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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

An area of professionalism that is all too often neglected by persons in the education field who have attained what is generally considered to be the minimum requirement for certification is that of continuing education. The requirement by the State Department of Education of renewal units for continued certification in a field has encouraged some media personnel (librarians, audiovisual specialists, media specialists) and classroom teachers to return to the college classroom. The new certificate requirements for media generalist and for media supervisor have also provided an impetus for media personnel to return, but even so, there is a continuing need for media specialists and classroom teachers to update their knowledge in a rapidly changing field. While professional meetings are certainly one way of updating information, they certainly cannot be considered an end in themselves.

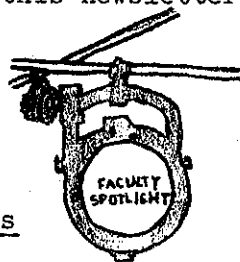
In addition to the rapidly changing technology (which includes materials), there is also a shift in the role expectation of media personnel by teachers and administrators. There is an ever increasing emphasis on the role of the media specialist in curriculum work, and it is all too evident that too many media specialists do not even become involved in the curricular role. The same is true of instructional development, or to put it more simply, instructional improvement. Principals and teachers have a right to ask media specialists, in whatever media role, to become involved in the improvement of instruction and in the curricular role; in fact, the literature of the field, the new standards, and educational journals tell them this is what media specialists are willing to and capable of doing. The reluctance, however, on the part of administrators and teachers to ask the assistance of media specialists in these two areas seems to indicate that perhaps we have not developed the image nor competence to func-

tion in those roles. There appears to be only the alternative of developing the competence and improving the image of ourselves in the role of curriculum planner and instructional developer.

In Minnesota and the immediate area we are fortunate to have college and universities that offer not only summer sessions but also evening classes during the school year which makes it quite possible for people in education to take courses in curriculum and instructional development. It should behoove all media specialists who have not developed those competencies, as well as other necessary ones, and who have not returned to the classroom in recent years to take a look at the multitude of regular classes, workshops, and institutes offered on a regular basis. A special effort is being made by many institutions of higher education to offer short courses in highly specialized areas to update knowledge and training in the media field. Some of those are listed in this newsletter.

FACULTY

SPOTLIGHT



Faculty Changes and Additions

Mr. Mike SIMON, Chadron State College, Chadron, Nebraska has accepted the new position which has been open for some time, with major responsibility in the Public Services Division in the Instructional Materials Center. He is to begin work May 1.

David RYDBERG and John BERLING accepted new assignments now that the new position has been filled. Doreen KEABLE has already shifted to the Distribution Section in Public Services. David RYDBERG is to continue with major responsibility in Technical Services Division Leader, and particularly in working with the plans and development of OCLC. John BERLING will take over Dave's responsibilities.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The primary data was gathered through direct observation and interviews with key stakeholders. Secondary data was obtained from existing reports and databases.

The third section details the statistical analysis performed on the collected data. Descriptive statistics were used to summarize the basic features of the data, such as the mean, median, and standard deviation. Inferential statistics were then applied to test hypotheses and draw conclusions about the population from which the sample was drawn.

The fourth section presents the findings of the study. It highlights several key trends and patterns observed in the data. For example, there was a significant increase in sales during the first quarter, which was attributed to a combination of factors including a new marketing campaign and improved customer service.

Finally, the document concludes with a series of recommendations based on the findings. These recommendations are designed to help the organization optimize its operations and improve its overall performance. The author suggests that regular monitoring and reporting of key performance indicators will be essential for ongoing success.

Faculty Professional Activities

Dennis FIELDS, Dick BUSSE, Harlan JENSEN, Carl SAVAGE, Gene CAMPBELL, Jerry WESTBY, and Luther BROWN attended the annual AECT meeting last week in Anaheim, California.

Carl SAVAGE was on the program sponsored by the Community College Association for Instruction and Technology at Nicolet College in Rhinelander, Wisconsin on February 19-20, 1976. His part on the program deals with "Retrieval Systems Some-ways to Go".

Marie ELSER, Carl SAVAGE, Lawrence SMELSER, David RYDBERG, Ford JENSEN, Tony SCHULZETENBERG, Harlan JENSEN, Gene CAMPBELL, and George ERICKSON attended the Region 3-4-6 Meeting of AVCAM-MASL in Alexandria on Wednesday, February 25.

St. Cloud State University was the host meeting place for representatives of Minnesota universities providing a "Media Generalist" certificate program on Wednesday, February 18. Those attending included Dr. Darrell MEINKE & Evelyn SWENSON (Moorhead), Dr. Frank BIRMINGHAM and Fran McDONALD (Mankato State), Dr. Lowell OLSON (University of Minnesota), Dr. Robert MILLER, Robert W. ANDERSON, and Mary (Dalbotten) MILLER (State Department of Education), Dean Kenneth AMES, John BERLING, Dennis FIELDS, Allan FOREMAN, Carl SAVAGE, Tony SCHULZETENBERG, Lawrence SMELSER, and Luther BROWN (St. Cloud State).

Mary RUSSELL presented a bibliography and an exhibit for the Learn/Teach Peace Workshop at the College of St. Benedict, St. Joseph, on March 8.

Dennis FIELDS participated in the Region 6 ASHET Conference at the Sheraton Motor Inn, Bloomington on Friday, February 27 discussing "The Impact of Instructional Technology and Materials Selection on Health Education".

Those attending the Media Education III conference at Mankato State University on Thursday and Friday, March 11-12 were Lawrence SMELSER, Carl SAVAGE, Tony SCHULZETENBERG, Harlan JENSEN, Ford JENSEN, David RYDBERG, Dean Kenneth AMES, and Luther BROWN.

Judy KINDERSKI attended the "Mythic Image; Mythology, Folklore, and Libraries" an institute offered by the University of Minnesota Library School on April 1-2.

Marcia DAILY attended the "Census Statistics Use Workshop" at Mankato State University on March 17-19.

Louis COSTANZO and Randy EVANS attended a "WCCO & KTCA" demonstration to observe new techniques in programming on March 17.

The annual mid-winter meeting of the Minnesota Library Association was held in Minneapolis at the Curtis Hotel on April 7-9. Attending on various days were Carl SAVAGE, Tony SCHULZETENBERG, Harlan JENSEN, and David RYDBERG.



OF AND ABOUT STUDENTS AND GRADUATES

John S. BENSON, librarian at Aurora-Hoyt Lakes High School, is planning to participate in a study trip to Europe this summer with a special interest in European libraries.

John M. LINDNER, Director, Learning Resources, University of Minnesota--Waseca, has resigned to accept a position with the Johnson Company of Waseca, manufacturer and sales of Citizens Band (CB) and other equipment.

Listed among graduates in Information Media during the 1975-76 academic year are the following: Brien BELANGER, Jacquelyn CRONIN, Patricia DAVIS, Leutitia ENGLIN, Evelyn FREEMAN, Sharon GUISER, Carol GUTTETER, Anne JACOBSON, Phyllis LaCROIX, Mavis LEE, Marlene MAUS, Robert MONTESANO, James NIXON, Thomas PETERSON, Murl RINKENBERGER, Luther ROTTO, Kayleen SACK, James SHEY, and Thomas SNYDER.

Leutitia ENGLIN has accepted a position as the new media specialist at Sunny Hollow Elementary School in the Robbinsdale District for the 1976-77 school year.

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M A S L
M

Dr. Howard HITCHENS, Executive Director of the Association for Educational Communication and Technology (AECT) will be the keynote speaker at the first general session of the Upper Mississippi Media Conference for 1976 which will be held in the Germain Hotel in St. Cloud on

May 5, 6, and 7. The theme for the conference is "Spirit of 76: Merger". Included as part of the conference will be speeches, mini-sessions, commercial exhibits, tours, hospitality hour, business meetings, and a new feature a "Fun Night" which will include a talk by Bob Lurtsema, a barber shop quartet and a dance band til midnight.

If you are a member of AVCAM and MASL, you will be receiving registration information. If not then you may write and request registration materials. Hope to see you there!

TRANSFER OF WORKSHOP CREDITS

A notice from the Graduate Office to the graduate faculty supplied the following information relative to the transfer of workshop credits, all effective as of fall, 1975: The maximum number of workshop credits which will be accepted in transfer toward the M.S. Degree, Plan B, will be nine (9); the maximum number of workshop credits accepted in transfer toward the Specialist Degree (Ed.S.) will be six (6).

REVISIONS TO ANGLO-AMERICAN

CATALOGING RULES

The AAC rules are being revised to reflect conformance with continuing international standard bibliographic description agreements. The basic text will not be revised until 1977 or later, but chapters 6 and 12 have been issued in paperback. Both are obtainable from the American Library Association, 50 E Huron Street, Chicago, 60611, or from the St. Cloud State University Bookstore.

Anglo-American Cataloging Rules, North American text, "Chapter 6, Separately Published Monographs". Chicago; American Library Association, 1974 \$2.95.

Anglo-American Cataloging Rules, North American text, "Chapter 12, Audio-visual Media and Special Instructional Materials". Chicago; American Library Association, 1975. \$1.50.

Other changes have been issued through the Cataloging Service Bulletin of the Library of Congress, but no other revised chapters will be separately published. In particular, many changes have been made to the content of Chapter 14. The generic term for all recordings, cassettes, etc., is now [Sound Recording], and in the collation their physical form is described as "disc," "cassette," "reel," or "cartridge."

Anyone wanting to bring their AAC rules up-to-date (other than Chapters 6 and 12) may do so by using a corrected copy of the rules obtainable in the Technical Processing Section, Centennial Hall.

MEDIA AND TECHNOLOGY

CONFERENCE AT STOUT

The Register of Copyright of the Library of Congress, Barbara Ringer, and the President of the 10,000 member AECT, Harold Hill of the University of Colorado will highlight the University of Wisconsin-Stout's 11th Annual Educational Media and Technology Conference to be held in Menomonie, July 26-28, 1976. Ringer's topic is aimed at informing media specialists of the very latest in copyright revision of the U.S. Copyright Law, while Hill will address the issue of constricted budgets and personnel cutbacks in schools and colleges.

Five concurrent workshops will be held on Monday afternoon: "Designing Learning Packages Through the Instructional Development Process," "Copyright Revision", "Visual Literacy", "Automated Control Systems for Media Applications", and "Censorship". Other programs include "The Research Library in Industry", exemplary media program case studies, international film organizations, "Continuing Library Education Network and Exchange (CLENE)", "What Is An Exemplary Media Program?" The conference will conclude 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.

Mr. Michael Keable who is the husband of Mrs. Doreen Keable of our faculty. A tribute well-deserved to a wonderful person.

SUMMER WORKSHOPS--BEMIDJI

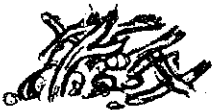
Robert K. SMITH, Department of Communication Media at Bemidji State University announces a series of summer workshops (4 or 5 days) in a variety of areas. Title of the workshops are: Wedding Photography, Basic Camera Handling, Nature Photography, Basic Black/White Photographic Printing, Basic Video 1/2 Inch Tape Production, Better School Yearbooks, Color Slide Photography, Better School Newspapers, Photo Sales Seminar, Preparing Slide/Tape Presentations, Color Print Photography, Basic Radio Broadcasting, Studio/Portrait Photography, Color Negative Retouching, Color Print Spotting, Advanced Studio/Portrait, Advance Color Printing, Basic Transparency Production, and The Picture Story. Write to Robert L. Smith, Department of Communication Media, Bemidji State University, Bemidji, Minnesota 56601 for information.

"SPIRIT OF 76"

TIM TOUR



Down payments for reservations for the fourth annual TIM Tour to ALA in Chicago are due by May 1. The last issue of IM News had an enclosed reservation form and a general description of what the tour might involve. Tentatively the tour will take us as far as Dayton, Ohio, then home via Chicago and ALA. Total cost for the tour will not exceed \$285.00 which will include transportation, lodging, and four credits of graduate, quarter credit. If you need information contact Tony Schulzetenberg, Department of Library and Audiovisual Education, St. Cloud State University, who will be the tour director.



STICKS AND STONES

Compliments to Miss L. Ruth CADWELL, Emeritus Professor, on her having been honored by the St. Cloud Kiwanis Club as Outstanding Citizen of St. Cloud. The presentation was made by

Those of you that know Ruth MOSHIER might want to correspond with her as she continues her post-surgery recovery at her home here in St. Cloud.

Paul CAHILL, former faculty member, was a surprise visitor on the campus in early April. Paul, along with his wife Kathy and daughter born during the past year, now live in Topeka Kansas, where Paul serves as Television Coordinator for Washburn University.

SUMMER SHORT COURSES AT SCSU

Don't forget that the Department of Library and Audiovisual Education at St. Cloud State University will be offering four short courses. The courses, as described in the last issue of IM News are: Contemporary Materials (June 14-25), The Media Person and Local History (June 28-July 8), Acquisition and Maintenance of Equipment (July 13-23), and Government Documents (July 26-August 12).

CALENDAR OF EVENTS

AVCAM/MASL Upper Mississippi Media Conference
St. Cloud, May 5-7

Midwest Academic Librarians Conference,
Cedar Falls, Iowa, May 6-8

American Library Association, Chicago, Illinois,
July 18-23

M.I. Smith Conference, College of St. Benedict's,
St. Joseph, MN, August 11-13

FIRST SUMMER SESSION 1976

*468	Media Materials	1		3	7:30	CH-134
*468	Media Materials	2		3	9:15	CH-134
471-571	Preparation of Materials	1	Nelson	4-3	6MW	CH-125
476-576	Selection (June 8-22)	1	Westby	4-3	12:45	CH-130
478-578	Technical Processes	1	Elsen	4-3	9:15	CH-126
603	Introduction to IM	1	Jensen, F.	4	7:30	CH-125
606	Organization & Supervision	1	Schulzetenberg	3	11:00	CH-130
608	Research Methods	1	Smelser	3	2:30	CH-134
615	Production II	1	Nelson	3	11:00	CH-125
644	Storage & Retrieval	1	Rydberg	3	7:30	CH-130
658	Systems Design	1	Fields	3	9:15	CH-130
680	Internship	1	Brown	VR	Arr.	Arr.
681	Readings	1	Brown	3	Arr.	Arr.
682	Research	1	Brown	VR	Arr.	Arr.
683	Seminar: Specialist Degree	1	Brown	2	Arr.	Arr.
683	Seminar: Contemporary Materials (June 14-25)	2	Schulzetenberg	2	12:45	CH-125
683	Seminar: The Media Person and Local History (June 28-July 8)	3	Clarke	2	12:45	CH-125

SECOND SUMMER SESSION 1976

410-510	Educational Tour (July 12-25)	1	Schulzetenberg	4	Arr.	Arr.
*468	Media Materials	3		3	7:30	CH-134
*468	Media Materials	4		3	9:15	CH-134
473-573	Photography	1	Erickson	4-3	11:00	CH-134
475-575	Administration of IM (July 13-27)	1	Berling	4-3	12:45	CH-130
477-577	Reference (August 2-13)	1	Westby	4-3	12:45	CH-130
612	Television	1	Savage	3	6TR	CH-134
639	Reading, Listening & Viewing Guidance	1	Westby	3	9:15	CH-130
662	Recent Trends	1	Jensen, H.	3	2:30	CH-125
680	Internship	2	Brown	VR	Arr.	Arr.
681	Readings	2	Brown	3	Arr.	Arr.
682	Research	2	Brown	3	Arr.	Arr.
683	Seminar: Acquisition and Maintenance of Equipment (July 13-23)	4	Savage	2	12:45	CH-134
683	Seminar: Government Documents (July 26-August 12)	5	Busse	3	12:45	CH-134

*Instructor not yet determined.

FALL QUARTER 1976

104	Introduction to Learning Resources	1	Jensen, H.	2	9TR	CH-126
		2	Blaske	2	6W	CH-130
204	Information Resources	1	Daily	4	6T	CH-134
275	The Media Profession	1	Weigel	2	3TR	CH-125
468	Media Materials	1	Lee	3	9MWRF	CH-134
		2	Clarke	3	9-11TR	CH-125
		3	Keable	3	10MWRF	CH-134
		4	Schulzetenberg	3	11MTRF	CH-134
		5	Savage	3	12MTRF	CH-134
		7	Costanzo	3	3MTWR	CH-134
		8	Campbell	3	6W	CH-134
473-573	Photography	1	Nelson	4-3	6W	CH-132
475-575	Administration of IM	1	Schulzetenberg	4-3	6T	CH-125
476-576	Selection	1	Westby	4-3	6W	CH-125
478-578	Technical Processes	1	Elsen	4-3	6W	CH-126
481	Reading, Listening & Viewing Guidance	1	LaQuier	4	10MWRF	CH-126
603	Introduction to Media	1	Savage	4	6T	CH-130
606	Organization & Supervision	1	Schulzetenberg	3	6M	CH-125
608	Research Methods in Media	1	Smelser	3	6R	CH-130
612	Television in Media	1	Savage	3	6R	CH-134
619	Motion Picture in Media II	1	Cassidy	3	6R	CH-125
639	Reading, Listening & Viewing Guidance	1	Smelser	3	6M	CH-134
644	Information Storage and Retrieval	1	Rydberg	3	6M	CH-130
658	Systems Design and Evaluation of Media	1	Fields	3	6T	CH-126
680	Internship in Media	1	Brown	2-12	Arr.	Arr.
681	Readings in Media	1	Brown	3	Arr.	Arr.
682	Research in Media	1	Brown	2-12	Arr.	Arr.
683	Seminar in Media	1	Brown	2-12	Arr.	Arr.
684	Field Study in Media	1	Brown	3-9	Arr.	Arr.

Note: Due to the fall quarter 1976 calendar and the holidays, the Monday and Thursday evening classes are scheduled for only nine meetings. Therefore, each four credit Monday or Thursday evening class will meet an additional 20 minutes and each two or three credit class will meet an additional 15 minutes. This additional time will replace a tenth class meeting.

210117

Instructional Services

Department of Library & Audiovisual Education

St. Cloud State University

St. Cloud, MN 56301
