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## Information Media Newsletter Vol. 9 No. 1

St. Cloud State University

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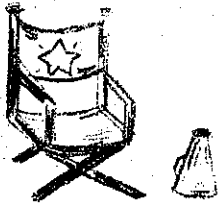
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AN INFORMATION MEDIA NEWSLETTER PUBLISHED BY THE LEARNING RESOURCES CENTER AND DEPARTMENT OF LIBRARY AND AUDIOVISUAL EDUCATION / CENTENNIAL HALL, ST. CLOUD STATE COLLEGE, ST. CLOUD, MINNESOTA 56301



## FROM THE DIRECTOR'S

### CHAIR

Recently a publication from the Southwest Iowa Learning Resources Center at Red Oak, Iowa carried an article by Ron Curtis on the need for our schools to become more aware of the impact of media on the lives of our students. With the little emphasis we place on visual literacy and the development of listening skills in today's education, this can lead to some serious difficulties unless we begin to place the same kind of emphasis on these skills as we do on reading. Curtis points out that "someday soon the definition of illiteracy will include the inability to evaluate, interpret, appreciate and understand non-print media". He also makes reference to a recent statement by Neil Postman in the March 1971 issue of *Grade Teacher* which bears repeating. Postman states: "The major effort of the school of the future will be to assist students in achieving what has been called 'multi-media literacy'. Therefore, speaking, film-making, picture-taking, television, computer-programming, listening, perhaps even music-playing, drawing, and dancing, will be completely acceptable means of expressing intellectual interest and competence. They will certainly be given weight at least equal to reading and writing, the last of which, by the way, may be learned on electric typewriters, with penmanship disappearing forever." In no way is this an attempt to minimize the value of the basic reading and writing skills as we know them today and as we teach them today; we must, however, recognize and realize the importance of developing skills in the other areas as well. Looking into the future a bit, Postman continues: "Intelligence will be defined in a new way and a student's ability to create an idea will be at least as important as his ability to classify and remember the ideas of others. Education will become a making rather than a matching or memorizing process."

Without detracting from our definition of intelligence and learning today, we would emphasize the importance once again of the other

forms of learning and expression as an integral part of intelligence. Further, we would leave you with one of Curtis' parting thoughts: "Learning is thought of too often as verbalization. We must include in our definition of intelligence the development of a skill in a medium".

## FACULTY SPOTLIGHT

### Faculty Changes and Additions

The allocation of a new Archives position for the Learning Resources Services has prompted several faculty changes and one addition. The acceptance of the Archives position by Marie EISEN prompted other internal changes as well. Dave RYDBERG accepted the position as Leader of Technical Services in an effort to take a hard look at possible automation in that area; John BERLING has accepted the position of Assistant Dean for personnel and operations; Ruth LaQUIER has accepted the position of Leader of Technical Processes (Cataloging and Classification); Doreen KEABLE has taken on the responsibility in Distribution within Public Services.

### Faculty Professional Activities

Lawrence SMELSER and Harlan JENSEN have been attending meetings of AVCAM and Higher Education Functional Interest Planning Committee meetings, the latest of which met at Hennepin AVTI on January 7, 1976.

Tony SCHULZETENBERG has been invited to serve on the Nominating Committee for the Information Systems Division (ISD) of the Association of Educational Communications Technology (AECT).

David RYDBERG has been elected the Vice-Chairman of the Library Committee of the Minnesota Educational Computer Committee (MECC). Dr. Virgil MASSMAN of the Hill Reference Library is the chairman, and Tom NICHOLS of St. John's University is secretary.

Allan FOREMAN attended the annual meeting of the National Audiovisual Association in New Orleans from January 9-15.

John BERLING, Tony SCHULZETENBERG, and Lawrence SMELSER spent the day of January 21

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evaluating the Media Program for the Cambridge Public Schools. Following the evaluation they joined Charles CAMPBELL and Harlan JENSEN at Park Center High School for a joint West Suburban AVCAM/MASL Division meeting.

Those attending the joint fall meeting of Audiovisual Communications Association of Minnesota (AVCAM) and Minnesota Association of School Librarians (MASL) at McGuire's Restaurant in North St. Paul were Jerry WESTBY, Lawrence SMELSER, Ruth LaQUIER, Marie ELSER, Tony SCHULZETENBERG, John BERLING, Dennis FIELDS, Carl SAVAGE, and Luther BROWN.

Judy KINDERSKI and Patricia WEIGEL attended the Make-A-Tape Workshop in Hibbing on Wednesday, Thursday, and Friday. (October 8-9-10).

John BERLING served on the North Central Evaluation Team for Waseca High School, November 17-18-19.

Dennis FIELDS was on the program for the annual Fall Media Institute conducted by the University of Minnesota at the Holiday Central in Minneapolis. Luther BROWN served on the Planning Committee for the Institute and attended.

Gene CAMPBELL, Marie ELSER, Ruth LaQUIER and Jerry WESTBY attended the annual "Book Week Program" at the University of Minnesota.

Luther BROWN attended the Quadrennial meeting of the Midwest Federation of Library Associations in Detroit beginning Tuesday night, September 30 through Thursday.

Luther BROWN attended the annual Association of American Library Schools Annual Conference held January 16-18 at the Palmer House in Chicago. Dr. Brown hosted a session entitled "The Library Technical Assistant--1974."

Dennis FIELDS shared in the program of the fall meeting of the Minnesota Chapters of the American Society for Information Science and Special Libraries Association. He participated in the session on "Academic Libraries" of the student "Rap Session".

The following visited Winona SU, U of W-Lacrosse, U of W-Stevens Point, and U of W-Stout relative to TV installations, etc.: George ERICKSON, Dennis FIELDS, Harlan JENSEN, Fred POLESACK, and Lawrence SMELSER.

Louis CONSTANZO, James PEHLER, James SIMONSON went to Grand Forks, North Dakota on Monday, November 10 to see Shibadan TV equipment in operation.

Louis CONSTANZO, George ERICKSON, James PEHLER, Randy EVANS, and Fred POLESACK visited Hauenstein-Burmeister Company to attend a demonstration of TV equipment on Thursday, November 13.

John BERLING, Carl SAVAGE, and Lawrence SMELSER attended the annual meeting of the Minnesota Welfare and Corrections Librarians at Brainerd on Thursday afternoon, November 13. John Berling was the featured speaker at this annual meeting.

David RYDBERG attended (Thursday and Friday) and Harlan JENSEN attended (Thursday) the fall meeting of Minnesota Library Association. Dave attended the meeting of the Library Committee of the Minnesota Educational Computer Committee (MECC) and Harlan had responsibility in assisting with recording the sessions.

Carl SAVAGE is in the program of a Community College Chautauqua sponsored by the CC Association for Instruction and Technology at Nicolet College in Rhinelander, Wisconsin on the 19 & 20 of February. The title of his address is "Retrieval Systems: Someways to Go."

Dennis FIELDS participated in a workshop entitled "Crisis Intervention in Nursing" Friday, January 23, sponsored by the Central Minnesota AHEC under the Northlands Regional Medical Program.

Gene CAMPBELL attended an in-service educational program on "Self-Incorporated" sponsored by the Minnesota State Department of Education in Minneapolis, Monday, January 26, 1976.

Carl and Marilyn SAVAGE are scheduled to participate in a workshop entitled "Beyond the Bicentennial--Expanding Opportunities for Learning" sponsored by the Robbinsdale Schools at Hennepin Technical Center--North Campus--on Saturday, March 20.

Faculty Appointments, Elections, Organizations

George O. ERICKSON has served for a number of years on the Northern Intercollegiate Conference (NIC) Athletic Board of Control. He attended one of their periodic meetings following the fall athletic season in Minneapolis.

Tony SCHULZETENBERG has been appointed to the Task Force on Administrative Support Systems as a part of the North Central Association Self-Study.

Dennis FIELDS has been elected as a representative for Special Services to the University Allocations Advisory Committee, a new committee to replace the Faculty Allocations Review Board (FARB).

George O. ERICKSON attended the "35th Biennial Council of Phi Delta Kappa" in Lexington, Kentucky, October 16-19. Accompanying him was Jack ZANDER of South Junior High School, St. Cloud Public Schools.

Several members of the LRS and Library and Audiovisual Department have been active in the Interfaculty Organization (IFO), a counter part of the school district local educational association. They report as much frustration in reaching settlement as have many school districts. Members of the Executive Committee are Dennis FIELDS, Marie ELSEN and Mike NELSON.

James PEHLER of Television Services has returned on a full-time basis to his work as a state representative. Jim is officially on leave of absence during the time he spends representing his constituents in the state legislature.

Norman CLARKE has made numerous visits to various historical societies in both the heart of the lakes region and central Minnesota in his pursuit of oral and local history materials.

The Archives Committee of the Audio Visual Communications Association of Minnesota has kept Charles "Gene" CAMPBELL on the move in his capacity as co-chairman of that group. Richard BUSSE is currently working on the technical processing activities of the archival materials.

ADVISORY COMMITTEE

NAMED

Since the inception of the Information Media program here at SCSU, many attempts have been made to gather information to help strengthen our academic program. Some of this has been carried out through the final oral conference, individual comments, group meetings, and then also by way of correspondence. In view of the plans for the revisits of North Central Association of Colleges & Secondary Schools (NCS), the National Commission of Accreditation of Teacher Education (NCATE), and the State Department of Education in the spring of 1977, it seems appropriate and advisable to form an official advisory committee. Efforts have been made to invite individuals who represent several levels and areas of interest, and who may be able to contribute to the improvement of our graduate programs on the certificate, masters (M.S.) and specialist (Ed.S.) degree levels. If you feel that you have some vital input, please contact any of the following members of the committee: Dr. Norman J. BUSSE, Ms. Shirley J. CHRISTENSON, Mrs. Gayle COLLINS, Mr. John M. LINDNER, Mr. Jack R. LOSS, Mrs. Jean PETERSON, Mrs. Shari PRETZER, Mrs. Mary L. RASMUSSEN, Dr. Donald W. RAUTIO, and Mr. Earl "Hummer" E. SCHRAMM.

MINNESOTA COUNTY FAIR

PROJECT



Those of you who attended last year's Upper Mississippi Media Conference in St. Paul will remember Mike BUCK's masterpiece on Hawaii. Now Mike along with Joe LANDC has produce a Bi-Centennial multi-screen slide-sound production entitled "Minnesota County Fair" and in every sense of the word it is a superior production. In the words of the producers, "our presentation of Minnesota County Fair" was produced as a creative symbol in America's Bi-Centennial as well as a tribute to the state of Minnesota. Scenes from the production were photographed at fourteen county fairs, ranging geographically from Rochester to

Hibbing, and from Garden City to Sauk Centre." It's a thirty-one minute program with approximately 670 slides and much live recording. Anyone interested in the production can contact Mike BUCK at Park Center Senior High, 7300 Brooklyn Blvd., Brooklyn Park, MN 55443.

OF AND ABOUT STUDENTS



AND GRADUATES

AVCAM/MASL

MERGER PLAN

Helen STUB and Tom TRIPET of the Task Force for cooperation between AVCAM and MASL presented for approval a time table for a proposed merger to the executive board of both groups at a meeting on January 16, 1976. The plan would create a new organization and dissolve the present two organizations. The following is a timetable which would accomplish the merger, while allowing the membership of both groups to express their wishes through the progression:

- Feb. 11-27 Survey the membership of each organization to obtain opinion as to whether they want to merge the two organizations and recommendations.
- March 10-31 If the membership of each organization favors merger, a committee appointed by the boards of AVCAM and MASL will formulate a working draft of a new constitution.
- April-May Regional reviews of the working draft of the constitution with reports on recommended revisions sent to the constitution committee.
- May 5 Recommendations for appropriate action by the Delegate Assembly.
- Early Aug. The M.I. Smith Conference will be a joint conference for AVCAM and MASL devoted to finalizing the constitution and developing details for plans and procedures needed to form the new organization.
- October Meeting in the morning of one day to ratify the new constitution and later in the day to dissolve the AVCAM and MASL organizations.

If the necessary steps were taken at each point the merged organization would come into existence at the October 1976 meeting date.

Kathy WINGEN, with a B.A. in sociology and a minor in library science (media) has written a booklet detailing the work of the St. Cloud Area Council for the handicapped. The booklet depicts what the St. Cloud Council has been striving to do to help make St. Cloud a better place for the handicapped. Recently Kathy was chosen as the outstanding officer for 1974-75 at the Minnesota state meeting. Kathy also serves on a state commission for the DFL, representing the handicapped in the St. Cloud area.

John M. LINDNER, Director of Learning Resources, University of Minnesota-Waseca, has been elected to the city council of Waseca. He has also been named the Outstanding Young Man of the Year in Waseca, and is a nominee for one of the "Ten Outstanding Young Men" of Minnesota by the Jaycees.

Maria Teresa DAWSON has accepted a position as head of the media center at the nursing school at the College of St. Scholastica beginning last September.

A. William FREDELL, media supervisor, Mariner High School, White Bear Lake, has been secretary-treasurer of the Minnesota Video-media Society.

Dr. Donald RAUTIO, Robbinsdale Public Schools, has been appointed by Gov. Wendell Anderson to the Minnesota Environmental Board.

Those of you that were fortunate enough to hear Pat CHRISTENSON of the St. Cloud Public Library speak on children and television viewing know what a superb job she did as a guest on WJON's "Focus 45" program.

Gary GERMUNDSON of Apollo High School has been invited to participate in a television in-service workshop at Cambridge Junior High School on the 26th of February.

UPPER MISSISSIPPI

MEDIA CONFERENCE

Dr. Howard HITCHENS, Executive Director of the Association for Educational Communication and Technology (AECT) will be the keynote speaker at the first general session of the Upper Mississippi Media Conference for 1976 which will be held in the Germain Hotel in St. Cloud on May 5, 6 and 7. The theme for the conference is "Spirit of 76: Merger". Included as part of the conference will be speeches, mini-sessions, commercial exhibits, tours, hospitality hour, business meetings, and a new feature a "Fun Night" which will include a talk by Bob Lurtsema, a barber shop quartet and a dance band til midnight.

If you are a member of AVCAM and MASL, you will be receiving registration information, if not then you may write and request registration materials. Hope to see you there!

VISITORS TO SCSU

LEARNING RESOURCES CENTER

The members of the Educational Media Council of the University of Minnesota-Duluth visited with various staff members and toured the facilities in Centennial Hall. During their visits on January 20 and 27 they focused their attention on the instructional program in the Department of Library and Audiovisual Education and the service program of Learning Resources Services.

Bob MILLER of the Educational Media Unit of the State Department of Education spent an early winter day at St. Cloud State to acquaint himself with the instructional program, the personnel, and the service program of the entire media program.

MEDIA EDUCATION CONFERENCE III

ANNOUNCED

The Media Education Conference III has been scheduled for March 11-12, 1976 at Mankato State University. Earl C. JOSEPH, Futurist with UNIVAC will be the keynote speaker. According to Dr. Frank BIRMINGHAM, conference coordinator, the theme of the conference will deal with the media curriculum of the future. Dr. Luther BROWN served on the planning committee for the conference. Attendance at the conference is by invitation. Media educators from the various public and private institutions are invited to represent the media educators group; invitations are also sent to graduates of the various institutions to provide input from members in the field. Each conference, beginning with the first held in St. Cloud and the second in Moorhead, tries to deal with problems and trends in media education with an emphasis on inter-school cooperation in the educational programs.

AECT CHARTER FLIGHT

TO ANAHEIM



The annual SCSU sponsored charter flight, under the direction of Dr. Carl SAVAGE, will leave Minneapolis on March 27 at 11:00 a.m. and return from Anaheim at 10:22 on April 3. Hotel reservations close to the AECT Convention site have been verified and optional trips and tours are available. Cost of the basic package, including flight, lodging, and transportation to hotel is \$315.00 per person. Contact Dr. Carl Savage for further information and registration forms.

TIM TOUR IN

PLANNING STAGES

The fourth annual Touring Information Media (TIM) Tour is in the planning stages and information will be coming your way shortly so those who desire to take the tour and attend the annual ALA Convention in Chicago

may begin making plans. The tour will include places of educational interest in states easily within reach from Chicago. The tour will be of two weeks duration, beginning July 11 and ending upon return to St. Cloud on July 24. more information can be obtained by contacting Dr. Tony Schulzetenberg, Tour Director.

#### COURSES OF INTEREST TO

##### MEDIA SPECIALISTS

The Department of Library and Audiovisual Education is still open to suggestions from persons out in the field who would like to see media courses for teachers offered on a district or regional basis. Currently two such courses are being offered--one in Alexandria by Dr. Carl SAVAGE and one at Anoka-Ramsey Community College by Dr. Dennis FIELDS. A district media course for administrators and other in-service types of programs will also be considered provided enough persons in an area express interest.

##### NEW COURSES

Your attention is directed to four "short" courses offered by the Department of Library and Audiovisual Education during the two summer sessions, 1976. Persons who have not taken courses for some time might find it refreshing and challenging to return for one of them. Contemporary Materials (June 14-25) is designed as an update of trends and problems involved as we work with all formats of contemporary materials; The Media Person and Local History (June 28-July 8) will concentrate on such items as oral history, collecting local history items, identifying items of local interest, genealogy, etc.; Acquisitions and Maintenance of Equipment (July 13-23) will attempt to acquaint practicing media personnel with new equipment, preventive maintenance, minor repairs, etc.; and Government Documents (July 26-August 12) will provide information on ordering, processing, maintaining, and circulating publication by the Government Printing Office.

#### Spring Quarter Offerings of Interest

IM 573 Photography 4:15R North Hennepin  
ELED 660 Elementary Curriculum 6R EB-111  
EdAD 674 Educational Administration:Overview  
6W Alexandria - This course may also be offered on campus. You may inquire at the Educational Administration office by writing or calling 255-2160.

#### STICKS AND

##### STONES



Mr. and Mrs. Michael KEABLE are the proud parents of a new baby daughter, Allison Rachel born on October 17, 1975. Doreen is presently on our staff and will be working in Distribution in Public Services.

Ruth MOSHIER, after spending considerable time in the St. Cloud Hospital last fall, is back in good health and good humor. Many of her former colleagues and students enjoyed visiting with her at the Annual St. Cloud Media Party held at the American Legion at Christmas time.

Mr. and Mrs. Charles "Gene" CAMPBELL completed 25 years of married life on January 26. Happy Anniversary, Gene and Willa!

#### INTERESTED IN POSITION

##### CHANGES

While prospective employers are not exactly beating a path to our door, we do get some requests from institutions seeking candidates for one job or another. If you are at all interested in seeking a new position, contact Dr. SMELSER in the Department of Library and Audiovisual Education since most requests are channeled through his office. Like wise, if your school district is seeking candidates for a vacancy, please let us know. We do try to keep an updated list of vacancies on the bulletin board adjoining the main office in the Advising and Instruction Division area.



CALENDAR OF EVENTS

AECT--Anaheim--March 28-April 2

Library Applications of Data Processing--  
U of Illinois--April 25-28

AVCAM/MASL Upper Mississippi Media Con-  
ference--St. Cloud--May 5-7

ALA--July 18-23--Chicago

NAEB--Chicago--November 14-18

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Department of Library & Audiovisual Education  
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Area 3, 4, 6 Media Conference--Alexandria--  
February 25--Holiday Inn

ALA--Detroit--Summer, 1977

AECT--Miami--Spring, 1977