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## A Message from our President

MEA, Olé!

How can I begin without saying thank you, gracias, to Fernando Gutiérrez, our 2007 Convention Coordinator, and his colleagues at Tecnológico de Monterrey, Campus Estado de México, for their enthusiasm, hard work, tremendous hospitality, and extraordinary generosity? This year's annual meeting of the MEA was an absolute delight, a grand adventure, and an unquestionable success, with over 700 individuals in attendance.

It was without a doubt an enormously prestigious event, with Enrique Peña Nieto, Governor of the State of Mexico (the most important of Mexico's 32 states, and a strong candidate to be the next president of Mexico); Juan Francisco Ealy Ortiz, President and CEO of one of Mexico's leading newspapers, *El Universal*; Gonzalo Alarcón Bárceña, Mayor of Atizapán de Zaragoza; and Roberto Rueda Ochoa, Rector, Zona Centro, Tecnológico de Monterrey all participating in our opening ceremonies. Our convention received wide coverage in the Mexican media, and also was covered by the *Toronto Star* (the U.S. media being a harder

nut to crack).

As always, there was a great deal of intellectual stimulation, including featured presentations by Jay David Bolter, Katherine Hayles, Alejandro Piscitelli, Joan Mayans, and Octavio Islas, and a Keynote Address by Eric McLuhan. And the extracurricular activities provided for us were on an unprecedented scale, including an unusual outdoor exhibition area with food service, lovely receptions in the evening, a surprise mariachi band concert, an insider's tour of several sites in downtown Mexico City, and a trip to the pyramids of Teotihuacán.

Our 8th Annual Convention has raised the bar for MEA events, and set some records that won't be surpassed for some time, but more importantly, in exceeding

our expectations, this experiment has clearly established that we can hold successful meetings outside of the United States. As always, we remain open to proposals from potential hosts—just contact me or any member of our Board of Directors.

Having conquered Mexico City, next year we set out for California, with Santa Clara University as our host, and Paul Soukup and Ann Pym as our convention co-coordinators. With the Media Ecology Association coming to Silicon Valley, I think we can expect some very interesting proceedings. But to make the meeting a success, we need you, your participation, your attendance, and also your recruitment efforts. Media ecology has historically been better known on the east coast than the west, although there are many folks way out west who we could connect with. I urge you to contact everyone you know in that region, whether they are doing media ecology or working in a related field (and what field isn't?), let them know that we're coming, share the call for papers with them, encourage them to submit, participate, or at least attend. We need your help as



**Lance Strate**

*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](http://www.media-ecology.org).

**Please send items of interest to:**

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## President's Message (continued)

we travel farther from our point of origin than ever before.

For those of you who can't wait until June of 2008, the MEA has agreed to cosponsor the symposium that will follow this year's annual Alfred Korzybski Memorial Lecture. The AKML, which is run by the Institute of General Semantics, will be held on Friday, October 26th at the Princeton Club in Manhattan, and this year's lecturer has also been a featured speaker at several MEA conventions: Leonard

Shlain will deliver an address on "Right Brain / Left Brain: Hemispheric Lateralization and Its Effects on Religion, Culture, Gender, and History." Shlain's Alfred Korzybski Memorial Lecture will be followed by an all-day symposium on Saturday, October 27, which will be held at Fordham University's Lincoln Center campus.

I want to take this opportunity to acknowledge some transitions that have taken place within the MEA's leadership. First, founding member Susan B. Barnes completed her term

as a member of our Board of Directors at the end of 2006, and I want to thank her once again for her many years of service on the Board and as an MEA officer. Stephanie Bennett, who has been serving as our Director of Communication, has been elected to the Board, and I want to welcome her on board. Casey Man Kong Lum remains on the Board, but has stepped down from the Vice-Presidency, and he deserves our gratitude for his service, past, present, and future. Thom Gencarelli has moved over from Treas-

**"How have technologies and the larger media world altered our experiences of the sacred?"**

## Santa Clara University Site of next MEA Convention

Call For Papers  
9th Annual Media Ecology  
Association Convention

Santa Clara University  
Santa Clara, CA  
June 19-22, 2008

Convention Theme: Communication, Technology and the Sacred

If, as Walter Ong suggests, technologies of communication and information affect noetic economies (structures of thought); and if noetic economies have to do with what it means to be human; it seems important to consider how the spoken and the mediated word and image contribute to the human soul – or to the sacred. How have technologies and the larger media world altered our experiences of the sacred?

Papers and panel proposals

should address the themes of media ecology; while they need not address the convention them, those that do will receive priority in scheduling.

Send two copies of printed abstracts, papers, panels, or proposals to:

MEA Convention  
Prof. Paul Soukup, S.J.  
Communication Department  
Santa Clara University  
500 el Camino Real  
Santa Clara, CA 95053



Or one copy of abstracts, papers, panels or proposals electronically to either of the convention coordinators.

Convention Coordinators:

Paul Soukup, S.J.  
[Psoukup@scu.edu](mailto:Psoukup@scu.edu)  
Santa Clara University

Anne Pym, Ph.D.  
[anne.pym@csueastbay.edu](mailto:anne.pym@csueastbay.edu)  
Cal state University East Bay.

Deadline: January 15, 2008

## President's Message (continued)



Thom Gencarelli, Casey Lum, Sue Barnes, Bob Albrecht, Fernando Gutiérrez

urer to Vice-President, and Paul Soukup has taken over as Treasurer—thank you both for

taking on these roles. Corey Anton is the Editor-Elect of our journal, *Explorations in Media Ecology*, which we are gradually getting caught up on, and will serve as editor for the next three-year term, 2008 to 2010, while Roxanne O'Connell has taken over the job of overseeing the MEA website as we move it to a new host, catch up on our *Proceedings*, and otherwise expand the content. Thank you Corey and Roxanne.

And thank you as well to all of our members, for your patience and understanding.

The coming year promises to be a very exciting one, so I hope that you will stick with us, talk us up, and encourage your colleagues to join our merry band of media ecologists! Or as they say down south, MEA, Olé!

**“The coming year promises to be a very exciting one, so I hope that you will stick with us ...”**

## Convention Co-Coordinator Weighs in on Mexico City

On behalf of the Organizing Committee, I want to thank all the people who contributed to the Eighth Annual Convention of the Media Ecology Association, speakers, panelists, sponsors, and over 600 attendees from 28 countries, besides 300 more that followed the online transmission. We are pleased to have had this incredible opportunity.

For the first time in eight years, we were the host of this important event for the academy of communication. For that reason, we, the Media Ecology Association, the Fundación Ealy Ortiz A. C., and the Tecnológico de Monterrey, Campus Estado de México, are glad to have had this international conference, with participation from researchers, teachers, students and developers from academic institutions, research centers, and industry groups throughout the world. This confer-

ence included a wide range of interesting topics trying to continue an academic tradition begun with the New York, and Toronto schools of media ecology.

Among the main speakers were Katherine Hayles, from the University of California; Jay Bolter, from the Georgia Institute of Technology; Alejandro Piscitelli, General Manager of “Educ.ar” in Argentina; Joan Mayans, president of the “Ciber-Society Observatory”, in Barcelona, Spain; Raul Trejo from the National University (UNAM) in Mexico; and Octavio Islas from the host university, Tecnológico de Monterrey. The keynote honors were for Eric McLuhan, who talked about the ecology of the new nomadism.

At the Convention, some people had the opportunity to discover the major cultural and historic sites in Mexico City. The

“Zócalo” or Constitution Square, Metropolitan Cathedral, the ruins of the Great Temple of the Aztecs, and the National Palace with its murals by Diego Rivera. They also participated in a special tour to Teotihuacán, site of the some of largest pyramids in Mexico and one of the most extraordinary archeological sites in the Western Hemisphere

The conference program at the Eighth Annual Convention of the Media Ecology Association was the result of many individuals who contributed their time and expertise leading up to the event. I hope all who assisted to the conference have had a rewarding and enjoyable time in Mexico City.

**Fernando Gutiérrez,  
Chair  
Department of Communication  
Convention Co-Coordinator of the  
Media Ecology Association**

## Membership Matters By Janet Sternberg

So far for 2007, the MEA has a total of 171 members, 75% from the United States; and 25% from 15 other countries: Australia, Brazil, Canada, China, Denmark, Israel, Italy, Japan, Mexico, New Zealand, Portugal, South Korea, Tanzania, Ukraine, and the United Kingdom.

Within the United States, MEA members represent 28 different states: CA CO CT DC FL GA IA IL IN KS MA MD ME MI MN MO NC ND NH NJ NY OH OR PA RI TX VT WI. New York has the greatest concentration of MEA members within the United States (37%).

This year, MEA members include students, professors, administrators, consultants, independent researchers, authors, and interested laypersons, representing over a hundred different institutions of higher learning and a dozen other organizations.

## Call for Nominations to the Board of Directors

The MEA Board of Directors consists of 12 members elected by the Association's membership. The Executive Committee (President, Vice-President, Executive Secretary, Treasurer, and the Historian) are elected from and by the 12 Board members. The term of office is three years.

Each year, there are four positions available on the MEA's Board of Directors have been submitted.

The ballot will be going out in the mail in mid-September. The names and affiliations of the nominees are as follows:  
Janet Sternberg - Fordham University  
Thom Gencarelli - Manhattan College  
Ray Gozzi, Jr. - Ithaca College  
Paul Soukup - Santa Clara University  
Catherine Waite Phelan - Hamilton College  
Fernando Gutierrez - Tecnológico de Monterrey

## **Media Ecology Association**



[www.media-ecology.org](http://www.media-ecology.org)

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## **Announcements**

Thomas J. Farrell, Professor in the Department of Composition at the University of Minnesota Duluth has recently contributed two new entries to the The Literary Encyclopedia\_ (Online):

- (1) "Walter J. Ong" (3,150 words) -- search for it under "People"; and
- (2) "Orality, Oral Culture, Print Culture (10,000 BCE - present)" (4,270 words)

McLuhan scholars take note: If you also search for Marshall McLuhan, you will find that the editors are looking for someone to write an entry about him.

## **EME Welcomes New Senior Editor**

Explorations in Media Ecology, the MEA's peer-reviewed journal welcomes new executive editor, Dr. Corey Anton, Associate Professor of Communication Studies at Grand Valley State University. And now ... a word from Corey:

It is an honor and thrill to assume the role of incoming editor for Explorations in Media Ecology. As past co-program planner for MEA at NCA, a member of the MEA's Board of Directors, and an Associate Editor for EME, I am familiar with both the tradition and trajectory of media ecology. Members should not anticipate radical changes: My main agenda is to continue the tradition that has been firmly established by previous editors: publish only the highest caliber media ecology scholarship. I will try to expand the scope and range of media ecological research. Some special issues that are currently in the works include: spirituality and media ecology, intersections between continental philosophy and media ecology, methodologies of media ecology, the media ecological implication of changing political processes, as well as an on-going outreach to identify previously unrecognized media ecologists.

Queries for Dr. Anton may be sent to: [antonc@gvsu.edu](mailto:antonc@gvsu.edu)