

Inside the new Media History Digital Library

**Eric Hoyt, Ben Pettis, Sam Hansen, Kat Pan &
Lesley Stevenson**

Department of Communication Arts
University of Wisconsin-Madison

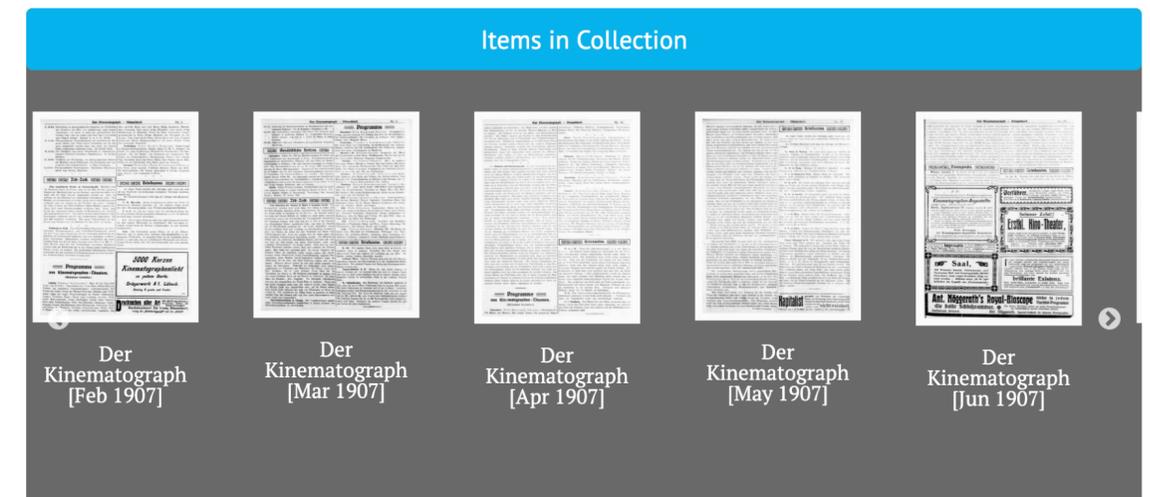
Media History Digital Library &
Wisconsin Center for Film & Theater Research



Today's Workshop

1. Brief overview of MHDL and new pressbook scanning (Eric Hoyt)
2. Global movie magazines — recent additions via post-production (Kat Pan).
3. Global movie magazines — recent additions via new scanning collaborations (Lesley Stevenson)
4. Tour of the new MHDL and Lantern interface and database (Ben Pettis & Sam Hansen)
5. Your questions, comments, and ideas (Everyone — use Zoom chat and raise hand button)

Deutsches Kino - Germany



Spanish Publications





MEDIA HISTORY
DIGITAL LIBRARY



A free online resource, featuring millions of pages of books and magazines from the histories of film, broadcasting, and recorded sound.
Led by Eric Hoyt and the Wisconsin Center for Film and Theater Research.

Search the MHDL

Explore Collections

Top 40 Journals

The Media History Digital Library provides free online access to books and magazines related to the histories of film, broadcasting, and recorded sound. We are physically housed within the Wisconsin Center for Film and Theater Research, and our virtual collections — 3 million digitized pages — can be accessed at <https://mediahist.org>.

MHDL Growth Timeline

- 2009 — David Pierce founds MHDL as a collaborative digitization, conservation, and access initiative.
- 2011 — Pierce, Hoyt, and Wendy Hagenmaier launch first MHDL website, with roughly 100k pages of *Film Daily*, *Photoplay*, and *Prelinger Library* scans.
- 2013 — Public launch of Lantern, the MHDL's search platform, featuring 800k pages of scanned material.
- 2014-2016 — Project Arclight initiative for developing data mining tools for MHDL's collections. Partnership with Charles Acland and Concordia University, supported by IMLS, NEH, and SSHRC.
- 2017-2019 — MHDL officially transitions to the University of Wisconsin-Madison and becomes part of the WCFTR. Collection reaches 1.5 million pages.
- 2020-2022 — Work plan for the “Globalizing and Enhancing the Media History Digital Library” initiative, with goals of improving the collections, backend database, and frontend user interface. Sponsored by ACLS and UW-Madison.



A R C L I G H T

Project Team:

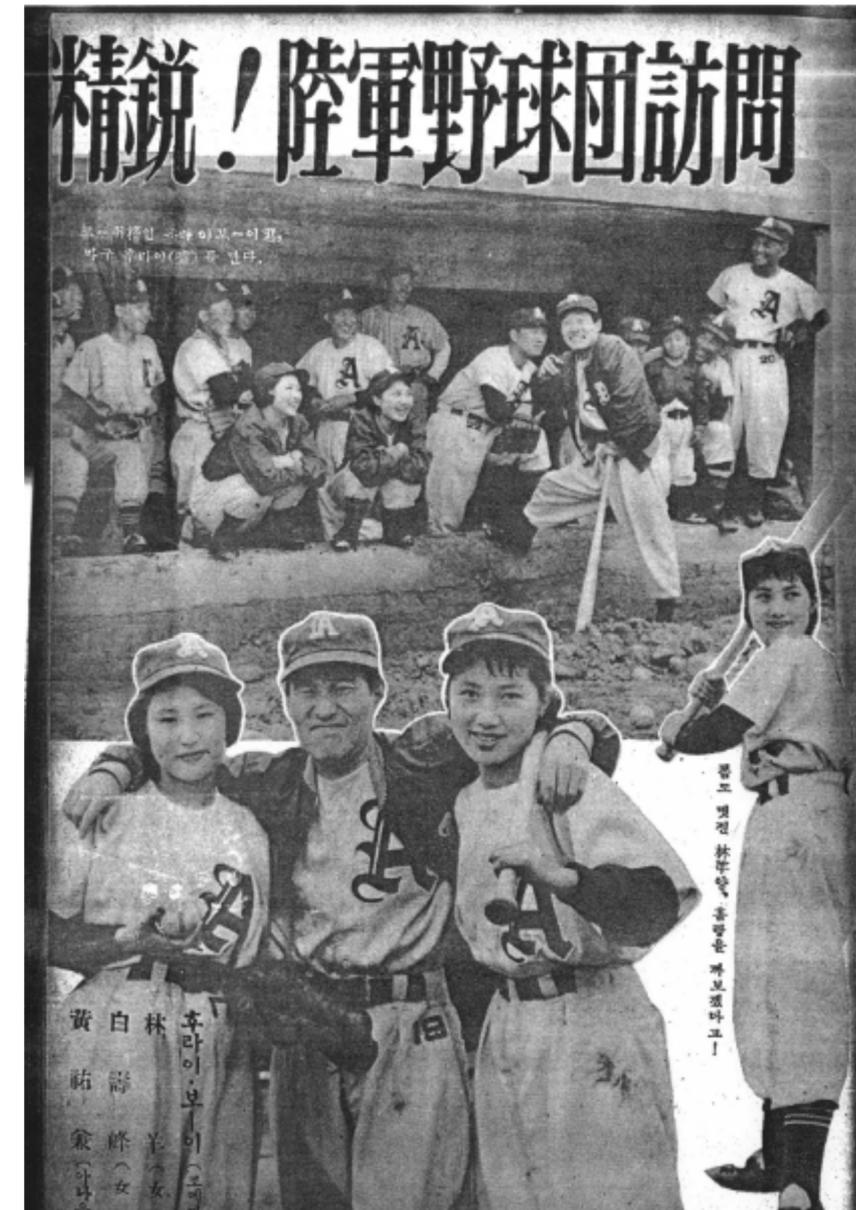
Globalizing and Enhancing the Media History Digital Library

- *Director and PI:* Eric Hoyt
- *Co-PI:* Kelley Conway
- *Database Developer:* Samuel Hansen
- *Interface Developer:* Ben Pettis
- *Communications:* Lesley Stevenson, Lauren Wilks, Pauline Lampert
- *Data Curation and Post-Production:* Kat Pan, Kallan Benjamin, JJ Bersch, John Bennett, Samantha Janes, Olivia Riley, Matt St. John.
- *Global Cinema History Task Force:* Gabriela Baeza Ventura, Carolina A. Villarroel, Kaveh Askari, Maria Belodubrovskaya, Peter Bloom, Michael Cowan, Darrell Davis, Rachel Gabara, Daniela Treveri Gennari, Belinda Q. He, Darshana Mini, Paul S. Moore, Rielle Navitski, Nicolas Poppe, Laura Isabel Serna, Eric Smoodin, James Udden, Naoki Yamamoto, and Emilie Yeh.

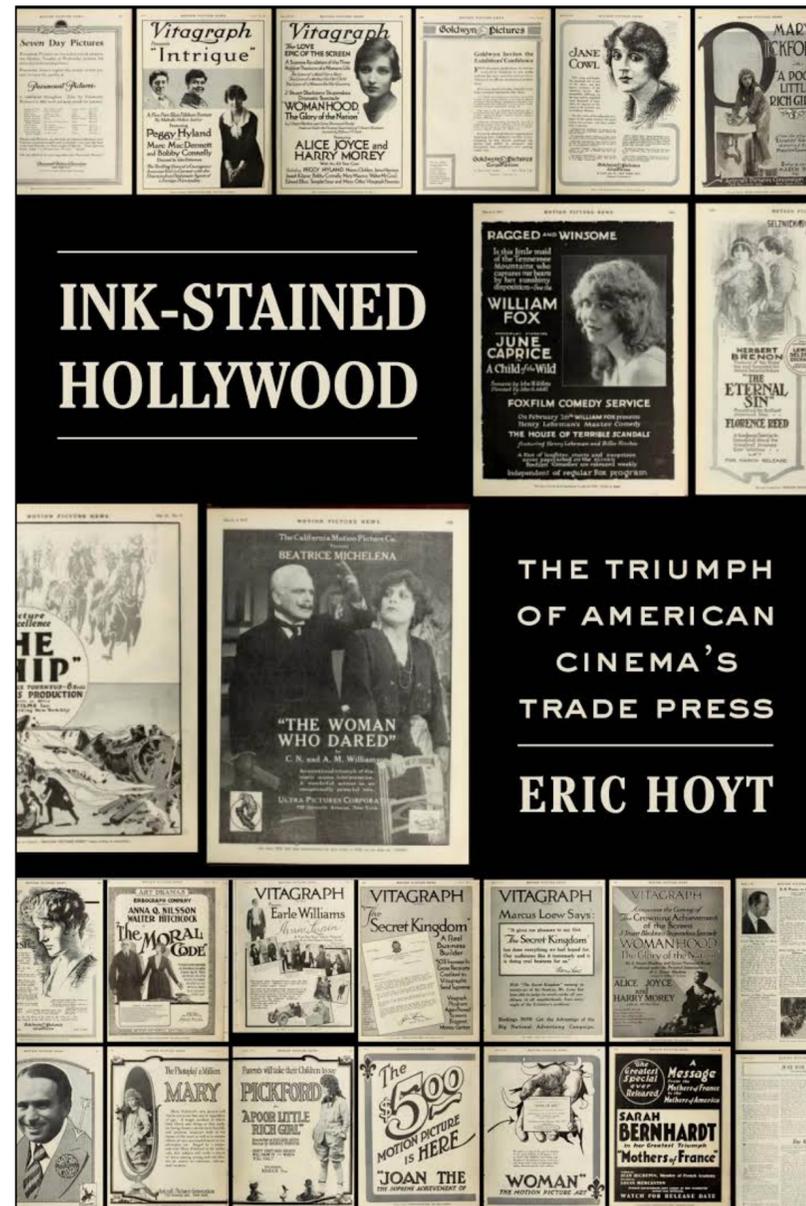
Global Movie Magazine Networks

Edited collection by Kelley Conway & Eric Hoyt. Forthcoming in 2024.

- Explores the histories and connections across film journals published in countries including Argentina, France, Italy, India, Germany, Japan, China, Iran, Russia, Mexico, and South Korea.
- Over 20 chapters from leading film historians and digital humanists, thematically grouped around questions of hybridity, circuits, intermediaries, digital methods, and historiography.
- Builds upon 2020 scholarly anthology, *Mapping Movie Magazines*, edited by Daniel Biltereyst and Lies Van de Vijver, and other works exploring the historical sources of film scholarship.



Ink Stained Hollywood: The Triumph of American Cinema's Trade Press University of California Press, 2022.

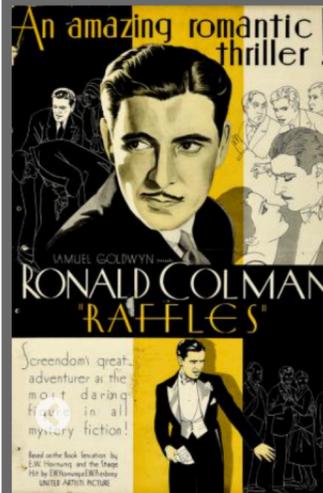


- A history of Hollywood trade papers from 1915-1935.
- Helpful secondary source for interpreting Hollywood trade papers within the MHDL and Lantern.
- Free open access edition is available within the Lantern homepage.

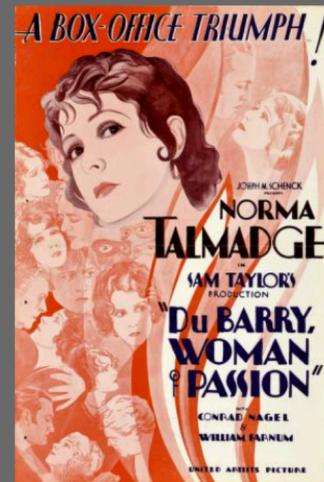


Pressbooks

Pressbooks in Collection



Raffles (United Artists) [1930]



Du Barry, Woman of Passion (United Artists) [1930]



Hell's Angels (United Artists) [1930]



The Devil to Pay (United Artists) [1930]



The Bargain (Warner Bros.) [1931]

<https://mediahist.org/collections/pressbooks/>

800 currently available; 3,500 more in WCFTR collection & scanning queue.

Thank you to Matthew & Natalie Bernstein for their generous support.

WARNER BROS. CAMPAIGN PLAN FOR 'EARTHWORM TRACTORS'

IT'S HAD 10 MILLION PEOPLE

Howling

FOR 10 WHOLE YEARS!

NOW IT'S A

Scream

ON THE SCREEN!..

Earthworm Tractors (Warner Bros., 1936)

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Globalizing the MHDL collection. Project start date: January 1, 2020.

A global pandemic is not the ideal time to launch an ambitious worldwide scanning initiative.

- Yet, at the same time, it made clear how important online access initiatives are.
- Even if we could not actively scan materials, we could take magazines that had been scanned years earlier, secure permission to share the files, and put them through our post-production and indexing systems.
- Even if the image resolution is low, the facsimile of a historical magazine is better than nothing at all. Also, OCR packages keep improving.



Setāreh-ye Sinemā (Cinema Star), Iran, 1954-1977



Outstanding text searchability in Persian, according to Iranian film scholars who have started using them.

Chinese Movie Magazines

- We added short runs of six Chinese movie magazines to MHDL collection.
- Thank you to Emilie Yueh Yu Yeh & Darrell Davis at Lingnan University.
- Thanks also to Belinda Q. He and the Center for Chinese Studies, University of California, Berkeley & the Department of Film and Media Studies, University of Oklahoma, Ning Li and the School of Arts and Communication, Beijing Normal University, Chin Zippo and the Department of Directing, Beijing Film Academy.



電影世界



新片「大路」中之陳燕燕與黎莉莉

每半月出一冊

第二期

20



電影·戲劇

廿八年
第十期

電影新聞



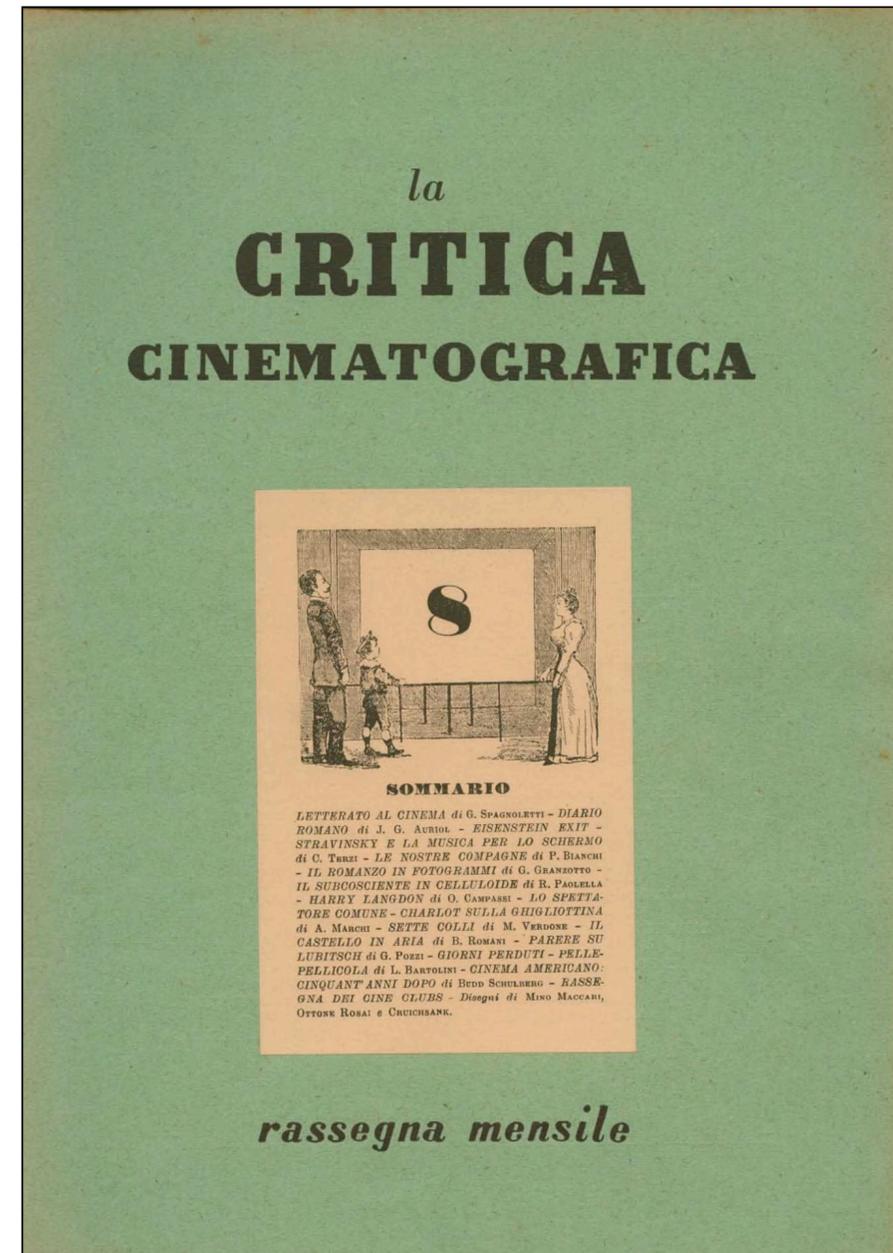
傅南格拉凡
Fernand Gravet
(M-G-M)



上海友利公司發行

Italian Movie Magazines: Collaboration with CSC

- We added six Italian film periodicals to MHDL collection: *Lo schermo*; *Film d'oggi*; *Cinema illustrazione*; *Bianco e Nero*; *Star*; *La critica cinematografica*.
- Thank you to Daniela Treveri Gennari (Oxford Brookes University) for facilitating this collaboration.
- Thank you to Biblioteca Luigi Chiarini del Centro Sperimentale di Cinematografia staff (Gabriele Antinolfi, Laura Pompei, Debora Demontis)



German Trade Paper: Der Kinematograph, 1907-1932. Now Online!

- The German film industry's first trade paper. Chronicled cinema from multiple angles.
- Thank you to Michael Cowan and Mikrofilmarchiv der deutschsprachigen Presse for making the scans available.
- Dedicated to the memory of editor Alfred Rosenthal, who died in the Holocaust.

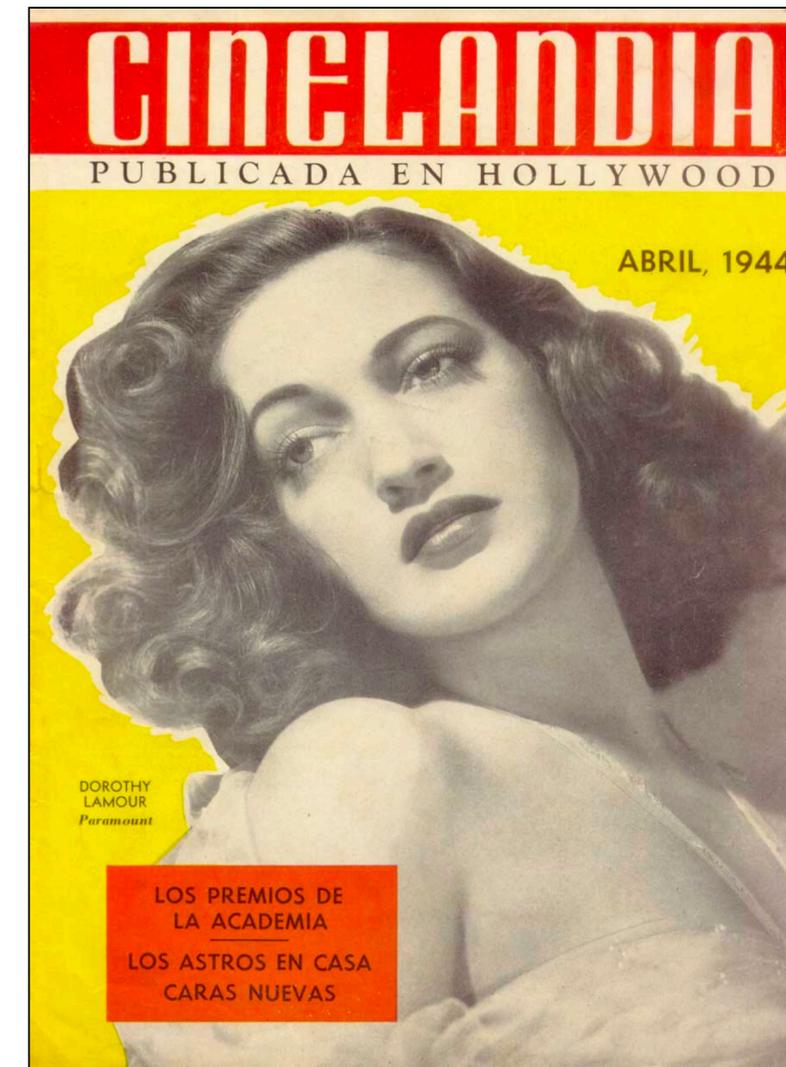
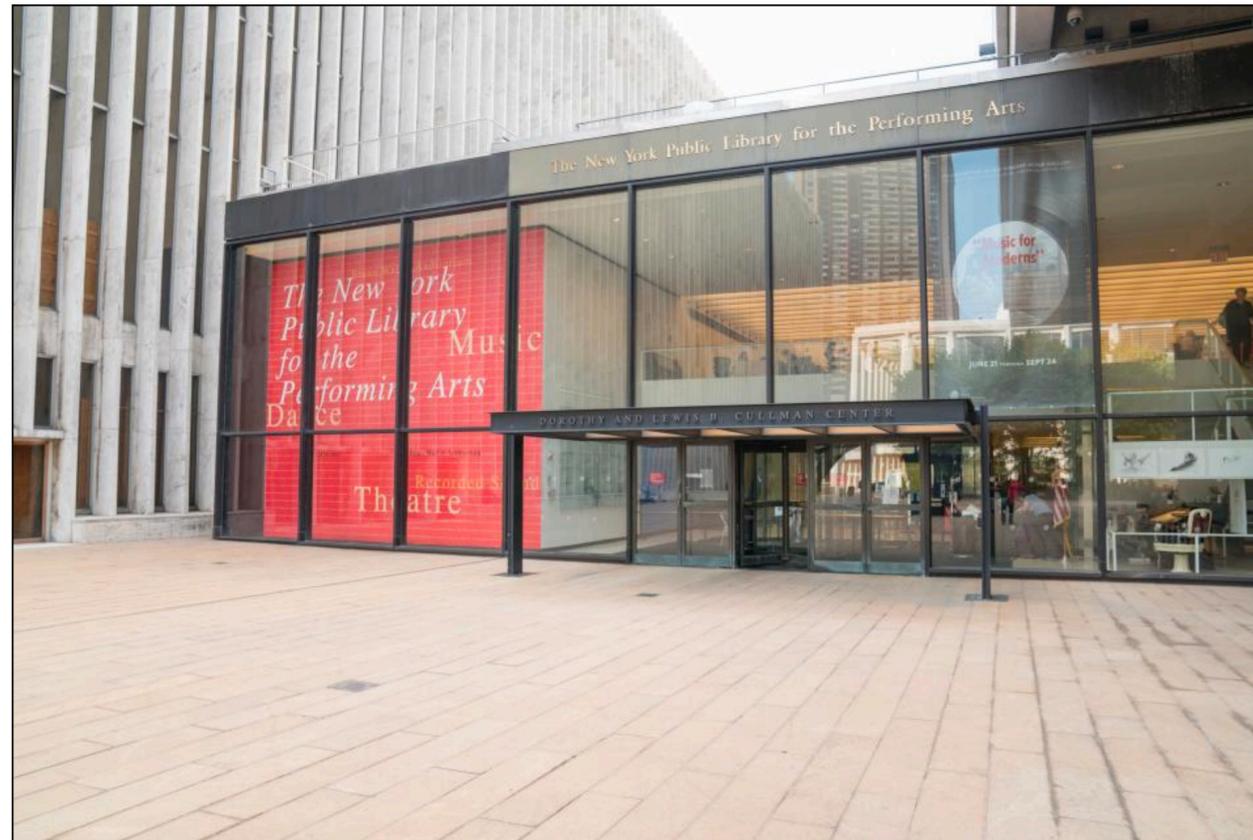


Next phase... building productive partnerships with archives for new scanning.

- Building collaborations on trust, respect, and humility.
- Scanning takes place in the manner that institutions and collectors find works best for their needs. The MHDL provides guidance and adapts to the specific circumstances during the post-production process.
- Sharing data and metadata enhancements with the institutions, as well as global users.



Recently completed: *Cinelandia*, 1924-1947.
Spanish-language U.S. publication. Presented on webpages
written in both Spanish and English.



Thank you New York Public Library, Rielle Navitski, Laura Isabel Serna,
and Nicolas Poppe

Empresario

INTERNACIONAL



Empresario Internacional
New York

NYPL's FILE IS DISCONTINUED FOR THE FOLLOWING REASON:
Description cancelled
Serial publication
Serial indefinitely suspended
Serial continued with
Serial up hope of more. with # 5 (1941)
Serial priority for statement: CFU & EGF Date 17/8/42

If FILE IS INCOMPLETE:
Serial no attempt will be made to fill gaps.
Serial rep numbers which come as gift.
Serial discard numbers which come as gift.
Serial issues to fill gaps will be ordered at once.
Serial desiderata list. To be ordered when funds are available.

70 [xii-28-41 5m]

REVISTA DEDICADA A LAS INDUSTRIAS Y
COMERCIO DE CINE, TEATROS, EMPRESAS DE
ESPECTACULOS PUBLICOS, RADIODIFUSION,
TELEVISION Y DEPORTES EN GENERAL

*not p. or
include pub
Business
manager
10-1-41*

*1. Morning
pictures -
Per. and
air. publ*

MFLA

*Mar-1940
Dec-41*

**MARZO-ABRIL
DE 1940**

*MFLA
+
Empresario*

1940

Empresario

INTERNACIONAL



Empresario Internacional
New York

NYPL's FILE IS DISCONTINUED FOR THE FOLLOWING REASON:
Description cancelled
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MFLA

★ George Raft y Ann Sheridan leyendo el EMPRESARIO INTERNACIONAL entre escenas de la película "Road to Frisco" (La pasión manda) de Warner Bros.

**SEPTIEMBRE
OCTUBRE
DE 1940**

1940

Empresario INTERNACIONAL



REVISTA DEDICADA A LAS INDUSTRIAS Y COMERCIO DE CINE, TEATROS, EMPRESAS DE ESPECTACULOS PUBLICOS, RADIODIFUSION, TELEVISION Y DEPORTES EN GENERAL

no t.p. or index pub Business manager 10-1-41
 1. Morning pictures - Per. and as. publ
 MFLA
 ★ Escena de la película "The Light That Failed" (Luz que se apaga) reproducida por la gentileza de la Paramount Esta película se describe en la sección correspondiente.
 Mar-1940
 Dec-141
 MARZO-ABRIL DE 1940
 MFLA
 +
 Empresario

1940

Empresario INTERNACIONAL



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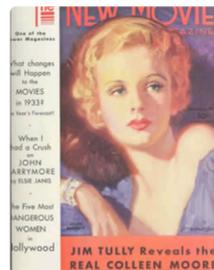
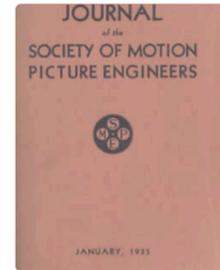
no record v. 2 #1 March/April 41
 ★ Olivia de Havilland, estrella de Warner Bros. leyendo "Empresario Internacional."
 ENERO-FEBRERO DE 1941

1941

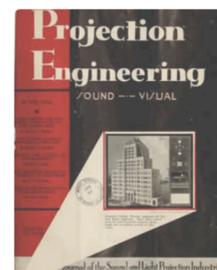
French Trade Paper: *Le Courrier Cinématographique*, 1911-1937 Coming Summer 2023!

- Long-running French film industry trade paper. Became the official organ of the National Syndicate of Cinema Exhibitors in the early 1930s.
- Scanned in Paris from the collections of the Cinémathèque française.
- Thank you to the University of Wisconsin-Madison Center for Interdisciplinary French Studies and the French Embassy of Washington, DC for their funding support.





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