

2-1979

Information Media Newsletter Vol. 3 No. 2

St. Cloud State University

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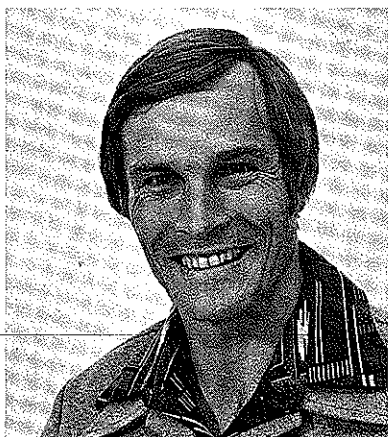
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Recommended Citation

St. Cloud State University, "Information Media Newsletter Vol. 3 No. 2" (1979). *Information Media Newsletter*. 93.
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An Information Media Newsletter published by the Learning Resources Center and the Center for Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301



DEAN BERLING

FROM THE DEAN'S CHAIR

Censorship attempts continue to arise in various parts of the nation, and the results are detrimental to all who believe in intellectual freedom, with its inherent freedom to read, listen, and view. How to deal with each case has never been an easy task; but all too often, censorship has gained an even

greater hold in those instances where no attempt was made to deal with potential problems before they occurred. Lack of any clear policy to handle materials under fire has placed teachers and media specialists in an impossible position, has given impetus to censors to continue their attempts at censorship, and has placed administrators and school boards in untenable positions.

Programs preparing school librarians and media specialists have for a long time promoted the adoption by administration and school boards of a definitive selection policy statement which clearly delineates the procedures for handling challenged materials. All too often, practitioners have been slow or reluctant to promote such a policy and the inevitable result was that no policy existed when the need for one arose. Lack of such policies gives potential censors an uncontested avenue to challenge materials; it does, in fact, almost encourage such action. The time to develop a selection policy and to define a clear policy for the handling of challenged materials is now--before the censor gets a toehold!

The profession can look with some assurance to the general public for support; and the fact that in various parts of our country, including central Minnesota, school board members who supported censorship attempts were defeated in ensuing elections provides hope

for strong support. Learning Resources at St. Cloud State, through its Production Division, has prepared a video tape designed to help school boards become better informed about censorship and how to deal with it. The tape, now in its final stages of production, was previewed by the St. Cloud Public Schools' Board of Education prior to the Media Educators Conference in February. During the Media Educators Conference, convened at the Sunwood Inn in St. Cloud on February 8-9, the video tape was presented to state media educators as a premiere feature. Appropriately enough, the conference was highlighted by Judith Krug's presentation on intellectual freedom. Anyone interested in information about the tape can contact me at Learning Resources. Perhaps this tape can provide the impetus for you in the initiation and development of an appropriate policy to safeguard the basic rights of the individual. After the fact it becomes useless and ineffective; there is enough evidence to support such a contention.

NORTH DAKOTA PROGRAM

The first in a series of graduate courses in media is now being offered at the University of North Dakota by the SCSU faculty. Nineteen students from as far away as Bismarck are enrolled in the Advanced Selection course offered Winter Quarter by Tony SCHULZETENBERG and Jerry WESTBY. Mike NELSON and Fred HILL will offer Media Production during Spring Quarter at Central High School in Grand Forks. The courses are offered on a bi-weekly, Friday evening-Saturday morning arrangement and are open to all those interested in degree programs, in licensure, or in improving their general competencies. Contact the Center for additional information. Spring Quarter class will begin on Friday, March 16.

INSTRUCTIONAL TECHNOLOGY SERVICES

This past quarter saw the initiation of a Listening Center in ITS. The center is being used extensively by the Foreign Language Department. Due in large part to the Listening Center, the non-print reserve was used twice as heavily as the traditional print reserve reading area.

The arrival of the remaining components of the Audio-Video Retrieval System will make information retrieval even easier and will perhaps increase its use correspondingly. Designed as a replacement for the problem plagued Random Access Information Retrieval Service (RAIRS), this system will provide quality, remotely controlled audio and video programming. Thus, the future looks very bright for non-print media here at St. Cloud. Both the Listening Center and the Retrieval System continue the quality programs LRS has always sought to make alternatives in learning a reality.

TECHNICAL SERVICES UPDATE

Learning Resources has purchased a printer attachment for the OCLC terminal. The printer is a Diablo HyTerm, Model 1641 with a print wheel that provides wholly formed characters as opposed to a pin matrix type. The printer will make it possible to print spine, card and book pocket labels. Since the labels will be printed just after the catalog cards are produced, there will be less possibility of typographical errors. Books will also be processed faster since the printer eliminates most typing done by clerical staff and students.

It will also make possible the printing of all or part of a bibliographic record displayed on the OCLC terminal. The printouts will be used by the cataloging staff to edit records in the data base that are incomplete or incorrect and to create new records.

Another application involves the printing of bibliographic information for interlibrary loan requests. The paper copy can be used for verification and should improve the accuracy of requests.

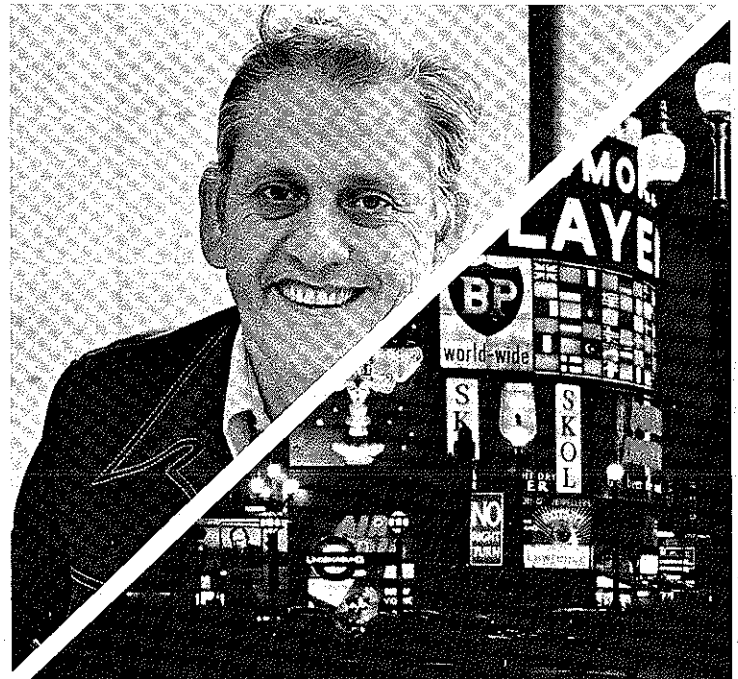
MINNESOTA MEDIA TOUR

Those of you who have traveled with TIM before, or those who have always wanted to, will be pleased to know that this summer's tour has been scheduled for June 11-19. This regional tour will make stops in Menomonie, Duluth,

Bemidji, Winnipeg, Grand Forks, and Fargo. It is anticipated that at least two nights will be spent in the Winnipeg area, touring places of cultural, historical, and educational interest. To be scheduled are such activities as visiting authors, producers, media centers, museums, and historical sites. Additional information will be mailed out at a later date, but anyone interested in getting on the list of participants should contact Tony SCHULZETENBERG, Center for Library and Audiovisual Education, St. Cloud State University. It is anticipated that the cost of the nine-day tour will be in the neighborhood of \$175-200.

SMELSER TO ADMINISTER ENGLAND PROGRAM

Lawrence SMELSER is no stranger to most of the present or former IM students, and everyone will perhaps share in his excitement about spending the 1979-80 school year in London. As the London project director, Lawrence will work as an advisor to the approximately 60 students and handle all of the administrative assignments for them. Students in the program work on independent study programs and can enroll in courses at the University of London taught by faculty employed by SCSU. Lawrence and his wife Bev will leave for England in August and expect to return in May of 1980.



LAWRENCE SMELSER

The Center for Library and Audiovisual Education needs your help as fellow professionals to let others know about our degrees in Information Media. The Center continues to offer its advanced graduate degrees, but you can be extremely helpful by making potential St. Cloud State University undergraduates aware of our on-going 26 credit and 36 credit minors in Information Media. The 26 credit Bachelor of Science minor meets library endorsement requirements in the State of Minnesota; the 36 credit Bachelor of Science minor qualifies persons for media generalist endorsement with two years of teaching experience. Those two minors are specifically designed for persons in education. However, the 26 credit Bachelor of Arts minor offered through our Center can also be very useful as needs arise for persons needing print and non-print media preparation in the fields of business, industry, and government.

One of the primary responsibilities of professional people is to identify potential members for the profession. The profession can use good people so please take this into consideration as you talk with students who are making plans to attend St. Cloud State University.

RESEARCH PUBLISHED

Those of you interested in some of the more extensive research projects in media in Minnesota should find the January issue of Minnesota Media interesting. Dennis FIELDS, Research Committee Chairperson for MEMO, does a feature article; and Tom MILLER's research on media personnel and Paul KULAS' on the Polish novel in translation are extremely interesting. Many of you have done studies worthy of publication, and if you have an interest in publishing, you might contact your former advisers about the possibility of doing so.

ARCHIVES RECEIVES GRANT

The University Archives has received a \$3,600 grant from the National Historical Publications and Records Commission for a Spindex III data base management system. The computerized indexing project will improve access to the Learning Resources' Services collection of materials.

Have you ever wondered just what did happen to former faculty members who taught some of your classes? National professional meetings usually bring a number of them together from all parts of the country. A noncomprehensive list indicates that Glenn THOMPSON is now the Department Chairperson of Library Science at Eau Claire State and that Ursula EMERY and Dick BUCK are staff members there. Ron HASSELHUHN teaches in the School of Library Science at Emporia State in Kansas, while John HEAD heads up the library program at Clarion State in Pennsylvania. John ROBSON, Southwest State at Marshall, and Harold OPGRAND, UMKC-Crookston, administer media programs at those colleges. Pat WIEGEL is a cataloger at Bloomburg State in Pennsylvania, while Elinore ZETA is head of technical services at the University of Evansville.

CASSIDYS AT INDIANA

In his Christmas message Mike CASSIDY indicated that all is well after a semester of work and that he is making good progress on his degree program. After a brief Christmas visit to New York, he returned to work on another semester of classes. He indicated that he anticipates spending another year at the University of Indiana. As might be expected, Mike and Noreen have found exceedingly great joy in their new daughter, Megan.

ELSEN COMPLETES DEGREE

Marie ELSEN, University Archivist and the Division Leader of Public Services, will graduate at the end of winter quarter with a master's degree in Special Studies in archival development. Marie was on leave of absence during the winter quarter and completed her master's thesis wherein she researched the criteria used in archival development, ranked the criteria in priority order through a survey of Minnesota university archivists, and completed a profile of archival status in Minnesota colleges and universities listed in Barron's Profile of American Colleges. The primary purpose of her study was to provide guidelines for archival development in colleges and universities.

BUSINESS TRACK DEVELOPED AS PART OF GRADUATE MAJOR IN IM

Persons who hold a baccalaureate degree and are interested in working in business, industry, and governmental organizations in the area of training and development might be interested in the field of Human Resource Management to design, develop, and present instruction in training and management programs. The 51-hour program includes three components: research, major field, and related fields. There is a great deal of flexibility in developing a program, but a core of courses in media, in psychology, in human relations, and in business is required. Those interested in additional information can write the Center for Library and Audiovisual Education.

CONTEMPORARY MATERIALS CLASS

A contemporary materials seminar class will be offered at North Hennepin Community College during the spring quarter. The seminar will have as its primary focus a discussion of the various formats of contemporary materials at all levels, along with some of the problems involved in selection, evaluation, and use. Student input into the direction of the seminar will be given much consideration. The class, taught by Tony SCHULZETENBERG and Jerry WESTBY will begin on Tuesday, March 13 at 6:00 p.m. Here's your chance to exchange information about a whole realm of contemporary materials.

TEACHER CENTER ESTABLISHED

Fred HILL and Dennis FIELDS are on the advisory board of the newly created Teacher Center in the College of Education. The purpose of the center is to foster professional development in instructional strategies. As a primary step a faculty reading center has been established on the second floor of LRS with its focus on materials dealing with instructional improvement. In a series of monthly programs, emphasis is placed on what is available in instructional development to help the teacher. At one of these sessions, Hill will explain the purpose of Production Services in Learning Resources; and at another session, Fields will make a presentation of the systems approach to instructional development.

DISTRIBUTION COMPUTERIZED

Distribution Services, which provides the campus with media equipment and 16mm films, has incorporated a computerized inventory and scheduling system into its operation. The automated system, which utilized the computer of the State University System, performs two major functions. First, it provides a complete computerized inventory control of all equipment owned by the University; and second, it maintains control over a schedule of University owned films and videotapes. The use of automated control in such a manner is but a part of its potential; but it does reflect a goal of Learning Resources, and Distribution in particular, of providing increased service to all members of the University community.



VIRGINIA SORENSON

NEW STAFF MEMBER

Virginia SORENSON, familiar to many as a fellow student or as a worker in the various sections of LRS, has been employed on a full-time basis in the reference area. Virginia's primary responsibility, which commenced Fall Quarter, is in the periodicals section, but she also serves double duty as a reference person. Virginia has lived in St. Cloud ever since her husband David accepted a teaching

assignment in chemistry in 1964. Virginia has a B.A. from Principia College, Elsah, IL, and M.A. from Middlebury College, Middlebury, VT, and a recently completed M.S. in Information Media from St. Cloud State University. She has taught at the American College for Girls in Istanbul, Turkey; at Principia College at Elsah, IL; and at SCSU in the Foreign Language Department. She has traveled extensively in the Near East, in Europe, and in North America. Her addition to the staff has added another new dimension.

EVANS AND JOSEPHSON TO WINNIPEG

Randy EVANS and Rich JOSEPHSON of Production Services will serve as the video recorders for a community education tour to Winnipeg to record the solar eclipse on February 26. Tour members have been busy studying eclipses and methods of recording related data. Rich and Randy have been busy with videotaping projects in preparation for the trip. The tour is sponsored by the Physics Department.

UPPER MISSISSIPPI MEDIA CONFERENCE

The annual MEMO Upper Mississippi Media Conference will be held at the Minneapolis Radisson on May 3-5. Serving as co-chairpersons for the conference are former students Kay SACK and Chuck MANN. Harlan JENSEN is serving as the Chairperson of the Exhibitor Committee. The conference theme is "Media Kaleidoscope" and will feature a series of interesting mini-sessions. Keynote speaker will be Jane DANEBAUM, Director of Federal Government Relations for the Association of Media Producers.

MLA SPRING CONFERENCE

The Minnesota Library Association will hold its annual spring meeting in Moorhead on May 17-19. Roger SWEEN of the Reference Section is Chairperson-elect of the Public Libraries Division and is on the planning committee.

MEET THE CLERICAL STAFF

Two veterans of the clerical staff in Learning Resources are Bonnie THEIS and Karen BAUER. Bonnie, who is a St. Cloud native and a graduate of Tech High School, just completed her ninth year in December as a member of the LRS

staff. She has worked in various areas of both technical and public services, but is presently assigned to the Circulation Section. Karen will be completing her eighth year in May and works in the Binding, Processing, and Repair Section. She is a graduate of Melrose High School and grew up in Elrosa. Karen is scheduled to join the ranks of the married on August 18 of this year.



BONNIE THEIS



KAREN BAUER

FACULTY PROFESSIONAL ACTIVITIES

Many of the staff members of Learning Resources are active members of Phi Delta Kappa, the professional educators fraternal group; and many hold offices in the St. Cloud Chapter. Louis COSTANZO is the secretary, while Dave RYDBERG is the Historian. Also active in official capacities are Duane RADEKE, Foundation Representative, and Bob SALISBURY, Newsletter Editor, both from the St. Cloud Public Schools.

Dean BERLING recently returned from the ALA Midwinter meeting in Washington, D.C. He reported having nice visits with Ruth ERSTAD, former state supervisor; with Ray RAMQUIST, Chairperson of the Media Department at James Madison College in Harrisonburg, Virginia; and with Dwight BURLINGAME, Dean of Libraries, Bowling Green State University, Ohio.

Tony SCHULZETENBERG has been appointed Chairperson of the Teacher Education Committee of AECT by President Marie MCMAHON. Lawrence SMELSER served on the North Central Accreditation team for the Lakeville Schools in November.

John BERLING is the State University System representative to the MINITEX Advisory Board. His recent meeting in St. Paul on January 18 was followed by an OCLC Directors meeting. Dean Berling also serves on a Weeding Task-

force for the State University System.

Harlan JENSEN reported that the National Audiovisual Association in New Orleans, January 12-17, was an interesting and successful conference. Needless to say, Harlan enjoyed the festive atmosphere of the French Quarter and other points of interest in New Orleans.

Phyllis LACROIX, Dave RYDBERG, Jean AICHELE, Mary TURNER, Dennis FIELDS, and George ERICKSON attended the MEMO Post-Secondary Conference on Futures held at the College of St. Catherine on January 18. Marie ELSEN, who is on sabbatical leave during winter quarter, will be interning at the Minnesota Historical Society during the month of February.

As part of the SPINDEX grant for archives, Marie ELSEN and Dave RYDBERG will be attending a SPINDEX Training Session in Washington, D.C. in April. Ginny BLASKE attended the ASIS National Meeting in New York in November, and from there she continued on to two BRS workshops, one on the Drug Data Base and one on Inform/Management Content.



JANE DEMARAIS AND DOREEN KEABLE

GRADUATE ASSISTANTS

During this academic year there are five graduate assistants employed in Learning Resources and in the Center for Library and Audiovisual Education. Among those are Jane DEMARAIS, Dave HANSON, and Mark KRAUEL. Jane graduated from Moorhead State after spending her elementary and high school years in Red

Lake Falls. Since graduating from Moorhead, Jane has done some substitute teaching for the Foley Schools. She is married, has two children, and lives in Foley. Jane is the graduate assistant for Instructional Services.

Dave HANSON graduated from Cooper High School in Crystal, Minnesota, and received his B.S. degree from SCSU. After a year in California, working for the Drewry Photocolor Corporation, Dave has returned to complete his master's degree. In addition to his internship in Public Services, Dave works at Apollo High School. He makes his home in Sartell with his wife and two children.

Mark KRAUEL is an institution in and around St. Cloud. His internship is in Production Services. Mark is a St. Cloud Tech graduate and received his B.A. and M.S. degrees from SCSU after attending Anoka Ramsey Junior College. Mark still makes his home in St. Cloud.



DAVE HANSON
AND
DAE LEE



MARK KRAUEL
AND
DAN MARECK

MEDIA SEMINAR SCHEDULED

In conjunction with our expanding media programs, the Center for Library and Audiovisual Education is initiating a series of seminars addressing basic, introductory, peripheral, and advanced topics for persons desiring information skills in specific areas of media production. These would include persons in other disciplines who need selected media competencies or are curious about particular areas of media production; practicing professionals who need updating or more indepth skills in certain activities; and persons who need in-service training in related topics. More details will be available in forthcoming literature.

MANAGEMENT SKILLS WORKSHOP

The Center for Library and Audiovisual Education will be sponsoring a management skills workshop sometime in mid-July. Especially highlighted will be the implementation of evaluation skills and procedures to help the practicing media personnel provide rationale to administrators on the cost effectiveness of media programs. Evaluative techniques advocated by specialists in media management will be examined, and application of these to school media centers will be explored. Resource consultants will be asked to participate as discussion leaders. Already scheduled are Dr. Dwight BURLINGAME of the Bowling Green State University, Tony SCHULZETENBERG, and Dennis FIELDS. The three are co-authors of the book entitled The College Learning Resource Center. John BERLING, Dean of Learning Resources, and Fred HILL, who teaches administration courses, will also participate, and it is anticipated that perhaps others on the national level will be invited.

GRADUATE GRAPEVINE

Brien BELANGER reports that he is still employed by Moody Institute in Chicago as a reference librarian, while Carolyn OLSON works in the public library in Portland, Oregon. Marien HALEY has assumed a position as Assistant Services Coordinator for TIES in the metropolitan area. Mike WINTER left his position as media coordinator in the Portland area to take a job with a religious publishing company in Atlanta. Beth QUANBECK has joined the staff at the Willmar State Hospital as a media specialist.

On the college scene, Bruce HOUGH, media director at Creighton University, has commenced work on his doctorate at the University of Nebraska. Harold KELLY, formerly at Bemidji and also at Jamestown, is now on the staff of the library science department at the University of North Dakota.

Keith GILBERTSON, after a brief fling in public library work at Worthington, has returned to St. Cloud State to work on a bachelor's degree in education. Joan THOMAS of the Minneapolis Public Schools will be leaving our area to make her home in Pontiac, MI. Frank WAMBACH is a media specialist, along with Barb PLADSON at Elk River Senior High.

Larry WIGET, after a year at Northern Colorado University, has returned to his teaching job at Parma, Ohio, and is busy working on his

dissertation to complete a doctorate. Marshall MEAD has moved from Aspen, Colorado, to the public school in Coalstrip, Montana.

Learning Resources is happy to report that Meriel ADLAND of the Minneapolis Schools, and editor of Minnesota Media, is doing an internship in the graphics area to add to her editing abilities. Ann LAROSE spent the fall quarter break visiting friends in North Carolina.

Pat SPLEISS, following recovery from her serious automobile accident of last summer in Nevada, has returned to her Minneapolis home from California. Pat appears in good spirits despite a very difficult road to recovery. Wendy JOHNSON, media specialist at Zachary Lane Elementary in Robbinsdale, is at Methodist Hospital in Minneapolis. Wendy would perhaps appreciate a card from her friends, but hours for visiting have been restricted.

Never let it be said that media specialists don't have a variety of skills! Tom PETERSON is the Assistant Basketball Coach for the powerful New York Mills girls basketball team. Look for him on television during State Tournament time!

ODDS AND ENDS

Dave RYDBERG and his family had a pleasant Christmas trip to visit family members in McAllen, Texas. Carl and Marilyn SAVAGE made a trip to Chicago part of their holiday vacation.

Lucy SUPAN reports that she enjoyed a Caribbean cruise from February 3-10, while Melodie DUKOWITZ plans to return from California and Hawaii on March 5.

Fred HILL, Sgt. E-6 of the U.S. Army Reserve, spent the first two weeks of February at winter camp at Fort Ripley, MN. Dan MAREK of Production Services holds the rank of S/Sgt. with the 133 Civil Engineering Flight in the Air Force National Guard. He will spend the first part of April in Phoenix for two weeks of training.

Pat SAUERER, formerly with Distribution Services, has accepted a change in assignment since her return to employment. She can now be found in Whitney House in Traffic Safety. Laurie ACHTERKIRCH visited some of her old friends in Learning Resources recently. She and her family now make their home in Wadena.

WINTER GRADUATES 1979

Winter graduates are David HANSON and Vandyke MCKENZIE.

NEW COURSE OFFERING FOR SPRING 1979!

Reading Guidance for Young Adults: A New Perspective

Topics to be covered

- Personal Censorship-Definition
- Prioritizing Your Time
- Views From The Field
- Trends
- Implications of Film and TV
- Periodicals

Pre meetings will be held in March culminating April 6-8 at a weekend retreat in Long Lake Conservation Center Palisade, Minnesota

Leadership and instruction offered by Gladys Sheehan, selected members of her staff and St. Cloud State University

Room and board at Long Lake Conservation Center	\$25.00
Tuition - 3 Graduate credits IM 683	<u>70.50</u>
	\$95.50

CONTACT: Dennis C. Fields
Center for Library & Audiovisual Education
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St. Cloud, MN 56301

OR

Gladys Sheehan
Director Media Services
Minneapolis Public Schools
807 NE Broadway
Minneapolis, MN 55413

SPRING 1979

104	Introduction to Learning Resources	1	2	10TR	CH-130
204	Information Resources in Society	2	2	6R	CH-125
275	The Media Profession	1	4	6T	CH-125
468	Media Materials and Methods of Instruction	1	2	3TR	CH-125
		1	3	1MTWF	CH-134
		2	3	12MTRF	CH-125
		3	3	10MWRF	CH-134
		4	3	11MTRF	CH-125
		5	3	11MTRF	CH-134
		6	3	6M	CH-134
		7	3	6W	CH-125
		8	3	10MWRF	CH-125
473-573	Photography in Media	1	4-3	6T	CH-126
475-575	Administration of Media	1	4-3	6T	CH-130
478-578	Technical Processes in Media	1	4-3	6M	CH-126
481	Reading, Listening, and Viewing Guidance	1	4	6W	CH-134
484	Seminar in Media	1	VR	Arr.	Arr.
604	Information Media in Society	1	3	6M	CH-125
606	Organization and Supervision	1	3	6R	CH-130
617	Instructional Slide Production	1	3	6R	CH-126
636	Reference & Bibliography II	1	3	6T	CH-134
639	Reading, Listening, and Viewing Guidance	1	3	6W	CH-134
644	Information Storage and Retrieval	1	3	6M	CH-130
680	Internship in Media	1	2-12	Arr.	Arr.
681	Readings in Media	1	3	Arr.	Arr.
682	Research in Media	1	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	1-4	Arr.	Arr.
683	Seminar: Media for Teachers	2	4	5W	CH-130
684	Field Study in Media	1	3-9	Arr.	Arr.

FIRST SUMMER SESSION 1979

104	Introduction to the Learning Resources	1	2	9:15	CH-130
468	Media Materials and Methods of Instruction	1	3	7:30	CH-134
471-571	Preparation of Media (July 2-13)	2	3	9:15	CH-134
473-573	Photography in Media	1	4-3	1:00	CH-126
475-575	Administration of Media (June 25-July 13)	1	4-3	3:00	CH-134
476-576	Selection and Evaluation of Media (June 12-22)	1	4-3	11:00	CH-130
510	Regional Media Tour	1	3	Arr.	Arr.
606	Organization and Supervision (June 25-July 13)	1	3	2:30	CH-130
608	Research Methods	1	3	11:00	CH-125
612	Television in Media	1	3	6:00MW	CH-125
662	Recent Trends (June 12-22)	1	3	3:00	CH-130
680	Internship in Media	1	2-12	Arr.	Arr.
681	Readings in Media	1	3	Arr.	Arr.
682	Research in Media	1	2-12	Arr.	Arr.
683	Seminar: Micro-computer	1	3	6:00TR	CH-125
683	Seminar: Media for Teachers (June 25-July 6)	2	4	11:00	CH-134
683	Seminar: Adolescents Young Adult Materials and Services (July 2-13)	3	2	11:00	CH-126
683	Seminar: Student Filmmaker (June 12-22)	5	2	2:30	CH-125
683	Seminar: Specialist Degree	7	1-4	Arr.	Arr.

SECOND SUMMER SESSION

468	Media Materials and Methods of Instruction	3	3	7:30	CH-134
477-577	Reference and Bibliography (July 30-August 10)	4	3	9:15	CH-134
478-578	Technical Processes in Media (July 17-August 10)	1	4-3	7:30	CH-130
481	Reading, Listening, and Viewing Guidance (July 17-27)	1	4	2:30	CH-126
604	Information Media in Society (July 17-August 3)	1	3	7:30	CH-130
618	Motion Picture in Media	1	3	11:00	CH-125
636	Reference and Bibliography II	1	3	6:00TR	CH-125
639	Reading, Listening, and Viewing Guidance (July 17-27)	1	3	11:00	CH-125
		1	3	7:30	CH-130

644	Information Storage and Retrieval (July 17-August 10)	1	3	11:00	CH-134
658	Systems Design and Evaluation of Media (July 17-August 10)	1	3	2:30	CH-125
680	Internship in Media	2	2-12	Arr.	Arr.
681	Readings in Media	2	3	Arr.	Arr.
682	Research in Media	2	2-12	Arr.	Arr.
683	Seminar: Oral and Media Documentation of Local History (July 17-27)	4	2	2:30	CH-134
683	Seminar: Acquisition and Maintenance of Equipment (July 17-27)	6	2	9:15	CH-126
684	Field Study	2	VR	Arr.	Arr.

SUMMER APPLICATION SOUGHT

People interested in summer employment should write to Dennis FIELDS, Dean's Office, Learning Resources, SCSU, for application forms. A limited number of work opportunities are available for persons qualified in special areas. The work terms run the duration of a summer session, with the first summer session scheduled to begin on June 11.

14TH ANNUAL EDUCATIONAL MEDIA
AND TECHNOLOGY CONFERENCE
TO BE HOSTED BY UW-STOUT
JULY 16-18, 1979

Headlining the University of Wisconsin-Stout's 14th Annual Educational Media and Technology Conference to be held in Menomonie July 16-18, will be Blanche WOOLLS, Associate Professor, Graduate School of Library and Information Science, University of Pittsburgh and John WILLIAMS, Manager of the Multi-Media Section, Keller Crescent Company, Evansville, Indiana.

Woolls's topic, "How Do You Save an Endangered Species?" is aimed at public school library/audio visual/media specialists whose jobs have been under fire in recent cutbacks by public schools, libraries and universities due to slipping enrollments and the backlash from Proposition 13. Woolls has been active in the evaluation of media programs. Her presentation will be on Monday evening, July 16.

Williams's presentation, "Multi-Image: Can We Learn from the Business World?" will include examples of commercial programs that will show techniques applicable to educational multi-image productions. Williams, a former university multi-image producer, is a recognized expert in his field.

Seven concurrent workshops will be held on Monday afternoon: Reenactment--Producing a Broadcast TV Instructional Program"; "How to Lobby Effectively"; "Media Tricks and Gimmicks that Work!"; "How to Write Successful Grant Proposals"; "How to Go Commercial!"; "In a Down-Turn Economy, How Can the Media Specialist Survive?"; and "Spare the Tube...Spoil the Child!".

A number of persons familiar to readers will be on the program. Robert BRUNS, Audio-Visual Director, Fergus Falls (MN) Public Schools; and Sandra HUSTAD, Media Specialist, Mariner High School, White Bear Lake, Minnesota will be on the program along with Donald OVERLIE, Media Specialist, Owatonna (MN) High School, who will address the Conference on the topic "The Censor is Knocking!"

Robert MILLER, Unit Supervisor, Educational Media, Minnesota State Department of Education, will describe exemplary Media Program Developments in Minnesota while Don ROBERTS, Manager of Library Services, Pyramid Films, Minneapolis will discuss "Information Systems: How Do You Work in Your Matrix?"

The Conference will conclude Wednesday evening with the traditional "Piggus Roastum" picnic. Further information may be obtained by contacting Dr. David P. Barnard, Dean of Learning Resources, University of Wisconsin-Stout, Menomonie, Wisconsin 54751.

210117

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