

Derek Long

Department of Communication Arts
University of Wisconsin – Madison
2153 Vilas Hall
821 University Ave
Madison, WI 53706

drlong@wisc.edu
DerekLong08@gmail.com

AREAS OF SPECIALIZATION

Media Distribution; Film and Broadcasting History; Digital Production and Humanities; Media Industries; Formal Analysis and Aesthetics; Early Cinema; Avant-Garde and Cult Cinema; B-Films; Animation

EDUCATION

- Ph.D. University of Wisconsin – Madison (Communication Arts – Film); May 2017, expected
Preliminary exams passed 2013
Dissertation: *(Re)programming the Movies: Distribution Planning and Production Control in the Early Studio System, 1915-1924*
Advisor: Dr. Lea Jacobs
Minor in Media and Cultural Studies
- 2010 M.A. Emory University (Film and Media Studies)
Thesis: *Three Approaches to the History of Poverty Row: Majestic Pictures, 1930-1935*
Advisor: Dr. Matthew Bernstein
- 2008 B.A. Middlebury College (History)
Summa cum Laude, Phi Beta Kappa
Minor in Film and Media Culture

GRANTS AND FELLOWSHIPS

2016. Spring. Chancellor's Fellowship. University of Wisconsin – Madison Graduate School. (\$9,800)
2014. Project Arclight, Digging into Data Challenge Round Three, Funded by the Institute for Library and Museum Services. Co-authored with Eric Hoyt (PI), Charles Acland (PI), Kit Hughes, and Anthony Tran. (\$204,000)

PUBLICATIONS

Peer-reviewed Journal Articles

2015. "Reconstructing *Rose Hobart*: Joseph Cornell's Recutting of *East of Borneo*." *The New Review of Film and Television Studies* 13:4, 313-353. <http://dx.doi.org/10.1080/17400309.2015.1064741>
2013. "Television Distribution of Low-Budget Independent Features in the 1950s: The Cases of *United Artists v. Strand Productions* and *Eagle-Lion v. Bogaens*." *The Historical Journal of Film, Radio, and Television* 33:1, 99-114. <http://dx.doi.org/10.1080/01439685.2013.770942>

2012. "The Highway Shock Film: History, Phenomenology, Ideology." *The Projector: an electronic journal of film, media, and culture*. Fall issue.
http://www.theprojectorjournal.com/uploads/5/4/9/9/54999077/fall2012_downloadable.pdf

Accepted pending revision at *Film History*. "From Program Shorts to Mutual Masterpictures: Cost Control as a Macro-scale Production Strategy at 4500 Sunset Boulevard, 1914-15."

Book Chapters

2016. "Excavating Film History with Metadata Analysis: Building and Searching the ECHO Early Cinema Credits Database." In *The Arclight Guidebook to Media History and Digital Humanities* (Falmer: REFRAAME), ed. Eric Hoyt and Charles Acland, 145-164.

Co-Authored Peer-reviewed Journal Articles

Forthcoming (First Author). With Eric Hoyt, Kevin Ponto, Anthony Tran, and Kit Hughes. "Who's Trending in 1910s American Cinema?: Exploring ECHO and MHDH at Scale with Arclight." *The Moving Image*.

Forthcoming (Third Author). With Eric Hoyt, Anthony Tran, Kit Hughes, and Kevin Ponto - "Searching, Mining, and Interpreting Media History's Big Data." *The Routledge Companion to Media Studies and Digital Humanities*, ed. Jentery Sayers.

2015 (Second Author). With Eric Hoyt, Kit Hughes, and Anthony Tran - "Variety's Transformations: Digitizing and Analyzing the First 35 Years of the Canonical Trade Paper." *Film History* 27:4, 76-105. Reprinted in *Mapping Movie Magazines*, ed. Daniel Biltereyst and Liesbeth Van de Vijver (Palgrave, forthcoming).

2015 (Third Author). With Kit Hughes, Eric Hoyt, Kevin Ponto, and Anthony Tran - "Hacking Broadcasting History's Data: Station Call Signs, Digitized Magazines, and Scaled Entity Search." *Media Industries* 2:2, 59-87. <http://www.mediaindustriesjournal.org/index.php/mij/article/view/128/182>

2014 (Third Author). With Eric Hoyt, Kevin Ponto, Kit Hughes, and Anthony Tran. "Scaled Entity Search: A Method for Media Historiography and Response to Critiques of Big Humanities Data Research." *Proceedings of the IEEE International Conference on Big Data*, October 2014.
<https://bighumanities.files.wordpress.com/2014/10/hoyt.pdf>

Other Publications

2015. "Introduction: Case Studies in Technological Change." *The Velvet Light Trap*. Number 76, Fall. With Myles McNutt, Leo Rubinkowski, and Andrew Zolides.

2015. "Browsing the Digital Stacks: Exploring Technology Journals on the Media History Digital Library." *The Velvet Light Trap*. Number 76, Fall.

2015. "Digging into the Early Film Credits Dataset: Preliminary Findings, Interpretive Challenges, and Inspired Inquiries." *Project Arclight Blog*, March 17. <http://projectarclight.org/news/digging-into-the-early-film-credits-dataset-preliminary-findings-interpretive-challenges-and-inspired-inquiries/>

2015. #DHSCMS: Digital Humanities, Tools, and Approaches at SCMS 2015. *Antenna Blog*, April 1.
<http://blog.commart.wisc.edu/2015/04/01/dhscms-digital-humanities-tools-and-approaches-at-scms-2015/>

2015. "Digitizing Material, Adding Metadata, and Uploading to Internet Archive for the Media History Digital Library, Lantern, and Arclight." Media History Project Wiki.
http://mediahistoryproject.org/wiki/index.php?title=Adding_Metadata_and_Uploading_to_IA

2010-present. Program Notes for UW Cinematheque Blog (cinema.wisc.edu) and Screenings:
The Great Flammarion, Strange Impersonation, Stray Dog, The Far Country, The Naked Spur, Yojimbo, Celebrity, Okay, America!, The Big Parade, L'Inferno, The Dante Quartet, Island of Lost Souls.

TEACHING EXPERIENCE

Instructor of Record

Communication Arts 100: Introduction to Speech Composition. University of Wisconsin - Madison.
Fall 2010 - Spring 2011, Spring - Fall 2012, Fall 2014, Fall 2015, Fall 2016.

Communication Arts 181: Elements of Public Speaking (honors course). University of Wisconsin – Madison. Fall 2016. Selected to teach this honors course out of 31 instructors.

Teaching Assistant

Communication Arts 357: History of Animation. University of Wisconsin – Madison. Instructor: Dr. Lea Jacobs. Spring 2017.

Communication Arts 155: Introduction to Digital Production. University of Wisconsin – Madison. Instructor: Dr. Eric Hoyt. Spring - Fall 2013.

Communication Arts 552: American Cinema Since 1970. University of Wisconsin – Madison. Instructor: Dr. Jeff Smith. Fall 2011.

Film 372: History of Film Since 1954. Emory University. Instructor: Dr. Eddy Von Mueller. Spring 2010.

Film 270: Introduction to Film. Emory University. Instructor: Dr. David Pratt. Fall 2009, Spring 2010.

HONORS AND AWARDS

2016. Pearce Award for Research and Academic Performance. Communication Arts Department, University of Wisconsin – Madison.

2014. Anne Friedberg Innovative Scholarship Award. Society for Cinema and Media Studies (shared with Eric Hoyt and the Lantern development team).

2014. Elliott Dissertation Scholarship. Communication Arts Department, University of Wisconsin – Madison.

2013. Helen K. Herman Award for Academic Ability. Communication Arts Department, University of Wisconsin - Madison.

2011. Honored Instructor Award. University of Wisconsin – Madison Division of University Housing, via student nomination.

2010. Honored Instructor Award. University of Wisconsin – Madison Division of University Housing, via student nomination.

2010. First Year McCarty Scholarship Award. Department of Communication Arts, University of Wisconsin – Madison.

2008. Marci J. Stewart '72 Memorial Award for Outstanding Achievement. Department of History, Middlebury College.

PRESENTATIONS AND TALKS

Conference Presentations

Annual Society for Cinema and Media Studies Conferences:

2016. "The Franchise System as a Strategy of National Feature Distribution: Triangle and First National, 1915-25." Atlanta, Georgia. April 2.

2015. "Production Control and the Early Studio System: Star Tiering and Feature Differentiation at Fox, 1917-21." Montreal, Quebec, Canada. March 27.

2014. "Feature Standardization at 4500 Sunset Boulevard: Notes from the Reliance-Majestic and Triangle-Fine Arts Cost Ledgers, 1914-17." Seattle, Washington. March 23.

2013. "The Influence of the Vitaphone Short on the Industrial Logics of Early Warner Bros. Animation." Chicago, Illinois. March 10. (Panel Chair)

2012. "Feuillade in America: New Evidence on the Distribution and Reception of *Fantômas* and *Les Vampires* in the United States, 1913-1920." Boston, Massachusetts. March 21. (Panel Chair)

Other Conferences:

2016. "Digging into Media History: Methods and Findings from Project Arlight." Digging into Data Challenge: Round 3 End of Project Conference. Glasgow, Scotland. January 27.

2015. "Programs, Star Series, Blocks, and Open Booking: The Debate over Feature Distribution in the Hollywood Trade Press, 1917-1922." Turning the Page: Digitalization, Movie Magazines, and Historical Audience Studies. Ghent, Belgium. November 12.

2015. "Hollywood's Booking Breakdown: How Small Theaters Resisted Early Feature Distribution Practices, 1920-23." Film and History Conference. Madison, Wisconsin. November 8.

2015. "Filmographic Databases and Query Comparison: A Methodology for Historical Research." Arlight Symposium. Montreal, Quebec, Canada. May 14.

2010. "A Great Guy with Something to Sing About: James Cagney, Star Authorship, and Grand National Pictures." On, Archives!: A Conference on Media, Theater and History sponsored by the Wisconsin Center for Film and Theater Research. Madison, Wisconsin. July 8.

Workshops

2014. "Historical Illuminations via Digital Tools: The Media History Digital Library, Project Arlight, and a Golden Age for Film History Research." Film and History Conference. Madison, Wisconsin. November 1.

2014. "Making Digital Scholarship Count." Society for Cinema and Media Studies Conference. Seattle, Washington. March 23.

Invited Talks

2015. "Digital Scholarship and Teaching in Communication Arts." Communication Arts Partners. University of Wisconsin – Madison. October 14.

2014. "(Re)programming the Movies: Distribution Planning and Production Control in the Early Studio System, 1915-1924." Film Colloquium. University of Wisconsin, Madison. April 24.

2013. "Introduction to Lighting." Communication Arts 155: Introduction to Digital Production. University of Wisconsin, Madison. September 23.

2013. "*The Long Gray Line* and John Ford's Use of Widescreen." Communication Arts 613: John Ford and Classical Hollywood. April 18.

2013. "The Influence of the Vitaphone Short." Conference Presentation Workshop. Film Colloquium. University of Wisconsin – Madison. February 21.

2013. "Introduction to Lighting." Communication Arts 155: Introduction to Digital Production. University of Wisconsin, Madison. February 13.

2012. "Production Cost and the Transition to Features at 4500 Sunset Boulevard." Communication Arts 950: Graduate Seminar in Early Cinema. December 5.

2012. "Harman-Ising, Harmonizing: Early Warner Bros. Animation, 1930-1933." Communication Arts 357: History of Animation. University of Wisconsin, Madison. March 6.

2012. "Feuillade in America." Conference Presentation Workshop. Film Colloquium. University of Wisconsin – Madison. February 23.

RESEARCH AND ARCHIVES ASSISTANCE

2015 (Spring and Summer). Research Assistant, Project Arclight. Department of Communication Arts, University of Wisconsin – Madison, in conjunction with Digging into Data Grant. Dr. Eric Hoyt.

2014 (Spring). Project Assistant, Media History Digital Library. Department of Communication Arts, University of Wisconsin – Madison. Dr. Eric Hoyt.

2008-2010. Archives and Digital Collections Assistant, Pitts Theology Library, Emory University. Mr. Robert Presutti.

DIGITAL HUMANITIES AND DATA CURATION

2015-present. Creator, developer, and project manager, ECHO: Early Cinema History Online (echo.commarts.wisc.edu).

- An SQL database with an Omeka front-end interface, based on Einar Lauritzen and Gunnar Lundquist's *The American Film-Index* and Paul Spehr's *American Film Personnel and Company Credits, 1908-20*

2013-present. Creator and developer, QMHDB: The Quantitative Media History Database (qmhdb.commarts.wisc.edu)

-A MySQL database with a WordPress front-end interface, emphasizing the collaborative sharing of well-sourced quantitative information about media history

2013-present. Metadata Editor and Image Post-production, Lantern: The Search Tool for Media History (<http://lantern.mediahist.org/>)

- Winner of the 2014 Society for Cinema and Media Studies Anne Friedberg Innovative Scholarship Award (the first time the award was given to a non-book project)
- Winner of the 2014 Popular Culture Association/American Culture Association (PCA/ACA) Electronic Reference Site Award
- Responsibilities: Digitization, post-production, cataloging, and command line uploading of media history trade journals (including *Variety*, *Billboard*, and *Der Kinematograph*), authoring and editing of document metadata in XML for search functionality; data collection, collation, and analysis on American trade press and scholarly citation frequency; data structuring for Lantern's sort and filter tools

2012-present. Metadata, HTML, and Site Editor, the Media History Digital Library (<http://mediahistoryproject.org>)

- Winner of the 2013 International Association for Media and History (IAMHIST) Michael Nelson Prize for a Multimedia Work in Media and History
- Winner of the 2013 American Library Association (ALA) Best Free Website Award
- Winner of the 2012 Popular Culture Association/American Culture Association (PCA/ACA) Electronic Reference Site Award
- Responsibilities: Authorship and curation of metadata for scanned items; authorship and update of HTML and CSS for display on the site

EDITORIAL SERVICE

The Velvet Light Trap

Chief Coordinating Editor, Issue 76: "Case Studies in Technological Change," 2014-15.
Editorial Board, 2010 – present.

SKILLS AND AFFILIATIONS

Digital Production and Coding Skills

- Web design and image postproduction: HTML, CSS, Dreamweaver, Photoshop, WordPress, ScanTailor
- Data and metadata coding, database and server-side development, query languages: PHP, SQL/MySQL, XML, xQuery, XSLT
- Text parsing: Perl, Unix command line
- Video and audio editing: Adobe Creative Suite, Final Cut Pro, AVID
- Digital Photography and Video Production - Canon and Panasonic DSLR Cameras, Sony NX5U

Languages

German (reading and conversational speaking)
French (reading)

Professional Memberships

Society for Cinema and Media Studies
Early Cinema Scholarly Interest Group
Hollywood Studio System Interest Group

UW-Madison Teaching Assistants' Association, 2010 - present

REFERENCES

Lea Jacobs (dissertation director)

Associate Vice Chancellor for Arts and Humanities, Office of the Vice Chancellor for Research and Graduate Education
Professor, Department of Communication Arts
821 University Avenue
Madison, WI 53706
lea.jacobs@wisc.edu
608-262-1044

Jeff Smith

Professor, Department of Communication Arts
821 University Avenue
Madison, WI 53706
jpsmith8@wisc.edu
608-263-3132

Eric Hoyt

Assistant Professor, Department of Communication Arts
Co-Director, Media History Digital Library
Creator and Developer, Lantern: The Search Tool for Media History
Arclight Project Director and Principal Investigator
821 University Avenue
Madison, WI 53706
ehoyt@wisc.edu
608-262-1637