


Spring 1988

Information Media Newsletter Vol.12 No. 3

St. Cloud State University

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Dean's Corner

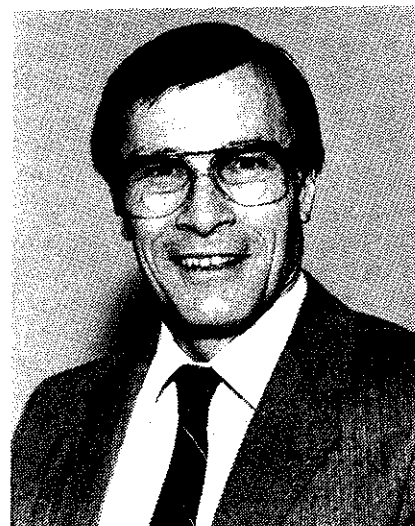
In April, library media specialists were introduced to a publication which bears mention here. **Information Power: Guidelines for School Media Programs**, prepared jointly by AECT and AASL, and published by ALA, provides a vision for developing and implementing quality programs (for purchase information, call ALA at 800-545-2433).

Every student attending an elementary or secondary school in the United States has a right to expect quality library media service. In this regard, the current period in history, dubbed the information age, places a weighty responsibility on the members of our profession. More and more people are asking for information, and the time allowed for delivery of that information is decreasing. So library media professionals are faced with ever increasing demands to identify and provide information to patrons with less elapsed time from request to delivery.

Efforts to fill the demands of patrons have forced library media specialists to turn to communication technology for solutions to perplexing service problems. While the introduction of new technologies into the library media service component has helped to improve service, it has also forced practitioners to possess additional knowledge and skills in order to be successful.

Library media practitioners through their professional organizations have searched for ways to help them adjust to the ever changing service spectrum. Experience has verified the notion which says that when a profession provides its constituents with guidelines to use in planning and providing service, the quality of service rises. *Information Power* has arrived; and in my opinion, the quality of library media service will improve in concert with its use. This edition of the guidelines provides a vision which will allow the creative minds of professionals to develop superior programs. Service requirements will continue to change but visionary professionals can continue to provide a focus for quality service in any setting.

The overriding message of the newly published guidelines is that library media professionals must provide leadership, and on that subject it supports a concept addressed by John Naisbett in *Megatrends*, "the new leader is a facilitator not an order giver." *Information Power* provides school library media professionals with the kind of knowledge and inspiration necessary to be successful in this continuously changing profession. This important book should become a working companion for every school library media professional.



Dean Berling

Vol. XXII No. 3
Spring 1988

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CIM NEWS

by Phyllis Lacroix

Once again, we look forward to our workshop and course offerings for this summer. (See page 6 or SCSU's Summer Bulletin for details.) If you are able to join us, we believe you will have an interesting, informative, and enjoyable experience. We are pleased to be able to offer a variety of courses and workshops to satisfy your professional and personal 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 look forward to renewing "old" friendships and making "new" ones.

As we continue to grow and change, we are examining courses and programs for the purpose of keeping current and responding to the needs of our students. If you are interested in contributing to this process, please contact me. In June, we are having our annual meeting with the Advisory Committee for the Center to discuss ways we can improve our program. We are particularly concerned this year with the new field experience requirement for media generalist licensure which will become effective July 1990. We want to provide our students with a variety of experiences which will benefit everyone's individual needs.

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 for licensure are: IM 512, 576, 577, 606, 639, and 644. MELSA has requested that we offer IM 577 and 578. In addition, we are making

arrangements to offer IM 577 and 644 for Northern Lights. We also make every attempt to provide workshops and courses as needed throughout our service area through extension courses offered through Continuing Studies.

Next year, we look forward to Doreen Keable's return from the University of North Dakota where she has been working on a doctorate in Educational Administration. There are many new and interesting contributions she will be able to make from her experiences during the past year. We welcome her back and have many plans for her when she returns. Former graduate assistant and part-time faculty member Renee Rude will be joining the LRS staff as Circulation Coordinator. Renee's assignment will also include teaching for the Center.

On the down side for next year is that the fixed term appointments filled by Judy Arnold and Nina Battistini will end. We will miss them very much and hope that they will still be willing to come back and work with us whenever opportunities arise. Both Nina and Judy have been valuable contributors to the Center, and we wish them the best of luck in their future endeavors.

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!



* Special Course Offering * * *

Course: IM 651 Administration of Media II
Description: Application of the principles of administrative patterns, personnel management, public relations, budgeting and facilities to a media program.
3 credits.
Prerequisite: IM 575 or equivalent.
Time: Monday, 6:00-8:30 pm. Fall, 1988
Place: CH-232, SCSU
Instructor: Lawrence Smelser

Administration of Media II will be offered Fall Quarter 1988 to meet the needs of those who wish to pursue the MEDIA SUPERVISOR License. With approaching changes in licensure as well as changes in the work force, more people are pursuing the advanced license; therefore, it has become necessary to offer this class as part of our regular schedule.

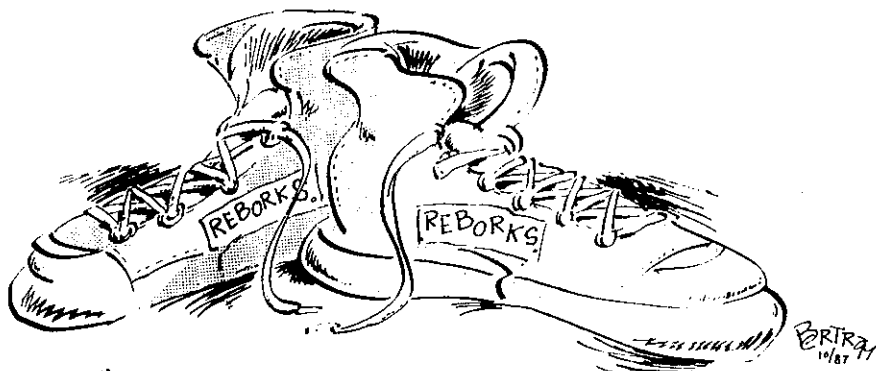
The advanced administration course, required for media supervisor license, will focus on the larger unit such as the school district, college or university, and main public library. Projects and readings will reflect this approach.

If you anticipate pursuing this license, you should consider registering for the course. Requirements for media supervisor licensure are available in the CIM office upon request.

LRS— Lives, Recognitions, and Staff reorganization

Leah Caitlin Ewing was welcomed by her parents Molly and Keith Ewing and Grandma Floi, and was visited in the hospital by many LRS guests and friends. Cait was born on Easter Sunday night at St. Cloud Hospital. Thanks to all who sent cards and gifts.

INTRODUCING REBORKS®



"the court shoe that won't run*"

*(UNLESS SENATE APPROVED)

Reborks — power to the pen! Graphic artist **Jim Bertram** won the First Place award for Best Editorial Cartoon in the Minnesota Better Newspaper Contest, 1986-1987. Among nineteen other competitors in this category, Jim was "first in content, first in technique, and first on our funnybone", because, as the judges put it, he "captures the essence of an issue and then illustrates it in an imaginative way." Jim won this award as the editorial cartoonist for the *St. Cloud Daily Times*.

Staff changes in R&I are expected to enhance services in LRS. **Mary Nagel** (Circulation and Reference) will be in charge of Periodicals while still working at Reference. **Virginia Sorensen** (Periodicals and BI) will continue to serve as Bibliographic Instruction Coordinator, but will start working at Reference. CIM graduate **Renee Rude** has been appointed to the position of Circulation Coordinator, starting July 1. **Sandra Williams** and **Luther Rotto** will no longer have Reference responsibilities. These changes will take effect in Summer and Fall quarter.

Conferences

NSPI - Washington D.C.

by Dennis Fields

Steve Koyama and I attended the National Society for Performance and Instruction conference in Washington, DC, April 6-10, 1988. Both Steve and I were impressed by the high quality of presentors and programs. The conference took on a very distinctive flavor this year by adding a Human Possibility Track; some titles of sessions in this track were "Manager as Mystic", "Intuitive Data Gathering", and "Office Massage Therapy." (We missed the cherry blossoms by one day.) After returning from the conference, Steve and I presented an abstract of our favorite National Session to the Minnesota NSPI chapter held at Honeywell Training Center in Minneapolis. The Minnesota Chapter meeting turned out to be a St. Cloud State University reunion of sorts. **Bobbi Leitzke, Jan Nash, Julie Weaver, John Van Dreser, Sue Ruff, Willie Stevenson, Renee Rude, and Lois Soltis** were all in attendance. Nice seeing everyone — we're very proud of all of you.



PIDT - Indiana

Phyllis Lacroix will be attending the Professors of Instructional Design & Technology (PIDT) conference at Indiana University, May 13-16. The major sessions at the conference will deal with Case Study, Research Methodology, Teacher Education, and the Holmes Group. Focus sessions will also be held on a variety of issues, but there will be plenty of time for social activities, too.

Let Books Make a Difference



June 22-23, 1988
St. Cloud State University
Atwood Center

Description

"Let Books Make a Difference" will feature **Lois Lowry** and **Thacher Hurd**, children's authors, and **Bob Gasch**, storyteller. Both authors will discuss their books and provide insights on the creative process. Bob Gasch will share his ideas on the benefits and importance of storytelling in the classroom and will also tell a story. **Gerlie Geck** will bring us up to date with a review of the year's publications, and **Nina Battistini** will highlight award-winning books. Registration deadline: June 8, 1988.

For more information, contact:

Karen Schafer (612-255-3081)
Continuing Studies
St. Cloud State University
St. Cloud, MN 56301

Internship Update from Steve Koyama

As usual, internships have been in very diverse locations this spring. **Maxine Martin** has been participating in a number of media center activities in the Anoka-Hennepin School District, where **Bobbi Peterson** will also spend some time becoming familiar with operations at Jefferson Elementary. **Karen Hokkanen** is dividing her time between multiple sites in Independent School District 281, visiting as many as seven different media centers. **Lori Forshee** has capitalized on her Mass Communications background and interned at KGAN-TV in Cedar Rapids where she is helping with pre- and post-production, solving problems, and shooting video. In St. Cloud, **Karl Blazek** is conducting management development activities and investigating sales training

for Herberger's. **Wille Stevenson** has had a pre-internship tune-up with Merrill and Associates, Inc. at the Hanson Silo Company in Lake Lillian. **Del Hoppe** has completed personnel tasks for the Human Relations Department of the Minneapolis Society for the Blind, and is presently investigating a second internship in the Twin Cities.

Feedback from site supervisors indicates the unanimous high regard for Information Media students!

From the Camera of Ron Schmid

Ron Schmid, Mike Nelson, and Dean Nagel (CIM graduate student) exhibited their photographs of the Ballet Harren at the Ordway Theatre in St. Paul during the dance company's performance run in February. Mike's performance photos,

Ron's portraits, and Dean's visual composites brought three distinctive photographic styles together for this exhibit.

Ron will present his photo exhibit: *Silver Essence: the lives of older rural women* at the 12th International Congress of Anthropological and Ethnological Sciences. The conference will be held at Zagreb, Yugoslavia, July, 1988. There will be a reception for Ron and his exhibit at the conference.

"Someone to lend a helping hand: a report on the study of older rural women of central Minnesota" will be published in May, 1988. Ron Schmid created a set of 30 black & white reproduction quality prints of his outstanding photographs of rural Minnesota women to be published in this report. Ron has also been commissioned by the Central Minnesota Council on Aging to create a separate set of display prints on the same theme.

The Brightest and The Best

Stories and Poetry
for Children and Young People



July 12-13, 1988
St. Cloud State University
Atwood Center

Description

"*The Brightest and the Best: Stories and Poetry for Children and Young People*" will highlight outstanding stories and poetry, old and new. The major emphasis will be on literature for preschool through elementary grades. The seminar will touch on both realistic and fanciful stories and poetry, and will include demonstrations of storytelling as a vehicle for presenting such stories to children. The emphasis will be on the use of literature in the classroom for enjoyment and pleasure.

Presenter

Dr. Arne Nixon is a professor of Education at California State University, Fresno. Dr. Nixon is a recognized authority in the field of children's literature and has taught children's literature to elementary education students for more than 25 years.

For more information, contact:
Deborah Hinrichs (612-255-3081)
Continuing Studies
St. Cloud State University
St. Cloud, MN 56301

What *do* people do on sabbaticals?



The purpose of my sabbatical leave winter quarter was to become familiar with SMPTE/EBU (Society of Motion Pictures and Television Engineers/European Broadcasting Union) time code videotape editing procedures.

The SMPTE/EBU code provides each video frame with its own unique identification, consisting of a binary pulse coded electronic signal. The code is recorded on videotape along with corresponding video and audio signals. It identifies each video frame by hour, minute, second, and frame.

This frame identification creates a faster search for the producer who wants to efficiently identify various program segments. If the master is dubbed onto another

tape, both will have the same exact editing cuts—the precision will be there. Time code editing is a major improvement when compared to manual "crash" editing procedures that exist in many television facilities.

SMPTE/EBU time code plays a key role in making video and audio production values as high as they are today, and certainly provides improved accuracy in post-production processes.

Vaughn Communications (Minneapolis, MN) provided the editing facilities and equipment which allowed for my personal investigation of these concepts.

by Fred Polesak

Winter and Spring IM Graduates

Two Information Media students graduated with a Master of Science degree in Winter Quarter, 1988. They are Viola Bergquist (LRS Night Supervisor) and Barb Schaer. Joe and John Gindele received Specialist degrees.

This quarter, Jan Gallagher, Ann Rolle, and Lois Soltis expect to finish their degrees and graduate. Congratulations and good luck to them all!



❁ Center for Information Media ❁
Summer Schedule 1988

First Session

104	Introduction to the Learning Resources	1	Staff	2	7:30MW	CH-130
412-512	Television in Media	1	Polesak	4-3	6MW	CH-61
431-531	Introductory Workshop to Online Literature Searching (June 13-16)	1	Ewing	2	9:30-5:30	CH-228
444	Internship in Media	1	Staff	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Arnold	4-3	1:45	EB-126A
468	Media Materials & Methods of Instruction	1	Steltzner	3	7:30	CH-125
		2	Arnold	3	9:35	CH-125
473-573	Photography in Media	1	Koyama	4-3	1:45	CH-125
478-578	Technical Processes I	1	Hedin	4-3	9:35	CH-126
484-584	Seminar: Media, Technology, Learning Styles: Comfortable or Conflict? (June 29-30)	1	Ellison	1	9:30	AMC-Civic Penney
495-595	The Brightest and the Best (July 12-13)		Williams	1	9:30	AMC-Ballroom
495-595	Interactive Video Disc: Something Old, Something New (June 20-21)	1	Rotto	1	9:30	CH-232
495-594	Let Books Make a Difference (June 22-23)		Battistini, Westby, Williams	1	9:30	AMC-Ballroom
495-595	Page Layout Using the Macintosh Computer (June 27-28)	2	Ewing	1	9:30	CH-232
603	Information Media: Theory, Research and Practice	1	Fields	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	Staff	2-12	Arr.	Arr.
681	Readings in Media	1	Lacroix	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Lacroix	1-4	Arr.	Arr.
683	Seminar: Acquisition & Maintenance of Equipment (July 6-7)	2	Jensen	1	9:30	CH-133
683	Seminar: Technology in Education (June 13-30)	5	See	3	9:35	CH-232
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Second Session

410-510	A Hiking/Photography Tour in the Pacific Northwest (August 2-11)	1	Koyama	4-3	Arr.	Arr.
444	Internship in Media	2	Staff	1-4	Arr.	Arr.
468	Media Materials & Methods of Instruction	3	Staff	3	9:35	CH-125
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 & Evaluation	1	Westby	4-3	9:35	CH-134
477-577	Reference & Bibliography	1	Clarke	4-3	1:45MTW	CH-134
495-595	Media Documentation of Local History (July 18-19)		Clarke	1	9:30	CH-126
639	Reading, Listening & Viewing Guidance	1	Busse	3	11:40	CH-134
646	Micro Software (July 18-Aug. 4)	1	Stachowski	3	1:45	CH-228
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: Professional Ethics & Liability in the Field of Media (July 20-21)	3	Fields	1	9:30	CH-126
683	Seminar: Two-way Interactive Television (July 25-26)	4	Windschill	1	9:30	CH-133


Center for Information Media
Fall Schedule 1988


104	Introduction to the Learning Resources	1	Sorensen	2	9-11T	CH-130
		2	Hill	2	3-4 MW	CH-100
		3	Staff	2	6M	CH-130
		4	Hedin	2	1-3R	CH-130
275	The Media Profession	1	Keable	2	3-5W	CH-126
412-512	Television in Media	1	Polesak	4-3	6R	CH-61
436-536	Business Information Resources	1	Clarke	3	6T	CH-126
444	Internship in Media	1	Koyama	1-4	Arr	Arr
445-545	Microcomputers in Classrooms and Media Centers	1	Staff	4-3	6W	EB-126A
468	Media Materials and Methods of Instruction	1	Williams	3	9-11T	CH-134
					1-3R	
		2	Stachowski	3	10MWRF	CH-134
		3	Rotto	3	2MTWF	CH-134
		5	Koyama	3	1MTWF	CH-125
		6	Keable	3	6M	CH-134
		7	Busse	3	6T	CH-134
		8	Savage	3	6R	CH-134
471-571	Preparation of Media	1	Josephson	4-3	6T	CH-232
473-573	Photography in Media	1	Koyama	4-3	6R	CH-125
474-574	Slide Photography in Media	1	Schmid	4-3	6W	CH-134
476-576	Selection and Evaluation	1	Westby	4-3	6M	CH-125
477-577	Reference and Bibliography	1	Ewing	4-3	6R	CH-126
483-583	Color Slide Presentation	1	Nelson	4-3	6M	CH-126
603	Information Media: Theory, Research and Practice	1	Keable	3	6T	CH-125
606	Organization and Supervision	1	Lacroix	3	6W	CH-134
607	Training/Human Resource Development	1	Fields	3	6W	CH-126
608	Research in Media	1	Koyama	3	6T	CH-118
651	Administration of Media II	1	Smelser	3	6M	CH-232
680	Internship in Media	1	Koyama	2-12	Arr	Arr
681	Readings in Media	1	Lacroix	1-3	Arr	Arr
682	Research in Media	1	Staff	2-12	Arr	Arr
683	Seminar: Specialist Degree	1	Lacroix	1-4	Arr	Arr
684	Field Study in Media	1	Staff	3-9	Arr	Arr

Off-Campus Course (Tentative)

644	Information Storage & Retrieval	Rydberg	3	6W	Anoka-Ramsey
644	Information Storage & Retrieval (Northern Lights)	Rydberg	3	F&S	Detroit Lakes
683	Seminar: Appleworks	Stachowski	3	4T	Willow River

Marie Elsen to begin *Life of Leisure*

Marie Elsen, University Archivist, has submitted a letter of resignation and plans to retire May 27, 1988. Marie was SCSU's first archivist, introduced the SPINDEX archival database to SCSU and the state of Minnesota, and she has been instrumental in developing and cataloging SCSU's nationally recognized author manuscript collection. Have fun, Marie!

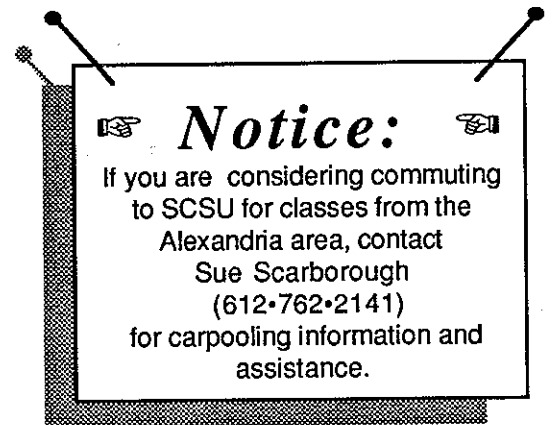


Watch for the next
IM News

coming
November 1988

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St. Cloud, MN 56301

Information
media
news

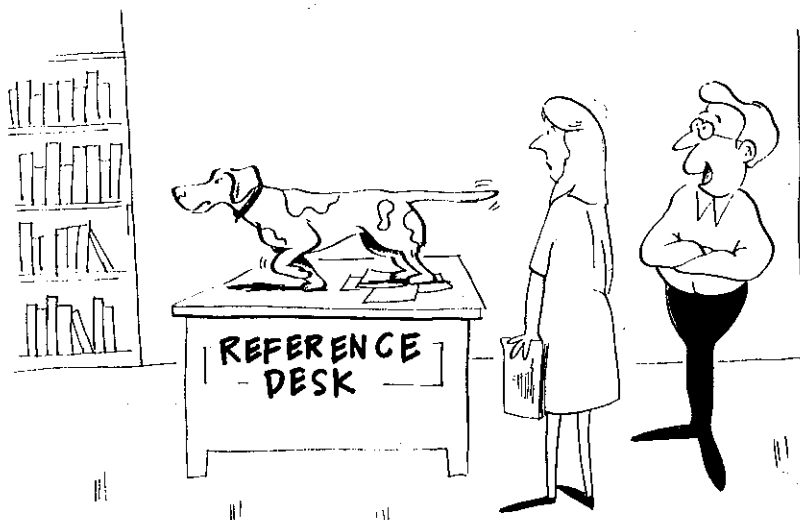


Notice:

If you are considering commuting to SCSU for classes from the Alexandria area, contact Sue Scarborough (612-762-2141) for carpooling information and assistance.

IM NEWS is published quarterly by CIM, St. Cloud State University, St. Cloud, MN 56301. Opinions expressed do not reflect an official position of SCSU administrators or faculty.

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Faculty Advisors: Judy Arnold
Keith Ewing



"I never realized what good librarians they make."