

**2009**

# Media Literacy Week—October 4-10, 2009



Bill Streeter

Renee Hobbs

Frank Baker

Dr. Elza Ibroscheva

## Sunday, October 4

Media Literacy Week, Media Literacy: Remix Culture Kickoff Event  
2:30-4 p.m.  
Webster University: Presentation Room, University Center

## 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 and address questions such as. What are the legalities of remixing? Just how do you remix?

### Emerging Business Models in the Media Industry

Panel discussion by the Press Club of Metropolitan St. Louis and GMLP  
12 p.m.

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 staff and services just to survive. However, as presidential aid Rahm Emanuel has observed, a crisis can also serve as an opportunity to rebuild a stronger entity. Panelists Chris Miller-GMLP, Art Silverblatt-Professor, Webster University, Don Corrigan-Professor, Webster University will discuss the current crisis and the subsequent emerging media business models.

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

7 p.m.

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

Today, understanding different cultures, political systems and cultural institutions has never been more important. 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

St Louis On the Air, 90.7 F.M.

The program explores media literacy with NPR's Media Correspondent, David Folkenflik, and Gateway Media Literacy Partners.

Maryville University, October 6, 3-4:30 p.m.

Is It Possible to Order a Full Course Dinner in a Sound Bite World? The Challenge of Reporting On and Understanding War, the Economy and Healthcare.

NPR's David Folkenflik joins panelists for a lively discussion.

## 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, will discuss the recent Code of Best Practices for Sustainable Filmmaking produced by the Center for Social Media at American University.

### Media Literacy and the MSIP

4:30-8 p.m.

Lindenwood University: Auditorium

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 fifth Missouri Standards Improvement Program (MSIP) cycle.

## 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. 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.

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

4:30-8:00 p.m.

Lindenwood University

Frank Baker Workshop for Teachers

Cable in the Classroom's 2008 Leader in Learning Award winner and noted national media educator Frank Baker presents 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.

### 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 George Clooney film focusing on the career of Edward R. Murrow, a pioneer of broadcast journalism. After the film, distinguished panelists will provide perspective on the significance of Murrow as depicted in this film. Q & A will follow. Panelists: Art Silverblatt, Facilitator, Webster University, Don Marsh, Broadcast Journalist-KWMU, Diane Carson, President, University Film & Video Association, and Renee Hobbs, Professor, Temple University

## Friday, October 9

Remixing the Past to Adapt to a Future of Journalism

11 a.m.

STLCC-Meramec: Student Center, Rm. 200

Student editors and staff members of The Montage student newspaper and Journalism students from Maryville University will 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.

### Rhyme - N - Reason

JUICE Box @ 3003 Arsenal Street

6-9 p.m.

Join us for an open mic session on Media-Health Literacy with youth from the Cherokee Community Center.

## Saturday, October 10

Media Literacy Academic Symposium

9 a.m.-12 p.m.

Webster University: 113 and 115 Sverdrup Hall

9-10:15 a.m.

Media literacy scholars present their work in the area of media literacy.

10:30-11:45 a.m.

Media literacy teachers and professors present their work as it relates to media literacy pedagogy.

For more information, contact  
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