

Fall 1985

# Information Media Newsletter Vol. 20 No. 1

St. Cloud State University

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# MEMO NEWS

An Information Media Newsletter published by the Learning Resources Center and Center for Information Media

VOLUME XX NUMBER 1 FALL 1985

## SATELLITE DISH

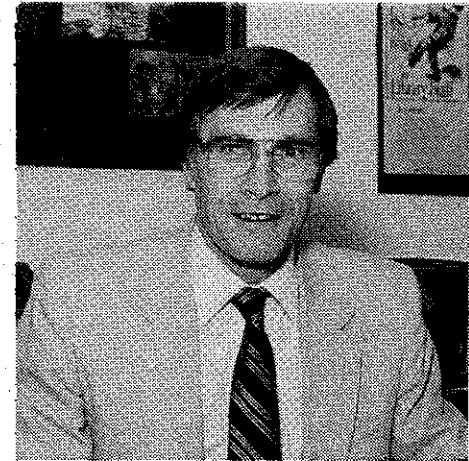
St. Cloud State University, with assistance from the Bremer Foundation, recently installed a Simulsat station capable of receiving programs simultaneously from all domestic satellites.

SCSU has been using satellite programming to support the teaching of foreign languages. Intermediate level students in French make daily reports on the evening news from Quebec. In addition, students on more advanced levels watch programs for cultural and historical content. Students participating in these courses register spectacular advances in comprehension, a greater understanding of French-Canadian culture, and most importantly they approach their studies with enthusiasm. In Spanish, students work in a far more detailed fashion. Professor James O'Neill has recorded Latin American programs for which he then prepares grammatical, lexical, and cultural materials. By very close study of this popular programming, students not only become acquainted with everyday idiomatic expression, they also gain insights into Latin American culture. These applications by no means exhaust the potential of this resource in foreign language instruction.

Receiving capability can be expanded at any time. The added capabilities will be of great benefit to the University not only in languages but also in other areas of study as well. Additionally, the community at large will have access to new and exciting educational and cultural opportunities.

## FROM THE DEAN'S CHAIR

"People knowledgeable in the field of technology, whether they work in education or not, would probably agree that the use of technology in the profession of teaching and learning has not reached its true potential. While external reasons for this apparent nonachievement of potential are numerous, few organizations have looked at internal adjustments as avenues for reaching a higher level of performance. A point of view on this subject that is seldom articulated or addressed suggests that each time a new technological breakthrough occurs, it is too often viewed as a separate and isolated entity and offered as a cure for all the existing educational ills. For this reason the positive impact of combining and integrating educational support technologies has seldom, if ever, been realized."



The previous paragraph is taken from a chapter in the 1985 Educational Media and Technology Yearbook. I believe it relates directly to the work of a very important committee within MEMO. This committee, referred to as the EDU6 ad hoc committee, has spent many hours in developing a definition for a media program. This definition, which will be presented to the State Board of Education in November as a rule change, is a critical step in the continuation of quality media programs for all students in Minnesota. If this rule is adopted by the State Board, it will provide school administrators with a good base from which to make media program and staffing decisions. The adoption of the proposed rule will be very influential in providing work settings which will allow media professionals to choose the best technology available in the solution of teaching / learning problems. I encourage you to become familiar with this proposed rule and then to support its passage in the best way you know how.

*John Berling*



## BAR CODE PROJECT

A new automated check-out system is being implemented at SCSU's LRS. Bar code labels (similar to the UPC labels on groceries and other products) are being put on the front cover of each book. Students will need a bar code on their ID card in order to check books out. A wand attached to the online catalog terminal will be used to read and record the bar codes on the book and the ID when the book is checked out. The State University mainframe in Mankato will check to make sure the student is enrolled and has no holds or fines against them. (Non-students will be able to get bar codes for their driver's license or other identification.) The computer will generate and send overdue notices, and it will be important that students keep their addresses up to date with the university.

The new system will also make it possible to put books on hold that are checked out. A new online display, HLD (hold), will give students the opportunity to put books on hold. The computer will print and send a notice when the book is returned and available again. Another new display, DS (display status), will give the student the book's bar code number, its location in the library, the number of copies owned by the library, the due date and time (if checked out), whether or not any holds have been placed on it, and its reserve ID number (if it's on reserve).

There will also be a new procedure for checking out items that are on reserve on 4th floor. Each item will have a bar code and reserve ID number. Students will ask for the item they need and check it out with their bar coded ID. They will be able to keep the material for a longer period of time, and they will be able to take it out of the 4th floor reserve area.

The first items that were entered into the automated circulation system were books written by authors who have contributed their manuscripts to the manuscript collection of Minnesota authors collected by Learning Resources Services. The first book was entered on June 12, 1985. In order of bar code number, the books were as follows:

1. Hinkemeyer, Michael T. The Fields of Eden. New York: G.P. Putnam's Sons, 1977.

2. Nolan, William A. The Making of a Surgeon. New York: Random House, 1970.

3. Hassler, Jon. The Love Hunter. New York: William Morrow and Co., Inc., 1981.

The fourth book was chosen because of the extensive collection of material by and about Sinclair Lewis held by Learning Resources. The book was:

4. Lewis, Sinclair. Main Street. New York: Harcourt, Brace, and World, Inc., 1920, 1948.

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## CIM NEWS

Enrollment for the instructional program has held at a fairly consistent level over the past year, and enrollment for the Fall Quarter is slightly up. There is, however, evidence of a real shortage of library media specialists; and the demand will continue as the projections for teacher shortages in almost all areas show an upward trend. This should be a good indication that we in the profession need to take seriously once again the fact that we need to recruit on a continuing basis. We need to encourage some of our good teachers to enter the media field, since that kind of experience can indeed be the basis for a successful career in the library media field.

In order to provide an avenue for entrance into the field, or simply an opportunity to improve skills in the teaching area, Dr. Dennis Fields will offer IM 603 Information Media: Theory, Research, and Practice at Anoka Ramsey Community College during the Winter Quarter at 5:00, Tuesdays, in Room 223, Humanities Building. We're offering this as the first in a series of classes leading to licensure or to a Master's Degree. If you know of anyone interested, please contact them and tell them about the course. The profession needs your help!

Last summer's workshops were extremely successful and we've already begun planning for next summer. Jack Trelease has been contacted and a workshop date has been determined; only the details need to be worked out, so put that on your calendar for June 30 and July 1, 1986. CIM will offer about 10 other workshops, from data base searching to administrative computer applications, from reading promotion to equipment repair and maintenance.

Next year is also the year for an accreditation visit from NCATE. As part of that self-study, a survey of graduates will be completed. Your cooperation, if you receive one of the surveys, will be greatly appreciated. The NCATE accreditation process includes evaluation against the AECT sponsored standards for library media programs.

The CIM Track III program in Human Resources /Training continues to be a graduate program that offers good potential for employment. If you know of anyone who has an interest in the business or industry field, or anyone who desires a job change, that track provides an opportunity for such a change. Contact us for particulars.

Tony Schulzetenberg

## FACULTY NEWS

In July, Marie Elsen spent a couple of weeks in Switzerland, with brief visits to France (Chamonix and Mont Blanc), and Liechtenstein (Vaduz). Nature provided its best, including trips up (by cog-train or chair lift) to view the Jungfrau, the Matterhorn, and Mount Pilatus.

Several members of Learning Resources Services / Center for Information Media made presentations at the second Minnesota Library Services Forum Sept. 12 - 14 which had the theme "Information :Minnesota's Natural Resource." Norman Clarke gave a presentation on SCSU's Business Information Service. Fred Hill presented papers on "Perception or Deception: Being Literate in a Subliminal World" and "An Investigation of Management Information Systems in Small Businesses in Minnesota." Anthony Schulzetenberg took part in a panel on "What You Would Like to Tell Your Continuing Education Provider." Luther Rotto participated in a panel on "Building Media Collections for the 21st Century." Dean John Berling was a panelist for "New Directions in Information Management and Media Education."

Several SCSU faculty and students recently participated in the fall MEA conference with the theme "Teachers In Technology." Dr. Dennis Fields is a member of the MEA Technology Committee that designed the conference. He also presented a session on instructional design for microcomputers. Dr. Mike Nelson and Rich Josephson presented a session on electronic mail and electronic bulletin boards. Keith Ewing presented a session dealing with the applications of the Macintosh to education. Students Mary Hartman and Peggy Zettell designed the evaluation of the conference, the evaluation of the speakers, and the speaker's evaluation of the conference.

Tony Schulzetenberg and his wife Mamie spent July 17 - August 3 on vacation in Germany. They visited Frankfurt, Romantic Road, Munich, Vienna, the Bavarian Alps, the Rhine, and the Moselle areas.

Mike and Judy Simons had a baby boy in July, and have moved to Reno, Nevada, where Mike is now the Education and Curriculum Librarian for the University of Nevada, Reno.

Dave Rydberg says: "Nearly everyone that I talk to about my upcoming quarter in England says 'You'll love it.' If my stay turns out like other people predict, I should really have a good time. I am looking forward to spending Winter Quarter in the castle in Alwick, England. In addition to teaching classes, supervising independent studies, serving meals, and cleaning the castle, there should be some time for exploring the island. My family will be going along, and the four children will be attending the local school. Sandy, my wife, will be taking classes and helping on the regular work details. Museums as a Learning Resource is one of the courses I will teach. The class will be visiting several museums of the Northumberland area, and will also have a chance to investigate the British Museum as part of the course."

Dennis Fields spent July 15 - August 5 in France as a tour leader. This was the 6th tour he has led, and 17 people of varying backgrounds (educators, business people, etc.) accompanied him. They visited Paris, the Riviera, spent time with French host families, went to Switzerland (Chamonix and Geneva), back to Paris, then to London for 4 days. He plans another trip in 2 years to New Zealand / Australia or China.

## NEW STAFF

Several new staff are in LRS this fall, and several others have new positions. They include: Trudy Humbert (acquisitions), Bonnie Theis (library technician - circulation), Carlene Czech (1st floor), Barb Mueller (periodicals), Liz Blauer (archives), Mary Korliss (bar code project), and Lois Soltis-Legg (night supervisor).



Center for Information Media  
Winter Schedule 1986

104	Introduction to the Learning Resources	1	Busse	2	10TR	CH-130
		2	Elsen	2	6T	CH-130
		3	Hedin	2	11MW	CH-130
	(Closed Section)	4	Sorensen	2	10MW	CH-130
416-516	Television in Media II	1	Polesak	4-3	6M	CH-61
444	Internship in Media	1	Keable	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Savage	4-3	11MTRF	CH-228
		2	Rotto	4-3	6W	CH-228
468	Media Materials and Methods of Instruction	2	Koyama	3	10MWRF	CH-134
		3	Schulzetenberg	3	11MTRF	CH-125
		4	Jensen	3	12MTRF	CH-134
		6	Busse	3	6M	CH-125
		7	Savage	3	6R	CH-134
471-571	Preparation of Media	1	Hill	4-3	6M	CH-126
477-577	Reference and Bibliography	1	Hauptman	4-3	6R	CH-125
481	Reading, Listening, and Viewing Guidance	1	Westby	4	6W	CH-125
482-582	Audio Systems	1	Josephson	4-3	6T	CH-134
484	Seminar: Photo Lighting (Jan. 7, 14, 28)	2	Nelson	1	6T	CH-133
493-593	Black & White Photography	1	Koyama/Nelson	4-3	6W	CH-134
608	Research Methods	1	Koyama	3	6T	CH-125
639	Reading, Listening, and Viewing Guidance	1	Westby	3	6W	CH-125
680	Internship in Media	1	Koyama	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Schulzetenberg	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Off-Campus Courses

545	Microcomputers in Classrooms and Media Centers	Stachowski	3	6R	Onamia
545	Microcomputers in Classrooms and Media Centers	Stachowski	3	6:30W	Glenwood
545	Microcomputers in Classrooms and Media Centers	Keable	3	4R	Anoka
545	Microcomputers in Classrooms and Media Centers	Keable	3	3:45W	Eden Valley
595	Data Bases for Educators	Ewing	1	6F&8S	Fargo
603	Information Media: Theory, Research, and Practice	Fields	3	5T	Anoka-Ramsey
683	Seminar: Composition or Research Simplified	Holtan	2	5R	Coon Rapids
683	Seminar: Developing Interactive Video Programs	See	3	6T	Columbia Heights

Additional Information:

HURL 681 will be offered Winter Quarter 1986 at 4:00 p.m. on Thursdays.

Psy 663 will be offered Spring Quarter 1986 at 6:00 p.m. on Wednesdays.

Live lessons to classrooms around the country and scientific demonstrations filmed for use in educational products are just some of the activities that will be involved with Shuttle Mission 51-L and the flight of the first Space Flight Participant.

Christa McAuliffe, the finalist in the NASA Teacher in Space Project, along with Barbara Morgan, the back-up candidate, reported to NASA's Johnson Space Center, Houston, on Sept. 9 to begin training which will continue until the flight of the 51-L now set for launch no earlier than Jan. 22, 1986.

NASA is making plans for a direct satellite broadcast and schools will be able to observe lessons from space.

The first live lesson entitled "The Ultimate Field Trip" will allow students to compare daily life on the Shuttle with that on Earth. McAuliffe will take viewers on a tour of the shuttle, explaining crewmember's roles, showing the location of computers and controls and explaining experiments being conducted on the mission. She will also demonstrate how daily life in space is different from that on Earth in the preparation of food, movement, personal hygiene, sleep, and the use of leisure time.

The second lesson called "Where We've Been, Where We're Going" will help the audience understand why people use and explore space by demonstrating the advantages of manufacturing in the micro-gravity environment, highlighting technological advances that evolve from the space program and projecting the future of humans in space.

## NASA TEACHER RESOURCE ROOM

As a service to educators, the NASA Lewis Research Center established a Teacher Resource Room at St. Cloud State University Room 230, Learning Resource Services, last fall.

This room provides educators in Central and Northern Minnesota with an easily accessible source of aerospace materials suitable for use in classrooms and other educational or instructional applications.

These materials reflect NASA research and technology development and relate to such K-12 curriculum areas as life science, physical science, astronomy, energy, Earth resources, environment, mathematics, aeronautics, social studies and language arts.

The nature of the materials is such that they can easily be incorporated into the classroom at all grade levels but generally are not included in current textbooks.

Types of resources available include:

- 35 mm slides
- audio cassette /slide programs
- video tape programs
- classroom activities and demonstrations
- lesson plans
- NASA publications

Classroom teachers and other educators in the region can avail themselves of the various resources by telephone or mail request. However, visits are encouraged so teachers can select materials to be duplicated based on their own observations.

The following publications are currently available for the cost of postage and handling:

1. NASA EDUCATIONAL BRIEFS: General Aviation
2. NASA EDUCATIONAL BRIEFS: Gravity Assist
3. NASA EDUCATIONAL BRIEFS: Shuttle's Fourth Test Flight
4. Space Shuttle (brochure)
5. NASA FACTS: Comparing the Planets (poster)
6. Spacelab (poster)
7. Space: America's New Work Place (poster)
8. Ten Years of Planetary Exploration (poster)
9. What's New on the Moon (24 pp.)
10. Spinoff 1985 (130 pp.)
11. Skylab Experiments: Vol. 2 Remote Sensing of Earth Resources (83 pp.)
12. Skylab Experiments: Vol. 4 Life Sciences (89 pp.)
13. Skylab Experiments: Vol. 5 Astronomy and Space Physics (74 pp.)
14. Heat Capacity Mapping Mission (264 pp.)
15. Pictures - Senator Jake Garn Long Duration Exposure Facility

If you have questions about cost please contact us. To receive a Teacher Resource Room catalog, contact: NASA Teacher Resource Room, Center for Information Media, 230 Centennial Hall, St. Cloud State University, St. Cloud, MN 56301 (612-255-2062)

**GRADUATE  
ASSISTANTS**



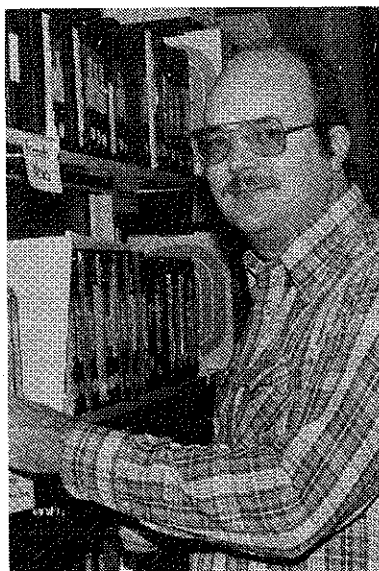
**Nola Erickson, CIM**



**Pauline Nelson, R&I**



**Judy Emmons, Computer Lab**



**John Vober, ITS**



**Peggy Zettell, ID**



**GRADUATE  
GRAPEVINE**

**NEW FACULTY**

Tom Peterson, district media supervisor for Sioux Falls Public Schools.

Sue Blohm, media specialist for Minneapolis Public Schools.

John Miller, media specialist for Virginia Public Schools.

Donna Radeke, media specialist for Sauk Rapids Public Schools (Rice Elementary).

Maryann Nemeth, reference librarian for Great River Regional Library.

Karen Frohrip, on leave (England).

Ray Birr, retired from Sauk Centre Public Schools and now serves as a representative of Vocational Biographies (Sauk Centre).

Nancy Hoy, manager of training for R.R. Donnelly and Sons Co., a large publishing company (Time, Life, etc.) in Willard, Ohio. She develops management seminars.

Julie Weaver, instructional designer for Arthur Anderson in St. Charles, Illinois.

Nola Erickson, assistant librarian for Sartell Public Schools.

Carol Quissel-Nelson, media specialist in Maracaibo, Venezuela, at the School for Dependents of Americans.

Gerry Wing, media specialist for Northfield Public Schools.

Janet Palmer, district media director and elementary media specialist for Forest Lake Public Schools.

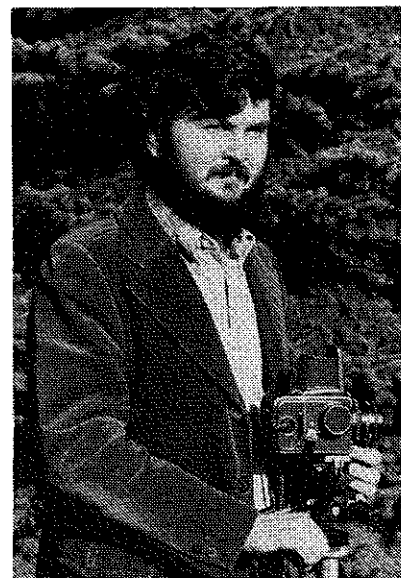


The new Acquisitions Librarian at LRS is Luther Rotto. He graduated from SCSU in 1976 with a Master's degree as a school media generalist. He worked for two years in reference and circulation at LRS, then spent the next six years as media services coordinator for the Great River Regional Library. He is here on a one year fixed-term contract, and hopes to move into a public or graduate school library after this. His wife Judy teaches kindergarten in district 742, and they have two children - Isaac is two years old, and Carl is two months old. Luther's special interests include feature length videos (his acquisitions of these have made him somewhat of a movie buff), bicycle touring, and microcomputers and software (also due to his experience in acquiring them). He is teaching IM 445/545 Micros in Schools fall and winter quarters, and possibly spring also.

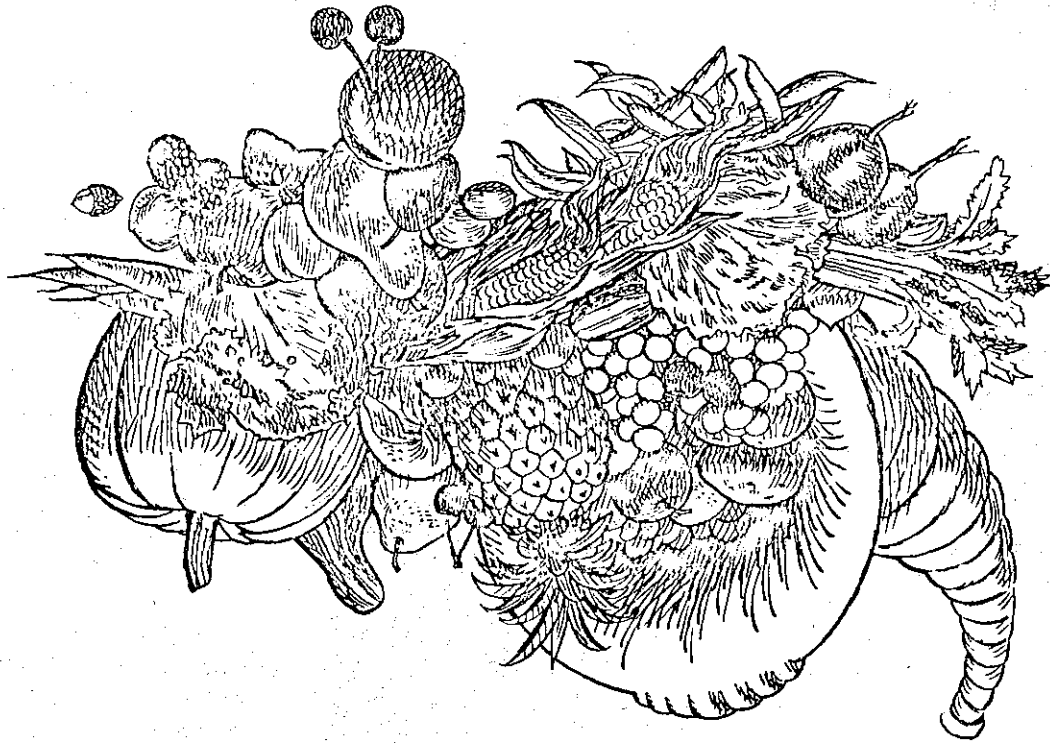
Ron Schmid has recently joined the faculty at SCSU as media specialist, producing multi-image / multi-media shows. He has worked previously as an interpretive naturalist and photojournalist at Voyageurs National Park, an instructor of photography, photojournalism and visual communications at Southern Illinois University and St. Cloud State University, and information officer for the State of Minnesota.

He also works as a freelance photojournalist, photographing for publications and slide shows and doing writing, editing, and design in support of photographic publications. His work has been featured in numerous public relations publications and in magazines and books. He also does portraiture for individuals and families, particularly environmental portraits. He has had numerous exhibits throughout the United States.

He and his wife have a son Alex who is 2 years old, and are expecting another child in May. His wife is a graduate student at the U of M in family social science.







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