AT THE INSTANT OF INCARNATION
THE STRUCTURE OF THE UNIVERSE WAS CHANGED.
ALL OF CREATION WAS REMADE.
FRIDAY, OCTOBER 16, 2015

7:00 PM  Pre-conference public event: Launch of *Finding McLuhan: the Mind / the Man / the Message*, edited by Jacqueline McLeod-Rogers, Tracey Whalen and Catherine G. Taylor, Dept. of Rhetoric, Writing, and Communications, University of Winnipeg. McNally Robinson Booksellers, 1120 Grant Avenue, Winnipeg.

SATURDAY, OCTOBER 17, 2015

5:00 PM  Meet at the Manitoba Legislative Building for a self-guided tour

6:00 PM  Proceed across Osborne Street Bridge on foot to see “McLuhan Lived Here,” and continue to 507 Gertrude Ave, former McLuhan residence, 1919-1934

7:00 PM  Supper on your own at Stella’s Café, 166 Osborne Street

SUNDAY, OCTOBER 18, 2015

10:00 AM  Gather in Hanley Hall, St. Paul’s College (SPC)

10:30 AM  Greetings and welcome by conference organizers Howard R. Engel, Director, MMI at St. Paul’s College, Winnipeg, Manitoba & Dr. Read Mercer Schuchardt, Senior Director, IISTC & Associate Professor of Communication, Wheaton College, Wheaton, Illinois. Hanley Hall

10:50 AM  Proceed to Mass in Christ the King Chapel

11:00 AM  Mass in Christ the King Chapel (open to the public, regularly held by the St. Paul’s College Campus Ministry)

12:00 PM  Official opening and welcome by Dr. Moti Shojania, Dean of Studies St. Paul’s College. Hanley Hall
(Grace offered by Howard R. Engel, Director, MMI. Music by Esther G. Juce on the bandura)

1:00 PM Keynote address by Dr. Eric McLuhan, Director, Media Studies, The Harris Institute for the Arts, Toronto, Ontario: “Sensus Communis and Synesthesia” Hanley Hall

2:00 PM Presentation of the 2015 Medium and Light Award by Howard R. Engel, Director, the Marshall McLuhan Initiative at St. Paul’s College, U. of M. Hanley Hall

2:15 PM Ruthanne Wrobel, Independent Scholar & First Associate of MMI, Toronto: “Tales with Teeth, Re/Versing Daniel’s Den with Marshall McLuhan” Hanley Hall

2:45 PM Read Mercer Schuchardt, Associate Professor of Communication, Wheaton College & Senior Director, IISTC: “Hiding In Plain Sight: How McLuhan’s Vocation Informed His Vocation, and Vice-Versa” Hanley Hall

3:15 PM Rev. A. Leo Reilly, CSB, PhD, Toronto: “Marshall McLuhan as a Realist Philosopher” Hanley Hall

3:45 PM Refreshment break and then move to Room 318, SPC

4:00 PM Thomas J. Farrell, Professor Emeritus, Dept. of Writing Studies, University of Minnesota, Duluth, Minnesota [in absentia]: “Contextualizing Marshall McLuhan” Room 318

4:30 PM Denis Hlynka, Professor, Faculty of Education, University of Manitoba, Winnipeg: “McLuhan at the University of Manitoba” Room 318

5:00 PM Andrew Chrystall, Senior Lecturer, School of Communication, Journalism & Marketing, Massey University, New Zealand: “McLuhan: Serious Artist, Con-man, and Christian” Room 318

5:30 PM Eric Brende, Independent Scholar, St. Louis, Missouri: “McLuhan, the Maelstrom, and Modern Meteorology” Room 318

6:00 PM Jonathan Slater, Associate Professor, Dept. Of Journalism and Public Relations, State University of New York, Plattsburgh: “The Two Solitudes of Marshall McLuhan” Room 318

6:30 PM Supper on your own (Pizza by Ian Park, Daily Bread Café, Quiet Room in St. John’s College, right next door to SPC. Recommended donation: $10 CAD)

7:45 PM Public Panel for Finding McLuhan: the Mind / the Man / the Message launched Fri. Oct. 16/15 @ McNally Robinson: Jacqueline McLeod-Rogers, University of Winnipeg, et al. Jensen Theatre, SPC

For 20 years, Garrett Soucy and his wife Siiri have been writing and recording music. Garrett has been the singer/songwriter for projects such as *Tree by Leaf, Sunlight in Architecture, Morning Cloud*, and assorted solo projects. He is the pastor of Christ the King Church in Belfast, Maine where he and Siiri are raising their six children.

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**MONDAY, OCTOBER 19, 2015**

8:30 AM  Gather at *Hanley Hall, SPC*

9:00 AM  Brantly Millegan, Executive Director, IISTC, Wheaton, Illinois: “McLuhan, the Microphone, and Vatican II” *Hanley Hall*


10:00 AM  Michael Giobbe, Independent Scholar, Boston, Massachusetts: “The Structure of Theological Revolutions” *Hanley Hall*

10:30 AM  Danny Hindman, Student, Covenant Theological Seminary, St. Louis, Missouri: “Why We Do What We Do: McLuhan, Liturgy, and a Way Forward for Protestant Worship” *Hanley Hall*

11:00 AM  Jonas Cornelsen, Student, Canadian Mennonite University, Winnipeg: “McLuhan Today: Social and Spiritual Investigations” *Hanley Hall*
11:30 AM Paul Vermeesch, Student, Wheaton College, Illinois: “Probe: McLuhan’s Acoustics, or McLuhan as Messianic Jew” Hanley Hall

12:00 PM Lunch on your own (proceed to reserved tables at Belltower Café, SPC)

1:30 PM Gather back in Hanley Hall for book signing session & informal networking

2:15 PM Geri E. Forsberg, Instructor, Department of English, Western Washington University: “The Significance of McLuhan’s Faith to 21st Century Media Scholars” Room 318

2:45 PM Dennis Cali, Professor and Chair, Dept. of Communication, The University of Texas at Tyler [in absentia]: “Hypothesis on a McLuhan Sacramental View of Life” Room 318

3:00 PM Richard Altman, Independent Videographer, Winnipeg, video clip: “Infallible InnovationZ” Room 318

3:30 PM David Balzer, Assistant Professor of Communications, Canadian Mennonite University, Winnipeg: “When was the last time you said, ‘Oh my God!’?” Room 318

4:00 PM Christian Roy, Independent Scholar, Montreal [in absentia]: “Marshall McLuhan and Eastern Christianity, Probing an Interfaith Interface” Room 318

4:30 PM Move to Archives and Special Collections, Elizabeth Dafoe Library

5:00 PM Closing Keynote address by Andrew McLuhan: “The Working Library of Marshall McLuhan” Dafoe Library

6:00 PM Highlights from display of Winnipeg and Manitoba-related McLuhan artifacts, curated by Howard R. Engel, Director, MMI. Dafoe Library

6:30 PM Closing remarks, evaluations & thanks: Dr. Read Mercer Schuchardt and Howard R. Engel, Conference Co-Chairs. Dafoe Library

7:00 PM Supper on your own (proceed to reserved tables at Daily Bread Café in St. John’s College, right next door to SPC)

A. M. D. G.
EXPERIENCE THE ACOUSTIC DEBUT OF GARRETT SOUCY’S NEW ALBUM: WAYWORD
SUNDAY 8:45 JENSEN THEATRE
Photo credit: Richard J. Osicki (1946-2012) by permission of his estate

“From Osborne Village to the Global Village.” Photo Credit: Jarrett Cole, English Literature major at the University of Winnipeg
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