

Winter 1988

## Information Media Newsletter Vol. 12 No. 2

St. Cloud State University

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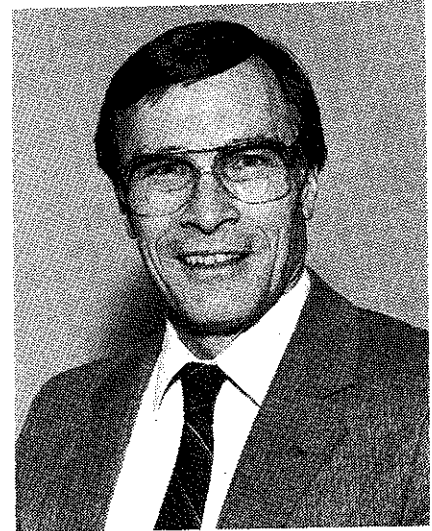
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## **D**ean's Corner

**M**y attendance and participation in the activities at a recent professional meeting prompt me to share some thoughts regarding the relationship of an individual to a profession. The need to belong to a professional organization that supports the individual and the collective endeavors of people providing a common service was reaffirmed for me. Such organizations provide the opportunity to meet with others of similar background and share the failures, successes, and dreams that occur as a result of work in the field. It is apparent, too, that the resources of a professional organization are necessary to provide the members with information that can be translated into a vision, focus and direction for the profession. For these reasons I am convinced that a collective understanding of the efforts of people in the field is warranted — professional associations play the key role in the continuing development of a profession.

Once a commitment has been made to a professional organization (you owe it to yourself and the profession to be involved in this way), a kind of tension seems to develop. The organization takes on a character or life of its own, and at times the focus of the organization may not be in concert with the needs and understandings of you, the practitioner. This usually points to a changing status of the field — either you are ahead of the organization or the field is expecting you to do something different than what you are doing or want to do. Both of these situations are always present and at a given time you may be on a different side of the issue. Your responsibility as a professional is to identify the differences, reexamine your position, and work to close the gap.

Because your work places you in an ever changing environment, being a professional will create a feeling of uneasiness in you from time to time. It will also provide you with untold opportunities. The ability to resolve profession vs workplace dissonance by taking advantage of the information provided through the identification of differences is a true measure of professional development. People will find that meaningful involvement in a profession is evolutionary. Involved individuals will experience varying levels of anxiety and discomfort. At the same time, opportunities for personal and professional growth will abound.



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## CIM NEWS

*Phyllis Lacroix*

It is difficult to believe that summer is fast approaching when the weather outside is colder than we've experienced in years; even so, we at the Center for Information Media are busily putting together a package of workshops and courses that will be exciting and beneficial to you. We hope that you will take the time to look at the schedule included in this newsletter and make plans now to join us for a summer of professional growth.

Summer workshops include desk-top publishing, data-base searching, interactive video, two-way television, photography, local history, and professional ethics and liability. The annual summer conference, "*Let Books Make a Difference*", will feature **Lois Lowry** and **Thacher Hurd** on June 22nd and 23rd. In addition, we are very fortunate to have **Dr. Arne Nixon** provide us with a two-day workshop, "*The Brightest and the Best*", which will identify and evaluate some of the favorite books of children. These two-day conferences may also be taken for one credit of study.

Bulletins for the summer will be

available from the Graduate Studies Office located in Whitney House after March 1st. We encourage you to plan now and take advantage of the summer preregistration; it assures you of a seat in the course and prevents the course from being cancelled due to low enrollment. Mail-in preregistrations are accepted. The deadline is May 5th.

**Steve Koyama** and **Ron Schmid** have prepared a hiking/photography tour which will allow participants to observe and photograph numerous sites throughout the Pacific Northwest. (See enclosed brochure). Black and white as well as color photography will be used so that the characteristics of both media will be examined. It is expected that the trip will be fun as well as educational. If you are interested in the trip, contact Ron at (612) 255-4761 or Steve at (612) 255-4774. If you wish to speak with Steve, please wait until Spring Quarter when he will return from his teaching assignment in Denmark.

We are happy to be able to offer you a special seminar on learning styles and their impact on the use of technology in the classroom and media center. We are fortunate to have **Launa Ellison** of Clara Barton Open School in Minneapolis conduct this workshop for us. I attended one of her sessions on learning style at a conference at Clara Barton last summer and was pleased with her presentation. Launa teaches in a school which emphasizes learning style in all classrooms. It is a great opportunity to find a learning theory that works and some practical applications of it as well.

Lately, there has been a renewed interest in professional ethics and liability. **Dennis Fields** received a Bush Grant to explore critical issues

related to professional ethics and would like to share his insights with you. If you have been wondering how to resolve ethical dilemmas related to instructional technology, libraries, and education, you may wish to take this workshop from Dennis.

We look forward to seeing you this summer. If you do not plan to enroll in a class, stop in and see us anyway. We are always happy to visit with our students and graduates, and hope that you will keep in touch. Comments regarding these workshops or ideas about proposed sessions are welcomed. Contact CIM anytime.

## AECT-88

*Dennis Fields*

John Berling, Phyllis Lacroix, Carl Savage, and I attended the AECT conference in New Orleans during January 14-19. John and Phyllis are members of the Accreditation Committee which is examining standards and criteria for professionals in the school media field. Phyllis attended a workshop which addressed the teaching of media and methods courses to preservice teachers. As a member of the Professional Ethics Committee for AECT, I attended several sessions and meetings concerning ethical issues in our profession. John made a presentation regarding long-distance learning and explained SCSU's new two-way television system. Carl is very involved with the Division of School Media Specialists and is an alternate to the Delegate Assembly. As an alternate, Carl attended all of their Delegate Assembly meetings. We all sampled ample amount of the local cuisine and had several servings of coffee and beignets. Overall a great conference!

## Technology Today at LRS

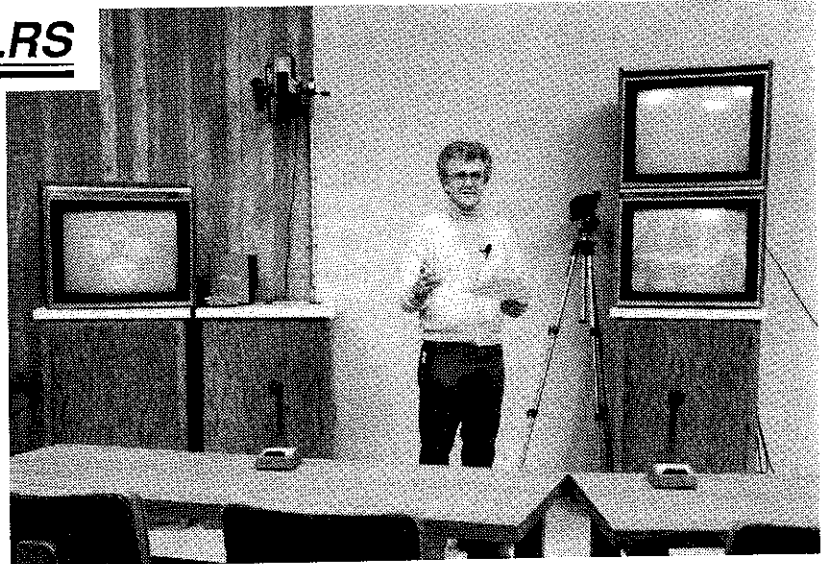
### Two-way Television

**Randy Evans**

Teaching via two-way television has arrived at St. Cloud State University. In early November, installation of a fiber optic network between Brainerd High School, Little Falls Junior High, and Learning Resources was completed. The system capabilities at this time are 1 video and 2 audio channels to and from Brainerd, and 1 video and 1 audio to and from Little Falls. As the demand increases, this system is easily expanded up to 8 video and 8 audio channels (2-way). The quality of the signal is superb, equaling that of broadcast network television. The only limiting factors on quality are the cameras and microphones used in the classrooms.

The 2-way TV teaching room (CH-133) has already been redesigned twice in an effort to optimize the setting for this technology. A full array of electronic teaching aids have been implemented within the design of this room, including built-in VCRs, one to play back instructional programs and one to record the presentation if the instructor wants a tape of the class. A video disk player, graphics camera, and a new device called Video Show (an electronic graphic display device using floppy disks for storage of computer generated images) are also included.

Initial reaction from people using the system has been very encouraging. Numerous conferences have been held on the system, and a class is being taught by Pamm Mattick, Child and Family Studies, with six people in Brainerd and three in Little Falls participating via TV. More classes and workshops are being planned for spring quarter and we are in the process of designing a second classroom in another building and linking Learning Resources to the St. Cloud Technical Institute.



*Two-way television program coordinator Harlan Jensen conducts a live demonstration of SCSU's two-way TV capacity.*

### Experimental CD-ROM Network at LRS

**Keith Ewing**

Three years ago, Learning Resources acquired its first CD-ROM (compact disk—read-only-memory) format database, the very successful Disclosure company financial file. Student response has been extremely positive, exceeding all expectations. Since that time, we have also implemented the LePac Government Documents CD-ROM and acquired both the Books-in-Print and Ulrich's Periodicals. We continue to investigate other CD-ROM products, such as ERIC (for education) and ABI/Inform (for business), in order to increase student access to electronic forms of information at the lowest possible cost to the user. A single workstation for each CD-ROM product, however, seems incompatible with the idea of serving the growing student population and with the needs of products with multiple disks.

Recently, Learning Resources acquired a prototype of an optical local area network designed to allow multiple user access to multiple CD-ROM databases. **Luther Rotto** (Acquisitions), **Randy Evans** (Repair), and **Keith Ewing** (Reference) are involved with setting up the network and, once it is running, experimenting with various configurations to ensure that public service needs can be fulfilled. Once the network can demonstrate promised results, negotiations with database vendors will begin in earnest to acquire their CD-ROM products to operate over the network. If the experiment proves successful, St. Cloud State will become the first public service organization with an operational end-user accessed local area network for CD-ROM based products.

## Technology

### Interactive Videodisc Review Center

**Tom Stachowski**

The Learning Resource Center has a videodisc review center. Two videodisc players and monitors are dedicated equipment for the preview of materials. The review area was established through the efforts of the Minnesota Videodisc Taskforce. It is a cooperative venture supported by MECC, the State Department of Education, the videodisc industry, and SCSU.

The review center is currently housed on the second floor of the Learning Resource Center. The center consists of the videodisc collection and viewing facilities operated under the control of the Instructional Technology Services (ITS) staff.

### Interactive Videodisc Review Center Mission Statement:

The Interactive Videodisc Review Center has been established to collect and review available videodisc technology as it relates to the teaching/learning process. The Center will publicize videodisc technology within the educational community in the State of Minnesota and will support teacher training in the use of videodisc technology. It will facilitate the sharing of practical experiences in videodisc use and serve as a bibliographic control center for programs in this format.

## Faculty Activities

Ron Schmid received a grant from Voyageur's National Park and has produced an archivally processed exhibit of 21 of his black and white photographs taken in Voyageur's National Park. This exhibit will be used in several visitor's centers as well as a portable exhibit to promote the resources of the park. Ron has also produced an archivally processed exhibit of 30 black and white photographs depicting older rural women in their home environments. This project was done in conjunction with research by Dena Shenk (Interdisciplinary Studies), and was funded in part with grants from the Central Minnesota Arts Council through monies provided by the McKnight Foundation and from the Central Minnesota Council on Aging.

## Announcing ■■■■

### The Luther Brown Scholarship for 1988-1989

Persons interested in applying for the Luther Brown Scholarship should contact John Berling, Dean, Learning Resources Services and Center for Information Media, St. Cloud State University, St. Cloud, MN 56301 (phone 612-255-2022). This scholarship fund was established to encourage and assist graduate students in pursuing graduate work in the Center for Information Media at SCSU. Three Luther Brown Scholarships were awarded for the 1987-88 academic year. Letters of application for the 1988-89 scholarship should be received by July 15, 1988.

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### CIM Personnel Spotlight

"How can I get into the Media Lab?" Ask Lucy. "Who do I talk to about getting into a section of IM 468?" Ask Lucy. "Where can I get a new ribbon for the printer in my office?" Ask Lucy. "How do I sign up for the MEMO conference?" Ask Lucy. "Where's Phyllis?" Ask Lucy. "Who's in charge here anyway?" Ask Lucy. For the past twenty years, Lucy has been the answer to these and many other questions that come into the CIM office from faculty, staff, and students. Years of experience at CIM and a unique style of efficiency put her in the center of CIM, coordinating all CIM activities. As a true caring professional, Lucy has more than succeeded as CIM secretary. She serves as secretary for Region 6 of MEMO and is actively involved in the Commercial Special Interest Division of MEMO. Her invaluable contributions are deeply appreciated by all of us. Way to go, Lucy!



*After a recent vacation in Mexico, Lucy Supan smiles for a bright, happy new year.*

## Center for Information Media Spring Schedule, 1988

|            |  |                       |  |                       |  |  |
|------------|--|-----------------------|--|-----------------------|--|--|
| IM 104     | Introduction to Learning Resources           | 1<br>2<br>3           | Lacroix<br>Battistini<br>Arnold                              | 2<br>2<br>2           | 0900-1040T<br>1800-1940T<br>1300-1440R   | CH-130<br>CH-130<br>CH-130                     |
| IM 412/512 | TV in Media                                  | 1                     | Polesak  | 4-3                   | 1800-2120T   | CH-60  |
| IM 444     | Internship in Media                          | 1                     | Koyama   | VR                    | Arranged.  |  |
| IM 445/545 | Microcomputers in Classrooms & Media Centers | 1                     | Arnold   | 4-3                   | 1800-2120W   | CH-228   |
| IM 468     | Media Materials and Methods of Instruction   | 2<br>3<br>5<br>6<br>7 | Stachowski<br>Arnold/<br>Koyama<br>Jensen<br>Busse<br>Savage | 3<br>3<br>3<br>3<br>3 | 1000-1050MWRF<br>1200-1250MT/<br>1100-1240W<br>1300-1350MTWF<br>1800-2120M<br>1800-2120R | CH-125<br>CH-100<br>CH-134<br>CH-125<br>CH-125 |
| IM 469     | Training & Media Management                  | 1                     | Koyama   | 4                     | 1100-1150MTRF  | CH-126   |
| IM 471/571 | Preparation of Media                         | 1                     | Rotto  | 4-3                   | 1800-2120R   | CH-232   |
| IM 473/573 | Photography in Media                         | 1                     | Koyama   | 4-3                   | 1800-2120W   | CH-125   |
| IM 475/575 | Administration of Media                      | 1                     | Berling  | 4-3                   | 1800-2120M   | CH-134   |
| IM 478/578 | Technical Processes                          | 1                     | Elsen  | 4-3                   | 1800-2120R   | CH-126   |
| IM 483/583 | Color Slide Presentation                     | 1                     | Nelson   | 4-3                   | 1800-2120T   | CH-134   |
| IM 493/593 | B&W Photography                              | 1                     | Nelson   | 4-3                   | 1800-2120W   | CH-134   |
| IM 644     | Information Storage and Retrieval            | 1                     | Rydberg  | 3                     | 1800-2030T   | CH-126   |
| IM 658     | Systems Design                               | 1                     | Fields   | 3                     | 1800-2030R   | CH-134   |
| IM 675     | Organizational Training and Media Management | 1                     | Hill   | 3                     | 1800-2030M   | CH-126   |
| IM 680     | Internship in Media                          | 1                     | Koyama   | VR                    | Arranged.  |  |
| IM 681     | Readings in Media                            | 1                     | Lacroix  | VR                    | Arranged.  |  |
| IM 682     | Research in Media                            | 1                     | Staff  | VR                    | Arranged.  |  |
| IM 683     | Seminar: Specialist Degree                   | 1                     | Lacroix  | VR                    | Arranged.  |  |
| IM 684     | Field Study in Media                         | 1                     | Staff  | VR                    | Arranged.  |  |

### Off-Campus Courses

|         |   |  |         |   |       |                 |
|---------|---|--|---------|---|-------|-----------------|
| IM 545  | Microcomputers in Classrooms and Media Centers                            |  | Arnold  | 3 | 1630R | Sandstone       |
| IM 571  | Preparation of Media<br>Dates: March 11-12, 25-26, April 8-9              |  | Hill    | 3 | F/S   | Fergus Falls    |
| IM 576  | Selection and Evaluation of Media<br>Dates: March 25-26, April 8-9, 22-23 |  | Busse   | 3 | F/S   | Fosston         |
| IM 603  | Information Media: Theory, Research, and Practice                         |  | Lacroix | 3 | 6M    | Anoka-Ramsey CC |
| IM 683  | Seminar: Technology in Education  |  | See     | 3 | 6M    | Champlin        |
| Psy 663 | Theories of Learning  |  | Hark    | 3 | 6M    | Anoka-Ramsey CC |

## Center for Information Media

### Summer Workshops, Short Courses, and Evening Courses, 1988

#### First Session

##### Workshops/Seminars

**IM 431-531**      **Introductory Workshop**      June 13-16      2      Keith Ewing  
    **to Online Literature Searching**

Techniques of user-computer interaction for retrieval of bibliographic information using the Bibliographic Retrieval Services data-banks.

**IM 484-584**      **Seminar: Media/Technology—**      June 29-30      1      Launa Ellison  
    **Comfortable or Conflict?**

This seminar is packed with ways to understand the learner's style of processing information. Areas of focus include global/analytic brain preferences, V-A-T/K modalities, and personality type. Carbo's computer inventory, McCarthy's 4MAT system, webbing, and imagery will be included as techniques to reach every learner.

**IM 495-595**      **The Brightest and the Best**      July 12-13      1      Sandra Williams  
    (Special workshop fee will be assessed.)

The workshop will help participants identify and evaluate some of the favorite books of children. The presenter, Dr. Arne Nixon, will also share ideas that can be used to interest students in reading.

**IM 495-595**      **Interactive Videodisc:**      June 20-21      1      Luther Rotto  
    **Something Old, Something New**

A general orientation to the background, terminology, design and selection principles, and utilization of interactive videodisc based instruction in the education and training fields. Currently available packages and equipment will be surveyed and a number demonstrated for analysis by course participants.

**IM 495-595**      **Let Books Make a Difference**      June 22-23      1      Nina Battistini  
    Jerry Westby  
    Sandra Williams  
    (Special workshop fee will be assessed.)

Participants in this workshop will be given an opportunity to listen to authors and illustrators as they discuss books for children and adolescents. Authors will discuss their books and how books can make a difference in the lives of readers. A storyteller will discuss book sharing and storytelling techniques. An update on recently published books and this year's award winners will conclude the workshop.

**IM 495-595**      **Page Layout Using the**      June 27-28      1      Keith Ewing  
    **Macintosh Computer**

This workshop will examine the phenomena of microcomputer-based layout and desktop publishing programs, paying close attention to the role of the Macintosh computer. Uses and applications of page layout programs will be discussed, along with layout aesthetics. A substantial portion of the course will be directed toward learning the basics of the Aldus Pagemaker program using a Macintosh.

REQUIREMENT: Basic understanding of Macintosh computer, including MacWrite and graphics.

**IM 683**      **Seminar: Acquisition and**  
    **Maintenance of Equipment**      July 6-7      1      Harlan Jensen

Workshop providing practical information on acquisition of audiovisual equipment and simple maintenance problems.

##### Evening Course

**IM 412-512**      **Television in Media**      1800 MW      4-3      Fred Polesak

**Short Course**

**IM 683 Seminar: Technology in Media June 13-30(0935-1235) 3 John See**

Provide teachers with introductory hands-on experience in new and emerging types of instructional technologies, demonstrate effective uses for new forms of instructional technology, explain how educational technology fits effectively into modern instructional design and learning theory, and show instructional technology can be used to help students develop higher order thinking skills.

**Second Session**

**Workshops/Seminars:**

**IM 410-510 A Hiking/Photography Tour August 2-11 4-3 Steve Koyama  
in the Pacific Northwest Ron Schmid**

The tour will allow participants to observe and photograph numerous sites throughout the Pacific Northwest. Black & white and color photography will be facilitated so that the characteristics of both media in communicating information will be examined.

**IM 495-595 Media Documentation of July 18-19 1 Norm Clarke  
Local History**

Workshop in the use of audio, video, and computer media in the recording and preservation of local history and genealogy.

**IM 683 Seminar: Professional Ethics July 20-21 1 Dennis Fields  
and Liability in the Field of Media**

Examination of the critical issues related to professional ethics. Ethical dilemmas past, present, and future related to instructional technology, libraries and education.

**IM 683 Seminar: Two-Way Interactive July 25-26 1 Windschill  
Television**

This seminar will cover the overview of the technology, its potential and utilization in public schools, discussion of concerns and research, and hands-on interaction.

**Short Courses:**

**IM 646 Micro Software July 18-August 4 3 Tom Stachowski**

Selection, evaluation, and processing of microcomputer programs and documentation; sources, techniques, and media management of software.

Note: Workshop hours are from 9:30 to 5:30 daily.

*Graphic artists Jim Bertram and Mary Shrode work on the recently acquired West End computer graphics system. Since its acquisition, this computer graphics system has assisted in the production of 35 mm color visuals for class and multi-image presentations.*





# Happenings

•The dedication of LITESPAN (Live Interactive Televised Education Supporting Programs and Network) is scheduled for February 17, 1988 in CH-133, Learning Resources and in Brainerd Senior High School. The extensive capabilities that this modern communication system has made available for sharing educational programs and communities of higher learning, schools and communities will be demonstrated at the dedication ceremony.

• IM graduates, what are you doing? How have you been? Please write and tell us. IM News wishes you the best of luck!

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Editor: Benhong Tsai  
Faculty Advisor: Judy Arnold



210117  
Center for Information Media  
St. Cloud State University  
St. Cloud, MN 56301

*Dannie Hedlin*