


Spring 1990

## Information Media Newsletter Vol. 24 No. 3

St. Cloud State University

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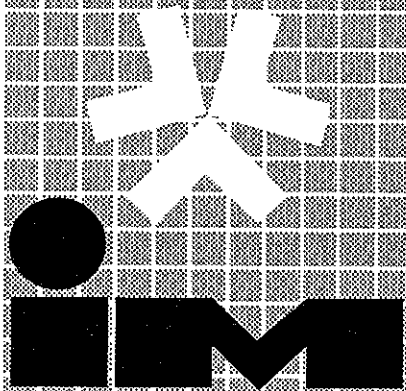
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## information media news

Published by the Center for Information Media and Learning Resources Services

### dean's corner

Legislative leaders have become concerned about the need for new and expanded library buildings. They wonder why we need bigger facilities when the "paperless society" is so close. What follows is a response to concerns raised by members of the State House and Senate.

Results of predicting the future may be wrong as often as they are right, and predictions related to the future of academic libraries are probably no more secure. Yet predictions must be made and the future direction of libraries must be plotted amidst such uncertainty. Library facts and wisdom can help to chart a course for the future of academic libraries.

- Collections of large research libraries have doubled in the past 14 years.
- "Books and technology are symbiotic. Books and technology have been generating and regenerating each other since the beginning and so they will I firmly believe until the end."  
— Roderick D. Stinehour, Printer
- "The library of the future cannot be examined in isolation. It can only be considered within the context of social change in general and, more particularly, of change within those segments of society with which the library most closely interacts."  
— F. W. Lancaster, Information Scientist
- "While the formats are continually changing, the library's basic mission of acquiring and disseminating the information required to satisfy the needs of its users has not changed in over 2600 years."  
— Wanda V. Dole, Librarian

Books will continue to be published at an increasing rate and will continue to be the primary means for the transmission of knowledge. Libraries will be the agency that will assist people in a democratic society to blend printed materials with developing electronic media.

John G. Berling



Vol. XXIV No. 3  
Spring 1990

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**Phyllis Lacroix**

We are looking forward to our workshop and course offerings for this summer. If you are able to join us, we believe you will have an interesting, informative, and enjoyable experience. We look forward to seeing "old" and "new" friends again and are pleased to be able to offer courses and workshops to satisfy a variety of interests and needs. We are always looking for ideas to make our summer offerings more meaningful. Please contact me if you have any suggestions for next year (612/255-2062).

We have had a busy year designing new programs for all three Master's degree programs. I am especially excited about changes that are being recommended for Track I: *Library and Information Technologies*. These changes will be described more completely in the next newsletter.

We are searching for an additional faculty member for the Center. It has been enjoyable having Mert Thompson, Chris Inkster, and Bobbi Peterson added to the faculty this year. On the down side for next year the fixed-term appointment filled by Bobbi will end. We hope she will be willing to come back and work with us whenever opportunities arise. We are also saying goodbye to a good friend, valued teacher and advisor, Lawrence Smelser, who is retiring this year. We will miss him greatly. Best wishes, Lawrence, and ENJOY!

Next year off-campus courses will be offered in the metro area for media generalist licensure and for public library personnel.

Fall we intend to offer IM 644 *Technologies for Library/Media Center*

(note change of title) at Anoka-Ramsey Community College. In addition, arrangements are being made to offer IM 639 *Reading, Listening, Viewing Guidance* for Northern Lights Fall quarter. We also make every attempt to provide workshops and extension courses as needed throughout our service area through Continuing Studies.

In addition to off-campus courses, week-end classes will be offered. We need information from you on how this can best meet your needs. We are hoping to attract students who feel they cannot travel to St. Cloud every week but might be able to come three to five times a quarter. We are considering either Friday evenings and all day Saturday for three week-ends or all day on five Saturdays. One major consideration is meeting State University System requirements on contact hours which is currently 12 hours per credit.

Fall quarter we are offering IM 536 *Selection and Evaluation of Media* which will meet on three week-ends. Please see the Fall Schedule for additional information.

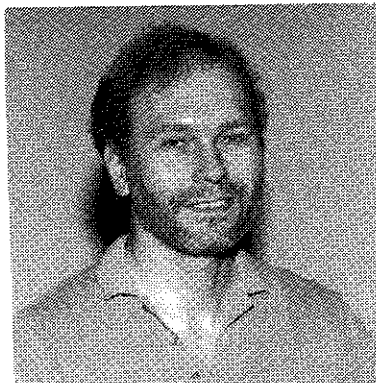
Have a wonderful summer!

## New Center for Information Media Graduate Assistants



**Katie Erickson**

Katie Erickson, a recent SCSU graduate with majors in Mass Communications/Advertising and French and a minor in Information Media, began pursuing a Master's degree in Information Media/Track III, Spring 1990. As a graduate assistant she is working with the Center for Information Media.



**Greg Kirmeier**

Greg Kirmeier received his Bachelor of Fine Arts Degree from University of Minnesota. His interest in the media and the library field, led him to begin his Master's program in Information Media / Track I, Spring 1990. He is currently working in Government Documents as a graduate assistant.



**Mary Kuhn**

Mary Kuhn received her Bachelor's Degree at SCSU in Elementary Education with a Library Science minor in 1976. Since then, she taught grades 3-6 and is raising a family. She began pursuing a Master's degree in Information Media/Track II, Spring 1990. She works in Cataloging and Periodicals.

## Davis Sees the World as a Village



**Josephine Davis**

The vision Josephine Davis has for St. Cloud State University is as diverse as her background. Davis, Vice President for Academic Affairs has two major goals for SCSU: improvement of the quality

and advancement of graduate education, and improved access and development of global awareness. One goal she sees as internal and the other as external. Although both goals are equally important, it is the opportunity to move SCSU toward the external goal that seems most significant for Davis.

Throughout Davis' career and studies, she has traveled extensively throughout Europe, Asia, Africa, and South America which has truly given her the opportunity to develop a broad world view. "We all live together in a village and if we believe each one is good and trust each other we can effect change." She works toward creating an environment for intellectuals and scholars to perceive the world as a global village.

St. Cloud's diverse multicultural program is one reason Davis was attracted to St. Cloud as it will enable her to pursue her own interests. "We already have a critical mass here," she said.

Through Davis' enthusiastic guidance and leadership, a university in a small community can expand the paths of understanding and awareness to cultivate positive changes for the world.

## China Striving for Modern Education



**By Jim Pehler**

Ni-hao — the traditional Chinese greeting of hello. This past fall, my wife, Bev, and I had the distinct honor of being invited through St.

Cloud State University to lecture and conduct seminars for faculty and graduate students at Nankai University in Tianjin, The People's Republic of China.

Nankai University is a part of what is known as the Nankai district of Tianjin. Within the district, there are three middle schools (secondary) and five primary schools (elementary). Nankai University has a close working relationship with these schools. Several of them are "key" schools within the People's Republic.

One school in particular, Middle School Number 1, is known as Zhou Enlai School, the former premier of the People's Republic. Zhou Enlai was a friend to many faculty members at Nankai University and the Middle Schools. He is obviously held in great reverence by the area and by that particular school. Zhou Enlai's love for the area was indicated in many of the programs he implemented for China, and particularly, for the Tianjin/Nankai area.

A strong emphasis on traditional learning methods and European schooling patterns are followed closely in People's Republic. This exists at the preschool level and through post secondary education.

Changes are moving through the education system as a variety of exchanges are taking place between all levels of education and their Western counterparts. Major changes involve graduate students in a learning process that reflects western influence. This trend, although developing slowly, will eventually move into undergraduate levels of post secondary education, as well as middle school levels.

Although the system and structure of governance in education is traditional and rigid by our standards, the intellectual curiosity and knowledge of the faculty and students only reinforces the belief that educators, given access to information, will strive to learn, no matter what system or structure exists.

## High Tech Training: Computer Based Instruction and Simulators

Northwest Aerospace Training Corporation (NATCO), nestled in the Eagan, Minn., countryside provides pilot training to the airline industry.

As aircraft technology changes, so does NATCO's training technology. Equipped with the latest in computer and simulation training devices, an instructional designer's job is challenging and dynamic.

Dave Nelson coordinates 10 personnel — instructional designers and computer specialists — who are primarily responsible for creating computer based instruction (CBI) for pilots. All trainees come to NATCO as certified pilots, but when they need certification on different or new aircraft, NATCO delivers the training.

Much of the pilot training takes place in one of NATCO's 18 aircraft simulators. The simulators are cockpit replicas of real aircraft set up on hydraulic systems to recreate actual craft movement.

Simulation training is expensive and one of Nelson's goals is to determine which levels of training actually require full simulation and which will work in a less expensive environment. New instructional methodologies make it easier and



Kersten Thellin and Dave Nelson

more effective to train in separate (CBI) modules independent of the simulators. Then pilots integrate module instruction into shorter time frames on the simulators. New training technologies are not easy to implement. "We've got a very tough audience here, they don't want to be misinformed," Nelson said. "We have to convince them that other methods will be as effective."

Two interns from CIM's Human Resource Development/Training

Track are working with Nelson this quarter: Kersten Nix-Thellin and Dan Bonicatto. Both agree that the quality of training and expertise they are developing at NATCO are on the leading edge of training technology. Thellin who hasn't worked on a comprehensive CBI project is really excited about "seeing such a large project broken down into smaller chunks, each spearheaded by a different person, then put back together in its final form."

## World Timecapsule Asks for Educator and Student Input

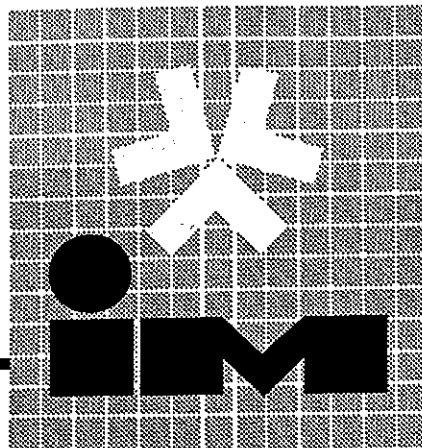
If you could send a message into the farthest reaches of space and time, what would you say to future travelers within the universe? If you were asked to convey the essence of our humanity to some distant and future intelligence, what would your message be? The World Timecapsule Fund (WTF) is providing you an opportunity to become a part of the history of humankind.

The World Timecapsule Fund is a nonprofit tax-exempt organization incorporated in the state of Minnesota in 1986. Eventually, the World Timecapsule Fund will be an international project to collect, preserve, and share a unique story about humankind. The project will provide all people with an opportunity to express their thoughts, knowledge, cultural heritage, and view of the human condition.

This time capsule will be different from other time capsules in that it will record humankind's story on

compact digital and video disks. Several copies will be made. One copy will be buried and saved for the future like a regular time capsule. Another copy will be launched into outer space in the year 2000. In space, the time capsule will exist almost forever. Other copies will be widely publicized and exhibited around the world to further share the knowledge and insights of the contributors and in so doing promote international understanding and world peace.

The World Timecapsule has completed a pilot project in the Twin Cities area involving 14 schools and over 800 students. The opportunity to participate is now being offered state-wide. If you are interested in having your students participate, please contact Charles S. Smith at World Timecapsule Fund: 3300 Louisiana Avenue South, Suite 415, Minneapolis, Minnesota 55426 — Telephone (612) 935-1206. Mr. Smith will provide additional information, such as a detailed project plan, educational evaluations, or a video presentation about the project. The timeline is such that locations and teachers need to be confirmed before summer break, 1990.



## information media news

Center for Information Media and Learning Resources Services

### ATTENTION SUMMER STUDENTS:

Those students planning to graduate this summer are encouraged to contact their advisers immediately to determine the adviser's summer schedule.

## SUMMER QUARTER COURSE OFFERINGS 1990

### FIRST SESSION

Course No.	Description	Section	Instructor	Credit	Time	Location
412-512	Television in Media	1	Polesak	4-3	6MW	CH-61
431-531	Introductory Workshop to Online Literature Searching (June 11-14)	1	Ewing	2	9:30	CH-228
444	Internship in Media	1	Staff	1-4	Arr.	Arr.
458-558	Principles and Procedures of Instructional Development I	1	Fields	4-3	1:45	CH-126
468-568	Media Materials and Methods of Instruction	2	Arnold	4	9:35	CH-125
		3	Steltzner	4	9:35	CH-100
		4	Arnold	4	1:45	CH-100
		5	Steltzner	4	1:45	CH-100
473-573	Photography in Media	1	Schmid	4-3	11:40	CH-134
478-578	Cataloging & Classification	1	Hedin	4-3	9:35	CH-126
484-584	Seminar: Pagemaker Using the Macintosh Computer (June 18-19)	2	Ewing	1	9:30	CH-232
495-595	Hypermedia for Educators (July 9-10)	1	Rotto	1	9:30	CH-232
495-595	Creating Interactive Instruction Using Hypermedia Videodiscs (July 11-12)	2	Rotto	1	9:30	CH-232
603	Information Media: Theory Research and Practice	1	Staff	3	7:30	CH-125
606	Organization & Supervision	1	Lacroix	3	1:45MT	CH-134
608	Research Methods	1	Leitzman	3	9:35	CH-134
644	Technologies in Library/Media Center	1	Rydberg	3	11:40	CH-125
651	Administration of Media II (June 11-June 28)	1	Smelser	3	1:45	CH-125
679	Media Generalist Practicum	1	Staff	VR	Arr.	Arr.
680	Internship in Media	1	Fields	3	Arr.	Arr.
681	Readings in Media	1	Staff	VR	Arr.	Arr.
682	Research in Media	1	Staff	3	Arr.	Arr.
683	Seminar: Specialist Degree	1	Staff	2	Arr.	Arr.
684	Field Study in Media	1	Staff	3	Arr.	Arr.
<b>Off-Campus Courses</b>						
495-595	Celebrate Minnesota 1990 with Minnesota Authors (June 20-21)		Westby/ Inkster/ Williams	1	9:30	Sunwood Inn St. Cloud
584	Computer Applications for Educators		Lando	3	8:30	Osseo

**SECOND SESSION**

444	Internship in Media	2	Staff	VR	Arr.	Arr.
468-568	Media Materials and Methods of Instruction	6	Thompson	4	7:30	CH-125
		7	Thompson	4	9:35	CH-125
471-571	Design and Preparation of Information Media	1	Hill	4-3	7:30	CH-232
475-575	Administration of Media	1	Radeke	4-3	1:45MTW	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	9:35	CH-134
477-577	Reference and Bibliography	1	Clarke	4-3	1:45MTW	CH-134
484-584	Seminar: Microsoft Works (July 16-17)	1	Arnold	1	9:30	CH-232
484-584	Seminar: Integrating Media & Technology into the Curriculum (August 6-7)	3	Savage, M.	1	9:30	CH-126
639	Reading, Listening, & Viewing Guidance	1	Busse	3	11:40	CH-134
679	Media Generalist Practicum	2	Staff	VR	Arr.	Arr.
680	Internship in Media	2	Staff	3	Arr.	Arr.
681	Readings in Media	2	Staff	VR	Arr.	Arr.
682	Research in Media	2	Staff	3	Arr.	Arr.
683	Seminar: Professional Ethics and Liability in the Field of Education and Training (July 30-31)	3	Fields	1	9:30	CH-126
683	Seminar: Instructional Design for Media Specialists and Teachers (July 18-19)	4	Fields	1	9:30	CH-126

**SPECIAL WORKSHOPS, SHORT COURSES AND EVENING \*\***

- Online Literature Searching
  - Pagemaker Using the Macintosh Computer
  - Hypermedia for Educators
- Creating Interactive Instruction Using Hypermedia and Videodiscs
  - Celebrate Minnesota 1990 with Minnesota Authors
  - Administration of Media II
- Professional Ethics and Liability in the Field of Education and Training
  - Television in Media
  - An Introduction to Microsoft Works
- Integrating Media and Technology into the Curriculum
  - Instructional Design for Media Specialists and Teachers

\*\* See class listings for specific times and dates.

**Seeking Media Supervisor Licensure?**

IM 651, Administration of Media II will be offered First Summer Session, at 1:45, June 11-28, CH-125.

We recommend enrollment at this time since this course is offered on a demand basis only.

The instructor of this course will be Dr. Lawrence Smelser.

**REGISTRATION INFORMATION**

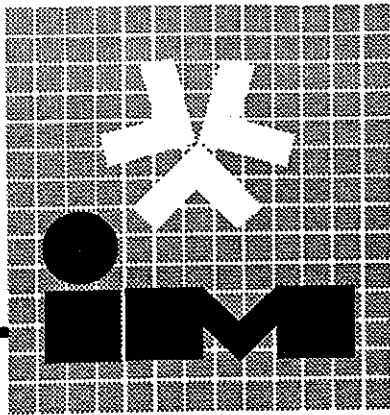
Former and currently enrolled students are strongly encouraged to take advantage of advance registration. Classes with low enrollment may be cancelled.

**ON-CAMPUS DAY AND EVENING CLASSES BEGIN:** June 11, First Term/ July 16, Second Term

**GRADUATION APPLICATION DEADLINE FOR 1990 SUMMER QUARTER:** Friday, June 22, 1990 (only one deadline date)

For registration information contact:

Graduate Studies Office  
Whitney House 202  
St. Cloud State University  
St. Cloud, MN 56301-4498  
(612) 255-2113



## information media news

Center for Information Media and Learning Resources Services

### TENTATIVE FALL QUARTER 1990 COURSE OFFERINGS

#### On-Campus Courses

Course No.	Description	Section	Instructor	Credit	Time	Location
104	Introduction to the Learning Resources	1	Hedin	2	9-11T	CH-130
		2	Staff	2	6M	CH-130
204	Introduction to Library Learning Resources	1	Rude	4	10MWRF	CH-130
412-512	Television in Media	1	Polesak	4-3	6R	CH-61
436-536	Business Information Resources	1	Ewing	3	6R	CH-126
444	Internship in Media	1	Staff	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Keable	4-3	10TR	CH-232
		2	Staff	4-3	6W	CH-232
468-568	Media Materials and Methods of Instruction	1	Stachowski	4-3	9MWRF	CH-125
		2	Hill	4-3	9MWRF	CH-134
		3	Thompson	4-3	10MTRF	CH-134
		4	Thompson	4-3	11MTRF	CH-134
		5	Staff	4-3	11MTRF	CH-125
		6	Williams	4-3	1TR	CH-134
		7	Staff	4-3	6W	CH-125
		8	Staff	4-3	6T	CH-134
		9	Rotto	4-3	6R	CH-125
471-571	Design and Preparation of Media	1	Thompson	4-3	6M	CH-126
473-573	Photography in Media	1	Schmid	4-3	6R	CH-134
* 476-576	Selection and Evaluation	1	Westby	4-3	F/S	CH-125
	* Note Change Sept. 14, 15; Oct. 12, 13; Nov. 2, 3 6-9:30 (F), 8-5 (S)					
477-577	Reference and Bibliography	1	Clarke	4-3	6W	CH-134
603	Information Media: Theory Research and Practice	1	Keable	3	6T	CH-125
607	Training/Human Resource Development	1	Fields	3	6W	CH-126
679	Media Generalist Practicum	1	Keable	6	Arr.	Arr.
680	Internship in Media	1	Fields	2-12	Arr.	Arr.
681	Readings in Media	1	Staff	1-3	Arr.	Arr.
682	Research in Media	1	Staff	3	Arr.	Arr.
683	Seminar: Specialist Degree	1	Staff	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.
<b>Off-Campus Courses</b>						
639	Reading, Listening, & Viewing, Guid.	1	Busse	3	?	N. Lights
644	Technologies in Library/Media Center	1	Rydberg	3	6W	A-RCC
	(Note title change from Info. Storage & Retrieval)					

#### REGISTRATION INFORMATION

ON-CAMPUS EVENING COURSES BEGIN: Wednesday, Sept. 5

ON-CAMPUS DAY COURSES BEGIN: Thursday, Sept. 6

GRADUATION APPLICATION DEADLINE FOR 1990 FALL QUARTER: Tuesday, Oct. 9

For evening and off-campus course registration contact:  
Continuing Education, Whitney House 102, St. Cloud State University, St. Cloud, MN 56301-4498, (612) 255-3081.

#### PLEASE NOTE:

IM 644 (note title change on schedule) will not be offered on campus Spring Quarter 1991. It will, however, be offered Winter Quarter 1990-91 on Wednesday evenings.



## MSU Course to Honor Steve Koyama

Mankato State University (MSU) is offering an experiential sociology course this summer dedicated to the memory of Steve Koyama, who was a faculty member in the Center for Information Media from 1981 to 1989.

Taught by Professors Thomas Schmid and Steven Buechler, the MSU course combines classroom instruction and readings with a week-long journey through the Boundary Waters Canoe Area of Northern Minnesota.

This year's course, the fifth in a series, examines the idea of social ritual as a cultural form that provides participants with a unique angle of vision on the social structure and holds enormous potential for personal and social transformation. In conjunction with this theme, the dedication is intended to honor Steve Koyama's contributions to social justice and environmental preservations as well as his membership in the academic community. The dedication to Professor Koyama will be included on the course syllabus, and discussed with participants during the Boundary Waters journey. The enrollment for this year's course has already been filled.

*We would like to thank all the on-site supervisors  
of our practicums and internships for the 1989-90 year!*

### *Dennis Fields*

### *Doreen Keable*

**Donna Anderson**  
Washington Elementary  
Moorhead, MN

**Paula Conrad**  
Smiley Jr. High School  
Durango, CO

**Barb Johnson**  
New London/Spicer H.S.  
New London, MN

**Bob Nassauer**  
Phillips Beverage Corporation  
Minneapolis, MN

**Mark R. Barth**  
Pioneer Teleproductions, Inc.  
Waite Park, MN

**Annette Dahlin**  
Northview Junior High School  
Minneapolis, MN

**Dan Kelty**  
Minneapolis Public Library  
Minneapolis, MN

**Mary Kay O'Neil**  
Mason and Park Schools  
Durango, CO

**Bev Bauer**  
Emmet Williams Elementary  
Shoreview, MN

**Gert Geck**  
Jefferson & Lincoln Elementaries  
St. Cloud, MN

**Bruce Kittelson**  
Hosterman Middle School  
New Hope, MN

**Arlys Ousman**  
Prairie Woods Elementary  
New London, MN

**Judy Beaulieu**  
Edinbrook Elementary School  
Brooklyn Park, MN

**Gary Germundson**  
Apollo Senior High School  
St. Cloud, MN

**Robert Klaboe**  
Moorhead Senior High School  
Moorhead, MN

**Donna Radeke**  
Rice Elementary School  
Rice, MN

**Pat Becker**  
Milaca Community Education  
Milaca, MN

**Steve Goranson**  
First Bank Systems Productions  
Minneapolis, MN

**Mindy Klauer**  
Valentine Hills Elementary  
Arden Hills, MN

**Renaee Roach**  
Hall Montessori  
Minneapolis, MN

**Barb Bestick**  
Cathedral High School  
St. Cloud, MN

**Carolyn Gutteter**  
Rocori High School  
Cold Spring, MN

**Len Kragness**  
United Health Care  
Minneapolis, MN

**Marilyn Savage**  
Zachary Lane Elementary  
Plymouth, MN

**Ginny Bisek**  
Apollo Senior High School  
St. Cloud, MN

**Barbara Halvorson**  
Menahga Public Schools  
Menahga, MN

**June LaRose**  
Glenwood Public Schools  
Glenwood, MN

**Lois Smith & Duane Radeke**  
District #742  
St. Cloud, MN

**Diane Blenkush**  
Cold Spring Elementary  
Cold Spring, MN

**Alice Hennessey**  
Osseo Senior High School  
Osseo, MN

**David Lyndgaard**  
St. John's University / St. Ben's  
St. Joseph, MN

**Dave Slipy**  
Bemis Company, Inc.  
Minneapolis, MN

**John Calkins**  
Stonebridge Elementary School  
Stillwater, MN

**Nancy Hoy**  
Hutchinson Technology  
Hutchinson, MN

**Dave Nelson**  
NATCO  
Eagen, MN

**Capt. Leonard E. Smallwood**  
St. Cloud Police Department  
St. Cloud, MN

## Museums Serve as Learning Centers

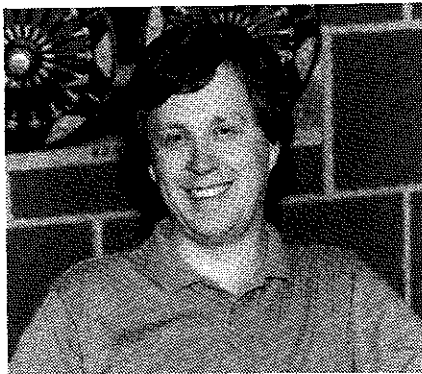
By Norm Clark

Three members of LRS/CIM faculty have taught at Alnwick: Lawrence Smelser, David Rydberg, and this past winter, I experienced my first overseas teaching assignment. Courses taught include an adaptation of IM 204 entitled "Museum as Information Resources" which has become one of the most popular offerings at Alnwick because of the wide-ranging travel and exploration opportunities it offers to students.

The statement "England is one large museum" proved quite correct as the class was able to visit museums of all types, organization and management within an hour by bus of Alnwick. Typical was a new colliery museum which we visited before it was fully open to the public. Later Alnwick students visited the British Museum, the Victoria and Albert Museum, the Tower of London, and the walled city of York including the National Railway Museum. Insightful reports from students included language problems at the Louvre, gaining access to a museum in Hungary only two weeks after the Berlin Wall came down, and how to handle oneself as a woman in the Sex Museum in Amsterdam.



Alnwick Castle, which houses the SCSU program, is the home of the Dukes of Northumberland (the Percy family), famous throughout history — one was engaged to Anne Boleyn when Henry VIII decided to marry her, another commanded British troops at the battle of Concord, and a third had an illegitimate son, Henry Smithson, for whom the Smithsonian Institution in Washington is named.



By Keith Ewing

It was with a mixture of anticipation and apprehension that I boarded a plane in Minneapolis last September to begin the second part of a library faculty exchange with Nankai University in Tianjin, the Peoples's Republic of China.

The better part of my undergraduate and graduate years were spent studying Chinese history and civilization. Yet television images of the horrible events that took place on 4 June 1989 in Tiananmen Square prompted me to question

## The Dark Ages with Electric Lights

not only my sanity in going, but the successful outcome of the scholarly exchange.

A comprehensive liberal arts university, Nankai is one of 27 "key" universities in the People's Republic of China, equivalent in image, if not performance, to finer universities in the US and Europe. Insulated by Zhou Enlai, its most illustrious student, from the scourges and purges that have ravaged modern China, Nankai is home to several national research institutes in science, mathematics, and economics, as well as one of the ten largest academic libraries in China.

The "library" at Nankai consists of a central library and 34 departmental libraries, one for each campus department. This structure, dictated largely by tradition, and exacerbated by byzantine national laws and a lack of professional staff, creates several major problems which the library needs to overcome in order to play a central role in the education of

China's future leaders.

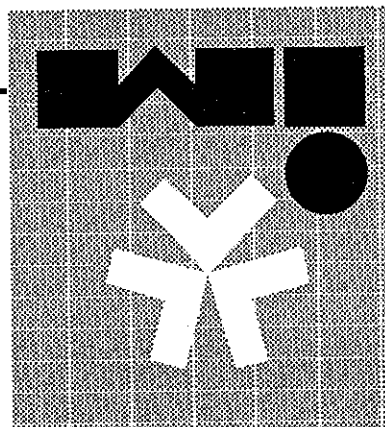
The educational environment in which an academic library exists largely determines the resources it collects and the services it provides. Nankai's libraries acquire resources and provide services to meet the specialized research needs of faculty and graduate students while paying scant attention to undergraduates. Without adequate professional training and little experience, librarians prefer to manage things and people and leave the management of ideas to the Communist Party and the central government.

I left with the overall impression that the exchange is one way at present and for the foreseeable future, that professionally we have too much to give and China too little capacity to receive. Chinese librarians' appetite for information and assistance is staggering, but there is little room in the present political climate to apply what they gain.

BONNIE HEDIN CH-105

Center for Information Media  
Centennial Hall, Room 214  
720 4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498  
210117

information media news



## Lawrence Smelser Retires

Dr. Lawrence Smelser spent the past 22 years of his teaching career at St. Cloud State University, but not before starting right out of high school working with 20 students in a one room school house. During his tenure at SCSU he was division leader for Center for Information Media and worked extensively developing school media programs and certification and licensure requirements.

Smelser was also in the field when print and non-print materials merged into what has taken on a broader scope — media. He was instrumental in the creation of Minnesota

Educational Media Organization (MEMO) which combined Audio Visual Communication Association of Minnesota and Minnesota Association of School Librarians. Smelser served as MEMO's first co-president with Gladys Sheehan.

Since beginning a teaching career, 42 years ago, he's seen a number of changes. He recalled a time when they held a "Pie Supper" at the one-room school house to raise enough money to purchase a hand wound phonograph — "that was our audio visual equipment."

Smelser will be missed by the many students and colleagues who learned so much from him. He was most appreciated for his dedication and sensitivity. Dr. Smelser truly was a colleague and advisor who was always there for people.



*Everyone is cordially invited to celebrate this event:*

**June 30, 1990**

**Holiday Inn**

**St. Cloud, MN**

**6:30 - 7:30 cash bar**

**7:30 p.m. dinner**

**\$15.00 (includes tax and gratuity)**

Congratulatory letters are welcomed and will be shared with Lawrence during the program.

*For reservations and information contact:*

**Dr. David Rydberg**

**Centennial Hall**

**720 Fourth Avenue South**

**St. Cloud State University**

**St. Cloud, MN 56301-4498**

**612/255-4756**