2007-2008 Smathers Libraries Mini Grant
APPLICATION COVER SHEET

Project Investigator Name: Laurie Taylor
Department: Digital Library Center
Email address: Laurien@ufl.edu
Phone: 352.273.2900

Additional applicants: Randall Renner, ranrenn@uflib.ufl.edu

Title of grant: Picturing Text: Comics and Other Imagetexts

Project abstract:
This proposal requests funding to hire two student assistants for one semester to digitize comics and other selected imagetext materials from Special Collections. Imagetext materials are those that combine image and text into a hybrid form where the image, text, and interplay between the two are essential to the form and meaning of the work.

This project addresses the need for access to usable digital versions of imagetext materials expressed by academics and students on campus in imagetext studies and researchers in many other fields who would benefit from access to these primary sources.

Funds requested: $2,880

Describe how the 10% mandatory cost share will be met:
The mandatory cost share will be met through material costs for archiving (62 cents per DVD and case) and the labor for the archiving process with .01FTE for Matt Mariner, who will be supervising the optical character recognition processing of the materials and ensuring the quality of the archived materials.

Please list the library resources to be used in this project and the name of the person authorizing the intended use and date authorized. If you need more room, continue on a separate page.

<table>
<thead>
<tr>
<th>Resource</th>
<th>Authorizing Individual</th>
<th>Date Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog department will create records for the uncataloged materials</td>
<td>Nancy Poehlmann</td>
<td>10/1/2007</td>
</tr>
</tbody>
</table>

I have my Department Head’s approval to submit this application. __X__ Yes   ___ No

Signature ____________________ Date ____________________
Picturing Text: Comics and Other Imagetexts

A. Project Description
This proposal requests funding to hire two student assistants for one semester to digitize comics and other selected imagetext materials from Special Collections. Imagetext materials are those that combine image and text into a hybrid form where the image, text, and interplay between the two are essential to the form and meaning of the work. W. J. T. Mitchell coined the term imagetext in relation to comics, illustrated books, and other forms in *Picture Theory* (Chicago: University of Chicago Press, 1994). The Libraries’ imagetext materials are of value to scholars for studies of particular forms—comics, children’s literature, visual textuality—for studies of particular themes—satire, empire, gender, theater—as well as for enriching many other studies based on the wealth of these materials.

UF researchers in imagetext-related fields wish to improve intellectual access to these items, and to improve the Digital Collections’ representation of these materials for their use and use by other scholars. The materials were selected based on their connection to research being conducted at UF, imagetext qualities, representation of the imagetext holdings in Special Collections, uniqueness, and their ties to later possible grant development. The materials to be digitized encompass 20,000 pages from these titles:

- *Fun* magazine, 53 volumes, 1861-1901, approximately 15,900 pages.
- All available issues of *P*S: The Preventive Maintenance Monthly*, by Will Eisner, which Will Eisner started for the Army in 1951 and worked on until the 1970s, approximately 60 issues and 3,700 pages.
- Significant imagetexts, selected from the Sol Davidson Collection materials, including approximately 60 broadsheets of the *Imagerie d'Epinal*; three volumes of *The Comic Almanack*; and the science-fiction fanzine containing the first appearance of Superman.

The project will result in these materials being scanned, quality controlled, converted to text for searching, and added to the digital collections. Once digitized, these materials will be listed individually as well as listed within narrative finding guides by title and/or area. These guides will be created alongside of the digitization of the materials. The guides will act as narrative finding aids, providing background on the work and/or illustrator in order to contextualize the importance of these materials for casual and scholarly uses while also linking users directly to the materials.

In addition, these materials will be used to create two online exhibits, one to serve as an appendix for a larger grant proposal and one for the annual University of Florida Comics Conference to publicize the materials. The guides and online exhibits will make the digitized materials more user-friendly and more useful by giving greater context for the materials. They will also help in the development and acquisition of larger grants by publicizing the materials and by serving as appendices for larger projects that build from the formal and thematic aspects of these materials.

B. Rationale for the Project
Textual analysis on imagetexts is always difficult because of limited access to materials. While researchers may have access to a page or a single work, digital versions of visual texts like comics and *Fun* are not readily available. Research on the textuality of the works—for instance, the relationship among word balloons and text (jagged balloons for angry enunciations)—require access to an adequate sample pool for academic validity. More interesting analyses, say historical studies of the image and text page layout across the life of a serial publication or the alteration of an illustrator’s style in relation to different texts, require access to far more samples. Even in the case of more contained analyses—for instance, the study of a particular text by particular author—is still limited by difficulties in referencing that work within scholarship. Publications in imagetext studies often require images to support the scholarly critique, providing other scholars with access to the materials fosters peer review and further study into the field. Digitizing these materials will greatly aid the field and will be likely to receive attention and interest for further development based on the need and relevance of imagetext materials.
The guides and exhibits will provide context for the digitized materials, making them more useful in teaching and research. Digitizing these imagetext materials will directly address these needs, while also aiding other fields in pursuing imagetext studies. Other fields benefiting from these materials include Asian Studies—comics, called manga in Japan, manhwa in Korea, and manhua in China, are dominant literary and art forms—as well as fields relevant to the formal aspects of imagetext materials like technical writing and documentation, literacy studies that address the movement from image- to text-focused books, and others.

This project addresses the need for access to digital versions of imagetext materials expressed by academics and students on campus working in imagetext studies, researchers in the field of imagetext studies, and researchers in many other fields who would benefit from access to these primary sources. These materials support the Libraries’ goals in terms of access and sustainability. More importantly, however, this project will support the larger image of the library in the digital age. As many scholarly fields shift in response to the information age, many more researchers will need access to primary materials. Existing digital collection projects like Project Gutenberg and Google Books have tended to focus on the content of the materials. While those are excellent projects, many users and researchers have not yet fully conceptualized how digital collections can aid their fields in terms of presenting visual and artifactual materials. Pointing researchers to specific examples—like a museum artifact in the context of a textual collection to illustrate or to aid understanding—can provide specific instances, but they may not provide the same sort of conceptual schema to explain how digital collections can and do present materials-as-artifacts. The addition of the imagetext materials—in addition to complementing the Baldwin’s picture and illustrated books and the Performing Arts Collection images—offers an easy metaphor by which users across generations and fields can understand the diversity of the materials within the Digital Collections. This ease of conceptual access will increase use and interest in the Digital Collections and in the Libraries as a whole.

The materials chosen are particularly well suited to meet current needs and future goals.

- **Fun**, dubbed **Funch** by some readers, was a contemporary to **Punch**. **Fun** is more closely related to theater, making it more relevant to the Belknap collection. **Fun** is also unavailable from any online venues. The existence of **Fun** itself provides useful commentary on the significance of **Punch** and comic magazines in Victorian England and in times since. Researchers and teachers will be able to use **Fun** as an independent artifact as well as in comparative studies with **Punch** and in analyses of particular topics.

- The **P*S: The Preventive Maintenance Monthly**, by Will Eisner allows researchers and teachers access to materials not otherwise available. These materials are particularly rich because they are government technical manuals for use in training and safety. They support technical writing research and instruction, particularly the technical writing classes which thousands of students take each year. These materials will also greatly aid the comics studies program and studies of Jewish literature.

- **The Comic Almanack** is an important imagetext and it could serve as a prototype for digitizing more of the Libraries’ collection of almanacs by period, theme, or imagetextual quality. **The Comic Almanack** is of particular interest because it includes illustrations by George Cruikshank (a prolific illustrator and caricaturist who created over 15,000 engravings and engravings) and because **The Comic Almanack** includes texts by William Thackeray and other important literary figures. The literary connections could be used to pursue additional projects in relation to the Howe materials.

- **Imagerie d’Epinal**; and the science-fiction fanzine containing the first appearance of Superman are significant for their uniqueness, rarity, and relevance to comics studies. These materials are of particular interest to researchers and will be cornerstones highlighting some of the many avenues for continued growth.

This project will create newly digitized materials for use by scholars and students; create guides and exhibits to facilitate and promote their usage; and serve as the basis for future grant projects. This, in turn, will:
• Support research and teaching related to imagetext studies for various programs;
• Simplify the search and discovery of library resources through the guides and exhibits;
• Aid in supporting materials for use in library outreach and marketing, while also being able to act as a showpiece for marketing and outreach;
• Aid in creating a sustainable structure for access to these rare and delicate materials, thereby aiding in their preservation;
• Act as a pilot or building block for the development of further grants.

C. Resources Needed
The Digital Library Center has already established a sustainable framework for the digitization process, archiving, and online presentation of materials. As such, the resources required are that of time and labor, materials for archiving, and materials for the exhibit itself and for promoting the exhibit and the collections. The resources required will be student labor for the digitization process, labor for the archiving process, and time and labor by the PI to create the supplementary guides and exhibits.

D. Action Plan
Digitization (Jan-Aug 2008). The PI will hire two student assistants who will handle the materials following the Digital Library Center’s procedures. The student will complete all processing activities, including metadata creation, scanning, image correction, and quality control. Matt Mariner will oversee the optical character recognition, digital archiving, and loading of the digitized materials. Throughout the project period, the PI will complete quality control activities to ensure the materials are correctly processed for archiving and online display.

The PI will use the materials to create and publish guides for use by scholars for optimal access and use of the materials. These guides will be included within the Digital Collections. The PI will distribute information on the materials and guides to email lists, scholars, and through popular online sites by linking to the collections and sharing images from the materials. Publicizing the digitized materials and the guides will generate interest in the materials themselves and generate support for larger projects involving the digitization of more materials and the creation of more contextual guides for existing and newly digitized materials. (See Appendix A: Publicity Plan.)

Needs Assessment and Planning (Aug-Oct 2008). Toward the end of the project period, the PI will complete a needs assessment that will be used to plan for a future grant-funded project. At this stage, the PI will identify possible funding agencies, possible collaborators for future funded projects, and will draft a proposal. One such project has already been suggested: the confluence of popular culture and political life through caricature and satire with Punch, Hansards, and Fun. These materials will be submitted within a report to the head of the Digital Library Center detailing possible granting agencies and avenues for grant development. Following preliminary approval to pursue the grant opportunity, the PI will also create online exhibits to match the grant project. One exhibit will be developed to support the grant project and the other will complement the spring 2009 Comics Conference, with an eye toward the grant project. (See Appendix B: Time Table.)

E. Project Success Rubric
Project success will be based on several key components:
• Digitization of the materials;
• Creation of narrative guides by title and/or area;
• Promotion of the materials that generates use of the materials for teaching and research;
• Identification of grant agency with draft grant proposal completed and submitted to the head of the Digital Library Center (Oct. 2008); and
• Creation of online exhibits to support the grant proposal.

These components will also build into a larger database of always available images for use in general library promotions.
Please add lines to table as needed. If you need help completing this form, please contact Grace Strawn in the Business Office 273-2555.

### 1. Salaries and Wages (no fringe benefits required)

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<th>Name of Person</th>
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### 4. Travel

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### 5. Other (services vended, etc.)

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<th>Total</th>
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<tbody>
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**Total Direct Costs (add subtotals of items 1 through 5)**

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Appendix A: Publicity Plan

The PI will promote the “Picturing Text” collection by:

- **Informing comics scholars of the materials.**
  The University of Florida houses the commix-scholars discussion list, which is an email list-serve for the academic discussion of comics. It is the most widely known and used academic discussion forum in the United States. The PI will send announcements to the list about the collection, detailing the materials to be digitized, sending updates when the materials and guides are available, soliciting feedback and contributions from other scholars, and sending updates for the online exhibits.
  The PI will also send announcements to key figures in comics scholarship for print venues, including John Lent who runs the *International Journal of Comic Book Art* and the editors of *The Comics Journal*. The PI will inform the large network of independent comics publishers and comics scholars through the Comics Studies program’s contact list. The PI will also contact popular online comics sites like *Sequential Tart* (http://www.sequentialtart.com/) and *The Ninth Art* (http://www.ninthart.com/) to add links to the collection.

- **Submitting the materials to the US Army.**
  The US Army has a number of *Preventive Maintenance* issues online, from 1990 to the present (https://www.logsa.army.mil/psmag/psonline.cfm). The other issues, however, are not available. In addition to the historical importance of these materials as government documents, the early issues also hold personal significance for many service people.

- **Creating two online exhibits.**
  One of the exhibits will be open for the 2009 Comics Conference (normally held at the end of February or March, the 2008 conference runs March 21-22). The other exhibit will be created for promotion and as an appendix for the larger grant project.

- **Presenting at conferences.**
  The PI will submit a presentation abstract for the 2008 Comics Conference based on the materials selected for the “Picturing Text” collection. The presentation will showcase the materials and their relevance to current comics scholarship.

- **Coordinating and submitting announcements through other venues.**
  The PI will send announcements and coordinate with other events as they become available. Currently, the UF Libraries have been invited to present at the Jewish Museum of Florida on comics on October 21. This is one venue that recently became available and others will also emerge. For instance, the ALA newsletter includes a section for showcasing digital collections. The Digital Library Center has already submitted a digital collection for inclusion in an upcoming newsletter and could do so again for the “Picturing Text” collection. The Digital Library Center also recently provided the cover image for an issue of *College and Research Libraries*. 
## Appendix B: Time Table & Targets

<table>
<thead>
<tr>
<th>(prior to) 2008 January</th>
<th>Bring materials to the Digital Library Center and begin hiring procedures for student assistants</th>
</tr>
</thead>
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<tr>
<td>2008 January</td>
<td>Hire and train student assistants; complete entry into DLC tracking database.</td>
</tr>
<tr>
<td>2008 February</td>
<td>Send announcements to major comics scholars email discussion lists and print publications for promotion of the upcoming collection</td>
</tr>
<tr>
<td>2008 March</td>
<td>Complete scanning and image correction and create guides for <em>PS Preventive Maintenance</em> and author Will Eisner; create guides for <em>Fun, Comic Almanack</em>, and selected authors from each; and create guide for <em>Imagerie d'Epinal</em>.</td>
</tr>
<tr>
<td>2008 April</td>
<td>Complete quality control</td>
</tr>
<tr>
<td>2008 May</td>
<td>Complete optical character recognition, digital archiving, and loading</td>
</tr>
<tr>
<td>2008 June</td>
<td>Create first online exhibit for 2009 Comics Conference and review and finalize collection materials. Send announcements to major comics scholars email discussion lists and print publications for promotion of the collection</td>
</tr>
<tr>
<td>2008 July</td>
<td>Identify larger grant target and obtain approval from Digital Library Center chair to pursue; create second online exhibit to support grant project</td>
</tr>
<tr>
<td>2008 August</td>
<td>Complete draft grant proposal and submit through Library and University approval system. The draft proposal will possibly target one of the NEH Digital Humanities Grants, many of which have fall deadlines</td>
</tr>
<tr>
<td>2008 September</td>
<td>Submit revised grant to granting agency</td>
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Appendix C: Picturing Text Digital Collection

Figure 1: The infrastructure for the “Picturing Text” collection is already in place and has been added to the Digital Library Center’s Collection Management system. The image below shows the main page for the collection. The collection can be accessed online, http://www.uflib.ufl.edu/UFDC/?c=punch, but is currently hidden and cannot be found through web searching or browsing.

The Picturing Text Collection draws from the University of Florida’s strengths in graphic texts, including comics from the Popular Culture Collection as well as serials like Punch and Punch from Special Collections. These materials are part of the overall strengths in illustrated texts or imagements within the Digital Collections, including the Baldwin Library of Historical Children’s Literature Digital Collection with its vast holdings of picture books and illustrated books. Picturing Text supports research and teaching in Comics Studies at the University of Florida.
Figures 2-3: The images below are a cover and inside page from Will Eisner’s *PS* Preventive Maintenance (issue 170, 1967).
Appendix D: Letters of Support
Dear Members of the Grant Committee:

As the associate editor of *ImageText: Interdisciplinary Comics Studies*, I am writing to support the "Picturing Text" mini-grant. The grant would digitize issues of the periodical *For* as well as several foundational texts in comics studies. More importantly, though, the materials would also support overall imagetext studies by further developing the critical mass of available historical imagetext works, showcasing their relevance to a variety of fields and showcasing their textual concerns.

Imagetext works are significant for their form and function as well as for the ways in which the two interoperate. Because imagetext works combine issues of form and function in ways relevant to issues of display and usability, they are significant for their ability to exemplify issues of textuality for all materials—from large print books for visually impaired readers to an item's packaging, which is constructed to inform potential consumers of the product as well as to conform to shipping and sales shelving needs. This combinatorial approach to form and function is particularly important to textual studies and to new media studies, where the form of an object is intersected by the computer interface, among others.

In addition to serving immediate practical needs—for greater availability of imagetext primary resources for teaching and research—digitizing these materials will also help promote comics studies with the upcoming comics conference in March 2008, where the digital collections could be announced, as well as during the following years of this annual conference.

Awarding the "Picturing Text" mini-grant would aid research and teaching in imagetext-related fields. It would also create a representative sample that would serve as the foundation for larger granting and collection development opportunities. I strongly support the "Picturing Text" mini-grant and look forward to increased collaboration with the University of Florida Libraries.

Sincerely,

Terry Harpold  
Associate Professor  
Department of English  
University of Florida  
4008 Turlington Hall  
PO Box 117310  
Gainesville, FL 32611  
352-392-6650 x282  
tharpold@english.ufl.edu

*The Foundation for the Gator Nation*  
An Equal Opportunity Institution
Dear Grant Panelist:

The mini-grant to digitize comics-related materials and to make those digital versions available online within the University of Florida Digital Collections is an exciting project that serves the University goals for teaching, research, and service.

The Comics Studies program is housed primarily within the Department of English, but includes members from various departments and studies: Asian and African Languages and Literatures, Film Studies, and the Center for Children’s Literature and Culture among others. As the head of the Comics Studies program which educates students about comics and oversees comics research, I cannot stress how important ready access to these materials is for research and teaching at the University of Florida and for the field as a whole. Comics Studies has always been hampered by the lack of access to primary texts. Luckily, the Internet has been a great boon to the field, both by allowing for access to these rare and delicate materials and for embodying the visual-textual (or imagetext) nature of comics. As an imagetext form, the Internet is one of the many forms that is informed by and that informs Comics Studies.

The Comics Studies program grows each year, with more students studying imagetext forms (comics, animation) as well as forms that draw on them (video games, digital media). Having more comics-related materials online alone would be beneficial to the program by providing additional immediate resources for teaching and student research, as well as faculty research. Further, having these first materials available online as a prototype for a larger imagetext collection would encourage support from the Comics Studies and comics collectors communities, which could likely result in donated materials and funds to further develop the physical and online collections. Additionally, the University of Florida would be a stronger applicant for other grants like the Warhol Foundation Grant by having this prototype available.

As a founder of Comics Studies in the United States who has seen it grow from early classes on popular culture into Comics and Media Studies more generally with repercussions across fields, I strongly support this grant. I also strongly support Laurie Taylor in pursuing this grant. I had the opportunity to serve as her teacher and dissertation director and I respect her ability to digitize and properly represent these materials to best serve the University of Florida, the Comics Studies program, and the Libraries. I welcome the opportunity to discuss this project further.

Best,

Donald Ault
Donald@english.ufl.edu
http://www.english.ufl.edu/comics
Dear Mini-Grant Committee,

I write in support of Laurie Taylor’s proposal for *Picturing Texts: Comics and Other ImageTexts*. This proposal is an impressive first narrative from a new Librarian.

The materials targeted by Laurie exploit some of the Libraries’ hidden treasures and some of the Library world’s most under-exploited yet culturally rich content.

- *Fun* was seen as the *Mad Magazine* of its era. Its cultural offerings were long discarded by libraries or relegated to open stacks where its illustrations were clipped out. UF is fortunate in that it has both a full, untouched set now being transferred to the Rare Books Collection. Both *Fun* and its counterpart, *Punch*, offer popular culture’s perspective on British official culture and Empire. Future granting with *Fun*, *Punch and Hansards*, and potentially, their earlier French counterparts is promising.

- The original *Superman* is a unique treasure. It does not appear in WorldCat. Even UF’s copy is unknown. Like *Fun*, *Superman* holds a mirror to popular culture. This *Superman*, however, reflects not “the American way” that he would come to champion, but the German Übermensch and, in particular, the hero of the Nazi “master race”. This *Superman* was picked up as a graphic warning by a generation of Jewish-American children, among them Will Eisner whose *Wonder Man* offered challenge to *Superman* both in print and in the U.S. federal courts. Support from the UF Comics program is in evidence, but this title should also help us build a Jewish popular culture proposal for national granting. Partnership with the Jewish History Museum and its NYC partners is also possible.

- *P*S is Eisner’s comics series for the United States Army. These training manuals, as comic books, made learning interesting. The volumes are culturally relevant and culturally diverse, as well as technically accurate. The irony of a culturally diverse America in an intensely hierarchical military structure renders Eisner’s “American way” transparent. Despite its importance in the cultural fabric, *P*S has been ignored. This series is even largely ignored the Eisner Archive at the Ohio State University’s Cartoon Research Library. But an indication of its value is the emails that Laurie has been receiving since noting the planning effort on her Digital Library Center blog, suggesting support for granting and potential funding as well as research interest.

This digital collection will not only meet needs expressed by the UF Comics program. It will establish the UF collection among those institutions holding cartoon research libraries, while at the same time suggesting partnerships for granting. Collection launch will be similar to planting a flag on new earth; it demonstrates our claim and ability. Among the public will continue to draw new interest, support, and justification for the award of future grant dollars from national agencies.

I write, too, to indicate that this proposal has my support for the activities proposed and to indicate that the budget has been reviewed and appears to be appropriate for the tasks outlined. The DLC will commit the required resources.

Sincerely,

Erich Kesse
Digital Library Center

*The Foundation for The Gator Nation*

*An Equal Opportunity Institution*
Laurie,
I am glad to provide cataloging support for your mini-grant proposal on comics. The Superman fanzine will need to be cataloged originally, but my unit is well-versed in creating this kind of record. The *Imagerie d'Epinal* will involve copy cataloging only; again, as the unit performing special collections cataloging, this record will not take much time to create. Finally, the *Fun* and *P*S: the preventive maintenance monthly* magazine issues will require at the most an added link and can be handled efficiently.

Therefore, the cost-share of my unit will be slight, and we will be glad to handle this cataloging for you.

Nancy Mitchell Poehlmann  
Head, Humanities and Special Collections Cataloging Unit  
P. O. Box 117007  
University of Florida  
Gainesville, FL 32611-7007  
(352) 392-0351 x292 (vox)  
(352) 392-7365 (fax)  
npoehlmann@ufl.edu

Scholars are men of peace; they bear no arms, but their tongues are sharper than Actius's sword, their pens carry farther, and give a louder report than thunder.
--Sir Thomas Browne, 1605-1682
Laurie,

Google found your Blog on Friday – though it’s the first time in quite a while that *PS Magazine* has come up. My name is Carl Gropper, I’m Ann and Will Eisner’s Nephew and I’ve been managing Will Eisner Studios since Will passed away in 2005. The company is now located in Paramus, NJ though when Will was alive his business and studio was in Tamarac, closer to you. I’m very interested in the work that you are doing in scanning old copies of *PS Magazine*. I’m especially interested in getting access to some of the scans for our website, [www.willeisner.com](http://www.willeisner.com), and exploring the possibility of getting access to the scans for the Ohio State Cartoon Research Library where the Will Eisner’s archives are located. His years working on educational materials at American Visuals are probably his least well-known years.

I knew that there was an exhibit at The Jewish Museum of Miami in October though I didn’t realize that the topic was Superheroes. Part of that must be Will Eisner’s work including his Graphic Novels *A Contract with God* and *The Plot*. Denis Kitchen, Will’s long-time friend and Agent, has been invited down to speak on October 25th. I hadn’t been aware before of the University’s participation. Can you tell me how the University of Florida is involved in the exhibit?

Thanks very much, and I look forward to hearing from you.

Carl Gropper