

A woman in a white, long-sleeved, floor-length dress stands on the left side of the frame, her right arm raised and pointing towards a large, glowing, textured sphere that dominates the right side of the image. The sphere has a subtle, embossed logo on its surface. The background is dark, making the white dress and the glowing sphere stand out.

PRDLA 2014

Revealing the Hidden:
Collections of the Pacific Rim



Monomania L.A.

Hugh McHarg, Associate Dean,
Planning and Communication



Monomania L.A.

Hidden collections

Grant-seeking

Media relations



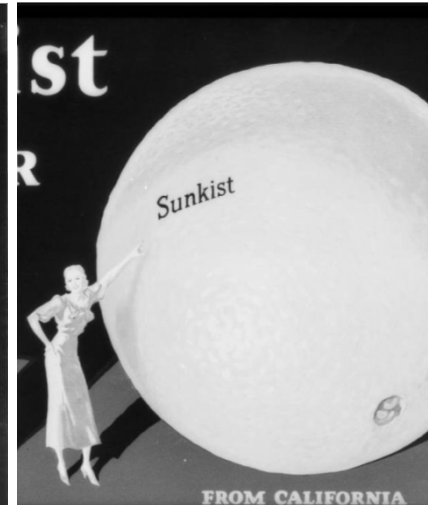
Industry, Tourism, Symbolism



1



2

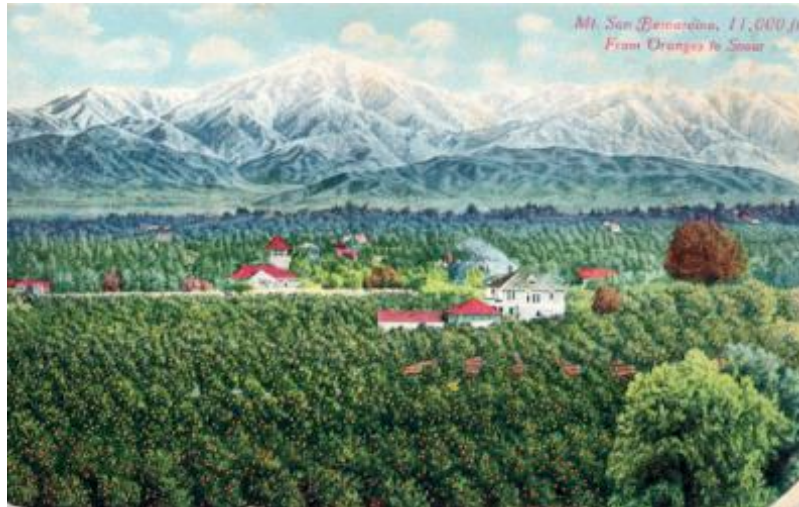


3

1. California Historical Society Collection, 1860-1960
2. L.A. Area Chamber of Commerce Collection, 1890-1960
3. Dick Whittington Photography Collection, 1924-1987



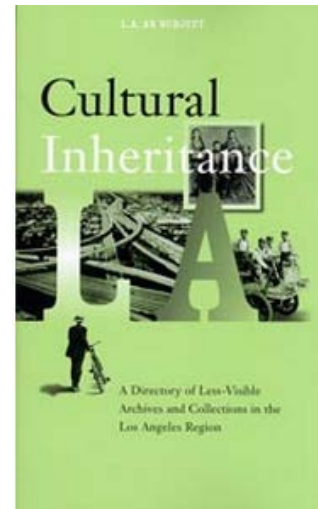
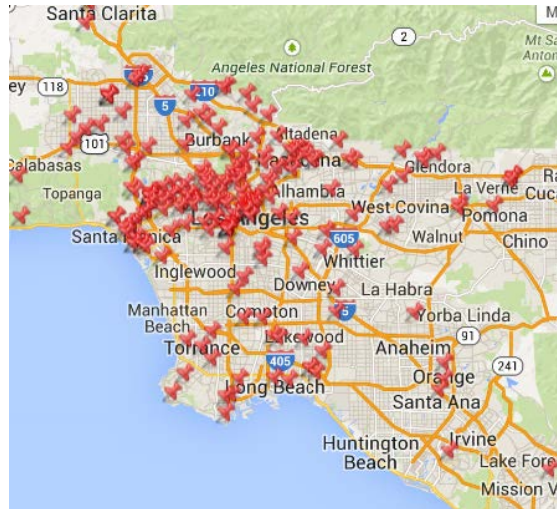
Collectors of the Deeply Hidden



David Boulé, author of *The Orange and the Dream of California*, **L.A. as Subject** member



Revealing, Surfacing, Un-hiding



L.A. as Subject—250 members throughout the U.S.

Mission—to bring to light hidden archival collections of value to scholars, media, and enthusiasts of Southern California history



In 2012

KCET 50 YEARS HISTORY | L.A. AS SUBJECT
Lost Tunnels of Downtown L.A.
 by Nathan Masters
 January 4, 2012 2:40 PM

L.A. AS SUBJECT

SHARE [Icons] Tweet 302 | +1 61 | Like 5k

Collections Featured in Episode One: Downtown

- Los Angeles Public Library Photo Collection
- Transportation Library & Archives - Los Angeles County Metropolitan Transportation Authority
- USC Libraries - California Historical Society Collection
- USC Libraries - Dick Whittington Photography Collection
- USC Libraries - Los Angeles Examiner Collection

Experts Featured in Episode One: Downtown

- Nathan Marsak, Esotouric
- Gordon Pattison, [Esotouric](#)
- Christina Rice, Los Angeles Public Library
- Richard Schave, Esotouric
- John H. Welborne, Angels Flight Railway

About the Author
 A writer specializing in Los Angeles history, Nathan Masters serves as managing director of academic events and programming communications for the USC Libraries. [MORE](#)

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South portal of the Broadway tunnel, near Broadway and Temple, c.1918. Courtesy of the Metro Transportation Library and Archive. Used under a Creative Commons license (CC BY-NC-SA 2.0).

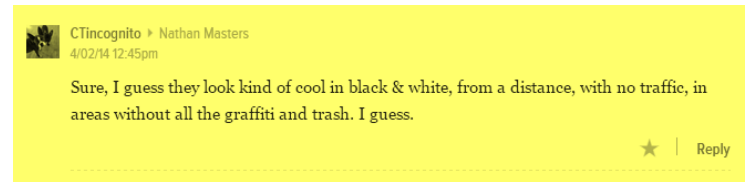
Were approaching 2nd anniversary of KCET SoCal Focus contributions

Had just begun expanding into video segments that integrated our collections and those of L.A. as Subject members

Using interviews, our Digital Library, and other archival materials to tell stories



2013-2014



Completed entire series—[*Incline L.A.*](#)

Partnered with *Los Angeles Magazine* to expand local coverage

Partnered with Gawker and *Gizmodo* to develop *Southland* for national and international audiences



Grant Strategy + Collections Capacity-Building + More Media



Pursued grants that would help in 2 ways:

1. Support individual collectors in professionalize their operations
2. Support media / storytelling related to hidden collections and private collectors

IMLS funded 3 resident archivists—USC, The Autry, Cal State Northridge

Cal Humanities funded the storytelling project—*Monomania L.A.*



Monomania L.A. Online + TV



**david boulé
and the california
orange**

IT ALL STARTED WITH A SOUVENIR FROM THE PAST—AN ARCADIAN VISION of a manicured citrus orchard set against snow-capped mountains, printed in color on a penny postcard, and on sale at a paper ephemera show in San Diego. Thirty-two years, numerous flea markets, and countless eBay searches later, David Boulé has assembled what's perhaps the largest single collection of materials related to the production and promotion of California oranges.

"One of the things a monomaniac collector can do," Boulé says in his film, "is to burrow so deep and with such focus as to find connections that are perhaps beyond the time or interest of a formally trained academic." Indeed, Boulé has parlayed his hobby into a role as one of the foremost experts on the California orange industry. He now regularly lectures on the subject and in early 2014 published his first book, *The Orange and the Dream of California*, which draws liberally from his collection.

Sunkist from CALIFORNIA
NATIONAL ORANGE SHOW
LAND 2-10-20
Various historical and cultural images related to the orange industry.





USC Strategic Vision



USC as source of understanding the past, present, and future of Los Angeles

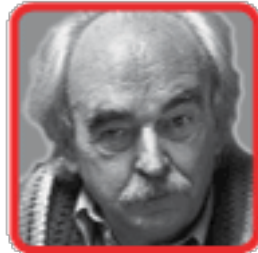
Connecting the individual to the world; drawing together the local and the global

Promote students' understanding of local environment and its place in the world



An Excerpt from Episode 1

monomania l.a.

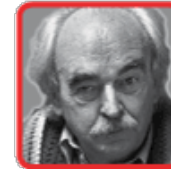




A Few Stats + What's Next



monomania l.a.



October 2014 web stats—referrals to digitallibrary.usc.edu

1. **20.43%** from Gizmodo and KCET
2. DPLA 7.76%; Wikipedia 6.23%; USC sites 3.53%

First [3 Monomania L.A. episodes](#) online; spring 2015, hour-long broadcast on KCET

Monomania L.A. as proof-of-work for larger National Endowment for the Humanities grant