# The Archaeology Channel Conference on Cultural Heritage Media

May 2 - 4, 2019 10 am – 5 pm Hotel Eugene



Presented by Archaeological Legacy Institute as a part of

The Archaeology Channel International Film Festival

### The Archaeology Channel Conference on Cultural Heritage Media

Hotel Eugene, 66 East 6th Avenue

#### **Presentation Schedule**

#### Thursday, May 2:

10:00 am	Deconstructing the Wolf Chief Lodge Brian Slator, Katy Cox and Guy Hokanson, North Dakota State University	
10:40	The Benefit of the Media in the Field of Archaeology Omnia Sameeh Ali, Egyptian Ministry of Antiquities	
11:20	Lessons Learned, Sometimes Ignored: Filming Archaeology in Extreme Environments Mark Aldenderfer, University of California, Merced	
2:00	Producing NOVA/National Geographic's "First Face" Evan Hadingham, Senior Science Editor, WGBH NOVA, Boston, MA	
Symposium: Speaking Archaeology: Connecting Cultural Heritage through Podcasting		
2:40	Women in Archaeology: Women's Voices Reach Out Within the Field Kirsten Lopez, Women in Archaeology Podcast, Portland, OR	
3:20	The Long History of the Audio News from Archaeologica Richard Pettigrew, Archaeological Legacy Institute, Eugene, OR	
4:00	Building a World-Wide Podcast Audience Through Volunteers, Fresh Content, and a Strict Schedule Chris Webster and Tristan Boyle, Archaeology Podcast Network, Reno, NV	
4:40	Passing the Microphone: The Heritage Voices Podcast as Community-based Archaeology Jessica Yaquinto, Living Heritage Anthropology, Cortez, CO, and Lyle Balenquah, Bacavi, AZ	

#### Friday, May 3:

10:00 am	Persian Journey Hossein Karimpouri, Shiraz, Iran
10:40	<b>Dolmen Preservation in Southern Russia</b> Oksana Belousova, Moscow, Russia
11:20	Archaeology, Cinema and Memory George Didimiotis, Agia Pelagia, Kythera, Greece
2:00	Voice of the Stone, Multilingualism in Ancient Egypt: Views from Philae Island Ahmed Mansour, Bibliotheca Alexandrina, Alexandria, Egypt
2:40	Creating and Designing Responsible Cultural Heritage Images: Reflections on the State of The Archaeology Channel Film Festival Imagery Creation Charles Armitage, USDA Natural Resources Conservation Service, Nevada
3:20	Case Study: Interpreting Welsh Heritage through Short Film Sanna Wicks, Coventry University, Coventry, UK
4:00	Developing the "When Rivers Were Trails" Indigenous Educational Game David G. Lewis, Oregon State University, and Elizabeth LaPensee, Michigan State University

#### Saturday, May 4:

10:00 am Mosques: Art and Space – The Making of the Movie
Bruno Ulmer, ZED, Paris, France
 10:40 To Auschwitz and Back – The Joe Engel Story
Ron Small, Holocaust Education Film Foundation, Charleston, SC
 11:20 Haunted by the Ghosts of the West: How a Childhood Fascination Became a Multimedia Documentary Project
Ethan Knightchilde, Knight Sky Pictures, Estes Park, CO
 2:00 Visual Archaeology of Sindh: A case study of Anthropology and the Archaeology Museum of SALU, Khairpur, Sindh, Pakistan
Abdul Rauf Kakepoto, Shah Abdul Latif University, Khairpur, Sindh, Pakistan

#### Symposium: The Search for Amelia Earhart and Fred Noonan: The 2017 Nikumaroro Expedition, Second Edition

2:40	The Nikumaroro 2017 Project and the Evolution of a Cultural Heritage Nonprofit Richard Pettigrew, Archaeological Legacy Institute, Eugene, OR
3:20	Why Is This Funny? Amelia as a Punchline Marjorie Smith, Writer and Nikumaroro Expeditioneer, Bozeman, MT
4:00	What About the Other Nikumaroro Artifacts? Joe Cerniglia, TIGHAR, Southbridge, CT
4:40	Next Time at Nikumaroro: Plans for Further Archaeology Thomas King, Silver Spring, MD

#### Symposia

#### Speaking Archaeology: Connecting Cultural Heritage through Podcasting Thursday, May 2, 2:40-5:20 pm

Without public outreach, archaeology could be described as meaningless. As our field grows in its capacity to fight disinformation and preserve the past for the future, many of us have been called to use podcasting to reach out to the public and enhance discussion within the field. This symposium aims to bring together podcasters from different parts of the field to discuss how we reach our audiences, create media partnerships, and outreach. This session focuses around how we deliver our messages and strategies we use for reaching our audiences. Most of us are scientists not media professionals and getting a chance to discuss our methods to ensure shared success is crucial. While our passion is great, exploring outreach methods, media partnerships, platforms, and funding successes is a great way to share and encourage each other's successes.

#### The Search for Amelia Earhart and Fred Noonan: The 2017 Nikumaroro Expedition, Second Edition Saturday, May 4, 2:40-5:20 pm

The 2017 expedition to Nikumaroro Island organized by The International Group for Historic Aircraft Recovery and led by Dr. Tom King was part of a long-term research project to solve the mystery of the 1937 disappearance of Amelia Earhart and her navigator, Fred Noonan. Both National Geographic and Archaeological Legacy Institute organized officially sanctioned media undertakings for this purpose. This, the second annual symposium on this topic at TAC Conference, is a venue for media organizations and individual participants to share their approaches for capturing images and sound on this expedition as well as for conducting the scientific research that was the focus of the media work. Presenters share perspectives on a range of topics related to Earhart and Noonan's lives, public perceptions and media coverage about them, the search for answers to the mystery, and future directions for the search.

#### **Presentation Abstracts**

(Alphabetical Order by Speaker's Last Name)

#### Lessons Learned, Sometimes Ignored: Filming Archaeology in Extreme Environments Mark Aldenderfer, University of California, Merced

Over the past 15 years, I have been involved with archaeological and film projects in the Himalayas of Nepal and Tibet with collaborators from PBS, NGS, the Travel Channel, France TV5, and British Discovery. High elevation environments offer distinct challenges to both archaeologists and the cinematographers who seek to document their work. Although many of my observations will apply to efforts to film archaeology in any field context, extreme environments demand special attention to safety, time management, expectation balancing, and an awareness of the social and political contexts of how local people, if present, are portrayed. In this conversation, I will describe my experience as the "talent" in these projects with the goal of illustrating cautionary tales for both archaeologists and film makers.

Thursday, May 2, 11:20 am

#### The Benefit of the Media in the Field of Archaeology Omnia Sameeh Ali, Egyptian Ministry of Antiquities

The use of media in the service of cultural heritage helps to further the development of cultural heritage and shine a spotlight on innovative ways to promote and reuse monuments for cultural, educational and entertainment purposes. Media represent a precious source for creating innovative programs and services that help the archaeologists, specialists, and authorities to develop and preserve heritage and serve the public. However, are archaeologists even competent users of media? This paper discusses the benefit of the media to archaeology and ways cultural heritage professionals can engage with the media for public outreach. I will focus on my experience working with the media to boost Egypt's image by drawing attention to a project to build a Grand Egyptian Museum. This museum will contain the largest collection of ancient Egyptian artifacts in the world in addition to the Tutankhamun treasures and feature state of the art technology and facilities.

Thursday, May 2, 10:40 am

## Creating and Designing Responsible Cultural Heritage Images for the 21st Century: Reflections on the State of the Archaeology Channel Film Festival Imagery Creation Charles Armitage, USDA Natural Resources Conservation Service, Nevada

The Archaeology Channel International Film Festival has been presenting images to the public in the form of outstanding cultural heritage documentary films since 2003. In a 15 year period TAC Festival has screened over three hundred and twelve documentary films. Awards have been presented for outstanding films in various categories including Cinematography, Special Effects and Animation, Music, Inspiration, Public Education Value, Best Picture, Script, Narration, and the Audience Favorite category. Using design theory, it will be shown what elements in the films that have been presented contribute significantly towards the Best Picture and the Audience Favorite award. How to create responsible cultural heritage imagery and how TAC Festival has approached this responsibility and aided in the awareness of proper cultural heritage imagery will be addressed. Friday, May 3, 2:40 pm

#### Dolmen Preservation in Southern Russia

#### Oksana Belousova, Moscow, Russia

Dolmens are unique megalithic structures built around 4000-3000BC in mountain areas around the world. They are considered to be cultural heritage and are under UNESCO protection in some countries. Southern Russia has some especially notable dolmens, some of which are monoliths, but they are not carefully protected even when they are situated near archaeological sites and museums. They are constantly at risk of destruction by natural forces or human activity. Recently, my team and I made a short narrative film featuring some of the dolmens. One of the goals of the film is to attract attention to the problem of dolmen protection in Russia and to preserve those dolmens which remain. As our film is getting more and more recognition, our only hope is that it will not become a sad reminder of the dolmens' existence after they vanish.

Friday, May 3, 10:40

### What About the Other Nikumaroro Artifacts? Joe Cerniglia, TIGHAR, Southbridge, CT

The media have given fair attention to several Nikumaroro artifacts. Some, from an island location known as the Seven Site, could have been from the around-the-world flight of Amelia Earhart and Fred Noonan. However, many Nikumaroro artifacts are unfamiliar to the public. Some have been discussed only in private emails, or they occasionally appear in Dr. Thomas King's archaeology blog (https://ameliaearhartarchaeology.blogspot.com/). Many of these artifacts were discovered on the island's western shore, in the colonial village, the coconut plantation of Gilbertese, I-Kiribati and British overseers who lived there from 1938 to 1963. A few of these artifacts almost certainly tell us about the colonial village itself; others cannot be rules out as objects from the Earhart world flight. This discussion will provide a brief overview of the unheralded artifacts, research that has been accomplished to date and research that remains to be done.

Saturday, May 4, 4:00 pm

#### Archaeology, Cinema and Memory

#### George Didimiotis, Agia Pelagia, Kythera, Greece

The filmmaker of "Inhabiting Summers of History," to be screened in the 2019 Festival competition, addresses key topics about the making of the film. He reviews how and why this film began and addresses his appreciation for the science of archaeology and love for his home island of Kythera. He points to the new museum of Kythera as both cause and motive to talk about archaeology and his use of personal narrative elements (including the island where he chose to live and the grandfather as an amateur archaeologist). He describes the film production process and the advantage of a small and flexible cinema crew and the easy and almost unlimited access (via permission) he obtained to special locations because his producer was an Ephorate of Antiquities. He portrays memory and knowledge of history as basic tools for improving our world and the value of archaeological cinema in this effort. Friday, May 3, 11:20 am

### Producing NOVA/National Geographic's "First Face" Evan Hadingham, Senior Science Editor, WGBH NOVA, Boston, MA

Dramatic recent discoveries in archaeology, paleoanthropology and genetics have transformed our understanding of the peopling of the Americas. It's an exciting and controversial topic that has proven to be a perennial favorite with viewers of NOVA, the PBS science series. Evan Hadingham, NOVA's Science Editor, will discuss the special effort and challenges that went into the making of "First Face of America," a NOVA/National Geographic co-production that focused on the extraordinary underwater discovery of the 13,000-year-old bones of a teenage girl in a flooded sinkhole in the Yucatan, and its implications for the bigger picture of how and when the First Americans arrived in the Western Hemisphere.

Thursday, May 2, 2:00 pm

### Visual Archaeology of Sindh: A case study of Anthropology and the Archaeology Museum of SALU, Khairpur, Sindh, Pakistan

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

Visual archaeology is a multidisciplinary approach combining archaeology with visual media and documentary films, compiled from an academic perspective. The term visual archaeology has been taken from the subfield of visual anthropology, which aids in the understanding of maps, sites and objects of antiquity for the general public, well as in museums. In this paper, we shall show the artifacts showcased in the museum and the major sites of their origin in chronological order. Pakistan is one of the conflict zone countries where heritage is always under threat from "orthodox" people in one way or another, a lack of education about heritage sites, illegal digging, littering on sites, and a lack of protection from the authorities. These heritage sites may completely vanish due to these threats. Therefore, visual documentation by museums is important for preserving them for the general public as well as for educational purposes.

Saturday, May 4, 2:00 pm

#### Persian Journey

#### Hossein Karimpouri, Shiraz, Iran

In the 1930s, Erich Schmidt was the second director of excavation at Persepolis. Finding the ruins of ancient cities was one of his goals as a classical archaeologist in the Middle East. A passion for finding ancient ruins in old Persia made him dream about using aerial photography. Mary-Helen Warden, an American with a love of airplanes, fell in love with Erich in the dust and ruins of Persepolis. She brought a Waco cabin biplane to Iran and named it "Friend of Iran." Friend of Iran took flight over Persia during the span of two years, during which Erich Schmidt took beautiful aerial photos of 400 ancient tells and cities, including the first aerial shots of Persepolis in archaeological history. Erich Schmidt published a book called Flights Over Ancient Cities of Iran in memory of Mary-Helen, who had passed away on the ship back home.

Friday, May 3, 10:00 am

#### Next Time at Nikumaroro: Plans for Further Archaeology Thomas King, Silver Spring, MD

The 2017 fieldwork on Nikumaroro raised more questions than it answered. Future work, contingent upon funding, is now being planned and includes: (1) concentrated efforts to explore forensic canine alerts at the Seven Site, where evidence indicates that human bones were found in 1940; (2) forensic canine exploration of "Camp Zero," the hypothesized first Earhart-Noonan post-landing campsite; (3) characterization of the North Cape prehistoric site recorded in 2017; and (4) further exploration of the Nutiran reef for possible Electra wreckage. Saturday, May 4, 4:40 pm

### Haunted by the Ghosts of the West: How a Childhood Fascination Became a Multimedia Documentary Project

#### Ethan Knightchilde, Knight Sky Pictures, Estes Park, CO

How does a short-lived, childhood obsession with ghost towns and lost mines give rise to a decades-long multimedia project and Best Documentary Award-winning film? Writer-director Ethan Knightchilde discusses the origins of the Ghosts of the West Documentary Project, beginning with a juvenile mystery novel he read when he was nine years old and the idea for a road trip vacation home movie he began filming more than twenty years later. The filmmaker relates details on the shooting of the feature film and its multiyear theatrical roadshow, production of a second installment, and coverage by a magazine journalist resulting in the creation of a sold-out lecture and book, and finally offers thoughts on why the ghost towns and abandoned places of the Old American West resonate so strongly with even those who care little for history.

Saturday, May 4, 11:20 am

### Developing the "When Rivers Were Trails" Indigenous Educational Game David G. Lewis, Oregon State University, and Elizabeth LaPensee, Michigan State University

When Rivers Were Trails is a new edutainment game released in 2019, developed through Michigan State University in collaboration with the Indian Land Tenure Foundation, an Indigenous nonprofit organization. The game is intended primarily to reach middle and high school audiences about the impact of the Indian Allotment Acts around the 1890s. The game content was developed using experiences like hunting and fishing and acts of reciprocity and written by indigenous scholars who are from many tribes named within the game. David Lewis (Chinook, Santiam, Takelma) was contracted to write content from 14 tribes ranging from the Columbia River through Oregon and into northern California. For each tribe, indigenous expression of greeting, oral histories and native characters had to be found to help drive the educational narrative. The game is illustrated by Dr. Elizabeth LaPensee, the director of the project, who is an artist, writer, and game designer.

Friday, May 3, at 4:00 pm

### Women in Archaeology: Women's Voices Reach Out Within the Field Kirsten Lopez, Women in Archaeology Podcast, Portland, OR

The Women in Archaeology podcast officially posted its first episode on the Archaeology Podcast Network in early 2016 as a rallying cry for a critical voice within archaeology, specifically by women, to be heard in a machismo-dominated-field culture. Our topic choices and guests in the show are intended to cultivate a culture of reflection and action within the field and targeted at listeners comprising primarily archaeologists, cultural resource professionals and the educated lay public. Becoming independent in May 2018, we began relying more on Twitter communities, word-of-mouth, other podcasts, and conference presence. As promotion is limited to the field of archaeology and anthropology itself, the costs and necessity for large public platforms is reduced, allowing us to focus on our passion to bring a voice to the lowly field technician, grad student and adjunct professor and to bring back civic duty and public service to the field of archaeology.

Thursday, May 2, 2:40 pm

#### Voice of the Stone, Multilingualism in Ancient Egypt: Views from Philae Island Ahmed Mansour, Bibliotheca Alexandrina, Alexandria, Egypt

The diversity and multilingualism that existed in Egypt had an influence on the history of the country and its people. The plurality of languages and writing that Egypt witnessed during its history gave rise to one of the most cosmopolitan melting pots in the ancient world. Several examples of this multilingualism can be seen throughout the history of the country, such as Philae Island, with its long history of multi-ethnic pilgrimage. In the Ptolemaic period, pilgrims came from Egypt, North Africa, Crete, Greece, and Asia Minor to worship the goddess of Philae. This broad spectrum of visitors probably reflected the longstanding importance of the island. After a preliminary survey, it is revealed that the ancient writings are: Hieroglyphic, Demotic, Meroitic, Greek, and Coptic. Thus, if you would like to read the real history of the island, you have to listen to the voice of the stones. Friday, May 3, 2:00 pm

#### The Long History of the Audio News from Archaeologica Richard Pettigrew, Archaeological Legacy Institute, Eugene, OR

Launched on June 10, 2001, in the same year as iTunes and before the advent of the iPod, the Audio News from Archaeologica was the first regularly scheduled Internet audio program devoted to archaeological topics. Produced as a podcast since 2005, it also is the world's longest-running audio program for archaeology and the most popular program on The Archaeology Channel (archaeologychannel.org), the streaming-media website developed by nonprofit Archaeological Legacy Institute (ALI). Having generated an estimated 932 editions over span of nearly 18 years, the Audio News show appears each Monday as the product of an ALI team of ten people, beginning with a draft script prepared by Michelle Hilling of the Archaeologica website (archaeologica.org), our partner and the leading and longest-running online outlet for archaeological news. This presentation covers the history and operation of the Audio News show and our plans for its future.

Thursday, May 2, at 3:20 pm

### The Nikumaroro 2017 Project and the Evolution of a Cultural Heritage Nonprofit Richard Pettigrew, Archaeological Legacy Institute, Eugene, OR

The opportunity to participate in the Nikumaroro 2017 expedition in the search for Amelia Earhart and Fred Noonan was a significant step in the development of Archaeological Legacy Institute (ALI). That project yielded very positive results and posed numerous challenges for our nonprofit. In this presentation, I will put this episode into the context of the 20-year span of ALI's evolution from an insubstantial concept to a growing media presence. To make this experience valuable to other organizations and those considering the launch of similar media efforts, I will conclude with a series of observations and recommendations that we hope will be useful and effective guidance. Saturday, May 4, 2:40 pm

#### Deconstructing the Wolf Chief Lodge

#### Brian Slator, Katy Cox and Guy Hokanson, North Dakota State University

Gilbert Livingston Wilson published The Hidatsa Earth Lodge in 1934, describing in detail the construction of the Wolf Chief Lodge. Using this primary source material in conjunction with the latest in 3D modeling, animating and rendering technologies as well as real-world terrain data, we attempt to provide an historically accurate visual representation of this historical dwelling. By immersing the audience in authentic simulations, employing accounts of the foliage and terrain of the time, we hope to provide a better understanding of the role earth lodges played in the life of the Mandan and Hidatsa people. Inspired by the Discovery Channel series, *Blowing Up History*, we trace the step-by-step process of building a lodge.

Thursday, May 2, 10:00 am

#### To Auschwitz and Back: The Joe Engel Story

#### Ron Small, Holocaust Education Film Foundation, Charleston, SC

I met Joe through his nephew; our family dentist Dr. Michael Engel. The film idea came from conversations with Michael and our desire to help Joe leave a lasting legacy. The film, to be screened at this Festival, was shot in two full days, but took months to edit. One of the scenes was a total accident that we kept in. Joe revealed additional parts of his story AFTER we finished the show. One involves jumping from a speeding death train; the other is about atrocities he saw when released from the cattle car at Birkenau. Our relationship with the US Holocaust Memorial Museum in DC was invaluable for archival images. Thank you, Steve Spielberg! And somehow the private photographs of the Engel family survived the Holocaust and were used in the program. Music selections were critical and there is a not-so-flattering story I can share about Sony. Saturday, May 4, at 10:40 am

#### Why Is This Funny? Amelia as a Punchline

#### Marjorie Smith, Writer and Nikumaroro Expeditioneer, Bozeman, MT

Becoming a modern celebrity is not without its hazards. Not only does fame push its darlings to take on ever-greater challenges or create more attention-grabbing headlines, but eventually the celebrity becomes fodder for cartoonists and comedians. Could this possibly have happened to someone as brave and daring as Amelia Earhart? Following up on last year's investigation of Amelia as a plot device in fiction and films, culture observer Marjorie Smith checks out the world of cartoonists and comedy.

Saturday, May 4, at 3:20 pm

Saturday, May 4, at 10:00 am

#### Mosques: Art and Space – The Making of the Movie Bruno Ulmer, ZED, Paris, France

Mosques monumentally mark the multi-local moments of a global movement, which 13 centuries ago surged across our planet with a greater velocity than did any previous mass movement of the human spirit. Hence, making this movie took the form of an international odyssey, moving us, its makers, through the many places where the extreme devotion and supreme artistry of this movement peaked in the creation of exquisite places of worship: mosques. My presentation will recount the most memorable moments of this film-making odyssey, in its context within the whole genre of cultural heritage media, especially where that genre intersects religion, politics, and current international relations. This film will screen at this Festival.

#### Building a World-Wide Podcast Audience through Volunteers, Fresh Content, and a Strict Schedule Chris Webster and Tristan Boyle, Archaeology Podcast Network, Reno, NV

The Archaeology Podcast Network has been podcasting since December of 2014. It was built on the success and audience of the CRM Archaeology Podcast and the Anarchaeologist Podcast. Gaining an audience and becoming sustainable have been the two main issues in keeping the APN going these last 4.5 years. Keeping the content fresh and on time have been a key focus in building an audience. We are always on the lookout for new podcasters and every show is on a release schedule. Through aggressive social media promotion, advertising, sponsorship, and extensive volunteer use, we have been able to grow from 7,000 to over 140,000 monthly listeners. Thursday, May 2, 4:00 pm

### Case Study: Interpreting Welsh Heritage through Short Film Sanna Wicks, Coventry University, Coventry, UK

The Land of Forges and Fire, viewable in the Festival Video Bar, focuses on French and German travelers to the industrial town of Merthyr Tydfil in mid-nineteenth century Wales. The film is part of a wider project: Journey to the Past – Wales in Historic Travel Writing from Germany and France, funded by the Arts and Humanities Research Council in the UK. The Welsh Chapels projects explored nonconformity in Wales. Our films told the stories of two different chapels from small beginnings to their heyday and decline, in terms of both architecture and the social aspect of chapels. I will discuss the challenges and highlights of interpreting Welsh heritage through the short film format. Issues covered include: the friction between historical and architectural detail and narrative storytelling, 3D interpretation of buildings and sites now vanished and a new visual record of archival materials publicly available online.

Friday, May 3, 3:20 pm

### Passing the Microphone: The Heritage Voices Podcast as Community-based Archaeology Jessica Yaquinto, Living Heritage Anthropology, Cortez, CO, and Lyle Balenquah, Bacavi, AZ

The Heritage Voices Podcast, hosted by the Archaeology Podcast Network, centers the voices of indigenous and traditionally associated people in discussions on anthropology, cultural resources and heritage, and language management. This includes reference to community-based archaeology and museums, collaborative ethnography and tribal consultation. From the beginning, co-hosts Jessica Yaquinto and Lyle Balenquah have employed the podcast community-based manner in order to provide episodes that resonate with communities while being educational and engaging to listeners. Podcasting provides a unique opportunity to both literally and figuratively pass the microphone to indigenous and other traditionally associated community representatives who are all-too-often marginalized or excluded from these discussions. The podcast provides an accessible opportunity for our listeners to understand the wide diversity of indigenous and traditionally associated community perspectives and how we can collaborate in our work to protect people's connection to place.

Thursday, May 2, 4:40 pm