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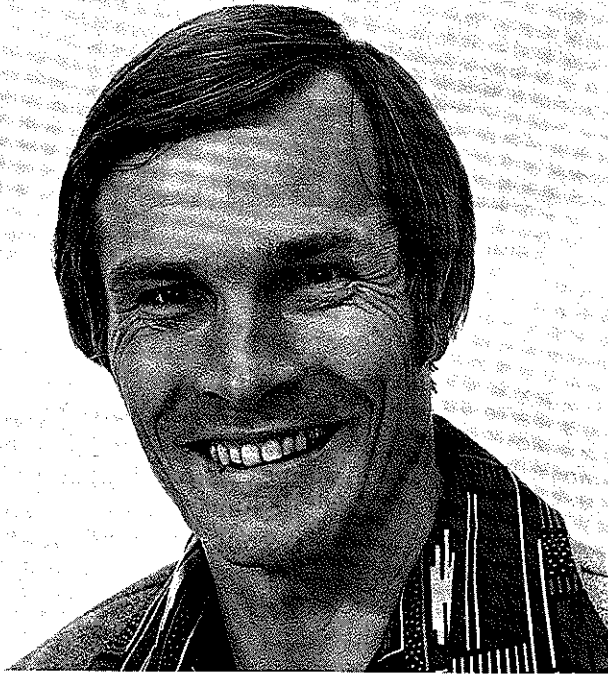
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An Information Media Newsletter published by the Learning Resources Center and Department of Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301



MEET THE NEW DEAN

Dr. John BERLING has been appointed the Dean of Learning Resources and Chairperson of the Department of Library and Audiovisual Education. Dr. Berling was selected after an extensive nation-wide search, and administration and staff members alike have expressed pleasure at his selection.

Dr. Berling's educational experiences over the past twenty years have been at almost all levels--as an instructor, as a media person, and as an administrator. He has a B.S. degree from St. Cloud State University (1957), and an MSLS from Wayne State University in Detroit (1967), and a Ph.D. from the University of Nebraska (1975). He has done additional work in the media field at Northern Illinois in DeKalb and at the University of Minnesota.

In his opening remarks to the Learning Resources staff in September, he indicated a sincere desire to maintain the high level of Resource Management at SCSU and to retain and foster the excellence of the media education program. All members of the Learning Resources Staff look forward to Dr. Berling's tenure as Dean, and certainly both their best wishes and support will be with him.

FROM THE DEAN'S CHAIR

One of the most difficult aspects of any new position is to develop a familiarity with the many facets of the responsibilities encompassed within that job. Conversely, however, it is also that breadth which makes it the most challenging. Those of you who knew Luther BROWN well know that he did indeed wear big shoes and that he always accepted the challenges of his job most effectively. It is my desire to carry on in the best tradition those things which have gone before, to strive constantly for an improved media program to serve both our institution and the media field, and to foster the rich tradition and pride developed over the years through our program. With respect to the future, I can say only that we will continue to build on the past, always trying to be alert to new issues, new trends, and new ideas. Hopefully, many of these will come from the field, for only in that way can we truly be responsive to the needs of the media world.

There is really no need for me to point out those problems which are having the greatest impact on education today. There is, however, an avenue open to members of the media profession to lessen the detrimental impact that some of those problems can have. That avenue is your media organization, and it is my feeling that we should strive to build an organization that can count among its membership all of the media persons in the state. It is just as important, however, that membership means an active participation, for it only through active involvement that we can present a united front to combat problems facing our profession. In the final analysis, involvement at the regional level will probably bear the most fruit, and certainly the kinds of public relations we develop with administrators and teachers at that level and even more importantly the local level, will be most crucial.

This might also be a good time to reassure all media people in Minnesota that all of us here at St. Cloud State University stand ready to serve you in whatever way we can. We will endeavor to continue our support at your regional meetings, and certainly we will be happy to work with you on the local level if we can in any way help there. Don't hesitate to contact us since we see professional growth as a responsibility of everyone at all levels. We hope you have a good year.

FACULTY CHANGES

The retirement of Dean Luther BROWN prompted some internal changes for Learning Resources. John BERLING assumed the position of Dean after an extensive, nation-wide search. Dennis FIELDS was appointed Assistant Dean with a major responsibility for programs and personnel. One other administrative change saw the addition to the faculty of Fred HILL who became the Division Leader of Production Services, which now also includes Television Services.

Other faculty changes included the resignation of Ford JENSEN, who returned to Arizona to continue his work there. Judy KINDERSKI returned from the University of Wisconsin where she worked on a Specialist Degree during the past school year. Bonnie HEDIN, who joined our staff last year was employed on a full-time basis and has responsibility for the cataloging department. Carl SAVAGE moved to the Campus School/Education Building to work in television services, and Louis COSTANZO joined production services in Centennial. Phyllis LACROIX resigned to spend the fall quarter with husband and family in Aalborg, Denmark with the SCSU program there.

There were three new additions to the faculty in Learning Resources. Dr. Fred HILL, along with his wife Susan and three daughters, moved to St. Cloud from Bloomington, Indiana, where he completed his doctorate at the University of Indiana. He holds B.S. and M.Ed. degrees from Utah State University. Jean R. AICHELE, who was last employed with the Northwest Regional Library, Sioux City, Iowa joined the cataloging department. She holds B.S. and M.S. degrees from the University of Minnesota, and is currently working on an M.S. degree in Instructional Technology at the University of California-San Jose. Rich JOSEPHSON recently employed by WLUC, Marquette, Michigan, has been assigned to television services. He holds a B.A. degree from Southwest State and an M.S. from Murray State University.



Jean Achiele



Rich Josephson

GRADUATE ASSISTANTS

Five graduate assistants have been employed for the year. Bill FREDELL, on leave from White Bear Lake works in production services; Mike PETERSON has an assignment in instruction; David HANSON, long-time student employee at SCSU returned from California and works in production services; Beth QUANBECK of the New London Quanbecks, has joined the staff in the cataloging area and television services; and Pat PETERSON, Cold Spring works in production services and cataloging area.

OCLC UPDATE

St. Cloud State has been on the Ohio College Library Center's (OCLC) computer since January. During the summer, a concerted effort was made to enter holdings information for items that were already cataloged by Learning Resources and reflected in our shelflist. We call the entering of shelflist data, retrospective input.

By entering the shelflist on the terminal, along with the current acquisitions, we will eventually have all our holdings in machine readable form, enabling us to manipulate records for circulation systems, alternatives to the card catalog, and acquisitions procedures. To accomplish the workload, the two terminals have been scheduled from 6:00 a.m. to 9:00 p.m., resulting in some interesting work assignments. We have found that we can classify our people as "early risers" and "night owls."

We invite our readers to visit the Technical Services Section of Learning Resources and see a demonstration of how we use the OCLC terminals.



Bonnie Hedin



Fred Hill

The thirty-nine participants of the IM 510 Minnesota Tour found it to be most enlightening and enjoyable. The tour took its participants from St. Cloud as far north as Ely, back to Minneapolis, and then south and west to Luverne and Morris. Naturalist photographer Les BLACKLOCK set the mood for the tour with an informative session in his home at Moose Lake. Sr. Mary CHARLES, artist at the University of Minnesota-Duluth, and Siguard OLSON, Ely author, proved to be highly informative in what makes artists do creative things. Other stops in northern Minnesota included the Underground Mine in Soudan, Hibbing Community College Resource Center, and the Iron Range Interpretative Center in Chisholm. In Minneapolis, author Judith GUEST provided the group with an inspirational and delightful background of writing contemporary fiction. Media related visits were made to General Mills, WTC 11, Jostens, and Dillon Press. The highlight of the southern portion of the tour was a visit with Frederick MANFRED, the Souixland author in Luverne. Visits were also made to the Pipestone Quarries, the Pipestone School-Community Library, and the media centers in the Morris Schools. A quick visit to the Sinclair Lewis Interpretative Center in Sauk Centre and a stop at St. John's completed the tour.



Author Frederick Manfred

Walter DUNLAP has joined the Arrowhead Library System; his departure from Eveleth Senior High School has shifted all media responsibilities to Margery ERICKSEN who is in her second year of media at Eveleth.

Geri BONSTROM has a new position as the media generalist/librarian at Winnetka Elementary School in Robbinsdale. Position cut-backs in the Robbinsdale Schools caused that shift from Robbinsdale Senior High.

Susan BLOHM has joined Jan PALMER in the Forest Lake Schools. Sue left her position at Dassel-Cokato and can be located at Forestview and Linwood Elementary Schools in Forest Lake.

Elaine JASPERSON, formerly a teacher at Pine City with Arlan WIPF, is the new senior high school media specialist at Cambridge Senior High. Arlan accepted a position as Media Director at Glendive Community College in Glendive, Montana. Terry MILLER, graduate assistant in Instructional Services during 1976-77 took over as media generalist at Pine City.

Other graduate assistants who took new positions this year are Susan DEDO in the Anoka Schools and Mae LAROSE at Campbell-Tintah. Alan EDWARDS took over the media position in Slayton Senior High.

Melrose Senior High School is the home of Susan HAGGBERG, formerly at Eden Prairie. Tom TOMPOROWSKI (Tom-Tom) has quite assumed control of the media center at Perham High.

Doug CAMPBELL, specialist graduate and former staff member is now on the staff at the University of Wisconsin-Stevens Point. Gary WAY works in real estate in California, and Marshall MEAD joined the school system in Avon, Colorado.

CURRICULUM COMMITTEE ORGANIZED

A curriculum committee to deal with graduate and undergraduate curriculum related matters has been established. One of the primary responsibilities will be to coordinate and initiate program changes and to provide direction to both the graduate and undergraduate programs. The following are members of the Committee: John BERLING, Dennis FIELDS, Lawrence SMELSER, Carl SAVAGE, Tony SCHULZETENBERG, Mike NELSON, Dave RYDBERG, Fred HILL, Virginia BLASKE, and Marcia DAILY.

Media students, graduates, and professionals in the field are asked to direct comments about program recommendations to any one of the members.

CHANCELLOR HAYS VISITS CENTER

Garry HAYS Chancellor of the State University System visited with Dean Berling and other St. Cloud State University administrators on September 19. Accompanying Dr. Hays were assistants Emily Hannah and Ted Gillett. The purpose of the visit was an attempt to assess the current status of library and media programs, and to provide direction for future developments. Dean Berling expressed pleasure that such interest was evident at the state administrative level and is especially appreciative of the opportunity to provide input for the future direction of media services.

MIDWEST ACADEMIC LIBRARIANS CONFERENCE

The annual Midwest Academic Librarians Conference was held at the Sunwood Inn in St. Cloud in early May. Some 200 participants from all parts of the Upper Midwest were in attendance at the three day session. Appearing on the program at the main sessions were James KLOBUCHAR of the Minneapolis Star, Daniel GORE of Macalaster, and Dr. Garry HAYS of the State University System. The program was dedicated to Dr. Luther BROWN, former Dean of Learning Resources for his many years of service to media and to St. Cloud State University.

ADMINISTRATIVE CHANGES AT SCSU

Readers ought to be aware of several changes within the administrative organization at SCSU. Dr. Lowell GILLETT, formerly Dean of Graduate Studies is now with the State University Board working with the Assistant Chancellor for Academic Affairs. Taking his place as the Acting Graduate Dean is Dr. Al SCHELSKE. Dr. Jessie HARPER, formerly with the Sociology Department is an Assistant Academic Vice-President, and Dr. Bill BUNCH is the new Dean of Fine Arts.

DISTINGUISHED ALUMNUS AWARD

Members of the media profession will be pleased to know that Dr. Margaret CHISHOLM, Vice-President for Relations and Institutional Development at the University of Washington was honored at Homecoming ceremonies at SCSU on October 15. She received the Distinguished Alumnus Award for her many achievements in both the media and education world. Dr. Chisholm, a former Dean of the Library School at the University of Maryland, co-authored

with Donald ELY the book entitled Media Personnel in Education. It is pleasing to note that a member of the media achieved such high standing among her colleagues.

UPPER MISSISSIPPI MEDIA CONFERENCE

A highly successful Upper Mississippi Media Conference was held at the Radisson South, May 4-6. A wide variety of mini-sessions directed to topics of current interest were preceded by a key-note address by Dr. Luther BROWN of St. Cloud. The concluding session on Saturday was highlighted by addresses by Peggy PFEIFFER, President of AASL, and by William F. GRADY, President of AECT. Installed as officers of the MEMO Organization were Helen STUB, President; Tony SCHULZETENBERG, President-elect; John SEE, Vice-President; Jan SORELL, Treasurer; and Barbara MARKWELL, Secretary. Lawrence SMELSER and Gladys SHEEHAN are past co-presidents of MEMO.

SUMMER GRADUATES

The following is a listing of our summer graduates: Masters-Raymond BIRR, William BRUNS, Keith GILBERTSON, Marshall JOHNSON, Mary KERNS, James LARKIN, Genevieve MEYER, Terry MILLER, Darlene MORITZ, Bruce SANNES, Gary WAY, Eloise WESTBY, Larry WIGET, Sheila WOODBECK; Specialist-from our own staff Harlan JENSEN.

FACULTY PROFESSIONAL ACTIVITIES

Mike SIMONS made a presentation on media in the classroom to the Cambridge Teachers at the fall in-service workshop.

Dennis FIELDS attended the Fourth Annual Open Education Workshop at the University of Minnesota.

Charles CAMPBELL, David RYDBERG, Tony SCHULZETENBERG, and John BERLING attended the annual fall meeting of the Minnesota Library Association at Duluth. Dr. Berling attended the Minnesota Council of Academic Library Directors meeting; Dr. Schulzetenberg was a participant on the reaction panel on Continuing Education.

In attendance at the Annual ALA meeting in Detroit in June were: John BERLING, Lawrence SMELSER, and Virginia BLASKE. Among the many faculty members at the annual AECT Conference in Miami Beach were Mike CASSIDY and Dennis FIELDS who made a presentation on Visual Literacy. Cassidy and Fields also made the same presentation at the U of W-Stout Conference in July.

Marie ELSÉN, Carl SAVAGE, Tony SCHULZETENBERG, and John BERLING took part in the Bi-annual Ruth Ersted Conference at Madden's Resort at Brainerd in September.

Tony SCHULZETENBERG, as President-elect of MEMO, and Lawrence SMELSER, as past-president of MEMO took part in the three-day MEMO Leadership Conference held at the College of St. Benedict in July. Also in attendance was John BERLING.

Dennis FIELDS, Doreen KEABLE, and Norman CLARKE continue on as members of the SCSU Faculty Association Executive Council. Tony SCHULZETENBERG served as chairperson of the Graduate Council, a Committee of the Faculty Association.

The following have received national committee assignments: Harlan JENSEN to the Accreditation Committee of AECT; Tony SCHULZETENBERG and Lawrence SMELSER to the Teacher Education Committee of AECT; John BERLING to the Library User Education Committee of ALA and the Program Committee of AECT.

Dennis FIELDS and Tony SCHULZETENBERG served as consultants on building production and audio-visual equipment at the University of Western Illinois at McComb at the invitation of Pearce Grove, Library Director.

CALENDAR OF EVENTS

| | |
|---|-------------------------|
| MEA/MFT-Mpls. | Oct. 20-21, 1977 |
| MEMO Fall Meeting-Brooklyn Park High School | Oct. 21, 1977 |
| AALS-Chicago | January, 1978 |
| ALA Mid-Winter-Chicago Luther Brown Media Educators Conference-Duluth | Jan. 22-28, 1978 |
| Post-Secondary-AVTTI-St. Cloud | Feb. 9-10, 1978 |
| AECT-Kansas City | Feb. 15, 1978 |
| MALC-Ball State | April 16-21, 1978 |
| UMMC-St. Cloud | May 11-13, 1978 |
| ALA-Chicago | May 4-6, 1978 |
| | June 25-July 1, 1978 |
| Dallas | June 24-30, 1979 |
| Educational Media and Technology Conference-Stout | July, 1978 |

STICKS AND STONES

If you think Cupid was inactive this summer (no marriages), the grapevine was even worse, especially from the student point of view.

Ginny BLASKE and husband Lee traveled extensively in France this summer and reported enjoying in immensely.

The less worldly travelers included Marie ELSÉN on a trip to the east coast and Florida; the Dennis FIELDS family to Washington, Philadelphia, and New York; Carl and Marilyn SAVAGE to Florida; and Mike and Judy SIMONS to Glacier.

Jim PEHLER is still actively involved in legislative activities. Jim, from Television Services is in his third term in the Minnesota Legislature.

Larry WIGET, of the Cleveland Public Schools is attending school at the University of Northern Colorado at Greeley where he is enrolled in a doctoral program.

HOCKERT TO RETIRE

Amelia HOCKERT, long-time secretary at SCSU and Learning Resources, retired on October 12. Amelia's retirement plans, after 37 years of service to SCSU include a trip to California in the near future. Contrary to popular belief, she will not walk that distance. That is not to say that she isn't capable of doing it, however. In her 37 years of work, Amelia may well have logged four times the distance to and from California in her daily two mile walk to work! A staff luncheon was held in her honor on October 11 and a coffee hour on October 12. We'll all have many happy thoughts about Amelia's work at SCSU; she helped many persons over some rough spots. The IM News joins staff and students alike in wishing her well.



WINTER SCHEDULE 1978

| | | | | | | |
|---------|------------------------------------|---|----------------|-----|----------------------|--------|
| 104 | Introduction to Learning Resources | 1 | Jensen, H. | 2 | 10TR | CH-126 |
| | | 2 | Blaske, V. | 2 | 6W | CH-126 |
| | | 3 | Busse, L. | 2 | 6M | CH-130 |
| 204 | Information Resources | 1 | Rotto, L. | 4 | 6T | CH-125 |
| 275 | The Media Profession | 1 | Simons, M. | 2 | 3TR | CH-125 |
| 468 | Media Methods and Materials | 1 | Schulzetenberg | 3 | 9MWRF | CH-125 |
| | | 2 | Costanzo, L. | 3 | 9-11TR | CH-134 |
| | | 3 | Schulzetenberg | 3 | 10MWRF | CH-125 |
| | | 4 | Hill, F. | 3 | 11MTRF | CH-125 |
| | | 5 | Smelser, L. | 3 | 12MTRF | CH-125 |
| | | 6 | Keable, D. | 3 | 6R | CH-125 |
| | | 7 | Smelser, L. | 3 | 6M | CH-125 |
| 471-571 | Preparation of Materials | 1 | Savage, C. | 4-3 | 6M | CH-134 |
| 473-573 | Photography in IM | 1 | Nelson, M. | 4-3 | 4R (White Bear Lake) | |
| 477-577 | Basic Reference | 1 | Daily, M. | 4-3 | 6R | CH-130 |
| 483-583 | Color Photography in IM | 1 | Nelson, M. | 4-3 | 6W | CH-130 |
| 603 | Introduction to IM | 1 | Cassidy, M. | 4 | 6W | CH-125 |
| 608 | Research Methods | 1 | Fields, D. | 3 | 6T | CH-130 |
| 616 | Television in Media II | 1 | Polesak, F. | 3 | 6T | CH-134 |
| 638 | Technical Processes II | 1 | Elsen, M. | 3 | 6R | CH-126 |
| 651 | Administration of Media II | 1 | Smelser, L. | 3 | 6W | CH-134 |
| 660 | History of IM | 1 | Schulzetenberg | 3 | 6M | CH-126 |
| 680-684 | Arranged Courses | | Berling, J. | VR | Arr. | Arr. |

TENTATIVE SPRING SCHEDULE 1978

| | | | | | | |
|---------|------------------------------------|---|----------------|-----|--------|--|
| 104 | Introduction to Learning Resources | 1 | Jensen, H. | 2 | 10TR | |
| | | 2 | Kinderski, J. | 2 | 6W | |
| | | 3 | Elsen, M. | 2 | | |
| 204 | Information Resources | 1 | Rotto, L. | 4 | 6T | |
| 468 | Media Methods and Materials | 1 | Simons, M. | 3 | 9MWRF | |
| | | 2 | Smelser, L. | 3 | 9-11TR | |
| | | 3 | Fields, D. | 3 | 10MWRF | |
| | | 4 | Schulzetenberg | 3 | 11MTRF | |
| | | 5 | Keable, D. | 3 | 11MTRF | |
| | | 6 | Costanzo, L. | 3 | 6M | |
| | | 7 | Busse, L. | 3 | 6R | |
| 472-572 | Photography for the Sciences | 1 | Nelson, M. | 4-3 | 6M | |
| 475-575 | Administration of IM | 1 | Hill, F. | 4-3 | 6T | |
| 478-578 | Technical Processes I | 1 | Hedin, B. | 4-3 | 6M | |
| 482-582 | Audio Systems | 1 | Nelson, M. | 4-3 | 6T | |
| 604 | Information Media in Society | 1 | Cassidy, M. | 3 | 6M | |
| 606 | Organization & Supervision | 1 | Schulzetenberg | 3 | 6W | |
| 618 | Motion Picture in Media I | 1 | Cassidy, M. | 3 | 6W | |
| 636 | Reference & Bibliography II | 1 | Clarke, N. | 3 | 6R | |
| 639 | Listening & Viewing Guidance | 1 | Westby, G. | 3 | 6W | |
| 644 | Information Storage & Retrieval | | Rydberg, D. | 3 | 6R | |
| 647 | Programmed Instruction | 1 | Smelser, L. | 3 | 6T | |
| 662 | Recent Trends in Media | 1 | Schulzetenberg | 3 | 6R | |
| 680-684 | Arranged Courses | | Berling, J. | VR | Arr. | |

TRIBUTE

The following was sent to Dean Luther Brown on his retirement by Ruth Moshier. Those of you who know Ruth can share in her expression of feeling as only poetry can do.

To Luther Brown

Retirement slipped upon me and brought a new life-style.
Now I can take a little nap and rest once in a while!
Of course there's still Lake Cullen and all those fish
that wait
For tender, loving hands to put them on the plate.

There is still work in the garden and my very spacious
lawn,
And maybe some remodeling for me to think upon,
I have some books I have not read, some films, and a
cassette,
And just a little stack of papers that I must look through
yet.

In some associations, my foot stays in the door
So I can choose a conference and a dinner as before,
To keep up with the progress that I have helped to start,
And meet the many persons who helped and did their part.

Maybe I should travel in the Smokies in the spring
And enjoy the quiet beauty found in everything.
The world is wide and wonderful; I have not seen quite
all.
Maybe I should wander down its back lanes in the fall.

I shall inventory all the talents I possess
And find a brand new hobby-horse to ride, I guess
Something I have wished to do and thought I wasn't able.
I'll ride it hard! I'll ride it long -- not leave it in
the stable.
It might be my salvation as I enter life's new phase
And keep me from some restlessness and bring some happy
days.

I've worked through years to be successful and to reach the
very top.
Retirement does not mean that all is over -- time to stop;
It just opens up another door and as I turn the key,
I find that other challenges await and ask the best of me.

-- Ruth Moshier
August 19, 1977

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