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## Information Media Newsletter Vol. 3 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



## TO BE (Media Generalist-Media Supervisor) OR NOT TO BE

Minnesota has taken a lead in the development and upgrading of certification in the media field. This is a continuation of the original leadership in developing the certificate programs for Audiovisual Coordinator & Director and the School Library certificate of endorsement some years ago. It has been within this realm of professional interest to continue toward improvement in certification and in programs for certification which have been developed. The new certification for Media Generalist and Media Supervisor is a result of this professional effort by individuals interested in the teaching profession with the support of those in the Audiovisual Communications Association of Minnesota and the Minnesota Association of School Librarians.

There is a high degree of professional interest by individuals singularly trained and employed in audiovisual centers and/or school libraries. There is also a distinctly identifiable interest by many persons who are responsible for all media formats that we must improve our certification as well as our certificate programs. Persons in their respective positions of responsibility have a dedicated concern about being a part of this professional improvement. It is my understanding that those persons now certified and on the job, practicing within their certification, are not required to change to the Media Generalist or Media Supervisor. The present and existing audiovisual and library certification is neither cancelled nor discontinued. The new certificates are in addition to those now in use.

The following listings are basics for each certificate, (please note that the underlining is that of the author, not that of the original quotation).

"Educ 349: Media Generalist, Effective July 1, 1974: Media Generalist is one who is qualified to work at a specialized professional level in both print and non-print areas (library science, audiovisual education, and other emerging instructional technologies) in an elementary or secondary school or in a school district. Any person working more than half time as a specialized professional responsible for programs of instruction in both print and non-print areas shall hold a certificate as a Media Generalist. Minimum requirements for certification as a Media Generalist, ....."

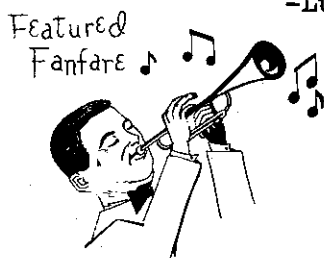
"Educ 350: Media Supervisor, Effective July 1, 1974: Any person working at a specialized professional level in both print and non-print areas, who is responsible for the administration of a media program and for the direction or supervision of the work of other professional personnel shall hold the Media Supervisor certificate. Minimum requirements for certification as a Media Supervisor, ....."

Upgrading or improving certification is important to each of us, however it would seem that each individual would wish to consider his present professional qualifications and certification in the context of his educational goals. In some instances it would seem that the responsibilities would be such that no further training would be required. This does not infer that any given individual may not wish to improve his professional competencies on his own initiative without meeting some external requirements.

There appears to be some cause and concern of persons within six to eight years of their planned retirement. It would seem that those now certificated and performing their duties under this certification should have little, if any, concern about adapting their certificated qualifications to the new certification programs. Any concern should be on the basis of what that given individual wished to do to feel at ease about his own contribution.

For others in the media profession it would seem that upgrading their certification with improved competencies would be somewhat nominal. This could be done by revised educational and professional goals and accomplished with careful planning. We have an excellent opportunity to improve professional competencies and extend our professional contribution in the total realm of education. As in the relay races---"we have a good start, let us do a good job with the baton, then pass it on to the next runner!"

-Luther Brown-



### SPECIALIST DEGREE ATTRACTS TEN

This Fall ten persons enrolled in our new Specialist Degree Program in Information Media. These people are listed below with information relating to their present position and last degree awarded.

John Berling, Director of Resource Center, Apollo High School, St. Cloud; MSLS from Wayne State.

Daniel Brockton, Media Specialist, Sartell High School; MS in Information Media from SCSC.

Dennis Erickson, Media Specialist, Mound High School; MS in Information Media from SCSC.

Gary Germundson, Media Specialist, Apollo High School; MS in Information Media from SCSC.

Doris Healy, Cataloger and Instructor, SCSC; MA in Library Science from University of Minnesota.

Harlan Jensen, Manager Book Binding, Processing, and Repair, SCSC; MS in Information Media from SCSC.

Jack Loss, District Media Specialist, Richfield Public Schools; MS in Industrial Arts from Indiana University.

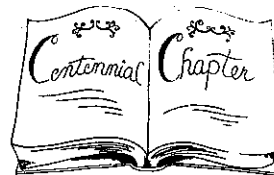
Duane Radeke, Media Director, St. Cloud Public Schools; MS in Instructional Materials from Southern Illinois University.

Carol Rudy, Teacher, Anoka Public Schools; MS in Information Media from SCSC.

James Urbanski, Media Director, Little Falls; MS in Information Media from SCSC.

A student presently enrolled in the Specialist Degree Program wrote this view.

The Specialist Degree in the Information Media Program at St. Cloud State College is designed to aid the current media practitioner. Focusing on individual needs, the program offers a wide selection of courses and activities which will allow the specialist candidate to expand his knowledge and vision in the total media concept. Although the requirements are not specifically stated, the student is expected to begin the program by enrolling in courses that may fulfill requirements for a State of Minnesota Media Supervisor's Certificate and/or Media Generalist Certificate. The student will become totally qualified in media while on his way to earning a Specialist Degree. In other words, the program is student oriented.



### RRAIRS: A TECHNOLOGICAL STRIDE TOWARD INDIVIDUALIZATION

Individualization of instruction is often referred to, but a seldom-realized goal of education at all levels. The new Remote Random Access Information Retrieval System (RRAIRS) recently installed at Centennial Hall is a technological dream for all those people who have woked so hard to make it come true. The RRAIRS has the capability and flexibility of extending individualized instruction from the mythical abstracts of idealistic professor's minds and notes, to the learner.

The RRAIRS is essentially AMPEX equipment and has been designed, installed, tested, and is on the brink of being released in full operational form by the AMPEX Corporation.

The system uses as its control (Brain), a mini-computer. Essentially, the greatest attribute of the system is its capability of placing quality instructional materials at the finger tips of the learner. With the RRAIRS, students can access audio, video, or audio-video information from 36 terminals throughout the LRC. Six of these terminals are group stations which are color capable. The

remaining 30 have black and white capability, however, 15 are used as audio only terminals at present. Students desiring information from the system need only request it via a touch-tone pad like the one found on many home telephones. These touch-tone pads, accompanied by head sets for listening, are found at each terminal. Information is accessed by using unique program numbers, assigned to each of the programs, similar to those used for home phone numbers.

The RRAIRS has a number of desirable and educationally sound features. Here are only a few of those:

1. Students always get their own program from the beginning, regardless of whether someone else is using the program when they request it.
2. Students may stop their programs at any time for note-taking, reconsidering, or changing direction of the program.
3. Students have at their fingertips the modes of fast forward, slow reverse or fast reverse of the audio after stopping.
4. Students, after stopping, may review any visual, and the program will proceed in synchronization when normal play is activated.
5. Students have complete access to a cassette duplicator that will reproduce any 15 minute audio program in 1 1/2 minutes for their use.
6. Students, with a touch-tone phone, may access any audio program from their apartment, home, or room.

If one of your unrealized dreams has been individualized instruction, yet you have experienced frustration trying to accomplish it, why not visit Centennial Hall and observe this unique form of individualization.

-Dennis Fields-

## SYNOPSIS OF THE AV INSTITUTE

The AV Institute of October 4 and 5 was held at St. Cloud State College in Centennial Hall Learning Resources Center. This is the first time that the AV Institute has been held at an institution other than the University of Minnesota in its 26 annual conferences.

The participants were involved in presentations by Lawrence C. Larson, Luther Brown, Irvamae Applegate, and several public school panel members.

The two day conference included tours of Centennial Hall to see the various activities and systems such as, Remote Random Access Information Retrieval System, Automatic Rear Screen Projection, Bro-Dart Check Out System, etc.

Groups also visited the new Apollo High School to see their resource center which houses Random Access individual study positions, open study spaces, and television studios as a total media approach to learning.

-Carl Savage-

## KNAPP VISITS SCSC

Twelve participants in the Knapp School Library Manpower project at Mankato State College were in attendance at the 26th annual Audiovisual Institute. This Institute is conducted by the Extension Division of the University of Minnesota and was held this year at St. Cloud State's Learning Resources Center. The group was accompanied by Mankato State faculty members involved in the project. On Tuesday night the group participated in a joint class seminar with the members of IM 693, the introductory course for students in St. Cloud's new Media Specialist program. Indications from students involved were that this type of communication is extremely valuable for students from both schools. The Knapp Project group concluded their visit to St. Cloud by touring the Resource Center at Apollo High School and exchanging ideas with the staff there.

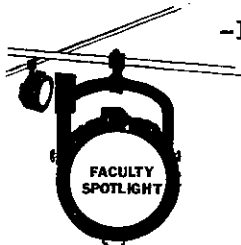
-Tony Schulzetenberg-

## GRANT RECEIVED FOR INNOVATIVE PROGRAM

The Department of Library and Audio-visual Education of the School of Education, and The Bureau of Learning Resources Services received a grant of \$7,500 for a proposed innovative project. Selected students from the Information Media Master's and Specialist Degree programs will work with selected faculty from various departments of St. Cloud State College to develop instructional materials for use on the campus. The materials will be specifically designed for use either in the Remote Random Access Information Retrieval System (RRAIRS) or as a multi-media rear screen presentation.

The project was designed to develop the competencies of graduate students in Information Media in working with staff in the development of materials. It also was designed to acquaint faculty at St. Cloud State College with uses of new systems now available, such as the RRAIRS. The third objective of the proposal was to develop materials for use by students at the college.

-Lawrence Smelser-



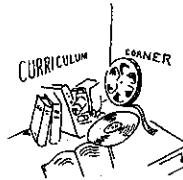
### FACULTY ATTENDS MEETINGS

Members of our faculty attended the following meetings:

MASL at Maddens: Doris Healy, Dwight Burlingame, Marie Elsen, Harlan Jensen, and Tony Schulzetenberg.

MLA in Minneapolis: David Rydberg, Ford Jensen, Dennis Fields, Pat Weigel, Lawrence Smelser, Luther Brown, Marie Nunn, Ray Ramquist, Tony Schulzetenberg, and Carl Savage.

MEA Joint Meeting of Central Division of AVCAM and MASL in Sauk Rapids: Lawrence Smelser, John Head, Carl Savage, Luther Brown, Tony Schulzetenberg, Marie Elsen, Ruth LaQuier, Dick Busse, George Erickson, and Virginia Blaske.



## NEW COURSES REVIEWED

This Fall we offered two new courses.

### IM 631: Theory and Practice of Media Education and Selection.

A seminar type course extending upon the selection principles of print and non-print materials and media equipment; the selection of curriculum materials for public school subject areas; and the procedure for organizing and administering a selection program.

### IM 618: Motion Picture in Information Media.

A laboratory course that covers the historical background and development of the motion picture; the principles of designing and utilizing motion pictures; and the techniques of motion picture production. The students, as a group, also produced two super-8mm educational films.

### WINTER EVENING OFFERINGS

IM 603	Introduction to IM	Monday
IM 604	IM in Society	Thursday
IM 606	Organization & Supervision of IM	Tuesday
IM 611	Preparation of IM	Thursday
IM 612	Television in IM	Tuesday
IM 635	Bibliography & Reference	Wednesday
IM 638	Technical Processes II	Wednesday
IM 644	Information Storage & Retrieval	Monday
IM 647	Programmed Instruction	Monday
IM 650	Administration of IM	Thursday
IM 691	Readings in IM	Arr.
IM 692	Research in IM	Arr.
IM 693	Seminar in IM (For Specialist Degree)	Wednesday
IM 693	Seminar: Competencies for Media Supervisor (For Experimental Certificate Program only.)	Tuesday



I.M. - PUBLIC

The Great River Regional Library was formed in the Fall of 1969 consolidating the city of St. Cloud with Benton, Morrison and Sterns counties. Wright county was soon added and the Fall of 1971 brought the addition of Sherburne County. Library service to this area is given through a system of 14 branch libraries, 3 bookmobiles and the St. Cloud Headquarters library.

My association with the region began in September 1970 at Headquarters. The appointment was as one of four reference librarians with the principle responsibility being service to the public. The position is designed to help patrons search for and locate materials and information. Reference questions received by telephone are also the responsibility of this position. MINITEX has recently been installed to broaden the research resources. Another duty of this position is building and maintaining a representative collection of recordings which currently totals over 1400.

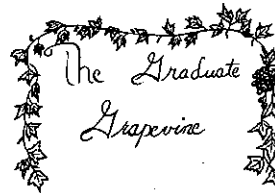
The region has five membership units in the Minnesota Library Film circuit in addition to owning a sizable collection of 16mm and 8mm films all available for loan. A family film program is offered on Sundays from 3:00 pm to 4:00 pm as a part of the new Sunday hours.

A collection of Mini-Masters is also available. These are full color, framed miniature reproductions of well-known art works which may be borrowed for one month.

The Children's Department presents preschool storyhours on Thursday and Friday morning. There is a MOMS (Mornings of Miscellany) Program for the mothers and anyone interested. These programs meet during the children's storyhour time and feature a guest speaker of general interest.

The consolidation of the public library into a regional library has enabled more people to become aware of and use the great variety of media materials which are now available.

-Karen Frohrip-



GRADUATES ASSIST

This year we have graduates assisting in various areas of the Bureau of Learning Resources.

- Darlene Bailey - Cataloging
- Dean Borgmann - Production
- Larry Castleman - Binding, Processing & Repair
- Doreen Keable - Production
- Mary Kerns - Cataloging
- Rita Mulcahy - Cataloging
- Kathy Olson - Cataloging
- Dennis Thompson - Instruction



THE NEW LOOK

With this issue we are using a format for dividing the news and a colored heading for the IM Newsletter. I would like to encourage all our readers to keep in mind the general headings for this newsletter and to inform the editor of news items which may be included in future issues. To help you think of news items, I will attempt to describe the types desired. Featured Fanfare will contain an article on some important aspect in the media field or SCSC's media program. Centennial Chapter will include articles about events or changes taking place in Centennial Hall, which is our new Learning Resources Center. Faculty Spotlight will feature stories about our faculty. Graduate Grapevine will be used to communicate stories about our graduate students and their views. Curriculum Corner will contain information about innovations, offerings, and changes in our IM program. Our alumni are interested in their fellow alumni, and the Alumni Alcove will be devoted to them. This section will not work, unless alumni inform us of changes in their positions or other happenings of importance in their professional lives. So don't be bashful, write in about yourself. The Reminder section can be used by any of our readers to inform other readers of important future events in the media field.

-Ray Ramquist, editor-