

2019/2020 LARRP Digitization Proposal

Description and Rationale

Title:

Adding Carteles to the Digital Library of the Caribbean (dLOC)

Project Description (Abstract)*

The Florida International University Libraries seek \$4074.69 in order to digitize twenty-nine issues of *Carteles*, an important Cuban magazine published 1919-1960. The digitized issues will be added to holdings already present in the Digital Library of the Caribbean's Celebrating Cuba! Subsection. Celebrating Cuba! is a recent initiative (2016) established in partnership with the Biblioteca Nacional de Cuba José Martí (BNCJM) and a group of US libraries (the dLOC Cuban Collaborative Steering Committee—I am a member). Given the extensive run of available issues of *Carteles* in US libraries, the BNCJM agreed with the Steering Committee that having US libraries contribute their unique *Carteles* issues to the dLOC collection will allow the BNCJM to focus on adding its unique materials not held in US or other libraries according to a WorldCat scan taken by the University of Florida Libraries. FIU's holdings are located in the Special Collections Department. Fourteen issues for the year 1925 have already been added to dLOC holdings.

Reasons for Consideration* (Statement on Overall Value to Latin Americanist Research Community)

Carteles was published from September 1919 and in print until July 1960 by brothers Oscar and Conrado Massaguer. *Carteles* covered pre-revolution Cuban commerce, art, sports and social life. It is considered one of the most popular magazines in pre-Revolutionary Cuba. Beginning in 1924, *Carteles* became more active in Cuban politics with articles criticizing the government of Gerardo Machado. *Carteles* was a perfect example of the humor and graphic design that artists such as Horacio Rodríguez Suria and Andrés García Benítez, employed during this period as commentary on Cuban society and politics. Several prominent writers, such as Alejo Carpentier and Emilio Roig de Leuchsenring, also contributed to *Carteles*.

FIU's Special Collections Department reports that researchers constantly request access to our issues of *Carteles*. This longstanding record of publication captures Cuban life. Creating a near complete run of all *Carteles* issues in one open-access digital platform will open up its use on a global scale.

Statement on Due Diligence: Multiple US and international libraries hold *Carteles* in paper and microform holdings. So far the incomplete collection in dLOC is the only one to exist in digital format. The Cuban Collective Steering Committee has developed a spreadsheet of unique issue holdings among participating libraries in order to avoid duplication of effort. The University of Miami Libraries has recently added issues from its holdings to dLOC and it remains to be seen which other libraries will do the same.

Open Access Commitment Outlined: The FIU Libraries are the administrative headquarters of the Digital Library of the Caribbean (www.dloc.com), a collaborative, multi-institutional database in which over sixty partners digitize and share their resources in a stable digital environment. Member content is non-exclusive in dLOC so that partners may employ their contributions in other venues. dLOC is

committed to sharing content in an open access model. Sixteen financially supporting members ensure that dLOC's open access model is sustainable.

Project Description: We seek to digitize twenty-nine issues of *Carteles* currently held in the Florida International University Libraries Special Collections Department. While fourteen issues for 1925 were previously added to dLOC, they were part of the Special Collections Digital Archivist's workflow. Funds will allow us to hire a student assistant with prior experience of digitization scanning in the FIU Libraries Digital Collections Center during Fall semester 2020 (or at a later date given current schedule uncertainties) to exclusively focus on the issues listed below.

Authors

Massaguer, Conrado; Massaguer, Oscar; Quiléz, Alfredo T.

Publishers

Massaguer, Conrado; Massaguer, Oscar; Empresa Editora Carteles, .

Proposal Contributors

Primary Investigator: Gayle Williams, Latin American & Caribbean Information Services Librarian, FIU
Annia González, Special Collections Librarian, FIU

Rhia Rae, Special Collections Digital Archivist, FIU (responsible for disbursing funds through approval of student timesheet)

Work Plan

The Special Collections Department will hire a student assistant who will take full responsibility for digitization of the twenty-nine issues of *Carteles*. The student is known to have prior digitization experience and will receive training on processing the completed files for uploading into dLOC.

Details and Sources

Resource Types*

- Serials

Regions*

- Latin America and Caribbean

Countries of Origin*

Cuba

Major Languages

Spanish

Source Format*

- Paper

Target Format

Digital

Identifiers

OCLC #6654509; GV1199 .C3

Source and Holdings

Carteles holdings, Florida International University Libraries, Special Collections Department, bound and loose paper copies. Please see spreadsheet on next page for issues to be scanned.

Vol #	Issue #	Date
14	41	10/13/1929
14	51	12/22/1929
15	24	6/15/1930
18	9	2/28/1932
18	13	3/27/1932
20	1	1/7/1934
20	2	1/14/1934
20	3	1/21/1934
20	4	1/28/1934
20	5	2/4/1934
20	7	2/18/1934
20	8	2/25/1934
20	10	3/25/1934
20	12	4/8/1934
21	16	5/6/1934
21	18	5/20/1934
21	19	5/27/1934
21	25	7/8/1934
21	26	7/15/1934
22	30	8/12/1934
22	40	10/21/1934
22	42	11/4/1934
22	45	11/25/1934
31	5	1/30/1938
Año #		
21	14	4/7/1940
21	42	10/20/1940
21	46	11/17/1940
22	33	8/17/1941
22	44	11/2/1941

Source and Holdings Notes

Carteles holdings at FIU are incomplete but numerous. Paper issues are also available at Columbia University, the New York Public Library, the University of Florida, the University of Miami, University of Texas at Austin, and Yale University. Microfilm of the title is available at Cornell University, the Library of Congress, the University of Miami, the University of North Carolina, and the University of Pittsburgh.

Physical Details

Individual issues contain an average of forty-sixty pages.

Existing Reformatted Materials

Scattered issues of *Carteles* from 1919-1935 are currently available in the Digital Library of the Caribbean (www.dloc.com). The objective is to create a complete run of the serial in dLOC.

Intellectual Property Considerations/Copyright Permissions

The Biblioteca Nacional de Cuba José Martí has granted copyright permission to the University of Florida regarding the digitization of *Carteles*. The Cuban Collective Steering Committee has agreed this permission extends to libraries participating in the project to digitize the magazine.

Post-project Assessment Plan

Once digitized and loaded into dLOC, press releases will publicize the availability of *Carteles*. Monthly statistics will be gathered to measure use.

Previous LARRP Funding Status

2013 funding for *El mundo* (Puerto Rico), 1936 issues—Digitization of the microfilm was successful and scans were loaded into dLOC in Fall 2014. A digital exhibit created to enhance the collection was added in July 2015.

2014 funding for *Noticias de hoy* (Cuba), 1959-1964—Digitization of microfilm was completed and loaded into dLOC at the end of 2015.

2015 funding for *The Herald* (St. Croix, US Virgin Islands)—Digitization completed June 2016.

La Habana, 10 diciembre del 2018


Decana Judith Russell
University of Florida Libraries

Estimada Decana Russell,

Por la presente le confirmo que las Bibliotecas George A. Smathers de University of Florida (Florida) son libres de hacer accesible públicamente a través de la Colecciones Digitales de la Universidad de Florida (UFDC) y la Biblioteca Digital del Caribe (dLOC) todos los números digitalizados de *Corteles* con el fin de preservar y proveer acceso a estos materiales. Los archivos originales digitales de los números, incluyendo los metadatos, serán retenidos por University of Florida y la Biblioteca Nacional de Cuba José Martí (BNJM), con el propósito de conservar estos materiales. Además, los números digitalizados se pueden hacer públicos a través de las instituciones y bibliotecas académicas asociadas.

En cuanto a la preocupación de que pueda haber algún problema relacionado con los derechos de autor por parte del gobierno de la República de Cuba o de autores privados cuyos trabajos hayan sido publicados por el gobierno, confirmo y autorizo que University of Florida tiene total libertad para digitalizar, preservar digitalmente y proveer el acceso público a estos materiales.

Atentamente,



Dr. Eduardo Torres-Cuevas
Director de la Biblioteca Nacional de Cuba José Martí

