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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

As most of you are fully aware, my official retirement from professional responsibilities will be August 31, 1977. As some of my associates would say, this is my last chance to officially "shoot the fuzz off the rabbit!" Yes, we in education so often wrangle over concepts, structures, insecurities, organizations, that "we do split-the-hair (hare) to such an extent that we may kill the rabbit!" However the "rabbit" has had such strength to endure in spite of us. As many of you know, one of the principles which has sustained my professional faith over the years is "that I would rather supply the brakes to make someone slow down than to supply the gas to make them go." As the time comes for me to leave the position of Dean of Learning Resources Services and Chairman of the Department of Library & Audiovisual Education, College of Education, it is a pleasure to reflect about the great professionals with whom I have been privileged to work in the areas of audiovisual-library-media in the State of Minnesota; yet, it is with some sadness, too, that I've been unable to supply the "gas" to be of more help to the media profession in our state.



It is obvious that these facts cannot be changed, so in retrospect my hindsight causes me to be excited about the beautiful people and friendships that I am honored to share with students and colleagues in our state. For the efforts of all who have shared in making media "go" in Minnesota, a most respectful and sincere "thank you." Then, too, you have assisted us here at St. Cloud State to develop a media program of which all of us can be proud -- students, faculty, and professional supporters alike.

While it is necessary that I leave the active responsibility of the position, it is my intention, as health permits, to continue active in the professional activities and support in whatever ways possible the goals and objectives that you have established. Needless to say, I would want you to know that I will be honored to participate in your activities and will lend my support to the improvement of our local and state programs. As so many of you know, your personal Friendships are most precious, and your interests, concerns, and visits are and will always be invited; to say the very least, they are respectfully and deeply appreciated! We expect to maintain our home in St. Cloud and the place on Middle Cullen Lake (near Nisswa). Mail will reach us at St. Cloud State University or 1002 South Eighth Avenue (St. Cloud); Box 462, Nisswa; or Star Route 2, Pequot Lakes (our telephone number is out of Pequot Lakes). Hopefully, happiness will be a bobber and hook on Middle Cullen Lake, especially if you allow me to share your life sometime.

So, as the finale approaches, in this my near-parting shot, let me share with you a stanza from "All in the State of Mind" from an unknown author:

If you think you're beaten, you are,
If you think you dare not, you won't
If you'd like to win, but think you can't
It's almost a cinch you won't.
If you think you'll lose, you're lost,
For out in the world you find,
Success begins with a fellow's will:
"It's all in the state-of-mind!"

This should be supplemented with an "Okie-Colloquie" (as Tony Schulzetenberg and my colleagues have dubbed my analogies), that this might "make you as nervous as a cat in a room-full-of-rocking-chairs!" -- so, simply

keep those words in mind. Those words, along with the now famous sign in our Conference Room which reads: "Lead, Follow, or Get Out of the Way," will provide the impetus for those of you who really care to make media programs outstanding in our state.

To each of you, a sincere thanks for your tolerance, understanding, and support over the years for the privilege of working with you and sharing your life, and to each of you continued success. Now, my respectful request is that you continue to have an active professional interest in St. Cloud State University and its program(s) and that you will be tolerant, understanding, and supportive of my successor in continuing to improve Media-in-Minnesota.

recently at Apollo High School in St. Cloud. He holds the B.S. degree from St. Cloud State, and M.S. degree from Wayne State in Detroit, and a Ph.D. from the University of Nebraska.

EDITORIAL

Since this will be perhaps the last issue of the IM News prior to Dean Luther BROWN's retirement, it seems only fitting that this issue be dedicated to him. It is a small gesture for someone who has done so much for media in Minnesota, but hopefully it can serve as a vehicle for expresses of thanks from a large number of people. Perhaps Luther would be embarrassed to find several pictures of him in this issue, especially since he doesn't know they will be included, but those that care may find the issue something which will remind them occasionally of a past heritage. It seems only appropriate for those of us in Learning Resources and the Department of Library and Audiovisual Education pay him thanks publicly with this unbeknown to him issue of the IM News.

Luther has worked long and hard for St. Cloud State University, as well as for media at all levels. Most people, even among his university and media colleagues, know very little about the amount of time, effort, and money that Luther expended in making St. Cloud State a place of which its graduates could indeed be proud. In his words, it might have been said in this way: "If you're not proud to be a part

BERLING APPOINTED NEW DEAN OF LRS

Dr. John BERLING has been appointed to the position of Dean, Learning Resources Services, to replace Dean BROWN who is to retire as of August 31, 1977. His responsibilities will include direction of the instructional program as well. Dr. Berling rejoined the SCSU faculty in the summer of 1976, having previously been on the staff during the 1968-69 academic year. Most of his duties the past two years have been as the assistant in charge of personnel and operations under Dean Brown. He has had extensive public school experience in Holdingford, Staples, and more



of media or of St. Cloud State, then you've got no business being here." To him it was as simple as that and he lived by those words!

It's obvious to friends, colleagues, and students alike that many times Luther had one or the other of us "blinking like a toad in a hailstorm" with his "gentle" chastisement; likewise, however, those that really know him, know that underneath that coat of armor is also a heart of gold. As the Okie Colloquie goes, "when the ox was in the ditch" you just pitched in to get it out--and Luther, of course, was the first one there to help--provided you were willing "to get more than just your head under the tent!" To some he may have seemed at times like a workoholic ("busier than a one-armed paper hanger with a sore thumb"), but underneath that fierce exterior was a sincere and driving ambition to get the job done, even at the cost of much personal sacrifice.

And so, Luther, on behalf of your many friends, colleagues, and students, a sincere thank you goes your way for the many kind words and deeds that have been directed our way, and may your retirement years be ones of "gemutlichkeit on Culleon"; and just as we know you will not forget us, please know that you will be in our thoughts and foremost in our inspirations as we traverse the never ending road toward better media programs and thus to better education.

IN MEMORIAM

Ruth LAQUIER, a member of the Learning Resources Services and Department of Library and Audiovisual Education faculty since 1969, died on March 26 of a rare blood disease. For the past year Ruth was in charge of the Technical Processes area, which saw the beginning of the OCLC system at SCSU.

Ruth will be remembered by everyone who knew her for her unusually fine philosophy of life and faith. A passage from the writings of the Baha 'i Faith which appeared on Ruth's memorial cards days, "I have made death a messenger of joy to thee. Why, therefore, dost thou grieve?" (Baha 'u' llah) Such faith helps us accept her absence and remember the good years we had her with us.

ARCHIVES COLLECTION EXPANDED

The scope of the University Archives is being greatly expanded. The President of SCSU has officially established the Archives as the agency responsible for the collection, preservation, and administration of all of-

official records of the University, and of private papers of persons and organizations associated with the University. For the first time the official files of the University will become a part of the available historical record of the University. Processing and arrangement will be in accordance with accepted archival practice, and it is hoped that the indexing system will be computerized. Marie ELSEN developed the working guidelines for the collection and remains as head of the Archives Unit.

LOCAL AND MINNESOTA INFORMATION SERVICE UPDATE

As a significant part of its media services to St. Cloud State University and the region, the Learning Resources Services has continuously attempted to acquire and provide the major publications about Minnesota. Today such major developments as power sitings, pollution abatement, school, business, and community consolidation are being documented nationally and internationally, but only very incidentally, and then frequently by the news media, on the local level where they often are having the greatest impact.

"Referencing the Record" of Central Minnesota, specifically, and Minnesota, in general, is the newest dimension of the Learning Resources Services at St. Cloud State University and is the primary responsibility of the Local and Minnesota Information Service.

"Referencing" involves the identification, recording and assembling, acquisition, indexing, and service access to a wide variety of data and documents in all media formats about current and historically important people, places, institutions, organization, and events.

Not only is this service in response to the need to insure that this type of information is recorded for instruction, study, and research, but also a local and Minnesota information service is in response to a constant and growing orientation of student papers and thesis towards local and Minnesota concerns. In addition, these historical patterns has been stimulated recently by the Bicentennial and a growing interest in community "Roots."

To insure that the need for local and Minnesota information will be met, how and in the future, the following series of projects have been instituted:

1. Media Documentation of Local and Minnesota Information - utilizing the mediums of photography, audiotaping, and videotaping, speeches, conferences, and other events now are become part of the permanent information.

2. Local and Minnesota Oral History - also employing audio and video media, the actual voices and original reminiscences of a variety of people, famous and local prominent are being recorded.
3. Minnesota Information Guide - to provide more accurate and detailed information on communities, counties, school districts, people, institutions, and events throughout Minnesota, a locator file to statistical information, directories, biographies, histories etc. has been created.
4. Central Minnesota Index - To provide access to materials on Central Minnesota subjects in the St. Cloud State University collection as well as other collections throughout the state, a index of cards has been created.
5. Document Acquisition - a concerned effort is being made through direct contact to acquire local and regional documents, pamphlets, histories, photographs, recordings, etc., which reflect major activities of Central Minnesota, especially, and Minnesota, in general.

ACADEMIC LIBRARIANS TO MEET IN ST. CLOUD

The Midwest Academic Librarians Conference (MALC) will convene in St. Cloud from May 12-14. This informally structured group meets at an institution with a newly constructed facility. Conference headquarters will be at the Sunwood Inn, one of St. Cloud's newly constructed convention sites, and the meetings will be held both there and at the University. The theme for the conference is "Third Century Potpourri" and will feature a variety of items of interest to academic librarians. Included will be sessions on local history, folklore, microform technology, and collection growth. Featured speakers will include Jim KLOBUCHER of the Minneapolis Star, Garry HAYS of the State University System, and Daniel GORE of Macalaster College. Others on the program include Phil SCHWARZ, U of W-Stout; Helen GILBERT, St. Cloud Folklorist; Russ FRIDLEY, Minnesota Historical Society; Wendy STROTHMAN, University of Chicago Press; Virgil MASSMAN, Hill Reference Library; and Pearce GROVE, Western Illinois University.

UPPER MISSISSIPPI MEDIA CONFERENCE

The annual Upper Mississippi Media Conference, focusing on Professionalism-Selection-Quality of Instructional Systems will meet at the Minneapolis Radisson on May 5, 6, and 7. Presiding will be co-chairpersons Lawrence SMELSER and Gladys SHEEHAN of MEMO. Dean Luther BROWN will be the keynote speaker at the Thursday opening session. Activities will range from a multi-media festival to an idea room and mini-session will be directed toward the theme. The following will be in charge of mini-sessions: Jack LOSS, Dennis FIELDS, Don OVERLIE, Gerald CLEVE, Frank BIRMINGHAM, Robert TURNER, Helen STUB, Nancy KOZEN, Peter BAST, Helen RYBERG, John KING, John FENN, Bette RIPKE, Richard DAVIS, Joan LEIGH, Gladys SHEEHAN, Warren GERECKE, and Sandra HUSTAD. Highlight speakers at the Saturday noon luncheon will be Richard GILKEY, President of AECT, and Peggy PFEIFFER, President of AASL.

UW-STOUT 12th ANNUAL MEDIA CONFERENCE

The Director of Telecommunications for the Commonwealth of Virginia, George HALL, and a Library-Public Relations Consultant, Alice IHRIG, Oak Lawn, Illinois, will keynote the University of Wisconsin-Stout's 12th Annual Educational Media and Technology Conference to be held in Menomonie, July 18-20, 1977.

Hall, an ardent instructional technologist, has been a long-time constructive critic of television which is his livelihood.

Ihrig will direct her attention at media professionals who are striving to communicate with supervisors, administrators, governing boards, and the public.

Five concurrent workshops will be held on Monday afternoon: "Super 8 Sound: The State of the Art"; "Microfiche Readers: Their Future is Now!"; "Simple Binding and Repair"; "Graphics: Increasing Productivity with New Technology"; and "Security Systems: Pro and Con". Individuals participating in the three hour workshops will include: James STIRLING, Xerox University Microfilms, Ann Arbor; Stephen MILLER, Tri-State Business Machines, La Crosse; George FRANKLIN, Alpha Data Sciences, Madison; James HERR and Lloyd WHYDOTSKI, Graphic Communications, UW-Stout; James MCCANN, Compugraphics Corporation, Minneapolis; Ted HINZMAN, 3M Company, St. Paul; and several media specialists from Learning Resources, UW-Stout.

About 50 exhibitors will show and demonstrate software and hardware during the Conference.

NEW GRADUATE BULLETIN ISSUED

St. Cloud State University Media Specialists, Dennis FIELDS and Michael CASSIDY will make a presentation on "Visual Analysis: Are We Practicing What We Preach?", while Eileen REWERTS, Eau Claire Public Schools will relate how her school system was challenged on a censorship issue. Ed RICHARDSON, Indiana University will present his perceptions of the future of instructional technology and what changes are on the horizon, while concurrently Paul NORTON, Wisconsin Educational Communications Board will describe how a state educational television network is financed. Hal RIEHLE, Bureau of Audio-Visual Instruction, UW-Extension will speak on Film Rental Centers. An Occupational Information Mediated System will be demonstrated by David CAULUM of the Wisconsin Vocational Studies Center at UW-Madison. Six case studies of exemplary media programs at the public school, vocational-technical, and college level will include presenters from the Upper-Midwest.

Information about the Trempealeau County Cable TV Project will be presented by Rodney MOEN, director of the project. Over two million dollars is currently budgeted for this project which will hook-up homes and schools in the southwestern part of Wisconsin with a communications system which will allow for the exchange and dissemination of information between institutions.

The new director of the Wisconsin Bureau of School Library and Media Programs, Diane WILLIAMS will take a look at the future of school media programs in Wisconsin. 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, UW-Stout, Menomonie, Wisconsin 54751.

ACCREDITATION VISITS

The re-accreditation visit by the NCATE team was completed during the period March 13-16. Dr. Roy VANDRESER from Stevens Point was the media person who served on the team. Results of the visit have not yet been made known. The North Central Association re-accreditation visit is scheduled for May 4-6. Dr. Dale DICK, Dean of the School of Graduate Studies at UW-Eau Claire is chairman of that group. Needless to say, the accreditation visits are much work, but in the final analysis, the self survey and some outside opinions are of extreme value in effecting improvement in any program.

The 1977-78 issue of the Graduate Bulletin is now available. Those students who need information about any of the programs or who are in the process of planning a tentative masters program can consult the bulletin for scheduling information. Graduate courses, as well as the quarters they will be offered, are listed for all departments of the University.

COLLEGE OF EDUCATION REORGANIZATION STUDIED

Study of the organizational structure of the College of Education is progressing. Some departments are examining their own organization in relation to the over-all College plan. The College of Education Chairpersons' Council, working with Associate Dean SCHELSKE and Dean AMES are carefully assessing the current College organization in the context of the College of Education perspectives, goals, objectives, and current functions performed through College programs and services. Alternative organizational models will be designed soon for broad examination both by departmental faculty groups as well as by administrative councils. Results of those considerations will be analyzed in an effort to formulate a proposed model for the organization of the College aimed at reaching such outcomes as the improvement of program quality, more effective utilization of resources, and clarified roles and responsibilities for all college personnel. Certainly, the general intent in the study is to attempt to ensure that the organizational design is that most likely to promote the achievement of College goals. Dr. Lawrence SMELSER of the Department of Library and Audiovisual Education is serving as our departmental representative.

MINNESOTA TOUR

Some spots for the Minnesota Mini-tour still remain for those who might be interested. Details of the tour were available in both the Minnesota Media publication of MEMO and in the last copy of the IM News. Media personnel who are interested should contact Tony SCHULZET-ENBERG for registration and tour details. The tour is not limited to media persons, so if you know other teachers that might be interested, please let them know. It has all the aspects of being both a professionally and educationally rewarding tour. The tour is definitely on, and each additional participant will reduce the cost per person.



WEST SUBURBAN HONORS DEAN BROWN

Dean BROWN was honored by the members of Area 10 (West Suburban) of MEMO on February 17 at the Plymouth Radisson on his approaching retirement. Ted PEMBERTON was the flamboyant master of ceremonies, and the barbs were witty and frequent between Dr. Brown and his many colleagues in attendance. Mike BUCK from Park Centre High School made an interesting presentation on his Norway trip of last summer. In attendance, among the many people from Area 10 were Emma STORSTEIN, Neville PEARSON, and Dudley PARSON--all long time members of AVCAM. Many St. Cloud staff members also attended, and among administrators were VP David JOHNSON, Dean Lowell GILLETT of the Graduate School and his assistant dean, Vern LUDEMAN.

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.

Lawrence SMELSER has been selected as a member of the 1978 program committee for the national meeting of the Association for Educational Communications and Technology.

Luther BROWN and John BERLING were in attendance at the ALA Mid-Winter Conference in Washington, D.C., Jan. 30-Feb. 5. One of their primary missions was to complete plans for the Midwest Academic Librarians Conference to be held in St. Cloud in May. While there, they visited with Dwight BURLINGAME, formerly the Supervisor of Technical Services in our Learning Resources Services.

In attendance at the annual AECT Conference in Miami, April 24-April 30 were the following members of the faculty: Luther BROWN, John BERLING, Tony SCHULZETENBERG, Dennis FIELDS, Marcia DAILY, Virginia BLASKE, Mike CASSIDY, Lawrence SMELSER, Carl SAVAGE, and Dae LEE. Fields and Cassidy made a presentation on Visual Literacy. Ray RAMQUIST, former staff member, presided as President of the ISD during its many meetings.

Several changes have occurred among persons in the media field in the public schools. Chris CUSHMAN, formerly at Ricori High School is now working in the Minneapolis Public Schools; and Carolyn GUTTETER is working in the Ricori High School.

Margie ERICKSEN, former graduate assistant in the Advising and Instructional Unit is active in the Iron Range media circles, and just recently was elected treasurer of the Region II MEMO group.

Brien BELANGER has accepted a position as Circulation Librarian at Moody Bible Institute, Chicago, Illinois.

Bob MUHICH of Hibbing Community College has been appointed to the Film-Video Sub-committee of the Minnesota State Arts Board.

More and more schools are turning to some type of inter-school newsletter as an attempt at better communication. An interesting one is the "Secondary Media Notes" put out by the media staff in the Owatonna Secondary Schools.

SPRING GRADUATES

The following students will be graduating spring quarter 1977: masters: Gregory BECK and Barbara PLADSON; specialist: Rosamond DOTY and Gary GERMUNDSON.

SUMMER SHORT COURSESFALL QUARTER 1977

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.

104	Jensen	2	10TR	CH-130
	Blaske	2	6M	CH-130
204	Daily	4	6T	CH-126
275	Simons	2	3TR	CH-125
468	Schulzetenberg	3	9MWRF	CH-125
	Clarke	3	9-11TR	CH-134
	Schulzetenberg	3	10MWRF	CH-125
	Keable	3	11MTRF	CH-134
	Rydberg	3	12MTRF	CH-134
	Costanzo	3	6W	CH-134
	Kinderski	3	3MTWR	CH-134
	Cassidy	3	6T	CH-125
473	Savage	4	1MTWF	CH-130
573	Nelson	3	6R	CH-126
476	Westby	4	6W	CH-125
576	Westby	3	6W	CH-125
603	Savage	4	6R	CH-130
606	Schulzetenberg	3	6T	CH-134
608	Smelser	3	6M	CH-125
612	Polesak	3	6R	CH-134
615	Savage	3	6W	CH-126
658	Fields	3	6M	CH-134
680	Staff	VR	Arr	Arr
681	Staff	3	Arr	Arr
682	Staff	VR	Arr	Arr
683	Smelser: Specialist Degree	2	Arr	Arr
683	Staff: New Media for Public Librarians	3	6R	CH-125
683	Smelser: Media for Teachers	4	6W	CH-130
683	Busse: Government Documents	3	6T	CH-130

SUMMER SESSION 1977

410-510	Section 1	Schulzetenberg (June 12-18)	3	Arr	Arr
468	Section 1	Staff	3	7:30	CH-134
	Section 2	Staff	3	9:15	CH-134
471-571	Section 1	Nelson (July 5-15)	4-3	12:45-	CH-126
				4:00	
475-575	Section 1	Berling	4-3	11:00	CH-126
476-576	Section 1	Westby (June 14-27)	4-3	12:45-	CH-130
				4:00	
603	Section 1	Savage	4	11:00	CH-125
606	Section 1	Schulzetenberg (June 27-July 15)	3	7:30-	CH-130
				9:30	
608	Section 1	Smelser	3	7:30	CH-125
612	Section 1	Polesak	3	6MW	CH-134
644	Section 1	Rydberg	3	11:00	CH-134
658	Section 1	Fields	3	9:15	CH-125
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 (Specialist Degree)	2	Arr	Arr
683	Section 2	Schulzetenberg (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	
468	Section 3	Staff	3	7:30	CH-134
	Section 4	Staff	3	9:15	CH-134
473-573	Section 1	Erickson	4-3	11:00	CH-134
477-577	Section 1	Westby (August 1-12)	4-3	12:45-	CH-130
				3:45	
478-578	Section 1	LaQuier	4-3	9:15	CH-126
631	Section 1	Nelson	3	7:30	CH-125
636	Section 1	Clarke	3	11:00	CH-130
639	Section 1	Smelser	3	7:30	CH-130
680	Section 2	Brown	VR	Arr	Arr
681	Section 2	Brown	3	Arr	Arr
682	Section 2	Brown	VR	Arr	Arr
683	Section 5	Jensen (July 19-29) (Acquisition & Maintenance of Equipment)	2	9:15-	CH-125
				11:35	
683	Section 6	Staff (August 1-12) (Public Relations in IM)	2	12:45-	CH-125
				3:05	
683	Section 7	Fields (July 14-August 1) (Media for Teachers)	4	8:00-	CH-133
				11:30	

LET US KNOW. . .

The editor of the IM News would appreciate your sending news stories about yourself to be included in the publication. If you obtain a position, change positions, receive an honor, make the newspaper, etc., we would like to hear about it and include it in the next issue of the newsletter. Any changes of address should also be sent in order that the mailing list can be kept up to date. The post office usually does not forward, therefore, we have no way of knowing changes of address unless you let us know. Send any communication to: Tony Schulzetenberg, Centennial Hall Learning Resource Center, St. Cloud State University, St. Cloud, MN 56301

210117

Instructional Services

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Bonnie Hedin