

5-1979

Information Media Newsletter Vol. 3 No. 3

St. Cloud State University

Follow this and additional works at: http://repository.stcloudstate.edu/im_newsletter

 Part of the [Instructional Media Design Commons](#), [Other Education Commons](#), and the [Training and Development Commons](#)

Recommended Citation

St. Cloud State University, "Information Media Newsletter Vol. 3 No. 3" (1979). *Information Media Newsletter*. 94.
http://repository.stcloudstate.edu/im_newsletter/94

This Newsletter is brought to you for free and open access by the Department of Information Media at theRepository at St. Cloud State. It has been accepted for inclusion in Information Media Newsletter by an authorized administrator of theRepository at St. Cloud State. For more information, please contact kewing@stcloudstate.edu.

An Information Media Newsletter published by the Learning Resources Center and the Center for Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301



DEAN BERLING

FROM THE DEAN'S CHAIR

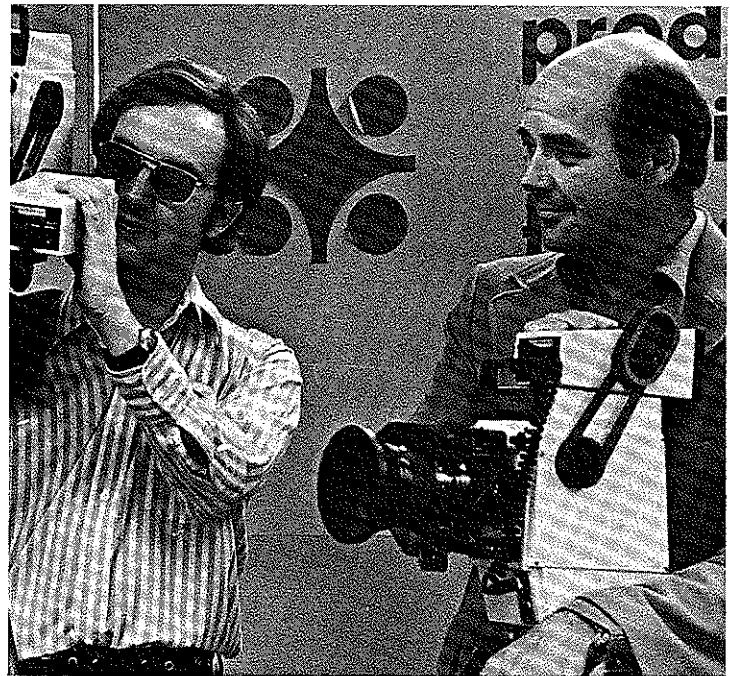
The whole back to the basics movement has the potential of further reducing the efforts of media people in moving forward to the development of a good, sound program for integrating media competencies into the curricula of our schools. It seems as if many of the proponents of the back to the basics movement

concentrate much of their activity on a return to reading skills, all at the expense of leaving our young people even more illiterate in the visual and aural areas. We certainly need to keep the emphasis on reading and on the right to read, but can we not expect more from our schools today?

As media people and as teachers we need to take much of the blame since we have not taken a very active role in informing educators--administrators and teachers alike--about visual literacy, listening skills, and about the need for alternatives in education for using different modes of learning with youngsters with different skills. Somehow all too many teachers still fail to see the need for increased awareness of the fact that students learn through different modes of communication and that communication is still the very foundation of learning.

What does this mean for us as individual media persons? It means simply that we need to take some initiative in working with others--parents, teachers, administrators, students, etc.--to get them to understand that we live in a visual society. Survival skills in tomorrow's world will demand an increased awareness of the manipulation that those who know about visual and aural skills use, both explicitly and subliminally. It's no longer enough to have media personnel talking about

and lamenting the lack of skills other than reading; others need to realize it as well, for only then will action programs be initiated to complement our efforts to teach better reading skills with increased viewing and listening skills. The right to read should be complimented by other skills so that in fact we can have for all students a right to learn and know.



RICH JOSEPHSON AND FRED HILL

TELEVISION SERVICES IMPROVES CAPABILITIES

Television production services at SCSU took a giant stride ahead with the purchase of CEI (Commercial Electronics, Inc.) cameras. The CEI-310 color camera is a versatile, lightweight broadcast color camera which can be operated as a portable camera for remote application or as a studio camera for broadcasting. It presents SCSU with the capability of continuing its stepped-up program to provide high quality programming for local and regional consumption.

POLESAK PRODUCES VIDEOTAPE

Those of you who have seen the very excellent videotape on censorship produced by Production Services of Learning Resources will be interested in knowing that another excellent program has been produced. Fred POLESAK, formerly an art teacher and now supervisor of the television section, directed production of a tape called "Jerry Ott-Photorealist." This videotape on air brush painting depicts the working processes, philosophy, and development of air brush technique as an art form. Jerry OTT served during the Fall Quarter as an artist-in-residence at St. Cloud State through a grant funded partially by the Minnesota State Arts Council.

OCLC EXPERIMENT

Jan PIETRON and Roger SWEEN have undergone training sessions in conjunction with personnel from St. Ben's and St. John's in the use of OCLC in interlibrary loan. The workshop was held at St. Cloud State and was sponsored by Minitex. The experimental program will provide interlibrary loans through July 1 on a cost free basis with a set charge per transaction if SCSU wishes to continue the service. In effect the program is designed to provide a broader area of participation for interlibrary loan services through the OCLC network.

ELLINGSON DONATES PRINTS

Bill ELLINGSON, art instructor at SCSU and well-know print maker, donated many of his prints to Learning Resources to be sold as a fund raiser to increase Center activities through the production of materials like the Air Brush Printing video tape mentioned elsewhere in this issue. On April 30 and May 1, Fred POLESAK, Rich JOSEPHSON, and Randy EVANS went to Iowa to begin production of a video tape on Virginia MEYER'S Print Maker as a first venture from the funds.

NORTH DAKOTA PROGRAM

Despite abominable weather, the media courses offered at Grand Forks are being conducted

quite successfully. The Fall Quarter class in advanced selection came to a successful conclusion despite several cancellations and reschedulings. The Spring Quarter class, taught by Fred HILL and Mike NELSON, achieved an infamous first when it was cancelled because of high water during the spring flood along the Red River. This second course, in media preparation, is being held at Central Senior High School in Grand Forks. A number of the class participants will be full time students at St. Cloud during the summer session.



PAT BJERKE



DEBBIE BINSFIELD

MEET THE CLERICAL STAFF

Pat BJERKE and Debbie BINSFIELD are not necessarily new faces to those who have been around SCSU for a number of years. Both are Library Technicians, positions which require satisfactory completion of civil service tests. Pat, who is a Library Technician in Cataloging, has worked in Learning Resources for nine years. She is from St. Cloud, graduated from St. Cloud Technical High School, lives with her husband, Gary, and two children in St. Joseph. The many graduate assistants and students who have had an opportunity to work in the Cataloging Section or who have needed help from that area would know of Pat's extremely fine capabilities in cataloging and classification procedures.

Debbie BINSFIELD lives in Holdingford with her husband, John, and two children. She is a Holdingford native, having graduated from Holdingford High School. As a Library Technician in the Government Documents Section, Debbie has become extremely proficient in documents work, a fact to which students and

faculty alike can testify. She has been on the LRS Staff for the past eight years.

NCATE ACCREDITATION

Preparations are beginning for the upcoming accreditation visit by the National Council for the Accreditation of Teacher Education programs. The accrediting team will visit St. Cloud State University either in Fall of 1981 or Spring of 1982. Preparations will include surveys of graduates in all programs and part of the focus will be on the Information Media graduate program. Survey questionnaires have been prepared and sent to all graduates of the Specialist (6th year) program, and in the very near future, surveys will be sent to a stratified random sample of graduates in both the Masters program and the Licensure programs. We ask your cooperation in returning the questionnaires since the Center views this as an excellent opportunity for ongoing evaluation to be used in program improvement.

MLA NEWCOMERS DAY

The newly initiated Minnesota Library Association Newcomers day was held at St. Cloud State University in Centennial Hall on April 27th. All newcomers to library positions in Minnesota were invited and some 60 persons were in attendance. The purpose of the meeting was to orient new media professionals to Minnesota libraries and media centers, to job opportunities, to organizational activities in MLA, to acquaint them with professional organizations and responsibilities, and to meet other newcomers to the state. Dennis FIELDS of St. Cloud and Joe KIMBROUGH of the Minneapolis Public Library were in charge of program and arrangements.

GRADUATE ASSISTANTS

Among the graduate assistants employed in Learning Resources is Ann LAROSE, third in a line of LaRoses to work for a degree in Information Media. Ann is the daughter of June LAROSE, media generalist at the Glenwood Elementary School in Glenwood, Minnesota, and sister of Mae, who works at Campbell-Tintah in the senior high media center. Ann graduated from Glenwood High School and attended

Concordia College before completing her undergraduate degree in elementary education at St. Cloud State. Ann is working in Distribution Services.

Jeanne JANEY, who works in the Reference Section, received her B.S. degree from SCSU after graduating from Monticello High School. Jeanne and her husband, Mike, with a family of three children, live in St. Cloud where Jeanne also occasionally substitute teaches.

The latest addition to the assistant program is Steve EKDAHL who is on leave from the Forest Lake Public Schools where he is an English teacher on the secondary level. Steve graduated from New London High School, attended Willmar Community College, and received his B.S. from SCSU. Steve also is working in the Reference Section.



ANN LAROSE AND HARLAN JENSEN



STEVE EKDAHL
AND
NORM CLARKE



JEANNE JANEY
AND
VIRGINIA SORENSON

BUSINESS AND INDUSTRY

Three recent graduates have accepted positions in business and industry. Geri BONSTROM has accepted a position with Control Data as manager of the audio visual/production, engineering services and education departments; Dani O'RILEY is the Director of Training and Development for Prudential in Minneapolis; and David HANSON has accepted a position as a technical trainer with the CX Corporation of Seattle. There appear to be more and more openings for trainers and developers in the business and industry area, so if readers know of anyone interested in this line of work they might refer them to the Center for the business and industry track in our master's program.

FORMER FACULTY

Here is some more information on former faculty members. Bob WHITE is on the staff at Southern Illinois University at Carbondale, and David CAUCCI teaches at Ball State University in Muncie, Indiana. Ruth MOSHIER is living in quiet retirement in St. Cloud but always keeps in touch with her many friends at the University. Luther ROTTO is in charge of non-print services at the St. Cloud Public Library. Ray RAMQUIST is the Chairman of the Educational Media Department at James Madison College in Harrisonburg, Virginia, while Doug CAMPBELL works in the Reference Department at the University of Wisconsin-Oshkosh. David DRAHEIM, at last report, was finishing up his doctorate at the University of Wisconsin-Madison. Doris HEALY works at the South Hennepin Vocational-Technical School while Karen (Robinson) POLLOCK works at the sister North Hennepin School.

ADVISORY COMMITTEE REACTIVATED

Several years ago the Center for Library and Audiovisual Education formed an Advisory Committee to help in evaluation and in planning for the various programs. Jack LOSS of Richfield served as Chairperson of that committee. Loss has once again agreed to serve on such a committee as chairperson and an effort is being made to gain a fairly broad representation. Asked to serve on the Committee were the following: Jack LOSS, Richfield; Shirley CHRISTENSON, Anoka; Barbara

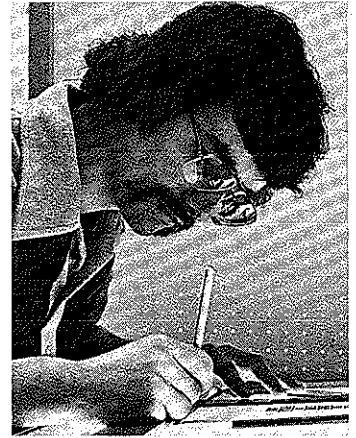
NEMER, Crystal; Jean PETERSON, Morris; Shari PRETZER, Sauk Rapids; Ron SCHUSTER, Sandstone; Geri BONSTROM, Watertown; Joe KIMBROUGH, Minneapolis; Robert MILLER, Minneapolis; Drs. GILLETT, LUDEMAN, and AMES, St. Cloud; Mary RASMUSSEN, Edina; Don RAUTIO, Minneapolis; and Paul ANDERSEN, Sartell.

SUPPORT PERSONNEL CHANGES

The vacancy created by the marriage and resignation of Marge HENRY has been filled with the employment of Judy SIMONS. Judy is no newcomer to the staff since she has worked in various capacities since her arrival at St. Cloud. Jim BERTRUM, formerly employed by the St. Cloud Daily Times, has been a pleasant addition to the graphics department in Production Services.



JUDY SIMONS



JIM BERTRUM

YOUNG ADULTS COURSE

A course for young adults entitled "Reading Guidance for Young Adults: A New Perspective" proved to be highly successful. The course, taught by Gladys SHEEHAN of the Minneapolis Public Schools, had some 20 registrants and the highlight of the course was a weekend retreat at the Long Lake Conservation Center near Palisade, Minnesota. The course was developed under the supervision of Dennis FIELDS.

SUMMER SESSION CHANGES

Three cancellations in summer session scheduling should be noted. IM 683: Seminar: Micro Computer has been cancelled, as has the

IM 510 Regional Media Tour. The latter was cancelled because there was an insufficient number of preregistrants. The Administrative Workshop, tentatively scheduled for the middle of July, has also been postponed since there were too many difficulties in scheduling, planning and implementation. It is our hope that such a workshop can be offered in the near future.

MEDIA FOR TEACHERS

The Media for Teachers classes which have been offered on a need basis for the past number of years are still being successfully taught at several locations. If there appears to be an interest in your district, please contact the Center for information on how to go about setting up such a course. If you see a need for any other course(s) (e.g., Contemporary Materials, Micro-computers, and the Media Center, etc.), please pass on that information to someone on our staff. We are willing to accommodate most districts or regions that have special or unique needs.

UPPER MISSISSIPPI MEDIA CONFERENCE

A very successful Upper Mississippi Media Conference, sponsored by the Minnesota Educational Media Organization, was held at the Minneapolis Radisson Hotel from May 3-5. Presiding at the various business meetings was President Tony SCHULZETENBERG, while St. Cloud graduate Jan SORELL took care of financial accounting in her position as Treasurer. Co-chairpersons of the conference were graduates Charles MANN and Kay SACK, both of whom are to be commended for a job well done. Also on the planning program were Barb MATTILL, Eileen WEGGE, Debbi BRUDE, Rosamond DOTY, Coleen KOSLOSKI, AND Harlan JENSEN.

JOINT CONFERENCE IN PLANNING STAGE

The Minnesota Library Forum, composed of members of the various library and media associations, is planning a joint conference for all organizations for the spring of 1981. Roger SWEEN, president-elect of the Public Libraries Division, who was in charge of the MLA Planning Committee for the MLA spring meeting in Moorhead, sees it as a tremendously exciting venture for Minnesota media.

FACULTY PROFESSIONAL ACTIVITIES

David RYDBERG and Marie ELSEN attended the SPINDEX workshop in Washington, D. C. from April 23-27. SPINDEX is an automated retrieval system used in the organization and management of archives collections.

Mary TURNER was on the AECT program in New Orleans in March where she presented a research paper on visual literacy assessment. Tony SCHULZETENBERG was a presenter at the State Affiliate Membership Chairpersons Workshop at the same conference.

John BERLING is to be appointed Chairperson of the Program Consultation Committee of AECT. He succeeds Stanley HUFFMAN of Virginia Polytechnic Institute.

Jean AICHELE has replaced Norm CLARKE on the Executive Board of the IFO as a representative of Learning Resources. Norm finished up a very active three years as an outstanding representative.

Dennis FIELDS will be presiding over his last meetings of the Graduate Council where he has served as Chairman for the past year. Doreen KEABLE serves as a representative to the Undergraduate Curriculum Committee.

The pre-conference for ALA's College and Research Libraries Division will focus its attention on the Anglo-American Cataloguing Rules, 2nd Edition. Jean AICHELE of Learning Resources, nominated by both St. Cloud State and by the Minnesota Educational Media Organization, has been chosen as a delegate from among a host of delegates nominated by organizations throughout the country.

Tony SCHULZETENBERG spoke on Censorship and Intellectual Freedom at the meeting of the Southwest North Dakota Library Association in Bismarck on April 23.

Marie ELSEN presented a paper on "Appraisal and Use of Student Records" at the Midwest Archives Conference at Chicago on May 9-12th.

Attending the AECT meeting in New Orleans were Carl SAVAGE, Dennis FIELDS, Mary TURNER, Bonnie HEDIN, John BERLING, Charles CAMPBELL, and Dae LEE.

George ERICKSON is completing another highly successful year as the faculty representative to the NIC Board of Control. In that position George represents St. Cloud State University in all decisions affecting the athletic program. He has been on the Board for some ten years, having served twice as Chairperson.

John BERLING attended the meeting of State University Directors who met with Dr. Emily

HANNAH of the State University Board to work on implementation of the strategic plan developed by the Chancellor's Advisory Committee on Libraries.

Rich JOSEPHSON and Dennis FIELDS presented a television workshop for some 40 media people in the Anoka Public Schools.

Marie ELSEN was a candidate for election to the Inter Faculty Organization Board of Directors.

NO MAN IS AN ISLAND

Those words by John DONNE had particular significance within the past few weeks with the sudden death of Wendy JOHNSON, media generalist at Zachary Lane Elementary School in Robbinsdale. Wendy, who was a very young 34 when death took her in April, was a very significant part of St. Cloud State. She was first and foremost an outstanding professional person who served as a model for our instructional program. Many of our graduates will remember her presentations in several of our classes. She was a bright, vibrant person who was in the hearts of many of us at St. Cloud State, a good friend. It is impossible to see such a person pass on to her eternal reward without losing a bit of oneself. Wendy will be missed not only by those of us here at St. Cloud who knew her well, but also by the profession. Anyone interested in contributing to a memorial in her memory can do so by contacting Carl SAVAGE.

The entire media community was saddened by the tragic death of Doug HED's son on April 22nd in a car accident. Our sympathies are extended to Doug, Avaunne, and the other members of his family.

FORMER LIBRARIAN DIES

The following item is taken from the "University News," a publication of Information Services at St. Cloud State University: "Professor Emerita Mamie Martin, former librarian for SCSU died Mar. 28 in Tuscon, AZ. She served SCSU from 1922 to 1955. During October 1953 dedication ceremonies for the David L. Kiehle Library, now Kiehle Visual Arts Center, she was given special honors by Presidents John Headley and George Budd for time and effort she and Edith Grannis, also librarian, contributed to library plans."

GRADUATE GRAPEVINE

Gertrude GECK, media specialist in the St. Cloud Public Schools, has reason to be proud of her son Steve. Steve, a junior at St. Cloud State University recently won first place in prose interpretation competition at the National Forensic Tournament held at Ames, Iowa. He took top honors for his interpretation of the short story entitled "The Day I Lost My Distance."

Carol WHITE of the Holdingford Public Schools and Judy NIEDFELDT from Crosby-Ironton were both nominated by their local associations for the "Teacher of the Year" honors sponsored by the Minnesota Education Association. Congratulations are in order for them both!

Peggy KEANE, whom many will remember from her days with Channel 11 in Minneapolis, recently assumed a new position with Pro-7 Productions, Inc.

Saundra HUSTAD, newly elected President-elect of MEMO holds the Media Supervisor License through St. Cloud State University.

Charles MANN and Kay SACK chaired the Planning Committee for the Upper Mississippi Media Conference held at the Minneapolis Radisson May 3-5th. Among the many graduates presenting mini-sessions were: Connie BRADOVICH, Doug HED, Shirley CHRISTENSON, Rosemary CARLSON, Jackie CROWIN, Phyllis THORNLEY, Rosamond DOTY, Geri BONSTROM, and Sue BLOHM.

Pat BORGERT was recently named the District Media Director for Spring Lake Park.

HOMEcoming VENTURE

At this year's Upper Mississippi Media Conference the initial step was taken in trying to promote some type of "graduate get-together" for purposes of socialization and for professional exchange. Some 75 people attended the informal gathering at the Radisson Hotel in Minneapolis. Plans will be made if there is sufficient interest to provide for some kind of reunion of all former media students of St. Cloud State at this year's homecoming activities scheduled for October 19-20. If you are interested in such an activity, please convey your feeling to any staff member or to Dean BERLING.

STICKS AND STONES

The many St. Cloud graduates among the group of travelers to New Orleans for the AECT National Convention found it an exciting place to visit. There were too many there to list them all, but Rosamond DOTY is to be applauded for the excellent job she did in making the tour arrangements as the chairperson of MEMO's travel committee.

Jerry WESTBY and his family took a week's vacation in sunny California in mid-March and reported having an exciting time in the Los Angeles Area.

Jim and Linnette SIMONSON are the proud parents of a baby girl, Kelly Marie.

Mark KRAUEL, whose film entitled "The Mischievous Mousekins in the Enchanting Toy Shop" which won first place honors at last year's Upper Mississippi Media Conference multimedia fest, now has the film entered in the region competition in Chicago.

Martha VERA, exchange student from Peru, is the newest international student in the media program. Martha is making rapid progress in English proficiency and those of you who will be taking courses in the summer will find her a joy to know.

The annual STOUT EDUCATIONAL MEDIA AND TECHNOLOGY CONFERENCE to be held at the University of Wisconsin-Stout on July 16, 17, and 18 should be a good one again. This will be truly a good professional experience for those of you who choose to go.

SPRING QUARTER 1979 GRADUATES

Graduates for spring are: Linda CROMPTON, Janice HECK, Dan HENNING, Vandyke MCKENZIE, and Joe SCHNEIDER.

TENTATIVE SCHEDULE 1979-90

FALL QUARTER

104	Introduction to Learning Resources	Schulzetenberg	2	10TR	CH-130
204	Information Resources in Society	Elsen	2	6W	CH-126
275	The Media Profession	Clarke	4	6T	CH-126
468	Media Materials and Methods of Instruc.	Simons	2	3TR	CH-125
		Campbell	3	6R	CH-125
		Aichele	3	6T	CH-130
		Keable	3	10MWRP	CH-125
		Keable	3	11MTRF	CH-125
		Schulzetenberg	3	11MTRF	CH-134
		Staff	3	12MTWF	CH-134
		Lacroix	3	1MWRF	CH-125
		Savage	3	2MWRP	CH-134
412-512	Television in Media	Polesak	4-3	6R	CH-134
473-573	Photography in Media	Nelson	4-3	6R	CH-126
476-576	Selection & Eval.	Westby	4-3	6W	CH-130
482-582	Audio Systems	Josephson	4-3	6W	CH-134
483-583	Color Slide Presentation	Nelson	4-3	6T	CH-133

603	Introduction of Media	Keable	4	6T	CH-125
606	Organization & Super.	Schulzetenberg	3	6M	CH-130
608	Research Methods in Media	Hill	3	6T	CH-134
615	Preparation of Media II	Staff	3	6W	CH-125
619	Motion Picture II	Josephson	3	6M	CH-134
658	Systems Design	Fields	3	6M	CH-125
680	Internship in Media	Staff	VR	Arr.	Arr.
681	Readings in Media	Staff	3	Arr.	Arr.
682	Research in Media	Staff	VR	Arr.	Arr.
683	Seminar: Specialist Degree	Staff	1-4	Arr.	Arr.
683	Seminar: Government Doc.	Busse	3	6M	CH-126
684	Field Study in Media	Staff	VR	Arr.	Arr.

OFF-CAMPUS

608	Research Methods (Grand Forks)
639	Reading, Listening and Viewing Guidance
683	Micro-Computer in the Media Center

WINTER QUARTER

104	Introduction to Learning Resources
204	Information Resources in Society
468	Media Materials and Methods of Instruction
471-571	Preparation of Media
477-577	Reference and Bibliography in Media
603	Introduction of Media
608	Research Methods in Media
616	Television in Media II
638	Technical Processes in Media II
651	Administration of Media II
660	History of Media
680	Internship in Media
681	Readings in Media
682	Research in Media
683	Seminar in Media
684	Field Study in Media

OFF-CAMPUS

644	Storage and Retrieval (Grand Forks)
-----	-------------------------------------

SPRING QUARTER

104	Introduction to Learning Resources
204	Information Resources in Society
468	Media Materials and Methods of Instruction
475-575	Administration of Media
478-578	Technical Processes in Media
481-639	Reading, Listening, and Viewing Guidance
604	Information Media in Society
606	Organization and Supervision of Media
617	Color Slide Presentation
618	Motion Picture in Media
636	Reference and Bibliography in Media II
644	Storage and Retrieval
647	Programmed Instruction
662	Recent Trends in Media
680	Internship in Media
681	Readings in Media
682	Research in Media
683	Seminar in Media
684	Field Study in Media

OFF-CAMPUS

658	Systems Design (Grand Forks)
683	Contemporary Materials
683	Media for Teachers

SUMMER QUARTER

104	Introduction to Learning Resources
468	Media Materials and Methods of Instruction
412-512	Television in Media
471-571	Preparation of Media
473-573	Photography in Media
475-575	Administration of Media
476-576	Selection and Evaluation of Media
477-577	Reference and Bibliography in Media
478-578	Technical Processes in Media
481-639	Reading, Listening and Viewing Guidance
603	Introduction to Media
606	Organization and Supervision of Media
608	Research Methods in Media
616	Television in Media II
617	Color Slide Presentation
644	Storage and Retrieval
658	Systems Design
680	Internship in Media
681	Readings in Media
682	Research in Media
683	Seminar in Media
684	Field Study in Media

OFF-CAMPUS

683	Young Adults
-----	--------------

210117
Center for Library and Audiovisual Education
Centennial Hall
St. Cloud State University
St. Cloud, MN 56301

