

## **CMRC 2010 Update: July 15, 2010**

Dear colleague:

Each week until your arrival we'll send you information and reminders about the upcoming 7<sup>th</sup> International Conference on Media, Religion and Culture, as well as some tips and trivia about Toronto. Note that the latest program is available online at <http://www.journalism.ryerson.ca/cmrc2010/> If you are interested in chairing a panel, please let us know ASAP at: [mrc@journalism.ryerson.ca](mailto:mrc@journalism.ryerson.ca).

### **REGISTRATION UPDATE**

Please be reminded that after July 19, registration fees will go up to \$250 a person. Avoid this by paying either by PayPal (which can be accessed from <https://www.softconf.com/a/cmrc2010/>) or now, by Travelex. Note that [Travelex](#) is a method of payment which can be used anywhere in the world and does not require a credit card. While the registration process will ask you to choose one from a list of currencies, even if your currency is NOT listed, you can still use Travelex through your bank to pay your fees. Whichever method you use, please ensure that you register as a participant at <https://www.softconf.com/a/cmrc2010>.

### **ACCOMMODATION UPDATE**

Hurry if you haven't booked your accommodation! To receive the special group rate of \$83 for the student housing at the International Living and Learning Centre, please use the [online booking](#) option. The [Hilton Garden Inn City Centre](#) will honour the conference rate of \$139 a night for as long as they have rooms available. To receive this rate, you must now ask for Amanda Dobbin by calling 1-416-362-7700 or 416-645-4821.

### **OPENING KEYNOTE**

We are delighted to announce that **Jane Ash Poitras** will be giving the opening talk on August 9. Ms Poitras is an internationally acclaimed visual artist whose work has been showcased in numerous solo and group exhibitions around the world, and can be found in many prestigious public, private and commercial collections. She is a graduate of the University of Alberta with degrees in microbiology and printmaking, and has a Master of Fine Arts in Painting and Sculpture from New York's Columbia University. She is a longtime lecturer at the University of Alberta and a much-in-demand guest lecturer across North America and overseas.

Over the years, Ms Poitras has pursued many different routes of discovery, each reflected in the art she has produced. Those journeys of exploration have taken her not only into plumbing her Aboriginal roots (beginning by reconnecting with her birth family and her Mikisew Cree First Nation), but into such diverse topics as pharmacology, ethnobotany, Sanskrit and other linguistics, and literary creations supplementing the creation of visual works of art. Her presentation promises to begin our meeting on a creative, inspiring note.

### **PRESENTATION TECHNOLOGY**

Wondering what you can use to present your talk? Wonder no more: All the rooms for the conference (located in the George Vari Engineering and Computing Centre at 245 Church St.) are equipped with presentation technology which includes a document camera (digital version of an overhead projector), as well as DVD players, computers, etc. Here you can see a diagram of what to expect at the [podium](#). Please remember that each paper presentation should take 15 minutes in order to allow time for a good discussion.

### **FINAL VERSIONS OF PAPERS**

You do not need to submit a final version of your paper prior to its presentation. But we will be soliciting papers for inclusion in a collection of proceedings. More details to follow.

### **RAMADAN**

The observance of Ramadan will begin in Toronto during the conference. For those who wish to find a place for prayers during the day, there is a multifaith prayer room available in the Ryerson Student Centre, directly across the street from the building where the conference meetings are taking place.

### **TORONTO ACTIVITIES AND ATTRACTIONS**

Toronto survived the G20 meeting (almost unscathed), and we have been enjoying weekends filled with Pride festivities, Afrofest and this upcoming weekend, Salsa on St. Clair. Summer in our city comes packed with festivals and events. Take a look at <http://www.seetorontonow.com/> for information on events and activities you may wish to take in while here.

### ***And now for your Toronto trivia tip:***

Ryerson University's campus is located on either side of Yonge Street, at the heart of the city. Until the 1990s, Yonge was recognized by the Guinness Book of Records as the longest street in the world, beginning at Lake Ontario and carrying on for 1,896 kilometres. Another record smashed can be found at the former site of [Sam the Record Man](#), a famous shop which used to occupy the northeast corner of Yonge and Gould streets. Today, this Toronto landmark has been reduced to rubble, but is set to become the site of Ryerson's new Student Learning Centre. Torontonians loved Sam's large neon record sign, which was salvaged in hopes of being incorporated into the new building.