



Convention

MEA Heads to Mexico City for 2007 Meeting

The eighth annual meeting of the Media Ecology Association will take place June 6-10, 2007 in Mexico City, Mexico, with a theme of technology and transformation.

The 2007 convention will be the MEA's first annual meeting held outside the United States. Please join us as we celebrate and commemorate this important rite of passage. Conference attendees will also have the opportunity to participate in special guided bilingual tours to Teotihuacán, site of some of the largest pyramids in Mexico and one of the most extraordinary archeological sites in the Western Hemisphere, and to downtown Mexico City, including the major cultural and historic sites in the *Centro Histórico* (the *Zócalo* or Constitution Square, Metropolitan Cathedral, the ruins of the Great Temple of the Aztecs, the National Palace with its murals by Diego Rivera), the monuments of Reforma Avenue, and the museums of Chapultepec Park (the Archeology Museum, Museum of Modern Art, Rufino Tamayo Museum of Contemporary Art, and the National History Museum, located in the famed Castle of Chapultepec).

Invited speakers for the convention include Katherine Hayles (University of California, USA), Jay D. Bolter (University of Georgia, USA), Eric McLuhan (University of Toronto, Canada), José Octavio Islas

(Tecnológico de Monterrey, Mexico), Joan Mayans (Universidad de Barcelona, Spain), and Alejandro Piscitelli (Universidad de Buenos Aires, Argentina).

Our meeting site, the Tecnológico de Monterrey, was founded in 1943 by a group of Mexican entrepreneurs and executives. It is a private educational institution, independent of any political or religious group. The Tecnológico de Monterrey system has a nationwide presence and also extends its educational services abroad to other Latin American countries and other cities of the world.

More information and information on late submissions appears on the convention web site: <http://www.media-ecology.org.mx/>. To help all of the people interested in participating, this special site about the Eighth Annual Convention of the Media Ecology Association has information in English and Spanish. The site includes the following information:

- Information about the Media Ecology Association
- information about Mexico City
- Hotels and travel information
- Convention information
- The 2007 MEA awards—including a special award from el Universal
- Sponsorship
- Contact forms



MEA Elects Strate, Rushkoff, Morrison, Bennett to Board

MEA voters re-elected three members of the Board: Lance Strate (of Fordham University), Doug Rushkoff (New York University), and James Morrison (Emerson College). They also elected Stephanie Bennett to her first term on the board.

Bennett teaches in the School of Communication and Media at Palm Beach Atlantic University. She holds a certificate as a Media Studies Specialist and an M.A. in Corporate and Public Communication from Monmouth University in New Jersey, and a Ph.D. in Communication from Regent University in Virginia Beach. Her research focuses on rhetorical studies and the intersection of new media and interpersonal relationship development; mediated communication, faith and reason, and the church and culture. She has a growing interest in global media and the social issues influenced by the emergence of a digital landscape.

Bennett teaches courses in interpersonal communication, public speaking, public relations, and a variety of media-related courses. In addition to her teaching, Bennett works as a journalist and communication consultant in such venues as *Focus on the Family* publications, *CCM magazine*, and the Gannett family of newspapers [parent company of *USA Today*], and acts as host of a weekly radio show (the *Saturday Morning Sanctuary*).

As well as serving the Media Ecology Association, she is division chair of communication studies for the Religious Communication Association, a member of the National



Stephanie Bennett

Communication Association, and a member of the International Jacques Ellul Society.

A musician as well as a scholar, Bennett released her first original music project in 2005, "Toward the Lamb."

IN MEDIAS RES

Volume 8, No. 1

Winter 2007

In Medias Res, the newsletter of the Media Ecology Association, appears twice a year. All members of the Association receive a subscription along with their annual membership. For membership details, please see www.media-ecology.org.

Editor: Paul A. Soukup, S.J.
Communication Department
Santa Clara University

MEA Board of Directors (term expiration)

Corey Anton (2008) - Grand Valley State University
Stephanie Bennett (2009) - Palm Beach Atlantic University
Susan Drucker (2008) - Hofstra University
Thomas F. Gencarelli (2007) - Montclair State University
Raymond Gozzi, Jr. (2007) - Ithaca College
Casey Man Kong Lum (2008) - William Paterson University
James C. Morrison (2009) - Emerson College
Ellen Rose (2008) - University of New Brunswick
Douglas Rushkoff (2009) - New York University
Paul Soukup, S.J. (2007) - Santa Clara University
Janet Sternberg (2007) - Fordham University
Lance Strate (2009) - Fordham University

Executive Committee

President: Lance Strate
Vice President: Thomas F. Gencarelli
Treasurer: Paul A. Soukup, S.J.
Executive Secretary: Janet Sternberg
Historian: James C. Morrison

Appointed Officers

Director of Communications: Stephanie Bennett,
President, ES Creative and Consulting, LLC
Convention Coordinators (2007): Thomas Gencarelli,
Fernando Gutiérrez -Tecnológico de Monterrey
Editors, *Explorations in Media Ecology*
Editor: Lance Strate; Review Editor: Thomas F. Gencarelli; Pedagogy Editor: Mary S. Alexander, Marist College; Managing Editor: Cheryl A. Casey, Fordham University; Business Manager: Janet Sternberg
Editor, *In Medias Res*: Paul Soukup, S.J.
Editors, Proceedings: Anthony Kelso, Iona College (2005); Steve Reagles (2006); Web Editor and Online Archivist: James C. Morrison
Electronic Mailing List Manager: Janet Sternberg
Web Officer: James C. Morrison
Webmaster: Paul Kelly, Canadian Broadcasting Corporation
Thomas Harkins, ECA Program Coordinator
M. J. Robinson, ICA Program Coordinator

President's Message

Maps and Territories

Lance Strate

Alfred Korzybski's maxim that "the map is not the territory" serves as a reminder of the distinction between reality mediated by symbols (such as maps and symbols) and reality mediated by our senses (which from Korzybski's general semantics perspective is the more reliable of the two). When we map the territory that we call media ecology, many of us include Korzybski and general semantics as part of our intellectual foundation relating to the study of language and symbol systems. General semantics organizations have also served as a home for media ecologists in the past, largely through Neil Postman's involvement with the International Society for General Semantics. It is not surprising, then, that we completed two fruitful collaborations with the New York Society for General Semantics, along with the Institute of General Semantics (which incorporated the old ISGS and now publishes the journal *ETC*). The first was *Perspectives on Postman: A Symposium* held at New York University on April 6, 2006, in which 16 outstanding papers were presented.

The second was the *The World in Quandaries: Coping with Controversial Communication in the Global Village*, a symposium held at Fordham University on September 8, 2006, which celebrated the 8th anniversary of the Media Ecology Association, not to mention the 60th anniversary of the New York Society for General Semantics. The event also marked the 60th anniversary of the publication of *People in Quandaries* by Wendell Johnson, one of the three most central general semantics works (the other two being Korzybski's *Science and Sanity*, and S. I. Hayakawa's *Language in Thought and Action*)—*People in Quandaries* was required reading in Postman's media ecology doctoral program. It was altogether fitting that the Keynote Speaker was Nicholas Johnson, former FCC Commissioner and the son of Wendell Johnson. Other symposium participants included 2006 MEA award winners Tom de Zengotita and David Berreby, Janet

Sternberg (who is on the board of both the MEA and NYSGS), and MEA founding members Thom Gencarelli, Paul Levinson, and me.

In addition to our collaborations with NYSGS and IGS, the MEA also was an institutional supporter of the 3rd Online Congress of the Observatory for Cybersociety held from November 20 to December 3, 2006, thanks to Fernando Gutiérrez and Octavio Islas. And we are cosponsoring *Overseas Conversations Series (IV): An International Conference on Media Literacy-Ecology-Studies-Education*, which is being organized by Jordi Torrent, and will be held at several locations in New York City from May 31-June 2, 2007. We are open to additional collaborations and co-sponsorships, so please do not hesitate to contact us if you are interested in exploring such possibilities.

Media ecology is a territory that is now being mapped in a variety of ways. Some of the recent scholarly maps that have been published include Ellen Rose's article, "Should You Be a Media Ecologist? Bridging the Gulfs of Understanding Between Educational Technology and Media Ecology" in the periodical *Educational Technology*; a chapter on "media ecology theory" in the latest edition of the textbook *Introducing Communication Theory: Analysis and Application* by Richard West and Lynn H. Turner; an online chapter on "Media Ecology of Marshall McLuhan" written by Em Griffin and E. J. Park as a supplement for Em Griffin's textbook, *A First Look at Communication Theory*; Casey Man Kong Lum's anthology, *Perspectives on Culture, Technology and Communication: The Media Ecology Tradition*; and my own monograph *Echoes and Reflections: On Media Ecology as a Field of Study*. The media ecology territory is also being covered by *afterimage: The Journal of Media Arts and Cultural Criticism*, which has run reports on the 2005 convention, the Postman Symposium, and the 2006 convention at Boston College; discounted subscriptions to *afterimage* are now one of our MEA membership benefits.

An article on media ecology as a field, and on the MEA as well, appeared in the December 18, 2006 issue of *Hispanic Outlook in Higher Education*, with special mention of our upcoming convention to be held in Mexico City.

Speaking of Mexico City, we are thrilled that our next annual meeting is being hosted by Monterrey Tech at one of its Mexico City area campuses, on June 6-10 of this year. This is an event not to be missed! If you are interested in participating, it is not too late to contact the convention coordinators Thom Gencarelli and/or Fernando Gutierrez to see if there is any room left on the program. Or if you are just thinking about attending, I urge you to do so—you will not be disappointed. This will be the largest, most elaborate, and most international convention we have ever held, with featured speakers including Eric McLuhan, Katherine Hayles, and Jay David Bolter, tours of Mexico City and the pyramids, and much, much more. The MEA's territory is the global village (and some might even say that it extends beyond the confines of spaceship earth), even if sometimes it seems like disproportionate emphasis is given to Greenwich Village, and New York City. We are willing to collaborate on and cosponsor events in any locality, and to discuss the possibilities of hosting the MEA convention.

Because the map is not the territory, no single representation of media ecology, or the MEA, will ever be sufficient. But more than anything else, we are an association of individuals who share an intellectual, scholarly, and/or creative interest in certain kinds of inquiry, knowledge, and expression. One of the best ways to get to know the territory, along with reading the great books in our tradition, is to meet your fellow media ecologists at one of our meetings or events. Just as Walter Ong says about sound, our events only exist as they are going out of existence. They are experiences that are irreproducible, that can only truly be experienced in their moment. I urge you not to miss them. There is no substitute for the thrill of attending to an address by someone like James W. Carey, and having a conversation with him.

As you know, Jim Carey passed away on May 23, 2006. Jim was one of our field's great-

est scholars, and one of the MEA's greatest supporters. It was altogether fitting that our 2006 convention was dedicated to Carey's memory, and that we were able to host Jim's family for the very moving memorial that was held at our annual meeting. We will continue to honor his memory through a special issue of our journal, and through the addition of a James W. Carey Award for outstanding media ecology journalism. While mourning our loss, we may take comfort in the fact that we are able to preserve his legacy and continue his work through the Media Ecology Association.

Journals update

Anton to Edit *Explorations in Media Ecology*

The MEA Board has selected Corey Anton as the next editor of *EME: Explorations in Media Ecology*. He will serve as editor from 2008-2010.

Cheryl Casey took over as Managing Editor this year and will continue in this position for the remainder of Lance Strate's term as editor. Thom Gencarelli will continue as Review Editor and Mary Alexander as Pedagogy Editor. As editor, Strate has added two editorial board members, John Miles Foley of the University of Missouri, who is the association's leading expert on oral tradition, and Lorens Holm of the University of Dundee (Scotland), who is directing the Geddes Institute and provides us with expertise in architecture (his primary field), as well as urban studies.

Delayed issues

As the members know, the journal is about a year and a half behind schedule. This delay results from a combination of editorial problems, the unexpected departure of the previous managing editor, and some problems with the publisher. Volume 4, Nos. 3-4, is currently at the printer and should be issued soon.

Volume 5 (2006), has been completed. Issue 5:1, which is the special issue devoted to Neil Postman, was sent to publisher. Issue 5:2, close to completion during the spring semester and planned as an informal James Carey-orient-

ed issue, was changed to a memorial issue with Jim's death in the spring. The contents have been completed and sent to the publisher. Editorial work on the remaining two issues was essentially completed by December. Issue 5:3 is dominated by items derived from the 2005 MEA convention (Carpenter, McLuhan, Levinson, and White). Issue 5:4 is a special issue on ethics, guest edited by David Gunkel. With no further problems, Vol. 5 should be entirely in print by the summer.

***Journal of Media and Religion* Publishes Issue on Media Ecology Scholars**

Volume 5, number 3 of the *Journal of Media and Religion* (2006) carrying the designation, "Special Issue: The Religious Heritage of Mass Communication Theorists: Cultural Biographies," focuses on media ecologists with the following contents:

- "Media and Religion: The Promise of Cultural Biography," Daniel A. Stout (Introduction by the co-editor of the journal)
- "Jacques Ellul's Conversions and Protestant Theology, Clifford G. Christians
- "The Medium is the Mass: Marshall McLuhan's Catholicism and catholicism," Thomas W. Cooper
- "Contexts of Faith: The Religious Foundation of Walter Ong's Literacy and Orality," Paul A. Soukup, S.J.
- "The Judaic Roots of Neil Postman's Cultural Commentary," Lance Strate

The journal, published by Lawrence Erlbaum Associates, is available from LEA as well as through library databases. The special issue publishes papers first presented at a panel of the National Communication Association meeting, cosponsored by the MEA and the Religious Communication Association.



Membership Renewal Due

Remember that membership dues for 2007 should be paid in this first quarter. MEA members for 2007 will receive volume 6 of EME: *Explorations in Media Ecology*, this newsletter, and a number of discounts.

Membership renewal forms may be downloaded from the MEA website (<http://www.media-ecology.org/joinmea/>) and sent with payment to

Janet Sternberg
 MEA Executive Secretary
 Dept. of Comm. and Media Studies
 Fordham University
 Bronx, NY 10458-9993 USA

This year's rates, which have not increased since last year's, are

- Student US\$30
- Regular US\$60
- Sustaining US\$90 (Regular membership plus convention registration)
- Institutional US\$100

MEA Board Approves 2008 Membership Dues Increase

The Board of Trustees voted to raise the 2008 MEA membership dues and convention fees in order to keep up with the increasing costs of running the organization. The Board consciously tried to keep increases to student membership categories as low as possible, in order to encourage student membership.

2008 Membership Dues

- \$80 regular membership
- \$35 student membership
- \$120 sustaining membership (Regular membership plus convention preregistration)
- \$160 institutional membership

2008 Convention Fees

- \$40 regular member preregistration
- \$50 regular member onsite registration
- \$30 student member registration
- \$80 non-member registration
- \$35 non-member student registration

MEA Constitution and By-Laws

In the recently concluded election, the MEA membership voted to amend the organization's constitution, making changes to Article V, Section 5, and Article VI, Section 7. In addition, the membership voted changes to the By-Laws, Article I, Section 1, and Article II, Section 1.

Here follows the Constitution, as officially amended. A copy also appears on the organization's website, at <http://www.media-ecology.org/about/constitution.html>.

Constitution

ARTICLE I - NAME

Section 1. The name of this organization shall be the Media Ecology Association.

ARTICLE II - DEFINITION AND PURPOSES

Section 1. Media ecology is defined as the study of the complex set of relationships or interrelationships among symbols, media and culture.

Section 2. The Media Ecology Association is a not-for-profit organization dedicated to promoting the study, research, criticism, and application of media ecology in educational, industry, political, civic, social, cultural, and artistic contexts, and the open exchange of ideas, information and research among the Association's members and the larger community.

ARTICLE III - GOALS

Section 1. To promote, sustain and recognize excellence in media ecology scholarship, research, criticism, application, and artistic practice.

Section 2. To provide a network for fellowship, contacts and professional opportunities.

Section 3. To serve as a clearinghouse for information related to academic programs around the world in areas pertinent to the study of media ecology.

Section 4. To promote community and cooperation among academic, private and public entities mutually concerned with the understanding of media ecology.

Section 5. To provide opportunities for professional growth and development.

Section 6. To encourage interdisciplinary research and interaction.

Section 7. To encourage reciprocal cooperation and research among institutions and organizations.

Section 8. To provide a forum for student participation in an academic and professional environment.

Section 9. To advocate for the development and implementation of media ecology education at all levels of curricula.

ARTICLE IV - MEMBERSHIP

Section 1. Membership in the Association shall be open to individuals or institutions interested in promoting the Association's purposes and goals.

ARTICLE V - BOARD OF DIRECTORS

Section 1. The Board of Directors shall serve in a stewardship capacity as the principal policy-making

and fund-raising body of the Association.

Section 2. The Board of Directors shall be composed of twelve people, all of whom must be members in good standing with the Association.

Section 3. Directors shall be elected by the general membership on a rotating or "staggered term" basis, with four elected each year. Each Director shall therefore serve a three-year term, and may serve consecutive terms.

Section 4. Elections for the Board of Directors shall be carried out as specified in the By-Laws.

Section 5. In the event of the resignation, incapacity, or dereliction of duty of a member of the Board of Directors, the Board of Directors shall, at its discretion, select a replacement or establish a nomination and election procedure for so doing.

ARTICLE VI - EXECUTIVE COMMITTEE

Section 1. The Executive Committee shall manage the Association's affairs and resources.

Section 2. The Executive Committee shall be composed of the President, Vice-President, Executive Secretary, Treasurer, and Historian.

Section 3. The officers of the Executive Committee shall be elected by the Board of Directors, from among the Board's membership.

Section 4. Each officer of the Executive Committee shall serve for a term of one year, and may serve consecutive terms.

Section 5. Elections for the Executive Committee shall be carried out as specified in the By-Laws.

Section 6. The duties of officers shall be as specified in the By-Laws.

Section 7. In the event of the incapacity of an officer, or his/her dereliction of duty, the Board of Directors shall, at its discretion, select a replacement or establish a nomination and election procedure for so doing.

ARTICLE VII - APPOINTED OFFICERS

Section 1. It shall be the duty of the President, at the request of the Board of Directors or the Executive Committee, to appoint officers to fulfill certain duties as the Association requires. All appointed officers shall serve at the pleasure of the Board of Directors and shall report to them.

ARTICLE VIII - COMMITTEES AND TASK FORCES

Section 1. It shall be the duty of the President, at the

request of the Board of Directors or the Executive Committee, to appoint committees and task forces as necessary. All committees and task forces shall report to the Board of Directors.

ARTICLE IX - AMENDMENTS TO THE CONSTITUTION

Section 1. The Board of Directors may initiate Amendments to this Constitution.

Section 2. The Executive Committee, in consultation with the Board of Directors, may initiate Amendments to this Constitution.

Section 3. Any ten members of the Association may present a petition to the Executive Committee proposing an amendment to this Constitution, which shall mandate the Board of Directors to put the proposed Amendment to vote.

Section 4. Amendments initiated as per Section 1, 2 or 3 shall be distributed to all members of the Association for vote by mail, or its equivalent, in the Fall.

Section 5. This Constitution may be altered or amended, or its Articles repealed by a two-thirds majority of votes cast by the Association's membership by mail or its equivalent.

By-Laws

ARTICLE I - MEMBERSHIP

Section 1. There shall be four types of membership in the Association: Regular, Student, Institutional, and Honorary.

Section 2. Regular Members shall be those individuals actively engaged or interested in media ecology education, research, criticism, application, or artistic practice.

Section 3. Student Members shall be those individuals currently enrolled on a full-time basis as graduate or undergraduate students.

Section 4. Institutional Members shall be educational, professional, business, or civic organizations.

Section 5. Honorary Members shall be individuals awarded a one-year membership in the Association by the Executive Committee for distinguished contribution to the Association.

ARTICLE II - DUES AND FEES

Section 1. Annual dues in the four membership categories shall be determined by the Executive Committee.

Section 2. Registration fees for the Annual Convention shall be determined by the Executive Committee.

Section 3. Subscription fees for the Association's publications shall be determined by the Executive Committee.

ARTICLE III - MEETINGS

Section 1. An Annual Convention shall be held once a year. A General Meeting of the membership, open to all members, shall be held at this Convention.

Section 2. The Board of Directors shall meet at least once a year, at a place and time designated by the President. The President may also convene a special meeting at any time, upon reasonable notice.

Section 3. A quorum at the Board of Directors meeting shall be at least eight of the twelve members.

ARTICLE IV - ELECTIONS

Section 1. Each year, the Board of Directors shall serve as a Nominating Committee for four new members of the Board.

Section 2. Any member of the Association in good standing may also nominate any other member in good standing, or self-nominate, for membership on the Board of Directors. The membership shall be informed of a cut-off date for acceptance of nominations at the General Meeting of the Annual Convention, through the Association's newsletter, *In Medias Res*, and by mail or its equivalent.

Section 3. The Board of Directors shall prepare a written slate of nominees, insuring that each member will serve if elected.

Section 4. The slate of nominees shall be distributed to all members of the Association for vote by mail, or its equivalent, in the Fall.

Section 5. New Directors shall be elected in accordance with a plurality of votes cast by the Association's membership, by mail or its equivalent.

Section 6. New Directors shall assume their positions at the beginning of the calendar year.

Section 7. The Board of Directors shall, every year, at the beginning of the calendar year, elect an Executive Committee from among the twelve members of the Board.

Section 8. The Officers of the Executive Committee shall assume their positions immediately.

ARTICLE V - DUTIES OF THE EXECUTIVE COMMITTEE

Section 1. The President shall act as the presiding officer for all Executive Committee business and affairs, shall preside at all meetings of the Board of Directors and the Executive Committee and at the Annual Convention of the Association, and shall serve as liaison to the Board of Directors.

Section 2. The Vice-President shall serve as liaison to other professional organizations and constituencies.

Section 3. The Executive Secretary shall coordinate all official Association correspondence and documentation, shall maintain an accurate record of the Association's membership, and shall coordinate registration at the Annual Convention.

Section 4. The Treasurer shall administer accounts payable and accounts receivable in a timely and effective manner as designated by the Executive Committee, and shall provide an annual financial report for publication in the Association's newsletter.

Section 5. The Historian shall serve as recording secretary, recording minutes of all meetings of the

Board of Directors and the General Meeting at the Association's Convention, and shall serve as the Association's archivist, maintaining and making available the ongoing record of all Association documents and proceedings.

ARTICLE VI - AMENDMENTS TO THE BY-LAWS

Section 1. The Board of Directors may initiate Amendments to these By-Laws.

Section 2. The Executive Committee, in consultation with the Board of Directors, may initiate Amendments to these By-Laws.

Section 3. Any ten members of the Association may present a petition to the Executive Committee proposing an amendment to these By-Laws, which shall mandate the Board of Directors to put the proposed Amendment to vote.

Section 4. Amendments initiated as per Section 1, 2 or 3 shall be distributed to all members of the Association for vote by mail, or its equivalent, in the Fall.

Section 5. These By-Laws may be altered or amended, or their Articles repealed by a two-thirds majority of votes cast by the Association's membership, by mail or its equivalent.

ARTICLE VII - DISSOLUTION OF THE ASSOCIATION

In the event that the Association shall be hereinafter dissolved, the assets of the Association shall be dis-

tributed in equal shares to the National Communication Association, the Eastern Communication Association and the New York State Communication Association, for educational purposes as described in Section 116(a)(4) of the Tax Law of the State of New York, or to the Federal Government, or to the New York State Government for a public purpose.

Treasurer's Report FY 2006 (abridged)

1) December 31, 2006 balance:	\$32,460.51
2) Beginning of FY2006:	\$22,543.70
[Outstanding 2005-06: unknown costs Vol. 5-6 of <i>Explorations in Media Ecology</i>]	
3) Revenues 2006:	\$20,846.31
4) 2006 convention	
Convention fees:	\$4,532.36
Convention co-sponsorship, exhibitions, and program advertising:	\$2,690.00
Total revenue:	\$7,222.36
Expenditures:	\$5,725.00
5) Other 2006 expenditures:	
Board Travel:	\$3047.43
Sponsorships, 2007 convention:	\$1103.92
6) Other 2006 income (donations)	\$3035.00



www.media-ecology.org

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