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St. Cloud State University

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ADMINISTRATION, CURRICULUM, PRODUCTION AND SYSTEMS
BOOKS-PAMPHLETS-PERIODICALS-PICTURES-MAPS-MIC
OVERHEADS-OPAQUES-FILMS-FILMSTRIPS-FILM LOOPS
PROJECTORS-SLIDES-CHALKBOARDS-BULLETINBOARDS-GRAP
GRAPH
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SLIDES
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BULLET
RETRIEV
MICROFILM-OVERHEADS-OPAQUES-FILMS-FILMSTRIPS-FILM
PROJECTORS-SLIDES-CHALKBOARD-BULLETINBOARDS-GRAP
AUDIO & VIDEO TAPES-STORAGE & RETRIEVAL-BOOKS
PAMPHLETS-PERIODICALS-PICTURES-MAPS-MICROFILM-C
OPAQUES-FILMS-FILMSTRIPS-FILM LOOPS-PROJECTORS-SLIDE
LIBRARY, AUDIOVISUAL & MEDIA CERTIFICATION

IM NEWS

MEDIA OF THE MOMENT

Robert Peterson

A PUBLICATION OF THE LEARNING RESOURCES CENTER AND THE DEPARTMENT OF LIBRARY & AUDIOVISUAL EDUCATION-ST. CLOUD STATE COLLEGE (MINN.) 56301

Median of the Moment



ROBERT PETERSON

Congratulations to Robert Peterson--our new Median of the Moment. Bob is presently the librarian at Annandale High School. The library serves 1,300 students, grades kindergarten through twelve. Bob says the biggest problem at Annandale is finding time to make the facilities available to all students. The library which is 28' x 48' serves full time duty every hour of the day.

Bob graduated from SCS with a bachelor's degree in 1958 after having attended Gustavus and Macalaster. His education was interrupted by two years in the military service. Bob received his master's degree from SCS in June of 1968.

Bob has in the past taught English and coached baseball at McGrath, taught English and social studies, been the librarian and AV man and coached baseball at Isle High School.

Bob and his wife, Marlene have two children, Gail and Greg in the fourth and second grade, respectively.

Bob is an active member in the following professional organizations: MEA, NEA, ALA, and MASL. Bob has also been vice-president of a salary committee, vice-president of the P.T.A., and past president of the local teachers association.

Bob lists hunting, fishing, and bowling as his favorite hobbies.

We wish Bob and his family the best in the future.

FROM THE DIRECTOR'S CHAIR



Those of us interested in media, its effect and application to education might be interested in viewing a new film essay produced by Northern Illinois University. The film, entitled "A New Look at an Old Log" does an extremely effective job of discussing the patterns of traditional education, the result of educational innovations in general and the need for increased flexibility in education.

Application of this tool could certainly be made with teachers, administrators, and board members. Much discussion could undoubtedly be generated from its use.

Information may be obtained by writing Northern Illinois University, Communications Services Division, Media Distribution Department, DeKalb, Illinois 60115.

Also, of interest might be the fact that the Information Media Program has made several course changes. Beginning this past quarter (Fall) a new course was offered by the Department of Library and Audiovisual Education. I.M. 604, "Information Media in Society", was developed at the recommendation of the Graduate Office. It is for the General Studies Core of the graduate offerings of St. Cloud State, and is intended to add to the general education offerings. The course is not open to Information Media majors.

Beginning this coming quarter (Winter) I.M. 603, "Introduction to Information Media", will be offered. This course is

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intended to meet the requirement for admission to the graduate Information Media Program. Emphasis will focus on the curricular foundations of media as a basic audiovisual education course. The basic skills of operation is required in the laboratory phases of the course. The content included in the usual introductory course in audiovisual will be included along with the extension of the applicable principles and introduction to the print media. This new course should be of some interest and value to those who have had no experience or training in either the audiovisual or library fields.

WHO! WHAT! WHERE!

Mrs. Jennie F. Aho reports to us from Floodwood, Minnesota, where she is the librarian for Independent School District No. 698. The library processes and houses all the AV software. The library serves grades one through 12.

Mrs. Gertrude Wehking has returned to her duties as librarian in Anoka-Isanti District 15. Mrs. Wehking will be working as the elementary librarian for grades one through six at Bethel, Cedar, and St. Francis. The St. Francis location is a new IMC which is working out very well. Mrs. Wehking will eventually take over the cataloging of new AV materials.

Mrs. Carol G. White reports from Holdingford, Minnesota where she is the librarian and AV director for grades seven through twelve. Carol reports that Holdingford is planning a new high school which will incorporate a new media center. Carol reports that all AV materials are stored in the library and all software including prepared transparencies have been cataloged into the card catalog.

Irene Ulvilden reports from Russell, Minnesota where she is the librarian for grades kindergarten through twelve. All

of the AV materials are stored in a room adjacent to the library and are checked out through the library. Irene also teaches three sections of English.

Sister Rita Hemmelgarn reports from St. Augustine School in Sauk Rapids where she is a full time teacher and the librarian for the school. Sister's professional project for this year is the setting up of an IMC at St. Augustine.

Karen Bateman reports from North Junior High in St. Cloud where she is supervising the English and social studies resource center. The center does not actually have any non-print materials; however, Karen works closely with the person in charge of AV equipment.

Why We Changed To L.C.

Why did SCS Learning Resources Center decide to change to the Library of Congress classification scheme? Before the transfer to L.C. began in July 1968, the various advantages and disadvantages of L.C. and the Dewey classification systems were considered and the advantages of the L.C. system so outweighed the Dewey that the decision to change was made.

In any growing academic collection the question of L.C. or Dewey usually arises at some point; the collection broadens and necessity for a classification system with greater depth is seen; or the Dewey numbers become unwieldy; or closer classification might be advantageous, etc. Upon investigation, the major advantages of L.C. over Dewey were found to be: (1) greater capability for expansion, (2) a more comprehensive and flexible scheme, and (3) provision for closer classification. In addition, acceptance of cataloging and classification as done by the Library of Congress for individual materials would save considerable time and increased efficiency in classification procedures would result.

With advance planning and training the change-over to L.C. was accomplished smoothly and efficiently. After a year-and-a-half, the decision to go L.C. is accepted as a wise one: L.C. classification better suits a college collection, and

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Calendar of Events

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- Jan. 13, 1970 East Suburban AVCAM
Venetian Inn
St. Paul 2:00 p.m.
- Jan. 15, 1970 Educational Resources
Roundtable
Little Jacks Steakhouse
Minneapolis 11:30 a.m.
- Jan. 15, 1970 MLA Midwinter Meeting
Curtis Hotel
St. Paul
- Jan. 19-24, 1970 ALA Winter Meeting
Sherman Hotel
Chicago, Illinois
- Jan. 21, 1970 West Suburban AVCAM
- Feb. 10, 1970 East Suburban AVCAM
Venetian Inn-St. Paul
- Feb. 18, 1970 West Suburban AVCAM
- March 18, 1970 West Suburban AVCAM
- March 19, 1970 Educational Resources
Roundtable
Little Jacks Steakhouse
11:30 a.m.
- March 24, 1970 East Suburban AVCAM
Venetian Inn
St. Paul 2:00 p.m.
- Apr. 9-11, 1970 Upper Mississippi
Media Conference
Sheraton-Rochester
- Apr. 26-30, 1970 DAVI - Detroit, Mich.
- May 8-9, 1970 Midwest Academic
Librarians Conference
Drake Univ.-Grand View
College
Des Moines, Iowa
- May 14, 1970 Educational Resources
Roundtable
Little Jacks Steakhouse
11:30 a.m.
- May 20, 1970 West Suburban AVCAM
- Oct. 15-16, 1970 MLA Conference
Rochester, MN

acceptance of Library of Congress cataloging and classification, making more mechanization of routine possible, has greatly increased the total production in this area.

IM News Editorial

In an effort to produce introspective thinking, the IM News in future publications will carry editorials dealing with various contemporary issues in the media field. Following is the first such editorial.

Should One Consume The Other?

In the jungle, wild beasts tear at each other's esophagus in an attempt to consume one another. After the encounter, even the victor is not without wounds and probably will never be the creature he was before the confrontation.

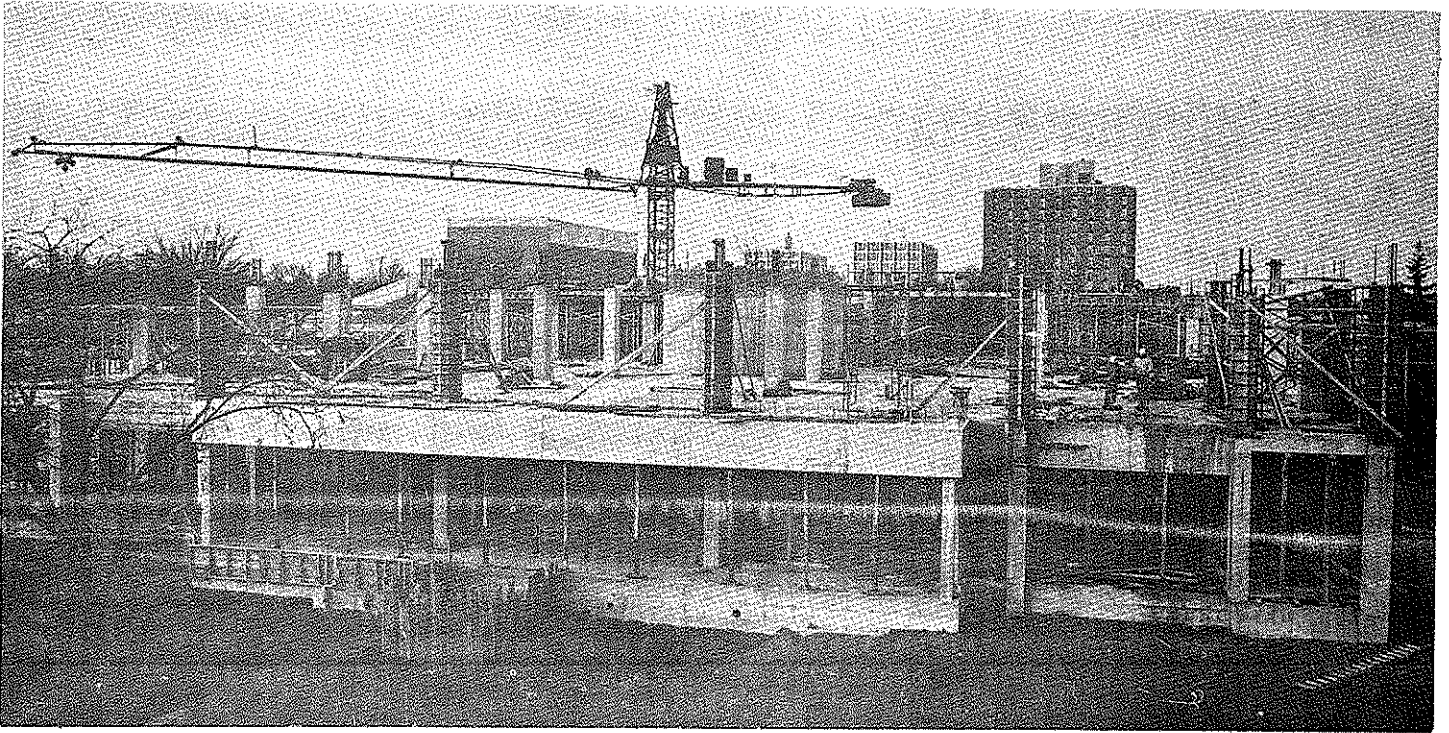
Are audiovisualists and librarians in our schools and professional organizations feeling some conflict originating from unified programs - media standards and the demand of education to provide better learning experiences for the masses of students?

Are there those in both fields (library and audiovisual) who feel their existence being threatened by the other. Since librarians have been around a little longer than audiovisualists, and in some respects present a little stronger organizational front, do they seem a little superior to audiovisualists? Do audiovisualists probably feel more apprehensive than the librarians? Do they anticipate their materials and equipment being consumed by this stalwart adversary? Do they visualize their positions being devoured by these creatures with books in their hands?

On the other side of the trenches, do the librarians feel the pressure of change--administrators demanding more inclusive materials and media? Do they also feel threatened by the audiovisualist--this modern technological expert? Asking "is this electronic bug going to try to move in and take over"?

Another item, which might further complicate the issue and make the hot winds of distrust more disturbing, is the

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The Centennial Learning Resources Center is rising skyward with more super-structure of the first and second floors taking shape. The completion date is still an unknown, but there are hopes for getting into the building by September of 1970.

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variance in jargon between the two areas. Communication becomes matter of snarling, vociferous criticisms intended to intimidate the rival or to make him "lose his cool".

It is the editor's opinion that until we can conquer the beast of self-glorification within ourselves as educators (used to encompass media professionals of all types), we will never devise a concerted offensive against the real enemy--ignorance. As difficult as it is to accept the evolutionary process, we must. As burdensome as it is to walk in the shoes of others, we must. As defacing as it is to reeducate ourselves, we must. As laborious as it is to work with new methods and technology, we must.

Professionals must work together toward the common goal. We have the right to fight among ourselves and try to protect 'our own little kingdoms from real and hypothetical "disenfranchisement" by others, but should we? We must find a way to certify ourselves in media areas in which we find a void. We must disentangle our jargon and particular philosophies to void a life and death struggle wherein both could be consumed. And, we must divest ourselves

of personal and organization ambitions and build a more unified empire.

Realizing that some of the above which has been said has a negative ring we must recognize some of the negatives before we can devise a more positive attitude and formulate a more constructive working model.

Much has been accomplished in recent months in regard to unification in the development and handling of all media. Several local professional organizations have met in joint meetings. National media standards have been developed through cooperative planning by librarians and audiovisualists. Elementary and secondary schools have begun to organize media center with good results. All of these elements would seem to indicate that cooperation and union are dissolving the barriers which have separated us from our assigned task--to provide the service, leadership, and materials involved in the educational process.

Some leadership around the state feel that a State Executive Media Coordinating Committee of librarians and audiovisualists might extend our ef-

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LIBRARY AND AUDIOVISUAL EDUCATION

Information Media

Course Number and Title	Instr.	Cr.	Time	Room
275* Introduction to librarianship (Graduate students enroll in IM 603)	2	8W	KL-6
433 Photographic Processes in Information Media (Lab.)	3	2WThF	KL-B
466** Audiovisual Materials and Methods of Instruction (Lab)				
Section 1	3	8MTWF	KL-B
Section 2	3	9MTWF	KL-A
Section 3	3	9MTWF	KL-B
Section 4	3	10MTWF	KL-A
Section 5	3	10MTWF	KL-B
Section 6	3	11MTThF	KL-A
Section 7	3	11MTThF	KL-B
Section 8	3	12TWThF	KL-A
Section 9	3	12TWThF	KL-B
Section 10	3	1WThF	KL-A
Section 11	3	1WThF	KL-B
Section 12	3	2WThF	KL-A
Section 13	3	3WThF	KL-A
Section 14	3	4&5Th	KL-A
476 Selection and Evaluation of Information Media Materials	4	9MTWF	KL-6
478 Technical Processes I.	4	6W	KL-6
480 Reading Guidance for Youth and Adults	4	10MTWF	KL-6
533 Photographic Processes in Information Media	3	6T	KL-B
576 Selection and Evaluation of Information Media Materials	3	6T	KL-6
578 Technical Processes I.	3	6W	KL-6
580 Reading Guidance for Youth and Adults	3	6M	KL-6
601 Organization and Supervision of Information Media	3	6H	KL-B
603# Introduction to Information Media (Lab)	4	6M	KL-A
604 Information Media in Society (Applicable only for General Studies Core)	3	6T	KL-A
611 Preparation of Information Media	3	6W	KL-B
635 Information Storage and Retrieval II	3	6Th	KL-6
645 Television in Information Media	3	6Th	KL-B
690 Practicum in Information Media	2-6	Arr.	Arr.
691 Readings in Information Media	3	Arr.	Arr.
692 Research in Information Media	1-4	Arr.	Arr.

* Undergraduate Information Media Minors only--prerequisite or concurrent enrollment with other courses in Information Media.

** Undergraduate students only--students with a degree should enroll in IM 603.

Students with a degree only--prerequisite or concurrent enrollment with other courses in Information Media.

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fectiveness even further. Many who are media oriented are already feeling the pressures of having to attend both organizational meetings in order to keep abreast of what is going on.

Do you have an opinion on this subject? Why not write a letter to the editor? Selected letters pro and con will be published in future issues. Address your reply to: IM News, Bureau of Learning Resources, St. Cloud State College.

Electronic Data Processing (EDP) will soon be in operation on a trial basis for the record keeping chores in the periodical section. With the use of machine methods it is hoped that a more accurate file can be maintained on what the library has and what is to be received.

Periodically, perhaps weekly, cards will be punched by computer control for the titles that are expected during the week. As each item is received, the card for the title is pulled and held for computer rerun, with a printout for verification. Those titles which were not received are fed into the computer and claim letters are printed.

Bindery lists will also be generated by computer when called for. These are expected to be on a monthly basis.

Renewal information will be printed out quarterly with title, source, cost, number of copies, and subscription length on the card.

Annually, the entire periodical collection will be listed on a printout. This list will be a convenient listing available for use on the index tables for ready reference of our collection and for distribution across campus for more convenient faculty use.

Although it may be some time before all the bugs are removed and the system is working the way it was designed, it should provide an accurate, time-saving method of accounting for periodicals.

New Staff At Bureau of Learning Resources

From Minneapolis comes Gerald WESTBY and his wife, Eloise. Jerry received his bachelor's degree at the University of Minnesota in 1962. He received his master's degree in 1969 from the University of North Dakota.

Before coming to SCS, Jerry has served at the junior high school in Thief River Falls, Minnesota, and the senior high school in East Grand Forks, Minnesota.

Richard STRAUBE is from Fond du Lac, Wisconsin. He received his bachelor's degree from Westmar College in 1955 and his master's degree from Colorado State College in 1962.

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Dick has served at Big BEnd School, Colorado, Mt. View High School, Sterling High School, and the department of technology at SCS.

Dick and his wife, Marge, have four children.

Cheryl SINKULA comes to us from Fargo, North Dakota. She received her bachelor's degree in June, 1968 at North Dakota State University. In August, 1969, Cheryl received her master's degree at the University of Minnesota.

Cheryl works in the acquisitions section.

Mrs. Ruth La QUIER, a new addition to our cataloging section, received her bachelor's degree at Wisconsin State College and her master's degree at the University of Minnesota.

She has held positions in the Illinois public schools, Fargo public schools, Dunseith public school in North Dakota, and at North Dakota State University.

Ruth has two children.

Mrs. Mary Kay JOHNSON, a new member of the acquisitions section, comes to SCS from California State College at Hayward.

Kay received her bachelor's degree from East Central State College of Ada, Oklahoma and her master's degree from University of Oklahoma.

She has also held positions at the Hoolehua High School in Hawaii and in the U.S. Army Special Services Library.

Kay's husband, Clark, is in graduate school here at SCS.

Dwight BURLINGAME, our new reference and periodicals staff member, comes to us from the U.S. Army. Dwight received his bachelor's degree from Moorhead State and his master's degree from University of Illinois.

He has held positions at the University of Iowa and at Fertile Public Schools.

Dwight and his wife, Audrey, have a son, Lee.

Duane CHRISTOPHERSON comes from Hennings, Minnesota. Chris received his bachelor's degree in 1957 from SCS. He received his master's degree in 1969 from SCS.

Chris has held previous positions at Madison, Minnesota and Little Falls, Minnesota.

Chris and his wife, Lois, have six children.

Richard LEDIN comes from Isanti, Minnesota. Rich received his bachelor's degree in 1964 from the University of Minnesota. In August of 1969, Rich received his master's degree here at SCS.

Rich has previously taught at Braham Public School, Braham, Minnesota.

Rich and his wife, Jackie, have three children.

? ? ? Where Are You ? ? ?

Could anyone please help us? The following people are no longer at the addresses given. If anyone has any more current information, would you please let us know? Mail to: IM News, Bureau of Learning Resources, St. Cloud State College, St. Cloud, Minnesota 56301.

Mrs. Mary Ellis
707 Second Avenue N.W.
Buffalo, MN 55313

Miss Nadine Carr
Hastings, MN 55033

Miss Judy Goble
5601 Zealand Ave. N.
Minneapolis, MN 55428

Mrs. H. Arlene Peterson
540 4th St. S.E.
Milaca, MN 56353

Mrs. Harriet Thomas
St. Cloud, MN 56301

Mrs. Laura Jalonen
Route 1 Box 53
Gilbert, MN 55741

Miss Ruth Conley
1158 S. Sixth Ave.
So. St. Paul, MN 55075
