

GEORGE L. MOSSE/LAURENCE A. WEINSTEIN
CENTER FOR JEWISH STUDIES

NINETEENTH ANNUAL
Greenfield Summer Institute

Jews and Entertainment

July 8–12, 2018
University of Wisconsin–Madison



CENTER FOR JEWISH STUDIES
Greenfield Summer Institute
UNIVERSITY OF WISCONSIN–MADISON

As performers, writers, and business people, Jews have played crucial roles in the development of American entertainment. Few would disagree with this observation, but how to explain it is no simple matter. How have Jews shaped American film, television, music, and theater? Have they brought to bear distinct styles, perspectives, sensibilities, and issues of concern? Is there anything particularly Jewish in American popular culture? What can be learned about Jews and the United States through entertainment? A fantastic lineup of speakers will explore these and other questions in a variety of forums that will take us from Russia to the United States to Israel.

Space is limited, so please register early.

Can't make it for the whole Institute? You can register for each day's lectures and events separately!

Final registration deadline:
July 8, 2018

Online registration:
jewishstudies.wisc.edu/greenfield

The Greenfield Summer Institute is sponsored by the Mosse/Weinstein Center for Jewish Studies through the generosity of Larry and Roslyn Greenfield.

SUNDAY, JULY 8

5:30–6:00 p.m.

Arrival and Appetizers

Fluno Center

601 University Avenue

6:00 p.m.

Opening Dinner

Fluno Center

Welcome and opening remarks by Tony Michels

All lectures will be held at Grainger Hall, 975 University Avenue, unless otherwise noted.

MONDAY, JULY 9

Parody and Authenticity in Popular Music

9:00 a.m.

“Cohen Owes Me 97 Dollars”: Vaudeville’s “Hebrew” Hits

Jody Rosen (Journalist and Author)

“Jewface” songs—Jewish-themed novelty hits performed by “Hebrew comedians”—were fixtures of early 20th-century American popular culture. Why did Jewish audiences thrill to songs that seemed to slander them? What hidden history links “Over the Rainbow” and “God Bless America” to “Cohen Owes Me 97 Dollars” and “When Mose With His Nose Leads the Band”?

10:45 a.m.

The Midwestern *Meshugas* of Mickey Katz

Jonathan Z.S. Pollack (MATC and the Mosse/Weinstein Center for Jewish Studies)

Mickey Katz (1909-1985) was famous for his Yiddish song parodies in a career that flourished between 1947 and 1957. This talk will highlight why this proud son of Cleveland, Ohio, enjoyed his greatest popularity away from the entertainment-industry centers of New York and Los Angeles.

1:30 p.m.

Jews and the 1960s American Folk Revival

Rivka Maizlish (University of Wisconsin-Madison)

This lecture will explore the cultural and political factors that drew American Jews to folk music in the 1950s and 1960s, and the role of Jewish musicians, editors, managers, and producers in the folk revival. At the heart of the 1960s folk revival, in addition to commitment to social justice or authenticity, was a desire to experiment with new forms of identity.

4:00 p.m.

Performance by Ben Sidran, Jazz Musician and Producer

Play Circle Theater at Memorial Union

800 Langdon St.

A journey through the history of Jews and popular music from scat singing to swing, from blues to bebop.

TUESDAY, JULY 10

Languages of Jewish Culture from Russia to America to Israel

9:00 a.m.

**Yiddish, Seriously: *Mame-loshn* in Modern Israeli and
North American Media**

Sunny Yudkoff (University of Wisconsin-Madison)

The twenty-first century has witnessed a resurgence of Yiddish language in television and movies. This talk will explore the ins and outs, whys and hows, of Yiddish in visual media today.

10:45 a.m.

**Hebrew and Yiddish in Contemporary Television:
The Case of *Transparent***

Sarah Benor (Hebrew Union College – Jewish Institute of Religion)

Language plays a role in *Transparent's* many individual transitions, such as Mort/Maura learning to speak like

a woman. But *Transparent* also uses language to depict communal trends among American Jews. Whereas the parents use many Yiddish words and grammatical influences, their adult children distinguish their English primarily through Hebrew words. This transition is discussed using evidence from demographic and linguistic studies, illustrated by clips from the show.

1:30 p.m.

Jews and Soviet Cinema

Maria Belodubrovskaya (University of Wisconsin-Madison)

This lecture will cover the influence of Jewish filmmakers and Jewish themes on Soviet film. As was the case in Hollywood, many of the leading practitioners of the Soviet era were Jewish and they produced a number of Jewish-themed films.

3:15 p.m.

***Spotlight*: Film Screening and Q&A with Nicole Rocklin**

Nicole Rocklin (Producer, Rocklin / Faust Productions)

The Academy Award winning film *Spotlight* (2015) tells the true story of how investigative reporters at the *Boston Globe* uncovered the scandal of child molestation and cover-up within the Catholic Archdiocese of Boston from 2001 to 2002. Rocklin, a UW-Madison alum, will host the screening with a question and answer session to follow.

WEDNESDAY, JULY 11

American Pluralism in Song and on Screen

9:00 a.m.

Intermarriage: The Allure and Anxiety of Assimilation

Tony Michels (University of Wisconsin-Madison)

Since the early years of Hollywood, the theme of inter-ethnic romance has appeared repeatedly in films and television programs. Romance between Jews and Gentiles has served as a source of comedy and drama, an expression of anxiety but also a celebration of American national ideals. What

do the affairs of Jews and Gentiles tell us about American society? This lecture will explore depictions of intermarriage and related themes of assimilation, upward mobility, and gender relations in the 20th and 21st centuries.

10:45 a.m.

The Places Where the Races Met: Jewish-Owned Venues for Black Music in Twentieth-Century New York

Jonathan Karp (SUNY-Binghamton)

This presentation explores the economic and cultural dimensions of black music performance spaces in 20th century New York. It reveals the remarkable range of musical achievement that emerged from a sometimes troubled and controversial relationship between Jewish businessmen and African-American performers.

1:30 p.m.

Paul Robeson: *Yiddishkeit* in Song: A Legacy of Multiculturalism

Paul Buhle (University of Wisconsin-Madison)

During the 1940s, Paul Robeson's voice was likely heard on every radio in the United States, with his presence greatly extended by concert audiences. Robeson had a wide repertoire of African American gospel songs, songs aimed at labor and reform issues, as well as a particular role in the Jewish community. His performance of songs in Yiddish was legendary, and had the effect of recalling memories, a feeling of *Yiddishkeit*, among older listeners while prompting identification with those memories among the young. He anticipated the uses of klezmer in later generations.

3:15 p.m.

***Future '38*: Film Screening and Q&A with Jamie Greenberg**

Jamie Greenberg (Writer, Director, and Actor)

Jamie Greenberg's *Future '38* (2017) is a screwball comedy set in the distant future year of 2018. The film is billed as "Our modern world through a 1930's lens.... *Future '38* is a 'lost' classic from 1938, recently rediscovered in a Hollywood

attic! (That's our story and we're sticking to it.) It is the story of a man who must save the world by travelling to the future. And man, did those old-timey filmmakers get a lot right." Greenberg will host the screening with a question and answer session to follow.

5:30 p.m.

Closing Dinner

Grainger Hall

975 University Avenue

THURSDAY, JULY 12

Satire and Social Commentary

9:00 a.m.

"They Darker than Us": Satire and Ethnicity in *Blazing Saddles*

Todd Hasak-Lowy (School of the Arts Institute of Chicago)

Mel Brooks' 1974 legendary comedy, *Blazing Saddles*, is a deceptively complex film. It is a satire of the Western genre, a postmodernist experiment in cinematic form, and an extended reflection on social difference and otherness in America. But how exactly do these parts fit together? Might there be something somehow Jewish behind them all?

10:45 a.m.

Closing Panel Discussion:

Responses, Reflections, and Reminiscences

Tony Michels and Sunny Yudkoff, Moderators

Attendees of the Greenfield Summer Institute are invited to participate in a group closing discussion on this year's talks and films. This will be an informal setting that encourages the full participation of audience members.

REGISTRATION/PAYMENT INFORMATION

FEES > The fee for the Greenfield Summer Institute is \$195 for all programming, including the opening and closing dinners. Registration received after June 25 will be subject to a fee increase. For information about programming or kosher meal options, please contact the Center for Jewish Studies at 608-890-3572.

A LA CARTE PRICING > \$50 to attend lectures and afternoon activities on Monday, Tuesday, or Wednesday / \$35 to attend lectures on Thursday morning / \$30 opening OR closing dinner for Greenfield registrants / \$30 to attend opening OR closing dinner for those not attending Greenfield (i.e., additional friends and family)

REGISTRATION ONLINE > Participants are encouraged to register and pay online with a credit card at jewishstudies.wisc.edu/greenfield.

REGISTRATION BY MAIL > You may still register by mail using the form on the next page and mailing it to the address below with a check for \$195. Please make checks payable to UW-Madison.

CALS Conference Services

640 Babcock Drive, Madison, WI 53706

FAX: 608-262-5088

For registration questions, call 608-263-1672

or email conference@cals.wisc.edu

PLEASE BE SURE TO REGISTER ONLY ONCE!

Confirmation of your registration, as well as information about the lectures, housing, specific events, and parking will be sent to you after your registration has been processed. This information will be sent via e-mail if you register online, and via US Mail if you register via mail.

PARKING > Underground parking is available in Grainger Hall. Information about access to parking will be sent after your registration has been received.

LODGING > The Institute has blocked rooms at several nearby hotels. A list of hotels, with information about discounted rates, is available on our website and will also be sent after your registration has been received.

PLEASE CHOOSE AN ENROLLMENT OPTION

	Early Bird Cost	Cost after 6/25/2018	# of People	Subtotal
<input type="checkbox"/> Complete Package	\$195	\$225	X _____	\$ _____
<input type="checkbox"/> A la carte options				
Event				
Sunday opening dinner	\$30	\$35	X _____	\$ _____
Monday lectures & events	\$50	\$60	X _____	\$ _____
Tuesday lectures & events	\$50	\$60	X _____	\$ _____
Wednesday lectures & events <i>(does not include dinner)</i>	\$50	\$60	X _____	\$ _____
Wednesday closing dinner	\$30	\$35	X _____	\$ _____
Thursday lectures	\$35	\$40	X _____	\$ _____
			Total amount enclosed:	\$ _____

Name (s) _____

Guest names (if applicable) _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

I would like to be included in the 2018 Greenfield Contact Sheet.

I would **NOT** like to be included in the 2018 Greenfield Contact Sheet.

Please note any special assistance you require due to dietary restrictions, visual and/or hearing impairments, or mobility limitations.

For more information: Phone: 608-890-3572 / E-mail: greenfield@cjs.wisc.edu / jewishstudies.wisc.edu/greenfield



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