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## Information Media Newsletter Vol. 4 No. 2

St. Cloud State University

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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



SOMETHING TO

THINK ABOUT



MINATURIZED

The philosophy of a unified program of audiovisual and printed services and resources in the individual school is one that has continuously grown and strengthened in the last thirty years. This fusion of media resources and services provides optimum service for students and teachers. Many schools now have unified media programs. For those others that have separate audiovisual departments and school libraries, it is recommended that, wherever possible, these services be combined, administratively and organizationally, to form a unified media program.

In spite of these impressive words from the 1969 Standards for School Media Programs, I wonder how committed most of us are to the media concept. We speak rather glibly of "media marriages" but "separate maintenance" is still the budgetary designation. Our current state standards remain separate Library and A-V standards. At the present time the two state media organizations, MASL and AVCAM, are drafting new Minnesota state standards for their respective professions. Is it too much to hope that the result will be Minnesota media standards arrived at by two professional organizations working together to implement a true media concept? Would it be taxing our imaginations too much to hope that in the not too distant future there will be one single media organization not on the state, but on the national level. It's something to think about . . . .

-Jean Peterson-

We have added a new item to our collection of note to all. On microform we have added more than 19,000 volumes of the Microbook Library of American Civilization which covers all aspects of American life and literature from their beginnings to the outbreak of World War I. The microbook library is in an ultra microfiche form and we have special readers to view the material. The collection is completely indexed and is housed in the Periodicals Section on the third floor.

Speaking of microforms, Learning Resources in the future will no longer hard-bind back issues of periodicals. All periodicals that we now receive will be kept in the current issue section. When it comes time to bind a year's or six month's of periodicals, they will be hard-bound if not available on microfilm will be removed from the collection and a microfilm will be put in its place. This decision was made based on future space limitations.

## SUPER "SUPERS"

The St. Cloud "Experimental Certificate Program" for the Media Supervisor wound to its close this summer with the awarding of twenty-one more certificates. Those getting their Media Supervisor certificates this summer were: David Christenson, Earl Dornfeld, Rosamond Doty, Douglas Dunlop, Margaret Garske, John Groven, William Hachey, David Holman, Loretta Kimblin, Mary Meyer, Anne Modin, Dwight Niles, Theodore Pemberton, Stewart Peterson, Edward Schneider, Louis Senta, William Shragg, Helen Stub, Louise

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Main body of extremely faint, illegible text, possibly a list or a series of short paragraphs.

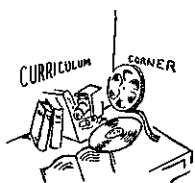
Thompson, James Twait, and Laurane Wold. Duane Radeke and Richard Ledin will complete their requirements fall quarter.

### TOPS ALL

Fifteen students graduated this summer with Masters Degrees in Information Media. Along with the fourteen who graduated in the fall, winter, and spring, 1971-72, there was a total of twenty-nine graduates from the Information Media program for the 1971-72 academic year. This figure topped all other departments on campus granting the Masters Degree during the same time period. From 1967-68 when eight graduated, to 1971-72, ninety-one students have received their Masters Degrees in IM.

### MORE SPECIALISTS

The total number of students actively working toward the Specialist Degree is now twenty-seven with the following people who took the Specialist Degree Seminar this summer: Shirley Christenson, Robin Crumb, Earl Dornfeld, Thomas Klausler, Paul Kulas, Michael Mack, Donald Nelson, Louis Senta, Robert Shager, and Robert Smith.



### NEW COURSE

In the winter quarter IM 615 Media Production I will be offered. This course will cover advanced production techniques in transparency making, silk screen, air brush, lettering, and publication layout. Visual literacy, design, and perception will be important elements of the studies. Students will be expected to work independently on an advanced project involving the principles of this course as they apply to a visual message.

### WINTER SCHEDULE

IM 603	Introduction to IM	6M
IM 604	IM in Society	6M
IM 606	Organization & Supervision	6T
IM 608	Research Methods	6W
IM 611	Preparation of IM Materials	6Th
IM 615	Media Production I	6T
IM 630	Selection & Evaluation of IM Materials	6Th
IM 636	Advanced Bibliography and Reference	6W
IM 637	Technical Processes in IM	6T
IM 639	Listening and Viewing Guidance	6W
IM 645	Information Storage and Retrieval II	6Th
IM 662	Recent Trends in IM	6W
IM 681	Reading in IM	Arr.
IM 682	Research in IM	Arr.
IM 683	Seminar in IM	6M

### WINTER - NORTH HENNEPIN

Mankato - MT4-5123	Materials for Children	6M
Mankato - MT5-243	Tele-communications in Education	4W
St. Cloud - IM 635	Bibliography & Reference	4W
St. Cloud - IM 650	Administration of IM	4W

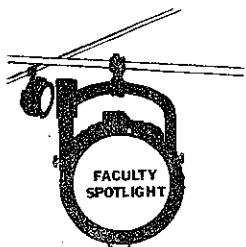
### SPRING OFFERINGS

IM 603, 611, 612, 613, 635, 650, 658, 660, 681, 682, and 683.

In addition, two courses will be offered at North Hennepin Junior College.

IM 639	Listening and Viewing Guidance,	4M, Smelser
IM 644	Information Storage and Retrieval I	4W, Head





## NEW FACULTY

Dr. J. Michael Nelson, his wife Gale, and daughter Leah came to us from East Texas University. Mike has just graduated from East Texas U., and he will be working full-time in Advising and Instruction.

Dr. John De Santo, his wife Carolyn, and two children, Tony and Belinda, came to us from Bemidji where John was coordinator of Mass Communications at Bemidji State College. John will head St. Cloud's new department of Mass Communications in the College of Liberal Arts and supervise the radio and television services division of Learning Resources.

Marcia Daily came to us from Macomb, Illinois where she taught in the Lab School at Western Illinois University. Marcia has her MA in library science from the University of Minnesota and she will be working in cataloging.

Thomas Clausen came to us from the University of Wisconsin Stout State where he is finishing his MS in AV Communications. Tom will be working in the Production Services Division.

## FACULTY ARE SEEN

Members of our faculty attended the following meetings:

MASL Hennepin Division: Luther Brown, Marie Elsen, Doris Healy, Harlan Jensen, and Tony Schulzetenberg.

AVCAM Fall Meeting: Luther Brown, Carl Savage, Harlan Jensen, John Head, Elly Zeta, Ruth LaQuier, Marie Nunn, George Erickson, Virginia Blaske, Pat Weigel, Raymond Ramquist, Dwight Burlingame, and Tony Schulzetenberg.

ALA National Convention: Dwight Burlingame, Tony Schulzetenberg, Luther Brown, Ray Ramquist, David Draheim, Jerry Westby, Douglas Campbell, Pat Weigel, and Ruth LaQuier.

MLA Fall Meeting: Pat Weigel, Gene Campbell, Carl Savage, Tony Schulzetenberg, Ruth LaQuier, Dennis Fields, Mike Nelson, Marie Elsen, Marie Nunn, Dwight Burlingame, Ruth Moshier, and Ray Ramquist.

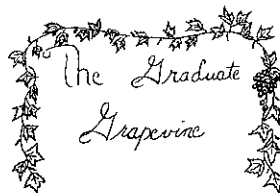
Media Supervisors Meeting: Marie Elsen, Ruth Moshier, Ford Jensen, Harlan Jensen, Tony Schulzetenberg, Lawrence Smelser, Dwight Burlingame, and Luther Brown.

West Suburban AVCAM: Lawrence Smelser, Luther Brown, and Gene Campbell.

Audio Visual Institute: Luther Brown, Carl Savage, Tony Schulzetenberg, and Lawrence Smelser.

## IN THE LIGHT

E. Scott Bryce, Television-Radio Division, has been appointed to the Broadcast Services Subcommittee of the National Industry Advisory Committee. John De Santo has been named chairman of the Minnesota Education Association's Communication Council. Luther Brown has been added to the 1972 edition of Outstanding Educators of America. Carl Savage has been selected to have his biography in the 1972-73 edition of the Dictionary of International Biography. Raymond Ramquist conducted a one day summer workshop in media materials for the teachers at St. Cloud Reformatory.



## NEW JOBS

The following graduates and graduate students took jobs in media at the following locations: Bonnie Gelle, Neill Elementary School in Burnsville; Dave Tuchscherer, Brainerd High



School; Kenneth Bauman, Media Director, Belcourt North Dakota School System on the Turtle Mountain Indian Reservation; Marshall Mead, Custer, South Dakota School System; Walter Belsito, Whitney Psychiatric Hospital, Whitby, Ontario; Terry Bruestle, Mounds View, MN; Elsie Harper, Technical High School, St. Cloud, MN; Christian Jaspersen, St. Paul Schools; Mary Noreus, St. Paul Schools; Janice Sorell, South Junior High in St. Cloud, MN; Bill Schneider, Dickenson, North Dakota; Wayne Schoefer, Milaca High School; Roger Hartz, Stout State University in Wisconsin; Kathy Olson, Apollo High School in St. Cloud; and Sharon Selander, Browns Valley, MN.

## GRADUATED

Students graduating this summer were: Kenneth Bauman, Walter Belsito, Virginia Blomme, Henry Boeddeker, Constance Dabelow, Roger Hartz, Milton Hysjulien, Virgil Kapsner, Alfred Oftedahl, Wayne Schoefer, Allan Shogren, Patricia Spleiss, Gregory Steffen, Jeanette Stottrup, and Jerold Swedberg.



## LAST CHANCE - AECT

Planning to go to Las Vegas? Your last chance to make reservations is November 30. Arrangements have been made for round trip air fare, hotel accommodations (double occupancy) for five nights and six days, transportation to and from the Thunderbird Hotel, baggage transfers and tips. So why not stay with people from Minnesota in a hotel only a few blocks from the Convention Center. Make deposit of \$20.00 payable to Dr. Carl Savage (AECT deposit). The cost will be \$170.00.

## HELP

You could help this newsletter in its reporting by keeping us informed of changes in your position, address, additional degrees, or just write an article about what you are doing or your thoughts on a particular subject. Why not try a subject like unifying media in the state. Send all information to: Dr. Raymond Ramquist, Learning Resources, St. Cloud State College, St. Cloud, MN 56301. Another way you could help is by sending in the questionnaire on the last page. We definitely need to know if you have a new address or if you want to continue receiving this newsletter. Our Instructional Division could also use information on courses you would like to take and when so please don't forget to send this information in by November 15.

Speaking about helping, we try to act as a clearinghouse for jobs. If you are looking for a job or looking for people to fill jobs, please contact us.





IM Questionnaire

Name \_\_\_\_\_

Position \_\_\_\_\_

School or Company \_\_\_\_\_

Present Mailing Address: \_\_\_\_\_ Zip \_\_\_\_\_

Yes No (circle one) I wish to continue receiving the Newsletter.

-----You may stop here if you wish-----

I know the following people who are interested in receiving the Newsletter:

Name

Address

I am working toward: (circle one)

Masters Degree

Certification Only

Specialist Degree

Additional Competencies

I am working toward certification as:  
(circle one if applicable)

Librarian

Media Generalist

AV Director

Media Supervisor

I would like to take the following courses according to the following schedule:  
(indicate preference for quarter and location by checking appropriate box  
after the course.)

Number Quarter and Location Desired

	S/73	ISS	IISS	F/73
<u>Course Number</u>	<u>St. Cloud Cities</u>	<u>St. Cloud Cities</u>	<u>St. Cloud Cities</u>	<u>St. Cloud Cities</u>

I know the following people who would be interested in receiving information on your media program.

Name

Address

