

Introductory Notes and Reminders

Welcome to Madison, and welcome to the annual *F&H* conference.

- REGISTRATION opens on Wednesday at noon (12 PM). No panels are scheduled for either Wednesday or Sunday.
- Panel presentations begin on Thursday morning, continue through Friday, and end on Saturday. PLEASE WEAR YOUR BADGE TO ALL PANELS and other CONFERENCE-RELATED ACTIVITIES.
- The awards ceremony, plenary banquet, and keynote address from David Bordwell will be held on Saturday evening. The event is complimentary for all registered participants and book exhibitors. PLEASE WEAR YOUR BADGE TO THE BANQUET.
- All activities will occur on the SECOND FLOOR of The Madison Concourse Hotel and Governor's Club.
- Each day has four sessions: two in the morning, two in the afternoon. COFFEE AND TEA SERVICE will be provided both in the morning (before the first session) and in the afternoon (during the break).
- Each panelist has 30 MINUTES TOTAL: 20 min. for the presentation and 10 min. for questions. Questions may be fielded after each presentation or cumulatively at the end.
- Collegiality is a priority at *F&H*. Please be courteous during presentations. And remember that participants in scholarship do more than present; they participate. So please SUPPORT YOUR COLLEAGUES BY ATTENDING PANELS OTHER THAN YOUR OWN.

Of course, the city of Madison is rich with choices in food, entertainment, and beauty, so we hope that you will spend an evening or two enjoying them, just as we hope you enjoy the rich opportunities to participate in scholarship and conversation at the 2013 *Film & History* Conference.

Loren Baybrook, Editor-in-Chief
Cindy Miller, Director of Communications

Saturday, November 23, 2013: Session 3 (1:00 pm – 3:00 pm)

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3.3.1 Cash or Credit II: Hunting and Gathering: Escaping into Primitive Accumulation

Chair: Catherine Liu (University of California, Irvine) | Conference Room 1

Gimme Shelter: Cinematic Spectacles of Prepping for the Apocalypse
Cary Elza (Independent Scholar)

Sustaining Hollywood: Brand Value in WALL-E
Maria Bose (University of California, Irvine)

Fatal Desire for a Pure Use Value in 6th Generation Chinese Cinema: Lu Chuan's
Kekexili
He Chuan (何川) (International College, Ming Chuan University, Taipei, Taiwan)

3.3.2A “Show Me the Money!” II: ESPN and Sports Programming

Chair: Zachary Ingle (University of Kansas) | Conference Room 2

ESPN Original Entertainment, Realism, and the Production of Institutional Authority
Travis Vogan (University of Iowa)

The Big Game and Appointment Television: Live Sports Broadcasts' Immunity to the
Effects of Hulu and DVRs
David M. Sutura (University of Kansas)

3.3.2B Race-ing the Movie Industry I: Race Complicates the Story

Chair: William Hart, (Norfolk State University) | Conference Room 2

Can You Dig It?: The Melodramatic Mode in Blaxploitation Cinema
Joseph S. Valle, (Southern Illinois University Carbondale)

Race Riots, a Labor Union, Ruth Benedict, Walt Disney, UPA, Communism and the
Hollywood Blacklist
William Hart, (Norfolk State University)
Fran Hassencahl, (Old Dominion University)