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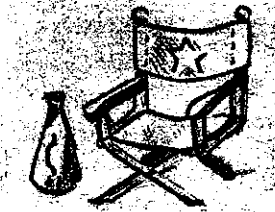
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An Information Media Newsletter published by the Learning Resources Center and Department of Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301

FROM THE DIRECTORS CHAIR



There is a tendency, as the new year enters adolescence and as winter approaches, for educators to become somewhat complacent as to activity in professional organizations; or if not completely complacent, to shrug off responsibilities and let a small minority assume the leadership role. In the media field we have been instrumental at the grass roots level to effect changes that have provided the impetus for organizational change and development. If we truly believe that the professional organization exists for the improvement of the profession and for the betterment of the individual member, then let's keep moving forward to make our meetings worthwhile and meaningful for our entire spectrum of members. If our state organizations are in fact moving toward merger, let's provide leadership through participation at the regional level on a regular basis. In those regions, which for all practical purposes, have already merged, let's continue to provide our representatives with encouragement and help in fostering cooperative efforts to provide all media personnel with an organization that not only meets their needs but also one which all can be proud.

SCSC BECOMES SCSU

NOTE: St. Cloud State College became St. Cloud State University officially on August 1, 1975, after the name change has been authorized by the Minnesota State Legislature. During the more than one hundred years of its existence, St. Cloud State University has undergone the following name changes: St. Cloud State Normal School, St. Cloud State Teachers College, St. Cloud State College, and now St. Cloud State University. Along with the change, the School of Education has become the College of Education of which the Department of Library and Audiovisual Education is one department.

FACULTY SPOTLIGHT



Faculty Changes and Additions

Changes of responsibility for the 1975-76 academic year include the following: Fred G. POLESACK is leader for television Services Division; Dennis C. FIELDS is leader for Production Services Division; Carl C. SAVAGE and Tony SCHULZETENBERG are in the Advising and Instruction Division; Patricia A. WEIGEL has shifted from Acquisitions Section to Technical Processes Section and Dae C. LEE from Technical Processes Section to Acquisitions Section in the Technical Services Division; Norman F. CLARKE has accepted the Local and Minnesota History responsibility replacing Tony SCHULZETENBERG; and Ford C. JENSEN has accepted the Circulation Section responsibility on the Reference Team. John G. BERLING, previously on our staff for one year and several summer sessions, has rejoined the faculty and is to assist with Distribution.

Michael F. CASSIDY, M.A., University of California, and Doreen M. KEABLE, B.S. and M.S., St. Cloud State University, were employed on a short-term basis last year and have been reemployed on a regular basis this year in Learning Resources Services and Library & Audiovisual Education. Louis C. CONSTANZO, B.S., University of Wisconsin--Whitewater, M.S., University of Wisconsin--LaCrosse, from the New Berlin, Wisconsin Public Schools has been employed for the year.

Assistants returning from last year are Phyllis LaCROIX and Murl RINKENBERGER. Margery ERICKSEN of Eveleth, Luther ROTTO, St. Cloud, and Sharon SCHNEIDER, St. Cloud, begin the year as assistants.

Charles E. "Gene" CAMPBELL took the place of Michael B. WINTER in the Campus School Learning Resources Services last year.

Faculty Workshops and Seminars

Dennis C. FIELDS served as pre-school workshop consultant for the Bloomington Public Schools at Bloomington, Minnesota, on August 26. The topic of his presentations dealt with instructional development and design.

John BERLING, Lawrence SMELSER, and Harlan JENSEN conducted a workshop for the Control Data Corporation in Arden Hills for selected representatives from the country of Iran in late August.

Tony SCHULZETENBERG conducted a graduate seminar this summer for elementary principals at the Zachery Lane Elementary School in Robbinsdale. Fourteen Robbinsdale principals and instructional assistants were in attendance for the workshop dealing with the administrators' responsibilities in media program development. He also served as a consultant at a pre-school workshop for Robbinsdale secondary school principals on August 6 dealing with the same topic.

Dennis FIELDS served as one of the core of instructors in a one-credit extension course for Nursing Education. The course was arranged through the Central Minnesota Area Health Consortium and was held at Detroit Lakes on September 12-13. His primary topics were in the area of instructional development and in media as related to learning and teaching.

Faculty Professional Activities

Participants from the Learning Resources Services and Library & Audiovisual Education who attended the annual "M.I. Smith Leadership Conference" at Winona were: Luther BROWN, Lawrence SMELSER, Carl SAVAGE, George ERICKSON, and Tony SCHULZETENBERG.

Attending the MASL Biennial "Ruth Ersted Fall Conference" held at Madden's Resort at Brainerd in September were: Luther BROWN, Tony SCHULZETENBERG, Lawrence SMELSER, Dennis FIELDS, John BERLING, and Carl SAVAGE.

John BERLING, Luther BROWN, Dennis FIELDS, and Mike NELSON attended the annual Learning Resources Conference at the University of Wisconsin-Stout in July.

Those attending the annual meeting of the American Library Association in San Francisco were: Virginia S. BLASKE, Luther BROWN, Marie K. ELSEN, Raymond C. RAMQUIST, Lawrence B. SMELSER, and Patricia A. WEIGEL.

Norman F. CLARKE was the speaker at the Crosslake Historical Society meeting in August. He also attended the Northstar Chapter Meeting of the National Railway Historical Society in St. Paul.

Faculty Members Participate on Accreditation Teams

Members of the faculty have been active as participants on various accreditation teams evaluating media programs at the secondary and higher education levels. Luther BROWN was on the team that visited Indiana State University at Indiana, Pennsylvania; Ray RAMQUIST was on the media team at Wisconsin State University-Plattesville, Wisconsin; Tony SCHULZETENBERG served on teams visiting Mora Senior High School and the St. Paul Public High Schools; and Lawrence SMELSER will serve on a team which is to visit Mount Marty College, Yankton, South Dakota, during the first week of November.

Faculty Appointments and Elections

David RYDBERG is a member of the Nominating Committee of the Technical Services Division and also of the Travel Committee of the Minnesota Library Association (MLA). He also participates in the MINITEX meetings as a member of the Minnesota Educational Computer Commission (MECC).

Tony SCHULZETENBERG has been appointed to a Library "Futures" Task Force by Barbara Hughes, President of the Minnesota Library Association (MLA).

A listing of the members of the College Senate and other elements of governance indicate that Marie ELSEN is a member of the Faculty Assembly and a member of the External Studies Committee; Charles E. CAMPBELL is a member of the Faculty Assembly; George O. ERICKSON is a member of the Intercollegiate Athletic Committee as a Board of Control Member; and Harlan J. JENSEN and Lawrence SMELSER are members of the Sabbatical Leave Advisory Committee.

George O. ERICKSON, Assistant Professor is chairman of the Athletic Conference of which St. Cloud State University is a member.

Lawrence SMELSER has been elected Vice-President/President-Elect of the Audio Visual Communications Association of Minnesota. He will succeed President Jack LOSS of Richfield following the Upper Mississippi Media Conference to be held in the spring of 1976.

Charles "Gene" CAMPBELL is co-chairman of the Archives Committee of the Audio Visual Communications Association of Minnesota (AVCAM).

WEDDING BELLS



Cupid has once again displayed that love plays little attention to age or rank. Carl SAVAGE and Murl RINKENBERGER marched down the aisle with new brides during the course of the summer as did Lynn CHERRIER of the State Media Unit. Carl, who is a professor on the faculty, exchanged vows with Marilyn SAKO of the Robbinsdale Public School on July 13; and Murl, a faculty assistant, was united in marriage with Sheree KEELEY shortly before the beginning of the school year. Lynn, in his quiet and unobtrusive manner, took as his wife a petite Wisconsin friend named Katherine, a long time friend and former home economics teacher at Rhinelander, Wisconsin.

POSITION CHANGES

Constance BRADOVICH, who was formerly at Becker in the senior high, and Gayle COLLINS formerly at Tabb Elementary in Williamsburg, Virginia, have both accepted positions with the Bloomington Public Schools as junior high media generalists for the 1975-76 school year.

Robert STRACK who spent several years at the Litchfield Public Schools is now Director of Curriculum, Public School System, Stevens Point, Wisconsin.

Dennis ALLMON, who is Director of Media Services at Mukwonago, Wisconsin, Public Schools was on the program for two days at the Annual Learning Resources Conference, University of Wisconsin-Stout this summer.

Gary SIVERTSEN, who was Director of Media at the AVTI, White Bear Lake, is now Director of Media Services at Ft. Steilacoom Community College, Tacoma, Washington.

Gary O. GERMUNDSON, who has been a member of the Media Staff at Apollo High School, St. Cloud, is now the Director of Media for Apollo High School succeeding John G. BERLING.

Thomas MILLER, formerly of the Bemidji State University has accepted employment on the Media Staff, Apollo High School, St. Cloud.

Bruce HOUGH, formerly of the Bemidji State University is the Director of Media. Creighton University, Omaha, Nebraska.

Duane RADEKE has accepted the additional duties as Director of the UHF Television Project, a federally funded program involving area public and private schools at all levels and other area institutions. His assistant as Media Director for the St. Cloud Public Schools is Carol RUPP, formerly at Washington and Garfield Elementary.

Congratulations go to Gladys SHEEHAN. She was appointed the Director of Media Services for the Minneapolis Public Schools. She was formerly at Central High in Minneapolis.

James KLEIN, who was formerly Director of Audiovisual Education, Bemidji Public Schools, is now the Director of Media Services, Public Schools, Appleton, Wisconsin.

Karen HARWOOD takes June SMITH's place as Head, Library Science Department, at the College of St. Catherine. Best wishes go to her and her colleagues, Edith KROMER and John LANGE.

Raymond C. RAMQUIST, who was formerly on the faculty of Learning Resources Services and Library & Audiovisual Education is now the Chairman of the Department of Library Science and Educational Media, Madison College, Harrisonburg, Virginia.

Michael B. WINTER, who was formerly on the faculty of Learning Resources Services and Library & Audiovisual Education, St. Cloud State University is now the Director, Learning Resources Services, Western Seminary, Portland, Oregon.

Larry CASTLEMAN has accepted a position in a California Public School System as Director of Media Services. He was formerly in the Alexandria Public Schools.

Charles DROUBIE, who completed the Specialist Degree (Ed.S.) and had been in Media Services in the West St. Paul Public Schools for a number of years, has left the education field and is now a business man in St. Paul.

NCATE ACCREDITATION VISIT SCHEDULED

In preparation for the Accreditation Visit of the North Central Association of Colleges and Secondary Schools (scheduled for Spring, 1977) the Department of Library & Audiovisual Education, College of Education, St. Cloud State University, engaged in the Self-Study with a consultant during the past academic year. The consultant was Dr. Wesley C. MEIERHENRY, University of Nebraska. The Accreditation Visit of the National Council of Accreditation for Teacher Education is expected to be made during the Spring of 1977 also. The College of Education is also engaged in preparation for this visit.

STATE DEPARTMENT APPOINTMENTS

We welcome Dr. Robert H. MILLER, Supervisor of Educational Media, State Department of Education, to Minnesota. He comes to us from Florida.

We welcome Mr. William ASP back to Minnesota as Director of the Office of Public Libraries, State Department of Education. Mr. Asp is a graduate of the University of Minnesota and was the Director of the Regional Library at Cambridge before he went to the Library School faculty of the University of Iowa.

DOCTORAL DEGREES AWARDED



Compliments are in order for the following former students of various media programs at St. Cloud State University:

John G. BERLING, former Director of Media, Apollo High School, St. Cloud has completed his Doctor of Philosophy Degree at the University of Nebraska and has returned to the faculty of Learning Resources Services and Library & Audiovisual Education at St. Cloud State University.

Norman L. BUSSE, Minneapolis Public Schools has earned a Doctor of Philosophy Degree at the University of Nebraska.

Donald RAUTIO of the Robbinsdale Public Schools completed his doctorate at the University of South Dakota at the end of the spring term and was back on the job during the summer.

GRADUATE SCHOOL CHANGES

Some temporary reassignments have resulted in personnel changes in the Graduate Office that may be of significance to graduate students. Lowell (Ted) GILLETT has been appointed acting Vice-President for Academic Affairs until the appointment of a new vice-president has been made. Vern LUDEMAN will be the new acting Dean of Graduate Studies and Shirley SCHRADER acting Assistant Dean until Dr. Gillett returns from his temporary assignment.

Graduate students might take note of the fact that the following places have been designated as centers where students may take graduate credit and have it considered as "on-campus" credit on their programs: Anoka-Ramsey Community College, Alexandria Area Vocational Technical Institute, Brainerd Community College, Lakewood Community College (White Bear Lake), North Hennepin Community College (Brooklyn Center), and Willmar Community College.

RETIREMENTS

We salute Jane STREBEL as Library Consultant, Minneapolis Public Schools; Hannis SMITH, Director of OPLIC, State Department of Education; and Mrs. Hannis (June) SMITH, Head, Library Science Department, College of St. Catherine, in attaining their retirement. We extend thanks for their contribution and wish them well in their retirement.

PROFESSIONAL ORGANIZATIONS

Jack R. LOSS, Director of Media Services, Richfield Public Schools, has been President-Elect for Audiovisual Communications Associations of Minnesota where he was program chairman for the Upper Mississippi Media Conference last spring. After he became President of AVCAM in the spring, he was responsible for the "M.I. Smith Leadership Conference" held at Winona (Tau Center) in late August.

The Upper Mississippi Media Conference will be held in St. Cloud on May 5-7, 1976. The Planning Committee for this conference includes Gary GERMUNDSON, Harlan JENSEN, Wayne SCHOEFTER, Sheri PRETZER, Jan SORELL, and Lawrence SMELSER. If you have any ideas or suggestions concerning the program, etc., please send them to one of the members of the committee. Lawrence SMELSER is the Vice-President/President-Elect of AVCAM and is responsible for planning the UMMC.

PROFESSIONAL ORGANIZATIONS
MEET

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AVCAM
S
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The 18th Annual M.I. Smith Leadership Conference was held at Winona (Tau Center) on August 20-22. As indicated in the letter from President Jack LOSS to all participants, the conference was consistent with the pattern of dealing with ideas and directions of AVCAM for this and forthcoming years. Specifically, the conference dealt with and studied the recommendations for merger of AVCAM and MASL, the organizational relation to new "Media Guidelines", increased communication among members, and with the legislative needs of media in education. One of the highlights of the conference was the address by Bob LINDEMEYER, President of the Iowa Media Association. Informal sessions were Dr. Bob MILLER of the State Department. It was interesting to note that all but three of the participants were members of both MASL and AVCAM.

The biennial MASL fall conference, now known as the Ruth Ersted Workshop, was held at Mad-den's Resort on September 19-21. The theme of the conference was "Influencing Change" and its purpose was to provide a variety of

opportunities for media professionals, at all levels of school organization, to acquire new insights and skills for functioning as a change agent. Dave MONA, Director of Corporate Public Relations of International Multifoods Corporation was the Friday speaker; Maxine STEVENSON, Director of Learning Resources, Alton Community Unit School District of Alton, Illinois, was the speaker on Saturday evening. A very impressive aspect of the conference was the very relevant and broad spectrum of mini-sessions throughout the three day session. Attention was also given to a report on the progress of the merger committee and on the second draft of the Minnesota Media Standards.

It was interesting to note the enthusiasm generated by participants and leaders at these two conferences for merger of AVCAM and MASL. Hopefully with this will come a media organization that incorporates the direction of school media programs, the direction of state department administration, and the direction of the standards at all levels. AVCAM President Jack LOSS and MASL President Kay BRINKMAN, along with other officers and board directors, are to be commended for their response to activity at the grass roots level.

COURSES OF INTEREST TO MEDIA SPECIALIST

Several courses that have been offered by the Department of Library and Audiovisual Education may be of interest to Media Specialists out in the field. A course entitled IM 683: Media for Teachers has been offered for Richfield, Robbinsdale, and Willmar teachers and has received an enthusiastic response from teachers and media specialist alike in those schools. The same course will be offered at both Anoka-Ramsey and Alexandria during the winter quarter, and another is being proposed by the Robbinsdale Elementary personnel for spring quarter.

Another successful course entitled IM 683: Media for Administrators was offered for the Robbinsdale Elementary principals and instructional assistants during the first summer session.

Both of these courses offer much in the way of improved media usage in classroom instruction and student learning. The department is open to setting up these courses for any district interested, or for any combination of districts where that may be more feasible or necessary. Please contact the Department Chairman if you have any interest in initiating plans for either of these classes.

STICKS AND STONES



Dr. Lawrence B. SMELSER, Professor, is to be congratulated since he survived becoming a grandfather recently.

Carl SAVAGE is teaching the graduate course in Preparation of Media at Duluth on Fridays and Saturdays for five weeks.

Mr. Lyle CULLEN of Prahram College of Advanced Education, Prahram, Australia visited Learning Resources Services and Department of Library & Audiovisual Education in early September.

Dr. Carl WROTENBERG, Texas A & I University, Corpus Christi, visited us and toured the LRC on October 1-2.

Judy F. KINDERSKI spent the summer touring in England, Germany, Poland, Russia, and Greece. She reports that Poland was the highlight of her trip; however, it is good to be an American and to be back home.

Dennis FIELDS has finally had to relinquish his title as the person who gets the most out of the golf course. At the annual Century Classic, both Carl SAVAGE and Lawrence SMELSER got in many, many more strokes. Word has it that Lawrence finally did complete the round!

SPECIALIST DEGREE NEWS

Seven persons have completed all requirements for the Specialist Degree and have been granted their degrees. These seven are: Jack LOSS, Richfield; Duane RADEKE, St. Cloud; Charles DROUBIE, West St. Paul; Robin CRUMB, West St. Paul; Bob JASPERSON, St. Paul; Robert SHAGER, St. Paul; and Tom KLAUSLER, Burnsville. Out of the thirty-eight students currently enrolled in the program, many are in the project stage and near completion of the degree. New applicants admitted to the program over the past year are the following: Mavis LEE, Michael WINTER, and Pat MURPHY.

SUMMER TIM TOUR SMASHING SUCCESS

The third annual Touring Information Media (TIM) Tour, sponsored by the Department of Library and Audiovisual Education at St. Cloud State University maintained its reputation as one of the innovative features

Winter 1975 Schedule

INFORMATION MEDIA (IM) (DEPT. OF LIBRARY AND A-V ED)				
104 Intro. to Learning Resources	1 Jensen, H.	2	9TR	CH-126
	2 Berling, J.	2	6W	CH-126
204 Info. Resources in Society	1 Jensen, F.	4	1MWRF	CH-130
	2 Daily, M.	4	6T	CH-125
275 The Media Profession	1 Weigel, P.	2	3TR	CH-125
468 Media Materials and Methods	1 Lee, D.	3	9MWRF	CH-125
	2 Clark, N.	3	9-11TR	CH-134
	3 Schulzetenberg	3	10MWRF	CH-125
	4 Fields, D.	3	11MTRF	CH-134
	5 Nelson, M.	3	12MTRF	CH-134
	6 Westby, J.	3	1-3TR	CH-130
	7 Kinderski, J.	3	3MTWR	CH-134
	8 Cassidy, M.	3	6M	CH-125
471 Preparation of Materials	1 Savage, C.	4	6M	CH-134
475 Administration of IM	1 Schulzetenberg	4	6T	CH-126
477 Basic Reference in Media	1 Westby, J.	4	6W	CH-130
481 Reading, Listening & Viewing Guidance	1 LaQuier, R.	4	10MWRF	CH-130
571 Preparation of Materials	1 Savage, C.	3	6M	CH-134
575 Administration of IM	1 Schulzetenberg	3	6T	CH-126
577 Basic Reference in Media	1 Westby, J.	3	6W	CH-130
606 Organization & Supervision	Schulzetenberg	3	6R	CH-125
616 Media Production II	1 Savage, C.	3	6T	CH-134
638 Technical Processes II	1 Elsen, M.	3	6R	CH-126
639 Listening & Viewing Guid.	1 Busse, D.	3	6M	CH-130
644 Information Storage & Ret.	1 Rydberg, D.	3	6T	CH-130
651 Media Organization & Adm.	1 Smelser, L.	3	6W	CH-134
680 Internship in IM	1 Brown, L.	2-12	Arr.	Arr.
681 Readings in IM	1 Brown, L.	3	Arr.	Arr.
682 Research in IM	1 Brown, L.	3	Arr.	Arr.
683 Seminar in IM	1 Brown, L.	2-8	Arr.	Arr.
684 Field Study in IM	1 Brown, L.	3	Arr.	Arr.

OFF-CAMPUS

475 Administration of IM	51 Smelser, L.	4	4M	Lakewood
575 Administration of IM	51 Smelser, L.	3	4M	(White Bear Lake)
683 Seminar: Media for Teachers	Savage, C.	4	4M	Alexandria
683 Seminar: Media for Teachers	Fields, D.	4	4M	Anoka-Ramsey

Tentative Spring 1976 Schedule

IM 104, 204, 275, 468, 471, 477, 478, 571, 577, 578, 603, 604, 608, 612, 618, 636, 647, 662, 680, 681, 682, 683, and 684.

of the departmental programs. Under the direction of Dr. Ray Ramquist, thirty participants either left from Minneapolis or met in San Francisco for a series of visits to various outstanding media centers and facilities in California. The first portion of the tour included attendance at the annual ALA meeting in San Francisco. From there the group left by bus for points as far south as Los Angeles. A pleasant mixture of learning, fun, and camaradie made for a highly successful trip. The following poem, written by one of the participants sums it up best!

TO RAY!

The readings are lettered
 With subheadings "B"
 For articles delightful with recency.

We're challenged to check-out
 (tho it's terribly late)
 And our eyes - oh so tired
 Are our end of tour fate!

A traveling prof? Oh so rare
 We hear him read schedules with care
 Our Ray's an exception
 TIM Tour's his conception
 We learn and we love it, So there!

CONVENTION DATES

AVCAM & MASL (Region 6)	Nov. 6, 1975
MLA; Thunderbird Motel	Nov. 13-14, 1975
NAEB: Sheraton Park Hotel, Washington D.C.	Nov. 16-19, 1975
AALS; Palmer House, Chicago	Jan. 16-18, 1976
ALA Midwinter; Chicago	Jan. 18-24, 1976
AECT; Anaheim, California	March 28- April 2, 1976
Library Applications of Data Processing; U of Illinois	Apr. 25-28, 1976
AVCAM/MASL Upper Mississippi Media Conference; St. Cloud	May 5-7, 1976
ALA Summer; Chicago	July 18-24, 1976
NAEB; Conrad Hilton, Chicago	Nov. 14-17, 1976

NOTIFICATION OF CHANGES

If you have changed positions, moved, or have a change of title, phone, etc., please contact your advisor or the Instructional Services office by calling or writing: IM Newsletter Editor, Instructional Services, Department of Library and Audiovisual Education, St. Cloud State University, St. Cloud, MN 56301; Phone: 612--255-2062. Your cooperation in this matter will be greatly appreciated.

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