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Information Media Newsletter Vol. 13 No. 2

St. Cloud State University

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IM NEWS

February, 1980 Volume XIII Number 2

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

NEWSLETTER CHANGE

The IM News has been published three times each year in former years; but a rising cost of publication, a lack of funds, priorities, etc., have all contributed to a decision to go with two major issues per year and an informational issue during winter quarter.

The information contained herein is basically information dealing with our instructional program, and more specifically with regular and special classes to be offered during the spring quarter and the summer sessions. Please feel free to share the information with others.

It also appears to be an excellent time to ask your help and cooperation in helping make the IM News truly an informational news letter and a communications link between the present staff and those who have spent time at SCSU in one capacity or another. The tear-off sheet on the back sheet has been added to provide a means for you to send in information about yourself or others, about anticipated plans that you might have, innovations in your job, changes of address, names you might want added to the mailing list, etc. Also it will give you a chance to respond to our plea for making courses available that best serve your needs. It also provides a place where you can indicate whether or not you are interested in taking a certain class since that will help us in our planning. Please take the time to use the tear-off sheet if you find it useful.

PROFESSIONAL ACTIVITIES

The following professional activities should be of interest to all of you: Media Educators Conference, Moorhead, Feb. 7-8--contact Helen Rudie at Concordia College; Telecommunications Conference, St. Cloud, February 29-March 1--contact LeRoy Mesedah, Duluth Public Schools; AECT National Conference, Denver, April 20-26--contact James Scheu, Mound-Westonka Senior High School for travel package information; MEMO Spring Media

Festival, Armstrong Senior High School, Plymouth--contact Barb Nemer for information at Armstrong.

IM COURSE OFFERINGS

Included in this issue of the IM News you will find the course schedules for both spring and summer 1980. As you can see, IM classes will be held at five off-campus sites within our service area in addition to the numerous on-campus offerings. We urge you and your fellow educators to take advantage of the wide variety of instructional opportunities being offered. A new course reservation plan is being instituted to help insure the courses you want will have sufficient enrollment to avoid cancellation. It is especially important that you make a reservation if you plan to attend an off-campus course. Course reservations may be made by returning the form on the back page of this newsletter or by calling 612-255-2062. In either case, no advance payment is required nor are you obligated to register for the course, if you decide later not to take it. Thank you for your cooperation.

UNITED KINGDOM TOUR

Dennis Fields and Tony Schulzetenberg will lead this year's tour to the United Kingdom. The explanatory letter attached includes specific details about the trip, but anyone desiring additional information may contact either of the two tour leaders at SCSU (612-255-2022).

This is an educational, economy tour and a lot of effort has been expended to make it an invaluable tour for media persons and teachers alike. It is relatively inexpensive considering the number of days, the rising fuel costs, the decreasing value of the dollar, and the things included on the itinerary. Those who have any desire to travel might well take advantage of this tour since the prices may well be entirely out of sight in the years ahead. Please share the information with educators in your building.

SUMMER 1980

Workshops and Short Courses

UNITED KINGDOM LIBRARY/TEACHER EDUCATIONAL RESOURCES TOUR

An experience in the design and development of resource materials, international in scope, utilizing an 18-20 day travel experience to selected places of social, political, religious, historical, cultural, and educational interest in the United Kingdom. Course will include a pre-session in spring quarter, one week of instruction prior to leaving, and follow-up sessions.

IM 510, June 9-11, 3/9 credits
Dennis Fields and Tony Schulzetenberg-Instructors

STORYTELLING FOR TEACHERS AND MEDIA SPECIALISTS

A workshop for teachers and media specialists providing practical know-how and experiences in storytelling.

IM 495/595; June 16-24; 4/3 credits; 07:30-10:45
Karen Nelson Hoyle-Instructor

STORYTELLING CONFERENCE

A one-day conference featuring well known storyteller, Caroline Bauer. There will be a fee for conference attendance. Not for credit. June 18, 1980.

SEMINAR: YOUNG ADULT MATERIALS AND SERVICES

Seminar for teachers and media personnel with emphasis on analysis of contemporary, young adult and adolescent materials and services.

IM 683; June 26-July 11; 2 credits; 14:30-15:50

SEMINAR: MEDIA FOR TEACHERS

A seminar designed for classroom teachers to sharpen their media skills and make them more aware of media materials available to them.

IM 683; June 26-July 11; 4 credits; 14:30-15:50
Phyllis Lacroix-Instructor

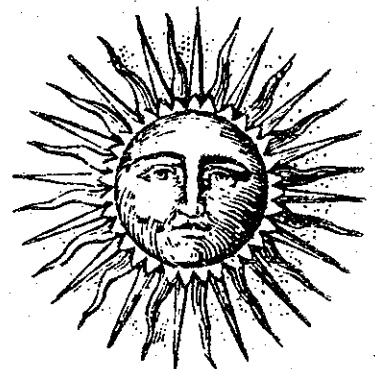
SEMINAR: ACQUISITION AND MAINTENANCE OF EQUIPMENT

A seminar providing practical information on acquisition of audiovisual equipment and simple maintenance problems.

IM 683; July 15-30; 2 credits; 14:30-15:50
Harlan Jensen-Instructor

**NEVER INVEST YOUR MONEY
IN ANYTHING THAT
EATS OR NEEDS REPAIRING.**

BILLY ROSE



IM**INFORMATION MEDIA**

SPRING QUARTER 1980
ON-CAMPUS COURSES

CREF #	Course	Section		Credits		
3551	104 Introduction to the	1	Jensen	2	10TR	CH-130
3552	Learning Resources	2	Sorenson	2	6W	CH-126
3553	204 Information Resources in Society	1	Clarke	4	6T	CH-134
3558	275 Media Profession	1	Simons	2	3TR	CH-125
3554	468 Media Materials and Methods of Instruction	1	Keable	3	9MWRF	CH-125
3555		2	Keable	3	10MWRF	CH-125
3556		3	May	3	11MTRF	CH-134
3557		4	Costanzo	3	12MTRF	CH-125
3559		5	Costanzo	3	1MTWF	CH-134
		6	CANCELLED			
3561		7	Costanzo	3	6W	CH-125
3590		8	Campbell	3	6R	CH-125
3609-3610	431-531 Introductory Workshop to On-line Literature Searching	1	Blaske	2	6R	CH-228
3585-3586	473-573 Photography in Media	1	Nelson	4-3	6T	CH-130
3566-3567	475-575 Administration of Media	1	May	4-3	6M	CH-125
3568-3569	478-578 Technical Processes in Media	1	Hedin	4-3	6M	CH-126
3571-3577	481-639 Reading, Listening, and Viewing Guidance		Westby	4-3	6W	CH-130
3562	604 Information Media in Society	1	Keable	3	6R	CH-134
3563	606 Organization & Supervision	1	Schulzetenberg	3	6R	CH-130
3605	615 Preparation of Media II	1	Hill	3	6T	CH-125
	617 Instructional Slide Production	1	CANCELLED			
	636 Reference & Bibliography II	1	CANCELLED			
3578	644 Information Storage & Retrieval		Rydberg	3	6R	CH-126
3606	662 Recent Trends in Media	1	Schulzetenberg	3	6M	CH-130
3579	680 Internship in Media	1	Staff	3	Arr.	Arr.
3580	681 Readings in Media	1	Staff	3	Arr.	Arr.
3581	682 Research in Media	1	Staff	3	Arr.	Arr.
3607	683 Seminar: Public Libraries	12	Sween	3	6T	CH-126
3608	683 Seminar: Microcomputer Management in the Media Center	13	Aichele May	3	6W	CH-134
3588	684 Field Study in Media	1	Staff	VR	Arr.	Arr.

The course information above supersedes that printed in the spring 1980 class schedule distributed by the University. Please use this sheet for proper registration in IM classes.



ST. CLOUD STATE UNIVERSITY

ST. CLOUD, MINNESOTA 56301 / (612) 255-2022

LEARNING RESOURCES SERVICES
and
CENTER FOR LIBRARY AND AUDIOVISUAL EDUCATION



OFF-CAMPUS COURSES

MEDIA FOR TEACHERS (IM 683 - 3 credits)

ELK RIVER: Vandenburg Jr. IIS Media Center - 4:00-6:30 p.m., Mondays
Instructor: Phyllis Lacroix -- Starting Date: Monday, March 10, 1980

The concepts of communication and perception are discussed in relation to teaching and visual literacy. Elementary techniques of visual production as used in motion picture, filmstrips, slides, transparencies, pictures, posters, and fine art forms. A course which can help teachers in any discipline to become more effective teachers and to prepare better instructional materials. (S/U Grading)

* * * * *

CONTEMPORARY MATERIALS (IM 683 - 3 credits)

NORTH HENNEPIN COMMUNITY COLLEGE - 4:00-6:30 p.m., Tuesdays
Instructor: Tony Schulzetenberg and Jerry Westby -- Starting Date:
Tuesday, March 11, 1980

A seminar course dealing with contemporary learning materials of all types and their relationship to society. Content will vary according to the needs of class participants. (S/U Grading)

* * * * *

SYSTEMS DESIGN AND EVALUATION OF MEDIA (IM 658 - 3 credits)

GRAND FORKS, ND - Arranged, Friday/Saturday
Instructor: Dennis Fields

Principles in system design, using and evaluating media systems, practice in designing and using media models in relation to specific needs. Lab.

* * * * *

MANAGEMENT OF MICROCOMPUTERS IN THE MEDIA CENTER (IM 683 - 3 credits)

OSSEO: Park Center HS Media Center - 4:15-6:45 p.m., Mondays
Instructor: Marien Haley, TIES -- Starting Date: Monday, March 10, 1980

DULUTH: District Media Center - Arranged
Instructor: Rich Josephson

(Course will be taught primarily via television and telephone conference connections with SCSU. First class meeting is Friday, March 14, 1980, 3:40 p.m. Subsequent classes at times agreed upon by class participants.)

Introduction to computers; computer literacy. Selection, application, and utilization of microcomputers and associated software/courseware in media centers.



ST. CLOUD STATE UNIVERSITY

ST. CLOUD, MINNESOTA 56301

COLLEGE OF EDUCATION
Center for Library and Audiovisual Education

January 8, 1980

Dear Colleague:

Here is an opportunity for you to enter the exciting world of international education! Professors Tony Schulzetenberg and Dennis Fields of the Center for Library and Audiovisual Education, St. Cloud State University, will lead this teacher/media specialist/educator tour through Great Britain and Scotland to places of historical, educational, social, religious, cultural and political interest. The tour will provide an opportunity for participants to gain experience in instructional development, in international living, in comparative education, in professional enrichment, and in personal understanding.

The 20 day tour has been divided into three phases:

- *a six day stay in rural, central England at the University of Evansville's Harlaxton Manor (see illustration below)
- *seven days traveling through Northern England and Scotland
- *five days and nights in London

Group visits have been scheduled to include:

- *at Harlaxton: St. Wulframs, Hardwicke Hall, Cambridge, Belvoir Castle, Belton Park, Sherwood Forest, Grantham, etc.
- *Northern swing: York, Hadrian's Wall, Alnwick, Edinburgh, Glasgow, Manchester, Birmingham, Oxford, Stratford, Warwick Castle, Coventry, Blenheim, etc.
- *in London: Group visits to be determined by the group (e.g., Brighton, Windsor, British Museum, Tate Gallery, etc.)

Much of the tour will provide you with an opportunity to develop an instructional package in your own area of interest, so ample opportunity has been allowed to let you visit with citizens, institutions, galleries, museums, etc. Schools have also been scheduled for visits to allow for comparative education in curriculum, method, facilities, and materials.

Dates for the tour have been set for June 22-July 11, 1980 at an approximate cost of \$1495.00 per participant. This cost will take care of air transportation, land transportation from city to city, all lodging, and most of the meals. This cost is relatively inexpensive considering the length of stay and the rising transportation costs.

Specifically included in the trip price are the following:

- air fare from Minneapolis to Prestwick (near Glasgow)
- ground transportation except in London
- all lodging and breakfasts (the usual foreign "bed and board")
- many other meals (except for one day in Edinburgh and while in London)



HARLAXTON MANOR

*United Kingdom
Teacher/Librarian
Educational Resources Tour
June 22 - July 11 ☺, 1980*

Specifically not included are the following:

- London transportation and meals (except breakfast)
- fees for visits to museums, castles, cathedrals, exhibits, shows, etc.
- tuition (all participants must register for 3 or 9 credits)
- one meal in Edinburgh
- transportation to Minneapolis and back

The travel group will be limited to 38 participants and is subject to cancellation if the required reservations are not made by March 15, 1980. Tour is also contingent upon availability of charter aircraft and is subject to the usual conditions of a charter flight (as specified by the contract). All money will be returned to the participants if the tour is cancelled by St. Cloud State or by the charter service. Reservation money cannot be returned unless arrangements can be made for a replacement subject to approval of the sponsor.

Credit options:

- *3 credits--must participate in all tour activities, do assigned readings, summary paper
- *9 credits--must participate in all tour activities, do assigned readings, seminars on tours with assignments, develop instructional package for personal use in education.

Payments:

- March 15--\$400.00 down payment due in at St. Cloud
- April 15--\$400.00 second payment due
- May 1 --balance due
(make all checks payable to St. Cloud State University)
- Registration and tuition payments due by June 15 (Credit cost is \$13.65 per credit)

Travel considerations:

- Utilization of student and other inexpensive accommodations
- Multiple occupancy (often more than two to a room)
- Bedrooms are not furnished with individual baths (baths down the hall!)
- Must be able to handle own luggage (often no elevators or porters, but many stairs!)
- Must be flexible and able to adapt to change and stress of travel

For more information call or write to Dr. Tony Schulzetenberg or Dr. Dennis Fields at Center for Library and Audiovisual Education, St. Cloud State University (612--255-2062 or 612--255-2022 respectively).

Name _____ Address _____

Check in the amount of _____ made payable to St. Cloud State University is included. Please send checks and this reservation form to: Dr. Tony Schulzetenberg, United Kingdom Tour, Center for Library and Audiovisual Education, St. Cloud State University, St. Cloud, MN 56301

Included are the following: _____ \$400.00 reservation
 _____ total cost

MAIL IT NOW!

CLASS SCHEDULE/SUMMER QUARTER

SUMMER 1980
First Term

104	Introduction to Learning Resources	Staff	9:15	CH-125
412-512	Television in Media	Polesak	6W	CH-125
468	Media Materials and Methods of Instruction	Staff	7:30	CH-134
471-571	Preparation of Media	Keable	11:00	CH-134
473-573	Photography in Media	Nelson	9:15	CH-126
475-575	Administration I	May	9:15	CH-134
495-595	Storytelling for Teachers and Media Specialists June 16-24	Staff	11:00	CH-125
510	United Kingdom Library/Fields/Teacher Educational Resources Tour June 9-July 11	Schulzetenberg	7:30	CH-130
606	Organization & Supervision	Smelser	7:30	CH-125
644	Information Storage & Retrieval	Ryoberg	12:45	CH-130
680	Internship in Media	Staff	Arr.	Arr.
681	Readings in Media	Staff	Arr.	Arr.
682	Research in Media	Staff	Arr.	Arr.
683	Seminar: Specialist Degree	Staff	Arr.	Arr.
683	Seminar: Media for Teachers June 26-July 11	Lacroix	2:30	CH-125
683	Seminar: Adolescents Young Materials and Services June 26-July 11	Staff	2:30	CH-130
684	Field Study in Media	Staff	Arr.	Arr.

Second Term

468	Media Materials and Methods of Instruction	Staff	7:30	CH-134
476-576	Selection and Evaluation of Media	Staff Westby	9:15	CH-125
477-577	Reference and Bibliography in Media	Staff	12:45	CH-126
478-578	Technical Processes in Media	Elsen	7:30	CH-130
481-639	Reading, Listening, & Viewing Guidance	Busse	9:15	CH-126
608	Research Methods	Hill	11:00	CH-134
616	Television in Media II	Polesak	12:45	CH-134
558	Systems Design & Evaluation of Media	Fields	STR	CH-134
680	Internship in Media	Staff	12:45	CH-125
681	Readings in Media	Staff	Arr.	Arr.
682	Research in Media	Staff	Arr.	Arr.
683	Seminar: Acquisition & Maintenance of Equipment July	Jensen	2:30	CH-134
683	Seminar: Microcomputer in the Media Center	Archele	12:45	CH-130

DETACH AND RETURN

TO: CENTER FOR LIBRARY AND AUDIOVISUAL EDUCATION
Centennial Hall - 214
St. Cloud State University
St. Cloud, MN 56301

I plan to take the following courses. Please make a reservation for me. (No obligation, of course. You may also make your reservation by calling 612-255-2062.)

SPRING: _____

SUMMER: _____

I would like to have the following course(s) offered:

COURSE: _____ QUARTER: _____ LOCATION: _____

Information for the IM News: _____

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP CODE: _____

210117

Center for Library & Audiovisual Education
St. Cloud State University
St. Cloud, MN 56301