

The Press Club of Metropolitan St. Louis and  
Missouri Professional Communicators  
present the GMLP

## **MEDIA LITERACY WEEK** **FORUM**

Monday, **November 7**, Noon - 1:30 p.m.  
Emerson Library Conference Room  
Webster University, 101 Edgar Road



**Media Literacy  
is the Message:**  
The Legacy of  
Marshall McLuhan

## **If Marshall McLuhan Could See Us Now!**



**Bishop**



**Bolden**



**Corrigan**



**Greenbaum**



**Pertzborn**

**Moderator:** Ed Bishop, Adjunct Faculty, Webster University

**Panelists:** Pamela Bolden, Senior Communications Executive, YWCA of Metropolitan St. Louis

Don Corrigan, Editor, Webster-Kirkwood Times

Kurt Greenbaum, Regional Editor, Patch.com

John Pertzborn, Co-anchor, Fox 2 News in the Morning

A panel of communications professionals will discuss the tremendous impact of new mediums on the news message. Marshall McLuhan, who said “the medium is the message” and who predicted a “global village” and the Internet, could not have imagined the extent to which the mediums have changed the delivery of news (Internet, cable TV, and print via Notebook, laptop, cell phone, Twitter ...). The discussion will include:

- How their worlds have changed as mediums have changed
- The viability and ongoing challenges to their particular area(s)
- What they do to contribute to media literacy - and how current technology

**GMLP Media Literacy Week**

**November 6-12, 2011**

For the week's complete activities, go to: [www.gatewaymedialiteracypartners.org](http://www.gatewaymedialiteracypartners.org)

