

The Archaeology Channel

Conference on Cultural Heritage Media

May 4 -6, 2017

10 am – 6 pm

Hilton Eugene and Conference Center



Presented by Archaeological Legacy Institute as a part of

***The Archaeology Channel* International Film Festival**

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Presentation Abstracts

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Rock Art of Iraqi Kurdistan Project: Using Drones and DSLRs to Record and Study Ancient Near Eastern Cultural Heritage

Juan Aguilar, Peter A. Miglus and Michael Brown; Heidelberg University, Luxembourg

In a joint effort by Heidelberg University and the Directorate of Antiquities of Sulaymaniyah Province, European and Kurdish archaeologists have been digitally recording endangered rock art dating back to the 3rd, 2nd and 1st millennium BC. Threats to the depictions of kings and deities and tomb facades in northern Iraq include adjacent conflict zones, but also natural erosion, looting and ignorance in the form of graffiti and firing exercises. By utilizing photogrammetric acquisition through the use of drones and DSLRs, both the rock art and its surrounding mountainous environment are subject to new and complementary investigations to also preserve it in the form of three-dimensional digital copies. Furthermore, the archaeological project also aims to raise awareness among the local population and, thus, promote responsible attitudes towards millennia-old cultural heritage.

Friday, May 5, 2:50 pm

Impact of TV Media on Seraiki Culture

Muhammad Ahmad, Daily Pakistan Today, Islamabad, Pakistan

The Seraiki Wasaib area lies in the southern part of Punjab Province in Pakistan. Seraiki is lingua franca of the area. Seraiki is widely understood and communicated in all provinces of the country. Also, the Seraiki language leads among all other languages of the region in order to transmit information in all parts of Pakistan. Seraiki culture has unique patterns to strengthen co-existence, ensuring peace and harmony in the region. Sufi saints of the area have established schools of thought which are being followed by modern day writers, poets, intellectuals, and religious leaders in their content and creativity to promote peace and development for the ultimate good. More than ten TV channels are producing programs based on current affairs, entertainment and business in addition to national TV in the Seraiki language, which could be used as tool for the promotion, preservation, conservation and documentation of its heritage.

Thursday, May 4, 2:50 pm

Persepolis Rephotography

Afshin Ariaifar, Shiraz, Iran

“Rephotography of Persepolis” is a project to show the changes of this site from the beginning of the 20th century to the present. The result of this project will be an exhibition with 50 reshoot photographs. Three sources are available for showing the past condition of Persepolis: the archive of Oriental Institute at the University of Chicago, the ISMEO archive in Italy and the Golestan Palace archive in Tehran. The Golestan Palace collection shows the site before any excavation and reconstruction. The period of excavation has two important parts: the Hertzfield and the Schmit excavations. The Hertzfield excavation time will be illustrated in 15 photos that show the site changes before and after him. The Schmit excavation time is focused on aerial photographs carried out by him for Persepolis and other Achaemenid sites. The important time after the Oriental Institute team left Persepolis is the period of reconstruction by Tilia. Over the span of twenty years, Tilia reconstructed all the stairways, four pillars and three palaces in Persepolis.

Saturday, May 6, 10:40 am

The Evolution of Mysticism in the Subcontinent

Mehdi Raza Khan Bangash, Peshawar, Pakistan

Sufism or mysticism is a philosophy of universal peace, pantheism and bringing people of all colors, creeds and religions together. The Sufi adopted a particular set of “optics” to promote their values; for example, the tradition of “Sama” (joint poetry sessions), music and shrines was established. Unfortunately, this discipline of Sufism could not grow with the needs of modern times and got a little attention in the audio-visual media in my country, which resulted into its gradual decline and giving rise to radical religious ideologies which are devoid of the cultural flavor of the sub-continent. Much effort has been made during recent times to promote the culture of Sufism and to conserve its message, but it has lacked the “optics” to lure people in. In my presentation, I will focus on the recent audiovisual works of Hazrat Wasif Ali Wasif and other efforts undertaken to promote the shrine culture, its impact on people's worldview and its role in preserving the cultural ethos of my region.

Saturday, May 6, 4:10 pm

Historic Restoration as a Mainstream Television Series

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Joseph Daniel, HistoriCorps and Story Arts Media, Boulder, Colorado

Can historic restoration capture the attention of a mainstream television audience? Is it possible to tell the historical back stories, experience the actual restoration work, and feature the natural environment and archaeological significance of threatened structures in a compelling “reality show” format . . . while actually keeping it real? These are the challenges faced by the producers of *Saving Places* as they document the work of HistoriCorps. HistoriCorps is a non-profit organization dedicated to engaging volunteers in the preservation of threatened historically significant buildings on public lands. *Saving Places* is a documentary television series that follows the dedicated project leaders of HistoriCorps over one summer season (2016) as they harness the enthusiasm of their entirely volunteer crews to tackle 15 extraordinary restoration challenges across nine states. The series will premier with six hour-long episodes featuring three projects per episode. A short trailer for the series can be viewed at <https://www.storyartsmedia.com/saving-places>.

Thursday, May 4, 4:50 pm

A Cultural Heritage Video Project for Middle Schoolers

Shirley Gazsi, President, AntiquityNOW, Cranford, New Jersey

LegacyQuest International Children's Film and Video Festival is co-sponsored by Archaeological Legacy Institute (ALI) and AntiquityNOW (AN). It is open to young people between the ages of 12 and 15 (6th through 8th grades) in the United States and abroad. Young people submit videos that represent antiquity's legacy in contemporary life. For example, students could depict how ancient methods of solar energy have informed today's green technology. The concept for the Festival was designed in accordance with the social studies programs in the United States and correlates with the National Curriculum Standards for Social Studies: A Framework for Teaching, Learning, and Assessment. The Festival project supports the development of the following skills in students:

Literacy	Writing skills	Artistic and design skills
Critical thinking	Visual communications	Collaborative work skills
Research skills	Storytelling	

The session at TAC Conference will explore ways to increase participation internationally and promote filmmaking among young people.

Friday, May 5, 2:10 pm

Penetrating the Black Box of Corporate Content Planning

Eric C. Gibson, Eugene, Oregon

Last year at this conference, I described how a well-rounded archaeologist (myself) joined the corporate staff of AT&T as it built its entertainment business. The corporate culture became a focus of my own anthropological analysis. Through those years of experience, I learned how to speak the corporate language and have an impact. These lessons learned can assist outside content producers who want to get attention from company content planners. But can archaeologists and other cultural heritage specialists realistically expect to guide or participate in corporate media decision-making? Here I present a set of actions or tactics as part of a strategy for approaching the corporate behemoth with program ideas or finished products for their consideration.

Thursday, May 4, 11:20 am

Forum: Seeking the Lost City of Cecil B. DeMille

Colleen Hamilton, Doug Jenzen, Peter Brosnan, and Dan Coplan; California

Nearly a century has passed since Cecil B. DeMille filmed one of the earliest blockbuster films, *The Ten Commandments*. This silent film epic brought together a workforce that numbered in the thousands to create one of the largest movie sets ever built outside of Hollywood. DeMille abandoned the set on California's coast after filming. There it sat until the early 1980s, when a group of film students read his autobiography which described the movie set buried in the sand. This set in motion an adventure that resulted in a documentary film production and the preservation of its unique cultural heritage which captured the public's imagination and was decades in the making. The panel will speak about the hurdles required to begin archaeological excavation at the site, the obstacles to recovering and restoring the fragile plaster artifacts, and what it means to exhibit the extraordinary Art Deco statuary in a low-income community.

Friday, May 5, 10:00 am

Using Media to Promote the Prehistoric Ski Track in the Chinese Altai and Its Traditional Ski Race
Ayiken Jiashan, Altay, China

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Indigenous culture is under the threat of modernity in the globalized world. Tourism can act as an accelerator, affecting indigenous peoples economically, ecologically and socio-culturally. But indigenous communities can make their traditional culture more visible and available through tourism by transforming indigenous identity, building community pride, increasing community participation, enhancing the community's image, and helping shape the politics of self-representation. The video I am presenting is about the ski culture of the Altai region in northwestern China and skiing for hunting, herding, and other purposes. It is faced with extinction by the challenges of hunting prohibitions and general modernity. Khom is a small village in the deep mountain of Altai, inhabited by Tuva and Kazakh nomads. In response to the situation threatening the ski culture, local officials and tribal leaders have organized traditional ski festivals to revitalize the ski traditions and promote local tourism.

Friday, May 5, 4:10 pm

The Religious Heritage of Pakistan and Its Scope in Media

Abdul Rauf Kakepoto, Shah Abdul Latif University, Khairpur-Sindh, Pakistan

The world-renowned Indus Valley has significance due to its rich cultural heritage ranging from prehistory to proto-history to history. The valley was divided into two countries, India and Pakistan, during 1947 in the name of religion. Although modern-day Pakistan has a majority Muslim population, its soil is littered with the rich antiquity of ancient religions. Nine thousand years ago, Mehrgarh Culture (contemporary to Jericho, Jarmo and Çatalhöyük), with its mother goddess cult, flourished as a precursor to the Indus valley civilization that began around 3300 BC.

Subsequently, the Vedic Aryans, Epic Aryans and later religions in the forms of Jainism and Buddhism survived and flourished in this part of valley. In addition, the Semitic religions left their marks in modern history. The paper aims to highlight the religious heritage and its scope in order to produce media content through visual documentation. The paper will be based on the research conducted by the Indusians Research Cell and its future strategic plan to be followed by the project, "Pak-American Heritage Media Forum."

Thursday, May 4, 2:10 pm

Secrets of Professor Pope

Hossein Karimpouri, Shiraz, Iran

"Secrets of Professor Pope" is a multipurpose project for viewing again, with a new point of view after years of silence in the appreciation of Persian art, the life of a great American Iran lover, Professor Arthur Upham Pope. He was a great researcher and fan of Persian art and a magnificent archaeologist. His collection of 20,000 photos and 5,000 documents were cleaned, scanned and classified from 2010 to 2016 with the help of Shiraz University in Iran. This collection has never seen before outside Iran and this is the first time that it will be shown to the world. Our pitch is about this collection and our effort to highlight the Pope Archive in Shiraz with a new array of photographs of the Pope Collection.

Saturday, May 6, 11:20 am

Planting Seeds and Growing Understandings of Kalapuya Lifeways

David Lewis, Salem, Oregon

Interest in Native American history and culture has grown exponentially over the last 10 years. Regional Tribes and Tribal scholars are interacting with scientific communities and conducting public presentations about the tribes. One such presentation occurred in 2015, Oregon History 101, supported by the Oregon Historical Society (<https://www.youtube.com/watch?v=0KWhtGhHtA>). The renewed interest spurred by this video and dozens of other community presentations about the tribes has prompted research to understand how the Kalapuyans lived in and modified their environment. Native environmental themes have been the subject of recent TV shows and documentaries over the past few years. Simultaneously, Tribes and Tribal scholars are working at re-discovering their adaptive use of the land as part of their Traditional Ecological Knowledge. The work being performed is helping tribes to decolonize and recover from some 200 years of colonization which separated many of the Native people from their culture and history.

Friday, May 5, 3:30 pm

Iranian Cinema: How It Actually Works

Bahman Nooraei Beidokht, Documentary and Experimental Film Center, Tehran, Iran

Iranian cinema is quite famous all over the world. But how this cinema is run and controlled is quite a different story and much less known to global audiences. In this conference, I will discuss the structure of Iranian cinema, all the

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major players, the institutional supervision, and everything that happens from the beginning to the end of a film's journey with a special focus on archaeological cinema in Iran.

Saturday, May 6, 1:30 pm

Predicting Patterns in Cultural Racketeering in Egypt through Media and Social Media: Tools of the

21st-Century Archaeologist

Katie Paul, Chief of Staff, The Antiquities Coalition, Washington, D.C.

The Egyptian Government is faced with too many crimes and too few resources. By understanding patterns in the illicit trafficking of antiquities, we can help governments allocate their scant resources in the most effective manner to combat looting. This study presents an examination of the patterns and trends of cultural racketeering in Egypt. Data were gathered from analysis of social media and media within Egypt and around the world. Social media has proven to be a major means of information sharing in Egypt and the Middle East and North African region. Graphing the data collected from the analysis of these on-the-ground reports provides a glimpse into the patterns that have emerged and the methods of operation for various types of looting and smuggling networks within Egypt. This examination reveals the patterns of cultural heritage crimes taking place in Egypt – and more importantly, can help predict the activities that lie ahead.

Thursday, May 4, 3:30 pm

Heritage at Risk: Preserving Film and Video

Elizabeth Peterson, University of Oregon Libraries, Eugene, Oregon

Cultural heritage media is in urgent need of preservation. Important historical content is in danger of being lost as legacy formats such as film and video rapidly reach the end of their lifespans. Many items languish for lack of playback equipment and deteriorate in poor storage conditions. This paper discusses the issues and methods involved in saving our audiovisual heritage and the steps individuals and organizations alike can take to preserve their own materials.

There will be a special focus on Northwest moving-image collections and the efforts currently underway to collect, preserve and provide access to the unique film and video materials from this region.

Saturday, May 6, 3:30 pm

An Odyssey of Media Planning for the Amelia Earhart Project

Richard Pettigrew, Archaeological Legacy Institute, Eugene, Oregon

The pursuit of a film project can take one down a long and torturous path. Our effort to plan a film about the 2017 expedition to Nikumaroro Island in the search for further traces of Amelia Earhart became a months-long odyssey involving many twists, turns, surprises, and obstacles. After our Indiegogo campaign fell short, the strategy changed to an outreach effort to TV producers and networks involving a treatment to tell a big story. Ultimately, circumstances required us to modify our plan and come away with less than we had hoped. Even so, the outcome represented a big step in our growth as a media program developer. Nikumaroro, here we come!

Thursday, May 4, 10:00 am

Mainstream Distribution Opportunities for Cultural Heritage Media

Ryan Polomski, Los Angeles, California

The speaker will cover current opportunities for cultural heritage media in the mainstream media landscape with a focus on the unscripted cable network space. The speaker will pull for his experiences as both an independent documentary filmmaker ("State. vs. Reed", SXSW) and an unscripted development editor and producer (Pilgrim Studios, Magical Elves, Sharp Entertainment) and talk about potential overlaps between positive cultural media projects and commercial distribution.

Thursday, May 4, 10:40 am

Ziggurat Voices

Ali Radman, Shiraz, Iran

As a contemporary composer, my contemplation of Chogha Zanbil as an ancient world heritage ziggurat in the south of Iran, with its several specific intervals, rhythms and timbres inspired me to compose a piece for solo piano. *Ziggurat Voices* is the fruit of years of experiences based on musical modal phrases and rhythmic patterns from the south of Iran, which was the site of many ancient civilizations. The structure of this piece is based on some architectural

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elements of this ziggurat. The key question of this presentation has to do with the artistic exchange between a music composer and the inspiration of an old temple to achieve a new form in contemporary music.

Saturday, May 6, 10:00 am

Hidden Heritage in Media Technology: The Role of Culture in Disaster Warning Systems

Rikhart Rupnik, Capella University, Tracy, California

Media is generally thought of in terms of delivering news, education and entertainment. However, broadcast media can play a crucial role in saving lives during disaster, especially in the area of disaster warnings. Despite a wide range of media technologies to develop these systems, few are comprehensive and efficient enough to truly ensure community safety. This is mainly due to two factors: an inability to reach all community members and the weak resilience of current media technologies. Dr. Rupnik argues that cultural heritage has played a significant role in the form and practice of disaster broadcasting. He will compare the history and development of the National Warning System (NAWAS) of the United States and the Sistem Keamanan Lingkungan (Siskamling) of Indonesia to discuss this point. He will then pose a question for discussion: How can media professionals use cultural knowledge to enhance communication effectiveness and resilience?

Saturday, May 6, 2:50 pm

Islamic Republic of Iran Broadcasting: Programming and Distribution (tentative)

Alireza Shahrokhi, Islamic Republic of Iran Broadcasting, Tehran, Iran

The Islamic Republic of Iran Broadcasting (IRIB), the national Iranian media corporation, is in charge of radio and television broadcasting through Iran. It is one of the largest media organizations in Asia, with branches in 20 countries around the world and at least 13,000 employees. This presentation will focus on how the IRIB carries out program development and distribution, with special attention to cultural heritage productions and film festivals and how they play a role in what the IRIB does.

Saturday, May 6, 2:10 pm

Moving Forward Towards the Past with 3D Visualization: More Mandan Moments

Brian Slator, Otto Borchert, Jeffrey Clark, Katy Cox, and Guy Hokanson, North Dakota State University, Fargo, North Dakota

The Educational Media Lab in the Department of Computer Science at North Dakota State University continues to pursue the long-term goals of (1) increasing the prominence of Mandan history among the citizenry of North Dakota and beyond and (2) strengthening and increasing collaborations with the Mandan community and scholars throughout the state. In the last year, we have built on technologies such as 3D signposts in authentically modeled earthlodge structures rendered using Blender with Cycles. Included was handful of 3D laser-scanned artifacts and structures built for a 3D game. Innovations in the last year include “real world” physics such as flame, environmental lighting and clothing; and advanced rigging that implements motion capture movement and facial expressions during speech. These advances in technology combined with a native Mandan retelling of the “Dragonfly Story” are what makes the latest “Mandan Moment” so special.

Friday, May 5, 1:30 pm

“The Human Journey” and National Geographic

Christopher Thornton, National Geographic Society, Washington, D.C.

In 2015, the National Geographic Society underwent its most dramatic restructuring since pictures were added to the society newsletter over a century ago. In a surprise move, the Society announced a new joint venture with 21st Century Fox to share the responsibility of the for-profit side of the organization while spinning off the non-profit side as a newly-endowed NOG. This has created new opportunities -- and challenges -- for storytelling at National Geographic, which will be summarized in this talk.

Thursday, May 4, 1:30 pm

Archaeology Tips and Tales: Lessons from Forty years as an Underground Filmmaker

Gray Warriner, Camera One, Seattle, Washington

Film is where art and science meet to educate and tell memorable human stories. What makes for an engaging, honest film in a world of hyperbole, grandstanding, and “fake news”? As a filmmaker, do you steer the story or does the story steer you? While not all stories are created equal, plenty of biases remain in the documentary film world. The pull of ancient civilizations in Europe, North Africa, Asia, and Mesoamerica has long eclipsed our knowledge of the prehistory

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the United States, Canada, and sub-Saharan Africa. Yet, those stories are still there, waiting to be revealed to a curious world. Remote sensing and new geophysical tools are uncovering long-hidden cultures and a whole new world of stories beneath our feet. As a filmmaker, it's your job to be true to the hard work and principled science behind new discoveries. And, along the way, it can also be a blast!

Thursday, May 4, 4:10 pm