ORPHAN FILM SYMPOSIUM
MADE TO PERSUADE
NEW YORK UNIVERSITY
MUSEUM OF THE MOVING IMAGE
APRIL 11-14, 2012
The subject of the 8th Orphan Film Symposium emerged from projects already underway at the time of the 7th. Advertising films were the focus of a collaboration among the University of Amsterdam, European Association of Film Archives, and Nederlands Filmmuseum. The University of South Carolina was reshaping its vast archive of films into Moving Image Research Collections, calling attention to important works, such as Roman Vishniac science films and a recent acquisition of nearly a thousand films from the Chinese government. Cinema Studies at New York University has produced new scholarship around the many historical forms of nonfiction television and film that have battled for ideological sway—public affairs programs, army films, government campaigns, Chinese documentaries, and others. The Moving Image Archiving and Preservation master’s program (MIAP) is notably infused with an activist-archivist ethos.

This symposium asks: what neglected productions have influenced thought, opinion, and perception (or tried to)? The call for presentations generated more responses than ever before. Dozens of excellent proposals had to be turned away. Nevertheless, with the fragmentary nature of orphans, some 100 items are on the program, presented by nearly as many speakers.

The presentation of Orphans 8 is made possible by Museum of the Moving Image, which invited the symposium into its newly renovated home. As film projection becomes increasingly rare, we salute the Museum’s dedication to projecting 16, 35, and even 70mm films alongside the latest digital formats. With its impressive online exhibit of U.S. presidential campaign commercials, *The Living Room Candidate*, Moving Image is an apt partner for Made to Persuade.

**WEDNESDAY, APRIL 11**

**8:00 PM**
Sensation | Transformation | Persuasion

**Carl Goodman** (Museum of the Moving Image, Executive Director) Greetings

**Dan Streible** (NYU) on *Transformations* (Ralph Sargent / IBM, 1968)

**Benedict Salazar Olgado** (NYU MIAP) introduces **Anke Mebold** (Deutsches Filminstitut), **Thomas Lang** (ABC&TaunusFilm), and **Tom Gunning** (U of Chicago) on the new DIF restoration

*Die Hochbahnkatastrophe* (Valy Arnheim, 1921) aka *The Elevated Train Catastrophe*  (The 16th Sensational Adventure of Master Detective Harry Hill)

**Dennis James** pianist

**Harrison M. Beck** narrator
THURSDAY, APRIL 12

9:30 AM
Welcome to APC Building 13

Richard Allen (NYU Cinema Studies) and David Schwartz (Moving Image Chief Curator)

Dan Streible Made to Persuade: The Moving Pictures in Our Heads

Barbara Miller (MMI Collection Curator) The U.S. Army’s Movie Studio in Astoria

9:45 AM
Other Orphans: Bastards, Fugitives, and Test-Tube Babies

Anna McCarthy (author, The Citizen Machine) Pushing on the Analogy

Hadi Gharabghi (NYU) Bastard or Orphan? The USIS’s News of Iran (1954)

Tina Campt (Barnard College) Orphan Photos, Fugitive Images: Family Photography and the African Diaspora in Europe

11:00 AM
Ad Films for Theaters, Television, and the Web


Leenke Ripmeester (EYE) and Julia Noordegraaf (U of Amsterdam) Joop Geesink’s Dollywood Advertising Films

Skip Elsheimer (A/V Geeks) Digitizing Duke U’s AdViews: Post’s Sugar Crisp Campaign

Devin Orgeron (NC State U) Sugar Bear Sells Sugar Crisp, 1949 to present

p.s. Walter Forsberg (NYU Libraries) Redating: Let’s All Go to the Lobby (1957)

12:45 PM
Lunch

1:45 PM
Making Films at AT&T/Bell Labs, 1967-1980

Nell Cox Operator (1969), discussion moderated by David Schwartz

Walter Forsberg on computer animation pioneers, 1960-69

Bill Brand Touch Tone Phone Film (1973)

Katy Martin Dot Squared (1977)


4:00 PM
Commerce

Martin L. Johnson (U of North Carolina) Booster Films and the Paragon Feature Film Company: Past and Present in the Cradle of Dixie (Montgomery, 1914), The Lumberjack (Wausau, 1914)

Yvonne Zimmermann (U of Zurich) Hans Richter’s Sponsored Films: Die Börse als Barometer der Wirtschaftslage [The Stock Exchange] (Swiss Exchange Zurich, 1939) restored by the Swiss Film Archive

Dave Davidson (City College of New York) Hans Richter at the CCNY Institute of Film Techniques: It’s Up to You (Leo Seltzer, Office of Price Administration, 1944)

6:00 PM
Dinner At Studio Square
FRIDAY, APRIL 13

9:30 AM
Campaign Films and TV spots
David Schwartz on The Living Room Candidate
Charles Musser (Yale U) Three Stories of ’48: The Truman Story (Universal), The Dewey Story (March of Time, RNC), and A People’s Convention (Union Films)

10:45 AM
and an Advocacy Campaign Film
Larry A. Jones (the Arc of Washington) Children Limited (1951, Children’s Benevolent League)
Faye Ginsburg (NYU Council for the Study of Disability) and Laura Kissel (U of South Carolina) respondents

11:45 AM
Hollywood and the World
Catherine Jurca (CalTech) The “Motion Pictures’ Greatest Year” Campaign: The World Is Ours (MPPDA, 1938)
Ethan de Seife (Hofstra U) The Cartoon at the End of the World: Frank Tashlin and The Way of Peace (Evangelical Lutheran Church in America, 1947)
Dana Polan (NYU) moderator

12:45 PM
Lunch

1:45 PM
In a Family Way
Susan Courtney (U of South Carolina) Midcentury Screen Maps for Model Citizen-Spectators, excerpts from Family Camping through Forty-eight States, 1954-1961 (Robbins Barstow, 2000)
Irene Lusztig (UC Santa Cruz) Welcome to the Nanny State: Carlyle Ellis and the U.S. Children’s Bureau, 1919-1926
Andrew Simpson (Catholic U) accompanies The Best-Fed Baby (1925)

Crystal Sanchez (NYU MIAP) moderator

8:00 PM
Poetic Persuasion: What happens if you eat watermelon seeds?
Helen Hill Media Education Center
(Whispering Statues / Nickelodeon Theatre, 2011)

Danielle Ash & Jodie Mack, 70mm direct animation

Jeanne Burkhardt (Center for Home Movies) [Francena Feeding the Chickens] (Charles Camp, 1905)

Dwight Swanson (Center for Home Movies) Camera Test (Helen Hill, 2005)

Jim Bittl (HBO) “Gross Facts” [What Happens If You Eat Watermelon Seeds?] (Helen Hill, 1997-98)

Susan Selig (Kodak) and Laura Kissel (U of South Carolina) present the 2012 Helen Hill Awards to artists Jo Dery and Jeanne Liotta

Jo Dery with Ivria Dubs

Jeanne Liotta with Adrienne Henry

Amy Sloper (Harvard Film Archive)
The Florestine Collection (2011) a film by Helen Hill, completed by Paul Gailunas

Right: The Motherhood Archives (Schlesinger Library, Radcliffe Institute, Harvard University)
**3:45 PM**  
Community Youth Filmmaking  
Jay Schwartz (Secret Cinema) and Louis Massiah (Swarthmore College; Scribe Video Center) introduce The Jungle (1967, 12th and Oxford Street Film Makers) digitization by The MediaPreserve  
Elena Rossi-Snook (NYPL Reserve Film and Video Collection) The Young Filmmaker’s Foundation Collection, ca. 1964-1979  
Jonathan Kahana (UC Santa Cruz / NYU) moderator

**5:15 PM**  
Race and Rebellion  
Mark Quigley (UCLA) One Friday (Rolf Forsberg, 1973) a classroom discussion film imagines an all-out race war  
Allyson Nadia Field (UCLA) and Jacqueline Stewart (Northwestern) The L.A. Rebellion Project: Daydream Therapy (Bernard Nicolas, 1977)

**6:00 PM**  
Dinner (on your own)

**8:00 PM**  
Archivo Memoria: National Memory Reconsidered  
Audrey Young (Cineteca Nacional) One Film Survived the Fire: Cine Móvil (Javier Arroyo, 1976) Preserved by Colorlab  
Issa García Ascot (filmmaker) Un Modo de Decir (2011)  
Michal Bregant (Czech National Film Archive) introduces filmmaker Vojtěch Jasný  
Sunniva O’Flynn (Irish Film Archive) OF IRISH PERSUASION Dublin of the Welcomes (1936) Our Country (Liam O Laoghaire, 1947/48) [King of the Tribes] (Kevin Murray, ca.1950) amateur film of Travellers Housing Discrimination (1954) Nebelung (1978) amateur film from Derry  
Donald Sosin pianist  
Seth Anderson (NYU MIAP) moderator

Opposite: stills from The Jungle (1967)
SATURDAY, APRIL 14

9:30 AM
Island Governance

Jon Gartenberg and Jeff Capp (GME)
Tassilo Adam: Moving Image Adventures in the Dutch East Indies of the 1920s

Jaime Paratsch (Universidad del Este, Puerto Rico) Films by Governor Jesús T. Piñero

Bill Ferehawk (Society for Moving Images about the Built Environment) Rediscovering Buddhist Temples of Hawaii, 1948-1951

Taylor McBride (NYU MIAP) moderator

11:15 AM
Progressive Education and Labor Advocacy: A Lee Dick Retrospective

Craig Kridel (U of South Carolina), Ivan von Sauer (BBC Worldwide), and Eugene Perl (Hessian Hills School, Croton-on-Hudson) School: A Film about Progressive Education (1939, Lee Dick)

Dan Friedlaender (Temple U) & Adrienne Finelli (U of Michigan) “There Are Mean Things Happening in This Land”: Men and Dust (1940, Lee Dick)

12:45 PM
Lunch

1:45 PM
Report from the Orphan Works Symposium (video conference)

David R. Hansen (Berkeley Digital Library Copyright Project), Howard Besser (NYU), Rick Prelinger

2:00 PM
Popular Science

Michael Aronson and Elizabeth Peterson (U of Oregon) You Are Getting Sleepy/Hungry/Horny...The Life and Times of Lester Beck, Filmmaking Psychologist: Human Growth (Sy Wexler, 1948)

Heather Heckman and Mark G. Cooper (U of South Carolina MIRC) Preprint elements from the Roman Vishniac Film Collection and The Worlds of Dr. Vishniac (Educational Testing Service, 1959)

Sergei Kapterev (Moscow Research Institute of Film Art) The Flight to Thousands of Suns (Aleksei Yerin, 1963)

4:15 PM
Intentions, Accidents, Ethics: Making “Lost Films” Accessible

Mona Jimenez (NYU Audiovisual Preservation Exchange) Ghana-U.S. Partnerships

Manthia Diawara (NYU) and Louis Massiah (Swarthmore College; Scribe Video Center) on finding Hamile: The Tongo Hamlet (1964, Ghana Film Industry Corporation) and The Burial of Dr. Du Bois (1963, Ghanafilm)

5:15 PM
On Newsfilm

Mark J. Williams (Dartmouth) Local TV news

Nancy McLean Suniewick (Colorlab) and Greg Wilsbacher (USC MIRC) Remembering Bill Birch

6:15 PM
Dinner at Studio Square
8:15 PM
Behavior Modification Lite
Mark Street  *Trailer Trash* (2009)

Caitlin Hammer (NYU MIAP) The Orphan Film Project DVD series

Marie Lascu (NYU MIAP) introduces Karl Heider (Tokyo U) *Study of a Parent’s Behavior: Studies of Apparent Behavior* (1943, Fritz Heider and Marianne Simmel) Preserved by BB Optics and NYU MIAP

Jodie Mack (Dartmouth) a Hanover makeover of the Heider-Simmel film

Rufus de Rham (NYU MIAP) USC digital remakes:
- A Revisionist Account of Heroic Behavior (Ross Ovington)
- Heider-Simmel (Remake) (Lorenzo Brown), and
- Can’t Fool Pacman: The Remake! (Amy Jumper)

Nico de Klerk  *The Hands of a Stranger* (Richard Heffron/USIA, 1966)

Russ Suniewick (Colorlab) Remembering Alan Stark: *[Film Technology. Alan Memorial. Screen Tests. Mumps]* (Ralph Sargent, 2011)

Robert Martens & Walter Forsberg present Auroratone: *When the Organ Played “O Promise Me”* (Cecil Stokes, 1947?) with Bing Crosby. Preserved by Film Technology Co.

Dan Streible, New York University (Willard Van Dyke, 1967?)


Rachael Stoeltje and Martha Harsanyi (Indiana U) Chucky Lou: *Story of a Woodchuck* (Indiana University Audio-Visual Center, 1948)

Marsha Orgeron (NC State U) Corporal Sam Fuller’s *How to Light a Cigar* (1945)

Andrew Lamper (Anthology Film Archives) *AFA Pledge Drive* (ca. late 1970s/early 1980s)

Stephen Parr (Oddball Film + Video) *Sun Healing the Ultra-Violet Way with Life Lite* (1934)

Lydia Pappas and Yongli Li (USC MIRC) *Light Cavalry Girl* (轻骑姑娘, Jie Shen, Central Newsreel and Documentary Film Studio, Beijing, 1980) and the University of South Carolina MIRC Chinese Film Collection

Clockwise from top: Light Cavalry Girl (Jie Shen, Central Newsreel and Documentary Film Studio, Beijing, 1980); Chinese Film Collection, University of South Carolina Moving Image Research Collections; Jodie Mack’s remake of the Heider-Simmel film, *Studies of Apparent Behavior: Auroratone: When the Organ Played “O Promise Me”*. Courtesy Robert Martens.
Sponsors, Partners, Givers in-kind...

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It takes a village.

for the Helen Hill Award
The Nickelodeon Theatre, South Carolina Center for Film and Media, University of South Carolina Film and Media Studies program, Lawona Hill

Jurors: Betsy Newman, Andy Smith, Heather Harkins, Jodie Mack, Danielle Ash, Laura Kissel, Becky Lewis


Co-curators/co-producers/orphanistas
Jieun An, Seth Anderson, Rufus de Rham, Caitlin Hammer, Kelly Haydon, Christopher Insignares, Daphna Jaglom, Marie Lascu, Taylor McBride, Yuki Nakayama, Benedict Olgado, Crystal Sanchez.

Music Director: Julie Hubbert, assisted by Luke Nemitz (University of South Carolina School of Music). All original film scores by NYU Steinhardt Music Program in Film Scoring, Ron Sadoff, Associate Professor and Director. Past and Present in the Cradle of Dixie (1914) and The Lumberjack (1914) composed by Andrew Miranda, Narim Kim, Michel Alexandre Reis, and Massimo Sammi.

Trailers: Kelly Haydon, Jieun An, Russell Sheaffer.

Tisch School of the Arts: Dean Mary Schmidt Campbell, Louis Scheeder, Fred Bush

NYU Cinema Studies: Jeff Richardson, Liza Greenfield, Ann Harris, Ken Sweeny, Gordon Leary, Melanie Daly, Catherine Holter, Antonia Lant, Nate Brennan, Maria Vinogradova, Ivria Dub, Adrienne Henry; and in MIAP: Alicia Kubes, Zack Lischer-Katz; Dan Erdman, Christopher Banuelos, Laurie Duke, Brad Fazzone, Rebecca Fraimow, Kathryn Gransboll, Julia Kim, Federica Liberi, Kristin MacDonough, Pawarisa Nipawattanopong, Juana Suárez, Erica Titkemeyer

NYU Libraries: Dean Carol Mandel, Michael Stoller, Michael Nash, Paula De Stefano, Alice Mosco, Ben Moskowitz, Nancy Cricco, Brent Phillips, Erika Gottfried, Melitte Buchman, Paula Jennings, Sally Cummings

LOC: Mike Mashon, Stephen Leggett, George Willemian, Patrick Loughney, Patrick Kennedy

UCLA: Jan-Christopher Horak, Todd Weiner, Lance Watsky, Shannon Kelley

Indiana University: Jon Vickers, Rachael Stoeltje, Gregory A. Waller, David Francis, Brigitta Wagner, Andy Uhrich, Noelie Griffis


Projectionists: Richard Aidala, Fred Baez, Carolyn Funk, Hunter Webb

Program design: Joseph Botero
An installation by Caroline Martel juxtaposing images and sound from ephemeral, industrial films and popular movies

Thursday, May 17
6:00 p.m. Opening reception
7:30 p.m. Screening of THE PHANTOM OF THE OPERATOR with Caroline Martel in person

OPENING MAY 17
INDUSTRY/CINEMA

Museums of the Moving Image
Online resources at movingimage.us

- Moving Image Source
  A multimedia magazine

- The Living Room Candidate
  Archive of presidential campaign commercials

- CollectionSpace
  Collections management software for museums and more

- Sloan Science and Film
  Website about the relationship between science and cinema

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AMIA’s members range from those who work solely with moving images to organizations where moving images are only a small part of their collection to individuals who want to protect their personal collection - home movies or small gauge or video – all concerned with the threat of losing our audiovisual heritage.

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