

1-1977

Information Media Newsletter Vol. 10 No. 2

St. Cloud State University

Follow this and additional works at: https://repository.stcloudstate.edu/im_newsletter

 Part of the [Instructional Media Design Commons](#), [Other Education Commons](#), and the [Training and Development Commons](#)

Recommended Citation

St. Cloud State University, "Information Media Newsletter Vol. 10 No. 2" (1977). *Information Media Newsletter*. 98.
https://repository.stcloudstate.edu/im_newsletter/98

This Newsletter is brought to you for free and open access by the Department of Information Media at theRepository at St. Cloud State. It has been accepted for inclusion in Information Media Newsletter by an authorized administrator of theRepository at St. Cloud State. For more information, please contact rswexelbaum@stcloudstate.edu.

An Information Media Newsletter published by the Learning Resources Center and Department of Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301.

FROM THE DEAN'S CHAIR

In the last issue of IM News reference was made in this column to the need for each member of AVCAM and MASL to express his/her feelings by way of the ballot box on merger of the two organizations. To those of us that have long felt that librarians and audiovisualists have many common goals, the positive outcome of the election provides the unified profession with a thrust toward the accomplishment of realistic goals for the young people of Minnesota.

The next few years in the early life of the Minnesota Educational Media Organization (MEMO) are critical ones if the new organization is to provide media people in all areas with the help and leadership they seek. It should be noted, however, that if one expects to receive from any professional organization, one must also expect to give of his/her time and talents to make professional activities informative and rewarding. This means both financial and physical support through membership and involvement from all media people in the state.

One of the most effective ways of contributing as a member is by retaining a positive attitude toward fellow professionals, toward our institutions, and towards our organization. While the merger may not have pleased all segments of both AVCAM and MASL, it would appear that the time has come to put aside our petty grudges and negative attitudes and put our whole effort behind the new organization. Only then can it truly become the kind of organization we want it to be. It is quite likely that the planners of programs for the Upper Mississippi Conference, the M.I. Smith Conference, and the Ruth Ersted Conference will need more than just the vocal support of the membership; and it is certainly within the prerogative of each and every member to volunteer his/her time and talents towards the development of good programs.

Both AVCAM and MASL must be recognized as organizations which were among the best in the country in their respective fields, and both can look back with pride to a history of leadership and success. Let's use this

rich heritage as the impetus towards the achievement of the best goals we can set for Minnesota education, and in so doing, continue to show why Minnesota has long been recognized as one of the national leaders in both the library and audiovisual fields.

RAMQUIST TO HEAD ISD

Dr. Ray Ramquist, former member of the St. Cloud staff and now Chairperson of the Department of Library and Educational Media at Madison College, Harrisonburg, Virginia, will assume office of the President of the Information Systems Division of the Association for Educational Communications and Technology. Currently Dr. Ramquist is planning the annual AECT-ISD Convention program being held in Miami April 24-29, and at that time he will assume the office of President. In the most recent edition of the ISD Newsletter, Dr. Ramquist expressed interest in suggestions for speakers or presentations on information systems; and also for help to introduce speakers, write articles on conference activities, and in general to help run ISD sessions at Miami.

DEAN BROWN HONORED

Luther Brown, Dean of Learning Resources and Department Chairman, was honored for his many years of service to Minnesota libraries and media centers by being named "Minnesota Librarian of the Year" by the Minnesota Library Association at the annual Fall Convention at the Radisson South in Minneapolis. In attendance at the presentation award were many of the members of LRS, as well as Mrs. Brown and daughter Kathy. Dr. Brown has served in the capacity of Director or Dean of Learning Resources since 1958. During that time he served in many local, state, and national capacities, and he is well known as a leader in the media field. Highlights of his media career include the presidency of the Minnesota Library Association, the presidency of the Information Systems Division of AECT during its formative years, and Presidency of the Audiovisual Coordinators Association of Minnesota.

UPPER MISSISSIPPI MEDIA CONFERENCE

The site of the Upper Mississippi Media Conference, scheduled for May 4-6 has been changed from the Registry Hotel to the Radisson Hotel in Edina. Lawrence Smelser and Gladys Sheehan, co-presidents of MEMO will preside. In charge of program planning will be Phyllis Thornley, and members are urged to volunteer their services to help make the spring meeting a success. Marilyn Savage and Geri Bonstrom will be in charge of the film festival. Registration materials will be sent to media persons shortly.

AVCAM-MASL MERGE

The fall meeting of AVCAM and MASL during the NEA/MFT Convention, October 21-22 was highlighted by the merger of the two organizations. Goal of the conference was to make a final accounting of the ballots and subsequently to take care of administrative and legal technicalities to effect the merger. Officers of both organizations became members of the Board of Directors for the coming school year, as well as assuming joint offices to guide the organization through its first year. Lawrence Smelser and Gladys Sheehan are co-presidents, Norman Busse and Mary Meyer are co-presidents elect, Doug Palmer and Meriel Adland are co-vice-presidents in charge of membership, Barb Nemer and Roger Lonning are co-secretaries, and Marti Zins and Shirley Christenson are co-treasurers. Also on the Board of Directors are Jack Loss and Doris Pagel, past-presidents of AVCAM and MASL respectively. Elections of officers under the new by-laws will be conducted this spring for the next term.

OCLC AT LRS

On December 2, 1976, two one-line computer terminals were installed in Centennial Hall and connected via phone lines to computers in Ohio. Technical Services is now using the on-line cataloging system of the Ohio College Library Center (OCLC).

The system allows us to search the machine data base to find if any other library or the Library of Congress has cataloged a particular book or non-print item we have purchased. If the item has been cataloged, we simply push a "Produce" key on the terminal and in a few days we receive

cards alphabetized and ready to file in the shelf list and public catalog.

According to some of the users, the system has performed "beyond our dreams" and material that used to be very difficult to verify and catalog is now processed in a routine manner.

Possible future use of the terminals includes serials check-in, acquisitions record keeping, inter-library loan, and circulation record keeping. If you would like to see the terminals in operation, come to the cataloging area (Room 103) in Centennial Hall and one of the terminal operators would be happy to demonstrate the system.

SUMMER MINNESOTA TOUR SCHEDULED

The Department of Library and Audiovisual Education has scheduled a MINNETOUR for June 12-18, 1977. The three-credit tour will consist of several pre-tour readings and on-tour discussion sessions. The primary objective of the tour is to expose media people to Minnesota authors, publishers, artists, and producers of media. Informal sessions have been scheduled with Les Blacklock and Sig Olson (naturalists) in their home settings, and negotiations are under way with others like Fred Manfred, Robert Bly, Judith Guest, and perhaps others. Their participation will depend upon their fees and their availability, but all meetings will be scheduled in their home areas. Other places of interest, such as the Iron Range Interpretive Center, the Underground State Park, the Sinclair Lewis Museum, are also on the schedule. We will also visit Channel 11 to watch a show being taped and to tour their studios. A film producer and a jobber will also be scheduled and the tour will take us to all parts of the state. Cost for the tour will be approximately \$175.00, which will include fees for three graduate credits (in-state), transportation, and room. Participants will have to provide other expenses (meals, admission tickets, etc.). The tour will depart from St. Cloud on June 12 and return to St. Cloud on June 18, and will be limited to the first persons making reservations. A minimum of 30 and a maximum of 39 students will be able to take part in the tour. More information will be sent out shortly to individuals by tour director, Tony Schulzetenberg.

SEMINAR IN MEDIA LEADERSHIP AND EDUCATION

Dean Luther Brown, through the Department of Library and Audiovisual Education, will conduct a two-credit media leadership seminar during the 1977 first summer session. Dr. Brown will lend his many years of experience in media education and administration to what should be a meaningful experience to those desiring information on the intricacies of media leadership. The seminar will meet from 8:00-12:00 daily from July 11-15 with sessions conducted in an informal, dialogue manner.

SUMMER SHORT COURSES

Students who can attend only several weeks of the summer sessions, or those who would like to take courses in addition to the tour, have a variety of short courses from which to choose. Some regular classes have been increased in class length, but reduced to a smaller number of days: IM 471-571 Preparation of Materials (July 5-15); IM 476-576 Selection (June 14-27); IM 606 Organization and Supervision (June 27-July 15); IM 683 Contemporary Materials (July 5-15); IM 477-577 Reference (August 1-12). Among new courses offered on a short term basis are IM 410-510 Minnesota Media Tour (June 12-18); IM 683 Seminar: Developing Instructional Packages (July 5-15); IM 683 Seminar: Leadership in Media and Education (July 11-15); IM 683 Seminar: Acquisition and Maintenance of Equipment (July 19-29); IM 683 Seminar: Public Relations in IM (July 19-29); and IM 683 Seminar: Media for Teachers (July 14-August 1). A complete schedule of summer classes may be found elsewhere in this newsletter.

SPRING OFF-CAMPUS CLASSES OFFERED

IM 606 Organization and Supervision of Media will be offered at White Bear Lake (Lakewood Community College) on Monday night. IM 683 Media for Teachers will be offered at Elk River on Thursday at 4:00; and also at St. Francis Elementary School at St. Francis on Thursday at 4:00. Any media specialist who sees a need for a Media for Teachers class for the teachers in a particular school or a school district should contact Lawrence Smelser for details on how to set up the course.

SEMINAR IN PUBLIC LIBRARIES

A seminar in public libraries has been scheduled for the spring quarter, 1977. Basically the course is designed to meet the needs of those students who are not interested in school media centers, but enrollment is not limited to those persons alone. Anyone who has an interest in public libraries should find the seminar informative and rewarding. The seminar will be offered on Thursdays at 6:00. Jerry Westby will be the instructor of the three-credit seminar.

MALC SCHEDULED FOR ST. CLOUD STATE

The annual Midwestern Academic Librarians Conference has been scheduled to be held at St. Cloud State University on May 12-14, 1977. The conference is held annually at a college or university with fairly new facilities, and the members of Learning Resources will plan the program and host the conference. The conference theme will be "Third Century Potpourri" and the program will provide participants with an opportunity to hear area (midwestern) librarians and specialists in such areas as local history, folklore, microforms, microbooks, and the concept of "zero growth" in academic libraries. Participants from Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa, Missouri, Nebraska, Kansas, South Dakota, North Dakota, and Minnesota are expected to attend. John Berling and Tony Schulzetenberg are serving as co-chairmen, but all members of the LRS and Library and Audiovisual Education Department are involved. Activities will be scheduled at St. Cloud State and at the new Sunwood Inn.

HOLIDAY VISITORS

St. Cloud State's LRS staff members were pleasantly surprised when the holidays brought Fat Weigel back for a short visit from Bloomsburg State College in Pennsylvania. Also back on campus and enjoying a short break from her classes at the University of Wisconsin at Madison was Judy Kinderski, Reference staff member, who is on leave of absence this year.

Visiting was not limited to the campus however, since many staff members travelled to other parts of the country. Gene and Willa Campbell made their annual Christmas trek to Oklahoma, while Dave Rydberg and his family travelled further south into Texas to visit Dave's parents. Dave also had a chance to

visit with Ford Jensen, who is on leave of absence to attend the University of Arizona at Tucson. Luther and Judy Rotto took advantage of the break to travel to Hawaii, while Carl and Marilyn Savage went to Memphis.

Prior to the Christmas holidays, Dwight Burlingame, Dean of Learning Resources at the University of Evansville, visited the campus on some publishing business. Dwight's new article on college libraries will appear in the near future in Library Journal. Over Thanksgiving, Virginia Blaske accompanied her husband, Lee, faculty member at St. John's to a professional meeting in New York City.

FACULTY MEMBERS ON PROFESSIONAL PROGRAMS

Luther Brown, Lawrence Smelser, and Karen Harwood keynoted the Media IV Conference hosted jointly by the College of St. Catherine, Augsburg, and the University of Minnesota. Luther Brown made a presentation of the background of the Media Education Conference, Lawrence Smelser presided on a session dealing with a Proposal for Special Interest Group with MEMO, and Karen Harwood made a report on MLA Futures Task Force. The conference was held on Thursday and Friday, January 20 and 21.

Another well-deserved honor went to Luther Brown for his efforts in getting the media conferences organized and off the ground. Beginning with Media V, to be held in Duluth, the annual conference will be known as the Luther Brown Media Education Conference.

Dennis Fields and Mike Cassidy will be on the program at University of Wisconsin--Stout's annual media conference next July. Their presentation will deal with Visual Analysis and Visual Literacy. Dates and registration information for this conference will be included in the next issue of IM News.

Dennis Fields made another in a series of presentations on media uses and evaluation to a group of nurses and medical technicians in late October. The conference, a part of a series conducted by the Central Minnesota Area Health Education Consortium was held in Onamia.

STICKS AND STONES

Readers might make note of the fact that Duane Radeke, LeRoy Mesadahl, and Lowell Olson have all spent time in the hospital

during the past few months. While all are on the road to satisfactory recovery at the time of printing, a card or a note might be welcomed. Duane and LeRoy are back at their jobs while Lowell will spend a number of weeks at his home recuperating.

Sheila Woodbeck, long time Minneapolis librarian, is on a leave of absence and is completing her degree in Information Media, and Mavis Lee, who completed her specialist degree while on leave of absence, is back at work with the Duluth Public Schools.

Jim and Ginny Bisek are the parents of a baby boy born on October 5, 1977. Ginny was on short term leave from her job at Apollo High School is now back on the job. Marilyn Gudridge filled in for her during her leave.

We don't always hear about all of the birthdays but some make the news. Carl Savage was recently surprised on his 50th and he was speechless-about everything! Meriel Adland was also given a surprise party on her 29th birthday--media people from all parts of the state helped make it a memorable one for her. That's a good tribute from her close friends and the fact that she has done so much for the media organization is deeply appreciated.

LRS AND DEPARTMENTAL ACTIVITIES

Mention was already made of the number of persons who attended the MLA Fall Conference, but many other conferences also were attended by staff members. Luther Brown attended the Annual National Audio Visual Association Conference in Los Angeles. Phyllis LaCroix not only attended the Make-A-Tape Conference in Grand Rapids, but was responsible for the planning and producing the award winning tape. John Berling and Luther Brown are scheduled to attend the American Library Association Mid-Winter Conference in Washington, D.C. Attending Media IV in St. Paul were Carl Savage, Luther Brown, Lawrence Smelser, Dennis Fields, Tony Schulzetenberg, David Rydberg, and Harlan Jensen.

Little surprise that the membership of MEMO is now over 1,000 with most of the St. Cloud faculty as members! Most of the members voted on the merger issue and made their presence known at the fall meeting at the South Hennepin Area Vocational School.

LRS has employed its first library technicians (paraprofessionals) in the persons of Nancy Briski, who works with the card catalog in Readers Advisor Services, and Pat Bjerke, who works with the OCLC program in cataloging.

Jim Pehler has been reelected for his third term to the Minnesota House of Representatives. "Landslide Jim" won handily even though it looked to be one of his toughest races. Congratulations, Jim, and keep working for Minnesota education!

REGIONS III, IV, V, AND VI TO HOLD JOINT MEETING

The success of the past joint meetings of these areas has prompted the regional chairpersons to once again schedule this combined meeting. According to Tom Peterson, president of Region III, the meeting will be held at Alexandria on February 16. Presidents of Region IV, V, and VI are Therese Pavek, Herb Olson, and Wayne Schoefer respectively. Jim Kobucher will be the featured speaker at a dinner following four mini-sessions which will begin at 1:30. Topics are: Pamphlets, Computers and Media, Adolescent Literature, and Fighting for Media Dollars. Registration at the Holiday Inn at Alexandria will begin at 12:00.

CASSIDY PRODUCES GINSBURG FILM

Michael F. Cassidy, a staff member in Production Services Division of Learning Resources Services and Library and Audio-visual Education, directed and produced an 8-minute, 16mm film entitled A Film About Allen Ginsberg. The film follows two days of Ginsberg's activities during a visit to St. Cloud State University during the Spring of 1976. One copy of the film was sent to Ginsberg for use in a recent poetry symposium in Berlin. The film is available for use at the Learning Resources Center. The film is now on preview for possible rental or purchase. It is being handled by Pittsburgh Filmmakers Inc., and will be on preview for about three months by that company.

NELSON WINS PHOTO AWARDS

Three photographs by Mike Nelson were selected for publication in Records of the Past; Monuments for the Future, a book of 30 photographs recording Minnesota rural tradition through pictures of farm buildings reflecting the functional and aesthetic concerns of the builders. The photographs were selected via a statewide competition spon-

sored by Moorhead State University and the Minnesota American Revolution Bicentennial Commission. The book is scheduled for publication in early spring.

GRADUATES

Winter quarter graduates are: Douglas Campbell, specialist degree; Dannette O'Reilly and Thomas Tomporowski, masters degree. Those planning to graduate spring quarter must have their applications in by April 4, 1977.

AECT TOUR PLANS

Dr. Carl Savage will be arranging for a group fare to Miami Beach for the AECT Convention beginning April 25, 1977. The arrangements for two-way air travel and rooms for seven nights or as desired will be forthcoming soon. Details will be out soon.

TUBA ANYONE

Mike Nelson is looking for an old tuba or sousaphone (BBb and cheap)! He would also be interested in any old large format cameras that might be unwanted but usable and for sale. Call 255-2068 day, 252-6109 nights and weekends, or write CH-70, LRS, St. Cloud State University, St. Cloud, MN 56301.

SPRING AND SUMMER SCHEDULES

SPRING 1977

104	Section 1	Jensen	2	10TR	CH-126
	Section 2	Blaske	2	6W	CH-126
204	Section 1	Rotto	4	6T	CH-125
468	Section 1	Lee	3	9MWRF	CH-134
	Section 2	Berling	3	9-11TR	CH-125
	Section 3	Keable	3	10MWRF	CH-134
	Section 4	Schulzetzenberg	3	11MTRF	CH-134
	Section 5	LaCroix	3	3MTWR	CH-134
	Section 6	Costanzo	3	6W	CH-125
	Section 7	Cassidy	3	6R	CH-134
473-573	Section 1	Savage	4-3	6M	CH-130
477-577	Section 1	Daily	4-3	6R	CH-130
478-578	Section 1	LaQuier	4-3	6M	CH-126
604	Section 1	Smelser	4	6M	CH-125
606	Section 1	Schulzetzenberg	3	6W	CH-130
612	Section 1	Polesak	3	6W	CH-134
636	Section 1	Clarke	3	6R	CH-126
639	Section 1	Buase	3	6T	CH-125
644	Section 1	Rydberg	3	6T	CH-130
680	Section 1	Brown	VR	Arr	Arr
681	Section 1	Brown	3	Arr	Arr
682	Section 1	Brown	VR	Arr	Arr
683	Section 1	Brown	2	Arr	Arr
683	Section 2	Westby (Public Libraries)	3	6R	CH-125
684	Section 1	Brown	VR	Arr	Arr

SUMMER 1977

410-510	Section 1	Schulzetzenberg (June 12-18)	3	Arr	Arr	468	Section 3	Staff	3	7:30	CH-134
468	Section 1	Staff	3	7:30	CH-134		Section 4	Staff	3	9:15	CH-134
	Section 2	Staff	3	9:15	CH-134	473-573	Section 1	Erickson	4-3	11:00	CH-134
471-571	Section 1	Nelson (July 5-15)	4-3	12:45	CH-126	477-577	Section 1	Westby (August 1-12)	4-3	12:45	CH-130
				4:00						3:45	
475-575	Section 1	Berling	4-3	11:00	CH-126	478-578	Section 1	LaQuier	4-3	9:15	CH-126
476-576	Section 1	Westby (June 14-27)	4-3	12:45	CH-130	631	Section 1	Nelson	3	7:30	CH-125
				4:00		636	Section 1	Clarke	3	11:00	CH-130
603	Section 1	Savage	4	11:00	CH-125	639	Section 1	Smelser	3	7:40	CH-130
606	Section 1	Schulzetzenberg (June 27- July 15)	3	7:30	CH-130	680	Section 2	Brown	VR	Arr	Arr
				9:30		681	Section 2	Brown	3	Arr	Arr
608	Section 1	Smelser	3	7:30	CH-125	682	Section 2	Brown	VR	Arr	Arr
612	Section 1	Polesak	3	6MW	CH-134	683	Section 5	Jensen (July 19-29) (Acquisition & Maintenance of Equipment)	2	9:15	CH-125
644	Section 1	Rydberg	3	11:00	CH-134		Section 6	Staff (August 1-12) (Public Relations in IM)	2	12:45	CH-125
658	Section 1	Fields	3	9:15	CH-125		Section 7	Fields (July 14-August 1) (Media for Teachers)	4	3:05	
680	Section 1	Brown	VR	Arr	Arr				4	8:00	CH-133
681	Section 1	Brown	3	Arr	Arr					11:30	
682	Section 1	Brown	VR	Arr	Arr						
683	Section 1	Brown (Specialist Degree)	2	Arr	Arr						
683	Section 2	Schulzetzenberg (July 5-15) (Contemporary Materials)	2	12:45	CH-134						
				3:05							
683	Section 3	Savage (July 5-15) (Developing Instructional Packages for Teachers)	2	7:30	CH-126						
				9:50							
683	Section 4	Brown (July 11-15) (Leadership in Media and Education)	2	8:00	CH-130						
				12:00							

210117

Instructional Services

Department of Library & Audiovisual Education

Centennial Hall

St. Cloud State University

St. Cloud, MN 56301