



Media Literacy Week

October 4-10, 2009

Sponsored by Gateway Media Literacy Partners

GMLP is a 501c3, not-for profit organization registered in the State of Missouri and applying for non-profit status in Illinois

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Media Literacy week – when community citizens-- educators, media professionals, youth and youth advocates, health educators, librarians, journalists, academics, researchers and administrators-- participate in workshops, presentations and other educational programming focusing on ways to promote and sustain media literacy. The week encourages community-wide conversations about this important 21st-century survival skill.

Sunday, October 4

Media Literacy Week, Media Literacy: Remix Culture Kickoff Event

2:30-4 p.m.

Webster University Presentation Room, University Center

This kickoff event marks the commencement of Media Literacy Week in the St. Louis region, 2009.

Representatives of the Governor of the State of Missouri, Mayor of St. Louis, and the St. Louis County Executive will issue Proclamations formally designating this week as an occasion to promote Media Literacy in the St. Louis area.

Three recipients—an educator; an institution and a media professional—will receive the 2009 Klotzer Awards, honoring them for their contributions to the field of Media Literacy in the St. Louis region.

GMLP President, Jessica Brown, will give a “State of Media Literacy in the St. Louis Region” address.

Monday, October 5

Remix Culture: 101

10 a.m.

STLCC-Meramec: Business Administration Building, Rm. 105

Scott Dorough, Assistant Professor of Communications at St. Louis Community College, will discuss the remix culture most young people today take for granted. What are the legalities of remixing? Just how do you remix? These and other questions will be addressed by Professor Dorough.

Emerging Business Models in the Media Industry

Panel discussion co-sponsored by the Press Club of Metropolitan St. Louis and GMLP

Noon

Webster University Presentation Room, University Center

As a microcosm of American society, our media system is facing an economic crisis. Many newspapers and television stations are folding, and others are cutting staffs and services in an effort to survive. However, as presidential aid Rahm Emanuel has observed, a crisis can also serve as an opportunity to rebuild a stronger entity.

Panelists will focus on the factors leading to this current crisis and the subsequent emerging media business models.

Panelists:

Chris Miller-GMLP

Art Silverblatt- Professor, Webster University

Don Corrigan- Professor, Webster University

Between East and West: The Sexualization of Media Images of Women in Eastern Europe

7 p.m.

Southern Illinois University-Edwardsville (SIUE). Dunham Hall, Rm. 2007 (Studio C)

In today's environment, the importance of understanding different cultures, political systems and cultural institutions has never been more important. This presentation Dr. Elza Ibroscheva, Assistant Professor and Director of Graduate Studies, Department of Mass Communications, SIUE, will examine one of the most influential cultural institutions -- the media -- as it portrays women in Eastern European nations.

Tuesday, October 6

David Folkenlick, NPR

Maryville University

Location – 11 a.m.

Wednesday, October 7

The Making of Lo-Fi Saint Louis

10 a.m.

STLCC-Meramec: Business Administration Building, Rm. 105

Bill Streeter, creator of the Internet video program and blog Lo-Fi Saint Louis will discuss how he created the site that covers the local rock scene and other culture in St. Louis.

Green Filmmaking

2 p.m.

STLCC-Meramec: Business Administration Building, Rm. 105

Diane Carson, President of the University Film & Video Association and St. Louis Community College-Meramec Professor Emeritus, will discuss the recent Code of

Best Practices for Sustainable Filmmaking produced by the Center for Social Media at American University.

Creating Media Literacy Standards for the Upcoming 5th Missouri Standards Improvement Program (MSIP) cycle

4:30-8PM

Lindenwood University, Anheuser Busch Leadership Room - Spellmann Campus Center, St. Charles

Sharon Hoge, Director, Curriculum and Literacy Services, and Curt Fuchs, curriculum Specialist, Missouri Department of Elementary and Secondary Education (DESE), present a program on creating media literacy standards for the upcoming 5th Missouri Standards Improvement Program (MSIP) cycle, and information both on the MSIP standards, which are used to evaluate media centers in the state, and the Information Literacy instructional standards.

Thursday, October 8

Who Cares If It's Legal?: Remix Culture and Copyright Law

11 a.m.-12:30 p.m.

STLCC-Meramec Student Center, Rm. 200

Scholars argue that we are criminalizing an entire generation by ignoring the drastic changes brought on by "Remix Culture." Young people are mashing-up, remixing and sharing their work with millions of others over the Internet. Renee Hobbs, a leading Media Literacy scholar and founder of the Media Education Lab at Temple University in Philadelphia, will discuss copyright law and the concept of Fair Use as it applies to remix culture.

Good Night and Good Luck: Film and Panel Discussion

7 p.m.

Webster University Winifred Moore Auditorium

Good Night and Good Luck (2005) is a film produced by George Clooney that focuses on the career of Edward R. Murrow, a pioneer of broadcast journalism. After the presentation of the film, a group of distinguished panelists will provide perspective on the significance of Murrow as depicted in this film. There will be ample opportunity for the audience to be involved in the discussion.

Panelists:

Art Silverblatt, Facilitator, Webster University

Don Marsh, Broadcast Journalist- KWMU

Diane Carson, President, University Film & Video Association and Professor, STLCC-Meramec

Renee Hobbs, Professor, Temple University

Frank Baker Workshop for Teachers

Creating Media Smart Students: Media Literacy for 21st Century Learning

4:30-8:00 p.m.

Lindenwood University, Anheuser Busch Leadership Room - Spellmann Campus Center, St. Charles

Cable in the Classroom's 2008 Leader in Learning Award winner and noted national media educator, Frank Baker, brings an engaging, hands-on and interactive workshop especially for teachers. His goal is to help them become more comfortable teaching those state standards that include media literacy. You don't want to miss this: You'll leave with ready-to-use ideas for engaging students in 21st century learning.

*To earn one graduate-level credit, teachers must attend both Frank Baker's workshop: *Creating Media Smart Students: Media Literacy for 21st Century Learning* event on Thursday, 10/8 and Sharon Hoge's and Curt Fuch's presentation: *Creating Media Literacy Standards for the Upcoming 5th Missouri Standards Improvement Program (MSIP) Cycle* on Wednesday, 10/7 (description listed above under Wednesday's events). An enrollment form will be provided at the events. Teachers should bring a check for \$60, made payable to Lindenwood University, at the time of enrollment on 10/7. For questions, please contact Shannon Vines, Cooperative Credit Program Director at svines@lindenwood.edu or (636) 949-4612.

Friday, October 9

Remixing the Past to Adapt to a Future of Journalism

11 a.m.

STLCC-Meramec: Business Administration Building, Rm. 105

Student editors and staff members of The Montage student newspaper will gather to share common challenges and rewards associated with converging best practices from the past with social media and web-based innovations of the future to stay relevant and alive in an industry that is struggling to survive.

Saturday, October 10

Media Literacy Academic Symposium

Session #1: Media Literacy Scholarship

9:00-10:15, SV 113, Webster University

Scholars present their work in the area of media literacy.

Session #2 Media Literacy Education

10:30-11:45, SV 113, Webster University

Teachers and professors present their work as it relates to media literacy pedagogy