The Program

- Your essay should describe all of the elements of the program you plan to present to your customers. Name specific films and describe any other entertainments you will include in your program. Explain why these films and entertainments will appeal to your chosen customer base. Are you trying to attract black viewers in Chicago, Latino viewers in LA, German immigrants in Pittsburgh, white middle-class women in small-town Kansas, etc.?

- The best way to find films for your program is by looking through the original trade journals available online in the Media History Digital Library listed on the prompt. Every issue of Moving Picture World, for instance, has several pages called “Comments on the Films” with capsule reviews of films in current release.

- Some students have asked about creating an actual program or flier that could be circulated to customers. This would be great, but is not required.

Illustrations

- You must include a minimum of 7-10 illustrations with your essay. These can be included in the body of your essay or attached as an appendix at the end.

- The illustrations should be images grabbed from ads or articles in trade magazines. They should show the kinds of chairs, projectors, lighting, décor, sound, signage, etc. you’ve selected for your theater.

- Include a caption with each illustration that lists the source of that image: i.e., Moving Picture World, January 4, 1910, 102 or John B. Rathbun, Motion Picture Making and Exhibiting (Chicago: Charles C. Thompson Co., 1914), 34.

Citations

- When describing and explaining the rationale for the chairs, projectors, music, décor, signage, etc., that you’ve chosen for your theater, you may refer in your essay to your accompanying illustrations: I’ve selected the Wurlitzer Automatic Piano-Organ (see Figure 1) because it will appeal to the affluent customers I am trying to attract by…… Please note: all illustrations must include captions with full citation information.

- If you are quoting sources like the Robinson textbook or some of the original theater manuals found on the Internet Archive or articles in the original trade journals, then please use endnotes. Either Chicago Style or MLA Style is fine. (If you are unfamiliar with citation information, I’ve posted a quick guide to MLA citations on our website. It includes a link for additional resources.)