- Research, Content and Copy for a Traveling Exhibit, an Online Exhibit, and Historic Inserts in a Centennial Cookbook
- Research and Script for Film Scripts
- Historical Content for a Social Media Campaign
- Oral History Interviews



Contact Jennifer Stevens, Ph.D., for references  
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