


Spring 1989

# Information Media Newsletter Vol. 23 No. 3

St. Cloud State University

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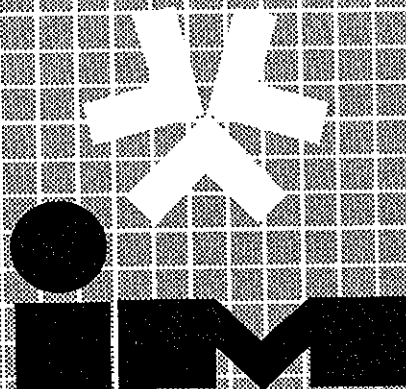
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## information media news

Published by the Center for Information Media and Learning Resources Services

### dean's corner

Learning Resources faculty, staff, and students are pleased to have the opportunity to participate in a faculty exchange program with a well known University in China. It is hoped that this exchange will be the catalyst for the development of an ongoing library exchange program with Nankai University.

Chen Xiaoshan, visiting professor from Nankai University in Tianjin, China, will be arriving in mid-April for a four month assignment in Learning Resources Services and the Center for Information Media. During his stay Professor Chen will gather information and develop a service plan for the new Nankai University Library. Areas covered in the plan include a methodology for development of a standardized code, e. g. MARC. Additionally, an analysis of the Nankai University computer capability as it relates to library service will be prepared. Another important consideration is the development of an orientation program to introduce technology to students using the Nankai University Library.

Following Chen's visit, Keith Ewing from Learning Resources Services will accompany him on his return trip to China. Keith will work with the Nankai librarians in implementing the plan developed here.

Learning Resources Services faculty and staff are excited about this opportunity in international sharing. Faculty and staff as well as students will benefit from this visit and at the same time will provide a small but important piece to the puzzle of international understanding.

*John G. Berling*  
John G. Berling



**Vol. XXIII No. 3**

**Spring 1989**

In this issue:

Dean's Corner  
CIM News  
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Spotlight  
Award Winning Program  
Special Events  
Summer Offerings



Once again, we are looking forward to our workshops and course offerings for this summer. If you are able to join us, we believe you will have an interesting, informative, and enjoyable experience. We are anticipating seeing "old" and "new" friends once again and are pleased to be able to offer courses and workshops to satisfy a variety of interests and needs. By the way, we are always looking for ideas to make our summer offerings more meaningful. Please contact me if you have any suggestions for next year.

We have had a busy year designing a new program for media generalist licensure while trying to keep up with increased enrollment demands. We are in the midst of a search for an additional faculty member for the Center and look forward to working with someone new. The down side for next year is that the fixed term appointment filled by Judy Arnold will end. We will miss her very much and hope that she will still be willing to come back and work with us whenever opportunities arise. Judy has been a valuable contributor to the Center, and we wish her the best of luck in her future endeavors.

Some of you may be interested in the off-campus course offerings for next year. We will continue to offer courses

in the metro area for media generalist licensure and for public library personnel. The courses we intend to offer next year at Anoka-Ramsey are: IM 512, 571, 575, 577, 578 and 603. In addition, we are making arrangements to offer IM 575 and 578 for Northern Lights. We will also make every attempt to provide workshops and courses as needed throughout our service area through extension courses offered through Continuing Studies.

We have had a profitable and exciting year and look forward to another great summer and new year in the fall. If you are on campus, please stop in and let us know how you are doing. We are interested in news from all our students, whether former or current. Have a wonderful summer!

Phyllis Lacroix



Pat Olson

The MEMO Mid-winter Conference for Regions 1, and 3-6 was held January 31 and February 1, 1989, at the Park Inn International in Alexandria, Minnesota.

Tuesday evening's program, sponsored by MEMO's Commercial Special Interest Division, began with a presentation by *Ralph Whiting*, co-author of an excellent safety guidebook, *Safety in the Library Media Program: A Handbook*.

He outlined the dangers found in every media center and provided options to reduce potential accidents. Whiting, Supervisor of Media Services for the LaCrosse, Wisconsin School District, is considered a national authority on the topic of safety.

Participants were able to take advantage of a wide variety of session topics. Wednesday's program provided mini-sessions covering topics from stress in the media center to using Laser Quest. Several SCSU faculty members made presentations: *Tom Stachowski* presented "Appleworks for People with No Experience." *Virginia Sorensen* presented "A Reference Librarian Speaks Out," and *Rich Josephson* and *Keith Ewing* introduced "Macintosh Trends."

*Pat Olson*, Director of ReCaRe Center at Henry Sibley High School, was the noon luncheon speaker. Her speech entitled "A Media Specialist is Indeed a Specialist" emphasized the importance of media people in a school.

Despite the inclement weather, attendance at the conference exceeded 175 participants. The day concluded with the annual ice cream social sponsored by the Commercial SID.

Lucy Supan



**Correction!**

The *CIM Newsletter* winter edition failed to include *Dick Busse* for 20 years of service to the University and *Virginia Sorensen* for 10 years as those who received awards in October for 10, 20, and 30 years of service. We apologize for this error and congratulate all of the recipients!

*Virginia Sorensen* has published a research article in *Research Strategies*, 1988 fall edition, entitled "Bibliographic Instruction in a Developmental Studies Program: A Paired Course Approach." Ms. Sorensen also attended a conference on "Scholarly Information Transfer in Academic Environments: Present and Future" at the University of Minnesota in October.

*Steve Koyama*, a representative of higher education for the Minnesota Department of Education, attended a December 16 meeting in Eagan to determine essential learner outcomes for grades K-12 in the areas of media and technology. On January 10 at the Sunwood Inn, he presented a paper entitled "Preparing and Presenting a Good Slide Program" for the County Agricultural Inspectors Short Course sponsored by the Minnesota Department of Agriculture.

Included for publication in the St. Cloud Downtown Development Corporation's promotional brochure were photos by *Richard Josephson* and *Ron Schmid*.

The *Percheron Association of America Annual News, 1989*, published a photograph taken by *Debbie Josephson* for the article "Percherons Back on City Streets."

*Robert Hauptman* presented a seminar entitled "Ethical Concerns in Librarianship: An Overview" at the 27th Annual Symposium of the Graduate Alumni and Faculty of the School of Communication Information and Library Studies at the State University of New Jersey, Rutgers, in New Brunswick, New Jersey, on April 14. In June he will make a similar presentation to the American Association of Law Libraries in Reno, Nevada.

*Ron Schmid* and *Mike Nelson's* photographs of the dance company, Ballet Harren, were exhibited during the company's performance run at the

Ordway Music Theatre in February. A poster and other promotional materials for the dance company also featured *Schmid's* photos.

The premiere exhibit for the new Sherburne County Government Center was *Ron Schmid's* photographic essay, "Silver Essence: The Lives of Rural Older Women," produced in conjunction with research by *Dena Shenk. Schmid's* photographic essay, "A Cross-Cultural Look at Aging," will have its premiere exhibit at the 1989 International Conference of the Little Brothers-Friends of the Elderly in St. Paul in June. This exhibit is a result of *Shenk* and *Schmid's* work in Yugoslavia. Photos and momentos of their trip to Yugoslavia were on display this past quarter in the administration building.

*Ron Schmid* will present his paper on June 20 entitled "The Use of Visuals as a Dimension of Aging Research" at the XIV International Congress of Gerontology in Acapulco, Mexico.

*Doreen Keable* attended the American Educational Research Association (AERA) meeting in San Francisco during the week of March 27-April 1. She presented at a symposium on the topic of the differences between traditional and older than average adult students on a university campus.

*Tom Stachowski* will be attending a conference of the Humanistic Educators in Denver the weekend of April 27-29. This organization incorporates an holistic approach to education, dealing with all characteristics and styles of learning. In addition to attending the conference, Mr. Stachowski also wrote an article for the association's newsletter, *Celebration*, which described his experience with a group of about 150 fourth, fifth and sixth graders when he talked to them about the images which are perceived as they listen to music, particularly rock music.

*Tom Stachowski* and *Dick Busse* will be attending AppleFest '89 in Boston the weekend of May 5-6. At AppleFest, the Apple Corporation will introduce the latest in computer hardware and software, including trends in desktop publishing and computer graphics.

On July 1 *Jerry Westby* will assume the duties of director of the University Archives. He will be replacing *Marie Elsen* who retired last May. Mr. Westby has been an employee of St. Cloud State for twenty years and is currently head of Collection Development.

*Dae C. Lee* attended the 6th International Conference on Technology and Education, March 21-23, in Orlando, Florida. An interesting topic presentation was "Electronic Information System" a new technological field that may replace all paper flyers with a series of on-line forms, including interlibrary loans, equipment requests, bibliographic searches, and ID requests. It also receives reference questions and gives answers to clients by dialing from a computer terminal. The published conference proceedings are available. If interested in this or any other topics presented contact *Dae C. Lee*. The 7th Conference will be held in 1990, Brussels, Belgium.

Six faculty members attended the national conference of the Association of College and Research Libraries in Cincinnati, Ohio, held April 5-8. *John Berling, Keith Ewing, Mary Nagel, Luther Rotto, Renee Rude, and Virginia Sorensen* attended sessions which covered everything from administration to emerging trends in technology. The conference confirmed for many that SCSU is keeping pace with other libraries nationwide in terms of technology.

**A SALUTE TO SUPPORT SERVICES!**

Take this opportunity to acquaint yourself with support staff in the Administration, Center for Information Media, and Instructional Development divisions. These people are important for the efficient operation of the Learning Resources Services.

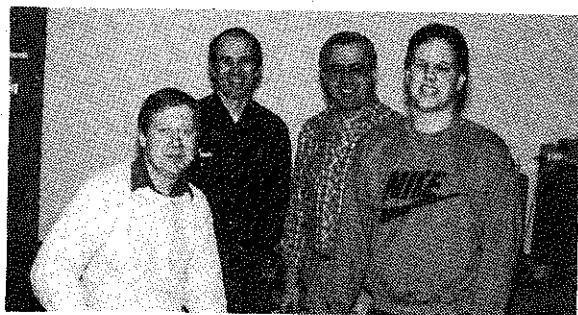


**Lucy Supan, Mary Woelfel**

The **Center for Information Media Office (CIM)** coordinates and facilitates the Center's functions which include developing course offerings, producing class schedules, maintaining student files, and supervision and maintenance of the NASA resource room. **Lucy Supan**, CIM secretary, plays a vital role by coordinating support functions, serv-

ices, and personnel for the CIM division, including supervision of student workers. Lucy also serves as back-up to the executive secretary for the Dean of Learning Resources. Ms. Supan is in frequent communication with students, alumni, and the general public when they need problems solved or questions answered.

The **LRS General Office** administers LRS personnel, coordinates program development, and facilitates the physical and fiscal operation of the building. **Mary Woelfel** serves as executive secretary for Dr. John Berling and Dr. Dennis Fields. She assists in all administrative functions of the LRS including such duties as processing supply orders for faculty, audio visual purchases, coordinating equipment maintenance, hiring staff and faculty, and any paper work which is necessary to the administration of the building.



**Randy Evans, John Neis, Dennis Murphy, Phil Thorson**

Although not housed in the general office, the technicians are a part of this division. The staff consists of **Phil Thorson**,

**Dennis Murphy, John Neis and Randy Evans.** These people are responsible for the maintenance and installation of all communication and audio visual facilities for St. Cloud State University. They also assist administration and departments with electronic and technological equipment and write up specifications for those purchases.

**Randy Evans**, instructional communications supervisor, supervises the repair staff and coordinates their efforts. He assists administration and departments in developing technology systems. **John Neis**, instructional communications specialist, is the lead worker in the repair shop. He facilitates day-to-day repair, maintains equipment, and coordinates student workers and the instructional communication technician's efforts. **Dennis Murphy**, electronics technician specialist, coordinates preventative maintenance and on-site maintenance. **Phil Thorson**, instructional communications technician, handles day-to-day maintenance of equipment for the entire campus. Their staff also includes five electrical engineer students who have the chance to apply practical experience to their theoretical studies.



**Jim Bertram, Mary Shrode, Debbie Josephson, Dan Marek**

**Instructional Development (ID)** This division consults, designs, and produces instructional materials for university faculty. They support administration and faculty in preparing presentations for other professional activities as well. They play an integral part in the public relation efforts for the state university system and other state agencies in non-print formats and work actively with community, regional, and state organizations in the production and design of promotional materials. **Debbie Josephson**, Audio Visual Educational Media Specialist, monitors production and quality control, manages the inventory, serves as receptionist and initial client contact, and supervises student workers. **Dan Marek**, Photo Lab Supervisor, is responsible for all photographic processes, both in-house and on site, and supervises student workers. **Jim Bertram** and **Mary Shrode** are graphic arts specialists and are responsible for graphic design and production of instructional and promotional materials. They also supervise student workers.

## Award Winning Media Program



Donna Radeke with national award

Independent School District 47, Sauk Rapids/Rice, won the National School Library Media Program of the Year in 1987, awarded jointly by the American Library Association and the Encyclopaedia Britannica Company. They placed first in the small school district category (2500 students or less). The award emphasizes the importance of the school library media program as a vital part of instruction and curriculum in quality education and highlighted the emphasis placed on computers for students and staff. Especially noteworthy is the fact that this *national* honor has not been awarded since in this category. If your school is interested in applying for this award, write to the Encyclopaedia Britannica Company or the American Library Association.

I visited Donna Radeke in Rice Elementary School to find out more about their philosophy and program. The media program in the Sauk Rapids/Rice School District plays dual roles in promoting student learning. In a support role, the media specialists work with the staff to select media that enhances classroom curriculum; to recommend and locate outside resources that fulfill student needs; to plan instructional activities using media resources; and to coordinate the use of media materials, equipment, and facilities to assist classroom instruction. In a direct role, the media specialists are responsible for teaching media skills through scheduled and unscheduled media classes. The program is successful because there is significant community involvement, a supportive administration, and four dedicated media specialists who agree on the student-centered philosophy. They are: Tom Wickland, Jr. High; Shari Pretzer, Pleasant View Elementary; David Seutter, Senior High; and Donna Radeke at Rice Elementary.



Especially interesting to other districts may be their strong volunteer program. In Rice Elementary the PTA has been very supportive and a source of volunteer help. Approximately 56 mothers and fathers help in the media center. Donna manages the schedule. The "Mad Hatters", a group of sixth grade girls, come in every noon for a half hour. They are recommended by teachers at the end of the fifth grade. Since this is a year long duty, these girls must be dedicated and realize the extent of their commitment. Donna says they have worked out very well. The "Grandmas" help out on Wednesdays with various duties. These women are 87, 89, and 91 years old! It has been a great way to break down age barriers. Donna says the volunteers are important not only to help relieve the manual duties of the media generalist, but also aid the community in feeling a sense of ownership for the program and the school itself.

Even though the Rice Elementary media facility is not physically centered in the middle of the school building, it is the hub of activity in the school. The media center has no walls and is open to the surrounding classrooms. (See below) Donna says the center is based on trust, and there has been no problem with disappearing books. The center boasts a Winnebago catalog and circulation system and an adjoining computer center managed by Donna. As a graduate of the St. Cloud State University Information Media program, Donna has been pleased that so much of what she learned has applied to the job.

Sharon Cin

## Alumni News

*Jill Rudnitski*, a Track III graduate of the IM program, has been appointed Director of Prospect Research at the College of Saint Benedict. In addition to her full time responsibilities for St. Ben's, Jill is finishing a second masters degree in geography and environmental studies at the University of North Dakota and plans on completing that degree by late summer of 1989.

*Roberta Peterson*, a Track II graduate of IM, is now working in reference at Learning Resources Services, St. Cloud State. Bobbi completed her program this past winter quarter.

*William Stevenson*, Track III, has taken a position as Instructional Developer at Creighton University in Nebraska.

## Luther Brown Scholarships

The Luther Brown Scholarship was initiated in December of 1981 to assist students in their pursuit of graduate study in Information Media. Dr. Brown's hope was that through better trained educators, children will receive a higher quality education. Funding for the scholarship is supported through contributions from Dr. Brown and his family as well as faculty and alumni. The award is open to graduate students admitted to the Information Media program. Applicants must submit a letter indicating their goals for the program, future plans for education, and justification for the scholarship request.

Two awards will be given to students who can only attend summer sessions.

The deadline for applications for awards given during the regular school year is July 15, 1989.

## Building the Collection for Cultural Diversity

Learning Resources Services is taking a proactive role in SCSU's Cultural Diversity Program. Our seven member Cultural Diversity Task Force is in the process of analyzing the collection in light of a group of positive external consultants' reports, comparing and contrasting it with other collections and bibliographies, and making suggestions for new acquisitions in many areas and disciplines for Native American, Black, and Hispanic materials. Under consideration, for example, are subscriptions to journals such as *American Indian Quarterly*, *Black Collegian*, and *Nuestro*, and appropriate audio visual items. Recent purchases for the reference collection include *Minorities in America: The Annual Bibliography*; *Indian Reservations: A State and Federal Handbook*; and *Black American Families 1965-1984: A Classified, Selective, Annotated Bibliography*. Two new videos are *John Cat* and *Made in China: A Search for Roots*. Additional suggestions and comments can be directed to *Robert Hauptman* in CH 220.

*Robert Hauptman*

## Winter Graduates

Contratulations to winter quarter graduates *Christine Ettl*, Track III, and *Roberta Peterson*, Track II!

### Summer Workshops!

Take advantage of a variety of workshops offered this summer. See the summer schedule on page 8-9.

Contact Continuing Studies (612) 255-3081 for more information on 495-595 Eyeopeners!, 683 Learning Styles Seminar, 683 Professional Ethics and Liability Seminar, and 683 Forging New Alliances Seminar.

## New Faculty

The CIM Department warmly welcomes Dr. Merton Thompson from the University of Wisconsin, Stevens Point. Also joining the faculty in Collection Development is Larry Lockway. Mr. Lockway holds a MLS from the University of Maryland, and is from the General Accounting Office in Washington, DC.

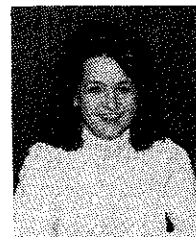
## Graduate Assistants



**Jan VanderLinden**  
Track II  
Cataloging



**Kersten Thellin**  
Track III  
CIM



**Mary Jo Stangl**  
Track III  
Cataloging, ID

**First Session**

412-512	Television in Media	1	Polesak	4-3	6MW	CH-61
431-531	Introductory Workshop to Online Literature Searching (June 12-15)	1	Ewing	2	9:30	CH-232
444	Internship in Media	1	Keable	1-4	Arr.	Arr.
445-545	Microcomputer in Classrooms and Media Centers	1	Arnold	4-3	1:45	ED-126A
458-558	Principles and Procedures of Instructional Development I	1	Koyama	4-3	1:45	CH-126
468	Media Materials and Methods of Instruction	1	Steltzner	4	7:30	CH-125
		2	Arnold	4	9:35	CH-125
		3	Steltzner	4	1:45	CH-125
478-578	Cataloging & Classification of Materials	1	Hedin	4-3	9:35	CH-126
495-595	Automated Cataloging for School Media Center (July 10-11)	1	Peterson/ Williams	1	9:30	CH-100
495-595	Desktop Publishing on the Apple II Computer (June 28-29)	2	Rotto	1	9:30	CH-232
495-595	Eyeopeners: How to Choose and Use Children's Nonfiction Books (June 20-23)	51	Westby/ Williams	2	9:30	AMC Ballroom
495-595	Graphics on the Apple II Family of Computers (June 26-27)	3	Stachowski	1	9:30	CH-232
495-595	Microcomputer Use in Collection Development for School Library Media Centers (July 5-6)	4	Lee/ Westby	1	9:30	CH-232
603	Information Media: Theory, Research, and Practice	1	Keable	3	7:30	CH-134
606	Organization & Supervision	1	Lacroix	3	1:45MTW	CH-134
608	Research Methods	1	Koyama	3	9:35	CH-134
644	Information Storage & Retrieval	1	Rydberg	3	11:40	CH-125
680	Internship in Media	1	Koyama	2-12	Arr.	Arr.
681	Readings in Media	1	Staff	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Staff	1-4	Arr.	Arr.
683	Seminar: Learning Styles and Media/Technology (June 28-29)	51	Lacroix	1	9:30	AMC
683	Seminar: Professional Ethics and Liability in the Field of Education and Training (July 12-13)	3	Fields	1	9:30	CH-100
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

**Second Session**

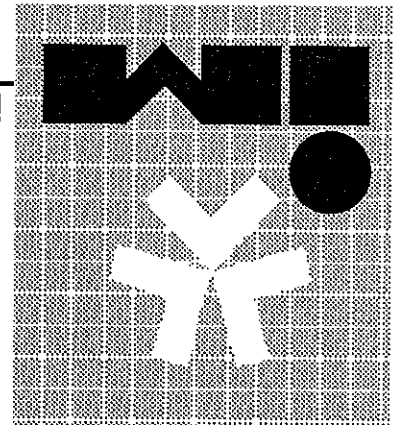
444	Internship in Media	2	Staff	1-4	Arr.	Arr.
484-584	Seminar: Microsoft Works: An Introduction (July 19-20)	1	Arnold	1	9:30	CH-232
471-571	Preparation of Media	1	Hill	4-3	7:30	CH-134
475-575	Administration of Media	1	Smelser	4-3	1:45	CH-125
476-576	Selection and Evaluation	1	Westby	4-3	9:35	CH-134

(continued)



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 St. Cloud, MN 56301-4498

information media news



477-577	Reference and Bibliography	1	Clarke	4-3	1:45 MTW	CH-134
639	Reading, Listening, & Viewing Guidance	1	Busse	3	11:40	CH-125
646	Micro Software (July 17-August 3)	1	Stachowski	3	1:45	CH-232
658	Principles and Procedures of Instructional Development II	1	Fields	3	9:35	CH-125
680	Internship in Media	2	Staff	2-12	Arr.	Arr.
681	Readings in Media	2	Staff	1-3	Arr.	Arr.
682	Research in Media	2	Staff	2-12	Arr.	Arr.
683	Seminar: Two-Way Interactive Television (July 24-25)	4	Windschill	1	9:30	CH-133
683	Seminar: Collection Mapping (July 17-18)	5	Lacroix	1	9:30	CH-232
683	Seminar: Forging New Alliances: A Creative Response to Gender Conflict in Education and Training (July 26-27)	52	Fields	1	9:30	AMC

**ADVANCED REGISTRATION:** Friday, May 5, 1989 — Atwood Ballroom. Former and currently enrolled students are strongly encouraged to take advantage of advance registration. Classes with low enrollment may be cancelled.

**ON-CAMPUS DAY AND EVENING CLASSES BEGIN:** June 12, First Term/July 17, Second Term  
**GRADUATION APPLICATION DEADLINE FOR SUMMER SESSION:** Thursday, June 22, 1989

For registration information contact:  
 Graduate Studies Office  
 Whitney House 202  
 720 4th Avenue S.  
 St. Cloud State University  
 St. Cloud, MN 56301-4498 (612) 255-2113

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