


9-1976

## Information Media Newsletter Vol. 10 No. 1

St. Cloud State University

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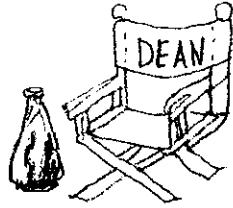
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An Information Media Newsletter published by the Learning Resources Center and Department of Library and Audiovisual Education/Centennial Hall, St. Cloud State University, St. Cloud, Minnesota 56301

## FROM THE DEAN'S CHAIR



Once again the advent of a new school year signals a renewal of our professional activities. The Bicentennial year can, and should go down as one that will be remembered as the year of "Media in Minnesota." In retrospect, we can look back over the years of both AVCAM and MASL with a great deal of pride in knowing that leaders and membership in both organizations have shown good state and national leadership in developing high quality programs for Minnesota. We should not lose sight of the achievements of both of these fine organizations, but neither should we let past achievements become stumbling blocks for what can be even greater achievements in the years ahead. There is an inherent danger in saying, "Look At What We've Done," instead of saying with determined enthusiasm, "Look At What We Can Do!"

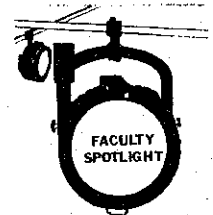
And so as each and every individual begins another school year, it should be a year of determined effort with goals and objectives that reach out beyond the mediocre; it should be a year of cooperative effort to make "Media in Minnesota" an integral part of an outstanding educational system; and it should be a year of involvement in professional associations that will enable media programs to show leadership within and outside the State of Minnesota. To this end, the Task Force of Merger of AVCAM and MASL has worked to achieve solidarity in one united professional organization, an organization that can look back at past achievements of two groups of dedicated educators and use those achievements to build an even greater organization to serve even better the youth of our state. It is only as an individual, however, participating in the democratic process by expressing our feelings, by casting our ballots, and by participating with our attendance at professional meetings only in that way we will be able to move ahead in a unified professional organization as the individual members choose.

## ADMINISTRATIVE CHANGES AT SCSU

Readers might take note of administrative changes in the organizational hierarchy at SCSU. Dr. David Johnson has accepted the position of Vice-President for Academic Affairs, replacing Dr. Lowell Gillett who served for one year as a temporary replacement for the resigned Dr. John Tomlinson. Dr. Gillett will resume his duties as Graduate Dean and Dr. Vern Lude-  
mañ, Acting Graduate Dean last, will once again be the Associate Graduate Dean. Dr. Louise Johnson has been appointed to the position of Dean of Liberal Arts and Sciences effective July 1, 1976. Dr. Owen Hagen is the new Associate Dean of Continuing Education.

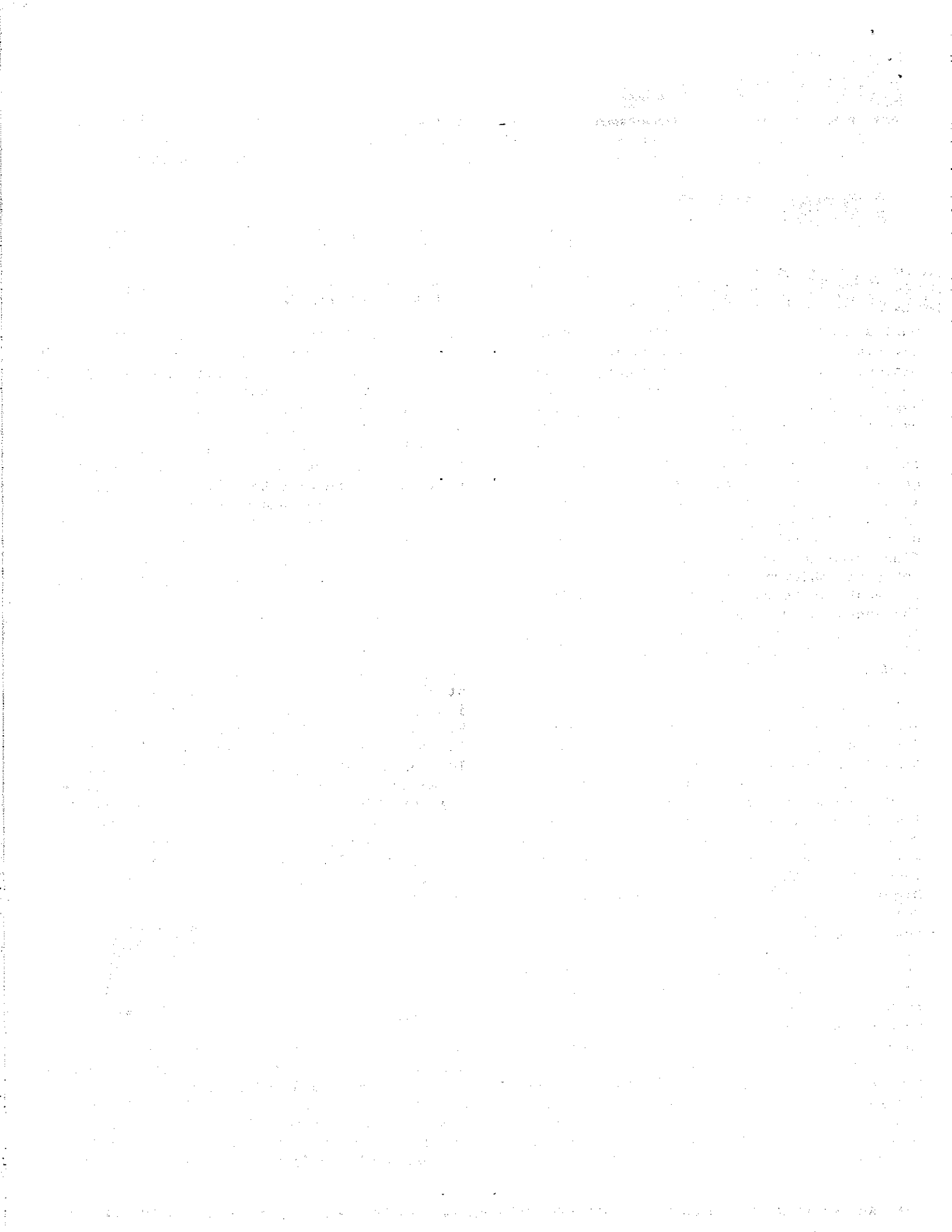
### ACCREDITATION VISITS SCHEDULED

The past academic year was devoted to self-studies in anticipation of scheduled accreditation visits for the 1976-77 academic year. Visits by the North Central Association, the National Council for the Accreditation of Teacher Education, and the State Department of Education are all scheduled for the latter part of this academic year, all of which means that the members of the Learning Resources Services/Department of Library and Audiovisual Education will be much involved in both last minute preparations and in the visits themselves.



### Faculty Changes

Several significant changes have occurred on the staff of Learning Resources and the Department of Library and Audiovisual Education. Dr. John BERLING has assumed the duties of Assistant Dean, a position vacated when Dr. David RYDBERG took over the position of Leader of Technical Services. Dr. RYDBERG will be



devoting much time to the exploration and implementation of automation in various technical service functions.

Judy KINDERSKI and Ford JENSEN, both from the Reference Section of Public Services, have taken a year's leave of absence to further their education. Judy is off to the University of Wisconsin-Milwaukee, while Ford has returned to the University of Arizona to continue his work. Employed as replacements were two former assistants, Luther ROTTO and Phyllis LA-CROIX. They are on temporary contract for the 1976-77 year.

Mike SIMONS, formerly of Chaldron State in Nebraska, has accepted the position in the Instructional Technology Section (formerly Curriculum). He joined our staff last spring.

Marie ELSEN is busily engaged in expanding, developing, and promoting an Archives Collection while Doreen KEABLE has shifted her attention to work in the Distribution Services Section of Public Services.

Pat WEIGEL has resigned her position in Technical Processes and has accepted a position at Bloomburg State College in Pennsylvania.

Part-time assistants (not Graduate Assistants since none were allocated this year) for the 1976-77 academic year are William BRUNS, Susan DEDO, Jeanne JANEY, Mae LAROSE, and Terry MILLER.

#### Faculty Appointments and Elections

David RYDBERG is a member of the Minnesota Educational Computer Commission (MECC) and has also been instrumental in setting up the the OCLC System soon to be implemented in the State of Minnesota in cooperation with MINITEX. Tony SCHULZETENBERG has served for the past year and through the summer on the Library Futures Committee of the Minnesota Library Association. The report will soon be presented to the MLA Board of Directors. Lawrence SMELSER is well into his crucial presidency of the Audio Visual Communications Association of Minnesota (AVCAM) for the 1976-77 year. Charles "Gene" CAMPBELL continues to co-chair the AVCAM Archives Committee of AVCAM, and Tony SCHULZETENBERG served on the Scholarship Committee for the same organization.

Serving on the local campus Faculty Association Board of Directors are Marie ELSEN, Dennis FIELDS, and Mike NELSON. Dick BUSSE is the

building membership contact person. ELSEN, FIELDS, and NELSON have served on various committees of the Association and have become a vital part of its work in faculty matters.

Harlan JENSEN and Lawrence SMELSER serve on the Sabbatical Leave Committee; Tony SCHULZETENBERG on the Graduate Council; Carl SAVAGE on the Atwood Board of Directors; George ERICKSON and John BERLING on the Learning Resources Committee.

George ERICKSON retains his membership on the Board of Control of the NIC. George is the SCSU Faculty Representative.

#### Professional Activities

Mike SIMONS and Dennis FIELDS attended the July meeting of the American Library Association where Dennis made a presentation on the space requirements for a random access system.

Participating at the Midwest Academic Library Conference at Cedar Rapids during May were Jerry WESTBY and Tony SCHULZETENBERG where they represented SCSU in accepting the bid to host the 1977 MALC Conference in St. Cloud.

David RYDBERG attended the "Clinic on Library Applications of Data Processing" relating to OCLC at the University of Illinois in April of last spring. Marie ELSEN attended the two week session at the American University Archives Institute in Washington, D.C. in late May.

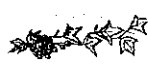
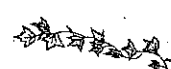
Attending the Annual Stout Conference in July were Luther BROWN, Dennis FIELDS, Mike NELSON, Jim PEHLER, John BERLING, Doreen KEABLE, Lawrence SMELSER, and Carl SAVAGE. Dr. SMELSER stayed on to attend the Region VI Leadership Conference of the AECT.

Those in attendance at the annual M.I. Smith Leadership Conference at the College of St. Benedict at St. Joseph, Minnesota, were John BERLING, Luther BROWN, Harlan JENSEN, Carl SAVAGE, Lawrence SMELSER, and George ERICKSON. The greater majority of our staff members attended the Upper Mississippi Media Conference held in St. Cloud in May, and a separate article appears elsewhere in this issue highlighting the conference and the participation by area personnel.

Carl SAVAGE attended the AECT Western Division Leadership Conference in Denver on October 15-17.

John BERLING and Harlan JENSEN attended the Academic Librarians Section (of MLA) meeting at Mankato State on April 23.

As President of AVCAM, Lawrence SMELSER attended the annual summer Lake Okoboji Conference in Iowa. This conference is the annual AECT Leadership Conference.

 The Graduate Grapevine 

Margery ERICKSEN has changed from her teaching position in the junior high school to that of media generalist in the Eveleth Senior High School.

Changes in the Robbinsdale Public School system find Marilyn SAVAGE assuming the position of audiovisual coordinator at Plymouth Junior High after spending many years at Zachary Lane Elementary; and Geri BONSTROM, formerly at Watertown Senior High, now at work at Robbinsdale Senior High as the audiovisual coordinator.

Chuck ROWLEY has changed positions and is now at Stewartville after two years at Robbinsdale Senior High School.

There have been two changes in media positions in the Cambridge schools. Betty SAUTER has moved into the position vacated by Arlene SMITH at Cambridge Elementary, and Richard ZELINSKI has accepted the position of media generalist at the new Isanti Junior High School.

Kathy SUCHY resigned her position at Albert Lea and is now at Nativity Elementary in St. Paul.

Apollo High School in St. Cloud has a new media person in the way of Larry MATTOCKS. Larry, formerly with the St. Cloud Elementary Schools, replaced Tom MILLER who accepted a position at Montevideo.

Janet PALMER has accepted a temporary one year position in the elementary schools in the Forest Lake School system.

Monticello is the new home of Murl RINKENBERGER, former SCSU LRS Assistant. He works in the Monticello Senior High School.

Kathy HANLON has returned to her native state and is employed in the Cedar Falls, Iowa Public Schools.

Former graduate assistant Michael CLARK has accepted a position with the Parkers Prairie Public Schools as the senior high school media generalist.

Alen TABBUT has written that he recently accepted a position with the Menomonie, Wisconsin Public Schools as an elementary school librarian. He was formerly at Buffalo, Minnesota.

Robert STRACK, formerly at Litchfield Senior High School is the media director for the Stevens Point Public Schools.

Title changes include those for Dr. Norm BUSSE who is now Agri-Business Director of the Minneapolis Public Schools and Jack LOSS whose title is now officially that of Supervisor of Instructional Materials Services.

#### Student Professional Activities

Dr. Norm BUSSE is the new president-elect of AVCAM while Mary MEYER has a similar position in MASL. Gladys SHEEHAN will assume the presidency of MASL upon the expiration of the term of Doris PAGEL. Serving as regional chairpersons are Barbara NEMER (Region 10), Tom PETERSON (Region 3), and Wayne SCHOEFTER (Region 6).

Gary SIVERTSEN, Director, LRS, Fort St. Louis Community College, Tacoma, Washington is the President of Region 5 of the Washington AECT.

Serving on the Oregon Educational Media Association Board of Directors for 1976-77 is Mary KERNS. Mary, formerly of St. Cloud is now employed by the Union County Intermediate Education District in LaGrande, Oregon.

James HAISKANEN, media generalist at Grand Rapids Senior High School is playing a lead role along with Bill DAVIS in sponsoring the annual Make-A-Tape Workshop to be held in Grand Rapids on September 28-October 1.

#### H O K A N S O N R E T I R E S

We salute Naomi HOKANSON after her many years of service for school libraries and media centers in the State of Minnesota. Naomi at one time was a member of the school library instructional staff here at St. Cloud and her most recent position was that of Library

Coordinator for the Roseville Public Schools.

DEPARTMENTAL ADVISORY COMMITTEE MEETS

# M. I. SMITH

The members of the Advisory Committee of the Department of Library and Audiovisual Education met during the Upper Mississippi Conference in St. Cloud in May. The purpose of forming the committee was to provide the Department with a means of input for strengthening the program, indicating areas of need in program development, and evaluating the results of our efforts. You too can make your wishes known by contacting members of the committee and expressing your feelings. Members of the committee are: Norman BUSSE, Shirley CHRISTENSON, Gayle COLLINS, Jack LOSS, Jean PETERSON, Sheri PRETZER, Mary RASMUSSEN, Donald RAUTIO, and Earl SCHRAMM. Ex-officio members are Robert MILLER, Mary DALBOTTEN, and Robert ANDERSON of the State Department.

The annual M. I. Smith Conference was held at the College of St. Benedict on August 11, 12, and 13, with Dr. Lawrence SMELSER of AVCAM and Ms. Doris PAGEL of MASL presiding. Some 65 participants were in attendance. The main business of the conference was to finalize plans for merger of AVCAM and MASL, but much time was also directed to the work of committees which would continue on in the new organization. Featured speakers at the Wednesday dinner were Robert MILLER, Gail JUBALA, and Ann KIMBROUGH on "The Role of Professional Organizations." Most of the daily activity was directed toward group work in keeping the objectives of the conference.

MERGER VOTE

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AVCAM  
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S

UPPER MISSISSIPPI

WELL ATTENDED

Many professional and commercial members attended the annual Upper Mississippi Media Conference held in St. Cloud on May 5, 6, and 7. The theme of the conference was "Spirit of 76 - Merger." Keynote speaker for the conference was Howard Hitchens, Executive Director of AECT, and Bob Lurtsema was the featured speaker primary evening session on Thursday. Featured on the program were Pat CHRISTIANSON of the Great River Regional on Storytelling, Norman CLARKE of SCSU on Local History, Jean PETERSON of Morris on Periodicals David TUCHSCHERER of Brainerd on Indian and Mexican American Materials, Dennis FIELDS of SCSU on Practical Research Ideas, Richard LEDIN of Eden Prairie on Curriculum Development, Tom TRIPET and Helen STUB on Merger, Ford JENSEN on Free and Inexpensive Materials, Boyd PURDOM on Non-Verbal Communication and John BERLING of SCSU on Instructional Media and the Slow Learner. The closing session featured Dr. Robert WICK, Distinguished Professor at SCSU on "A Focus on Libraries."

AVCAM and MASL will vote on merger of the two organizations into the Minnesota Educational Media Organization this fall. AVCAM members will vote on changing the by-laws and articles of incorporation to change the name and organization while MASL members will vote to discontinue as an organization and to join the new organization. MASL will use a mail ballot. AVCAM will vote at the October 22 meeting at South Hennepin Vocational Technical School. In order to allow members to vote who cannot be at the meeting, AVCAM is sending out proxy ballots which allow a vote to be cast.

Please, if you are a member of either organization or both, take this opportunity to vote and register your desire about the formation of a new media organization.

DEPARTMENTAL CERTIFICATION AND

DEGREE PROGRAMS

In order to be of service to prospective students or to those professionals who wish to upgrade certification or work toward a degree, a brief review of the various programs follows.

Audiovisual Coordinator

The planning committee for the conference consisted of Gary GERMUNDSON, Harlan JENSEN, Sheri PRETZER, Jan SORELL, Wayne SCHOEFTER, and Lawrence SMELSER.

This program is available only on the undergraduate level as part of the expanded 36-hour media minor. Because of the minimal require-

ments for this certification, the department no longer recommends that students take this program on the graduate level, but it might be noted that the State Department will still certify those who have completed the required courses.

#### School Librarian

Certification as a school librarian is still available on both the undergraduate and graduate level. Persons who have completed requirements for a bachelor's degree must take the courses on the graduate level. On the undergraduate level, the program is a 26-hour minor (with an IM 468 prerequisite); on the graduate level, the program is available with a 28-hour graduate course of study.

#### Audiovisual Director

This endorsement requires two years of classroom teaching experience and is available only on the graduate level, either through a degree program or as part of a non-degree program as a special student. It builds on to the courses required for the audiovisual coordinator's certificate in the media area, but also requires curriculum courses and a course in educational administration.

#### Media Generalist

The certificate is available on both the undergraduate and graduate levels. The student who completes the 36-hour minor meets all of the qualifications except the required two years of experience. After two years of experience, application may be made for the media generalist endorsement. Course work on the graduate level may be taken either as part of a degree program or as a special student, and all previous coursework is evaluated in light of the SCSU certification program. Two years of experience is required for the endorsement.

#### Media Supervisor

This endorsement certificate is available only on the graduate level. It requires three or more years of successful experience in the area of media. It also requires 18 credits of study beyond a masters degree. This program may be taken as part of the Educational Specialist Degree (6th year) or may be taken as a special student. It is required as part of the Ed.S. degree for all persons with teacher certification.

#### Masters Degree in IM

Programs are available to holders of a baccalaureate degree, either a B.A. or a B.S. Two separate programs exist, with the program for the non-teaching degree designed to support persons who have no intention seeking certification or certification endorsement to a teaching degree. Program two is designed to meet the needs of those with a teaching degree seeking certification endorsement.

#### Specialist Degree (Ed.S.)

The Specialist Degree program (6th year) is available to (1) those who have completed a master's degree with a major in some area of media (library and audiovisual education), (2) those who have completed a minimum of 45 graduate credits in some area of media but who have not completed the master's degree yet are eligible, or (3) those who have a master's degree in another area. Each program will be designed to meet the individual's needs and interests.

More detailed information on all of these programs can be obtained by looking through the Graduate Bulletin or by writing for information or by making an appointment with a member of the faculty of the Department of Library and Audiovisual Education at St. Cloud State University.

#### COURSES OF INTEREST TO

#### MEDIA SPECIALISTS

The series of short courses offered by the Department of Library and Audiovisual Education during the summer sessions were well attended and from all indications quite successful. It is anticipated that similar courses will again be held next summer. Among those offered were Contemporary Materials, Government Documents, Media Person and Local History, and Equipment Maintenance and Repair.

Media for Teachers still has a continuing interest for particular districts and/or a number of district in consortium. If anyone has an interest in such a course for any district, please contact Dr. Lawrence Smelser, Department of Library and Audiovisual Education. Meanwhile a comprehensive listing of courses is available on campus for interested media personnel and teachers, and hopefully, some classes will be offered off-campus during the winter.

quarter. Many of our classes can be taken off campus provided enough students indicate an interest and provided we have the resources to offer the class. A complete listing of on-campus classes for the winter quarter, 1977, can be found in this Newsletter.



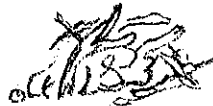
### IM GRADUATES

Following is a listing of graduates from fall 1975 through August 1976. Specialists: Bruce HOUGH, Mavis LEE, Karen LIESER, Michael MACK, and Michael WINTER; Master's: Brien BELANGER, Jacquelyn CRONIN, Patricia DAVIS, Leutitia ENGLIN, Margery ERICKSEN, Robert FIEBELKORN, Evelyn FREEMAN, Sharon GUISER, Carolyn GUTTER, Robert HACH, Anne JACOBSON, Barbara KEEN, LuBell KENDALL, Phyllis LACROIX, Cheryl LANY, Marlene MAUS, Marshall MEAD, Robert MONTESANO, James NIXON, Thomas PETERSON, Murl RINKENBERGER, Luther ROTTO, Kay SACK, Betty SAUTER, James SHEY, Thomas SNYDER, Carol VALKER, and Eileen WEGGE.

### NEED BACK ISSUES OF SCIENCE MAGAZINE?

Mike COLLINS, Albany Senior High School writes that he has almost 10 years of back issues of Science Magazine (January, 1966-August, 1975). Anyone interested in supplementing his/her periodical collection should feel free to contact Mike.

### STICKS AND STONES



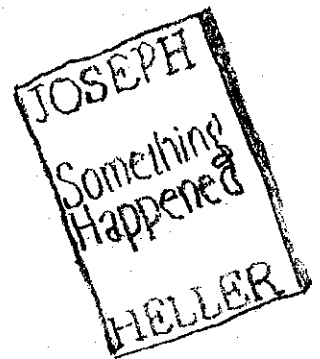
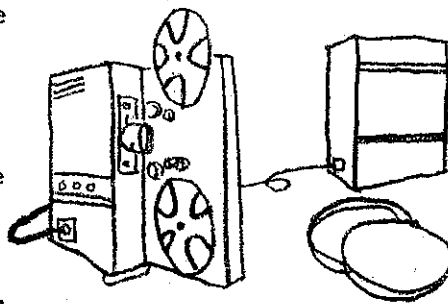
Among the fortunate travelers this summer were Tony SCHULZETENBERG, Marie ELSER, and Doris HEALY. Marie and Doris spent 6 days in England and visited such famous places as Stonehenge, London, Bath, Stradford Upon Avon, and Blenheim Palace. Tony flew to Amsterdam where he was met by friends from Germany. His fifteen days abroad with his wife, brother, and sister-in-law were well taken up by visiting farms, breweries, banks, cathedrals, and other historic sights. Highlights were visits to Hamburg, Munster, Cologne, and a ride on the Rhine.

Compliments to Amelia HOCKERT who received recognition for completing 35 years in service to the State of Minnesota; George O. ERICKSON

was recognized for 25 years of service, and Luther BROWN was recognized for 20 years of service. The presentations were made by President Graham.

### DATES TO REMEMBER

- Sept. 23-25 AV Institute, Nolte Center, U of M
- Sept. 29- Make-A-Tape Workshop, Grand Rapids
- Oct. 1
- Oct. 5-9 American Society for Information Sciences, San Francisco
- Oct. 6-8 MLA, Fall Conference, Radisson South, Bloomington
- Oct. 21-22 AFT/MEA Conference, Minneapolis Auditorium
- Nov. 18-23 National Conference on Adult Education, Americana Hotel, NY
- Jan. 13-18 National Audio-Visual Association, Anaheim
- Jan. 21-23 AALS, Chicago
- Jan. 29- ALA, Washington, D.C.
- Feb. 5
- Feb. Media Educators' Conference
- Feb. Post Secondary Media Institute
- March Association for Supervision and Curriculum Development
- April 24-29 AECT, Miami Beach
- May 12-14 Midwest Academic Librarians' Conference, St. Cloud
- May 4-6 UMMC, Registry Hotel, Bloomington
- May Conference on Orientation for Academic Libraries, Eastern Michigan U.
- June 19-25 ALA, Detroit
- July Educational Media & Technology Conference, U of W-Stout, Menomonie, WI





WINTER SCHEDULE

TENTATIVE SPRING SCHEDULE

104	Section 1	Jensen	9TR	CH-126
	Section 2	Blaske	6W	CH-126
204	Section 1	Daily	6T	CH-125
275	Section 1	LaQuier	3TR	CH-125
468	Section 1	Lee	9MWRF	CH-125
	Section 2	Rotto	9-11TR	CH-134
	Section 3	Schulzetenberg	10MWRF	CH-125
	Section 4	Cassidy	11MTRF	CH-125
	Section 5	Simons	12MTRF	CH-134
	Section 7	LaCroix	3MTWR	CH-134
	Section 8	Clarke	6R	CH-125
471-571	Section 1	Savage	6M	CH-134
475-575	Section 1	Smelser	6T	CH-126
476-576	Section 1	Berling	6R	CH-130
477-577	Section 1	Westby	6W	CH-130
603	Section 1	Nelson	6W	CH-125
608	Section 1	Fields	6T	CH-130
616	Section 1	Savage	6T	CH-134
638	Section 1	Elsen	6R	CH-126
651	Section 1	Smelser	6W	CH-134
660	Section 1	Schulzetenberg	6M	CH-130
680	Section 1	Brown	Arr.	Arr.
681	Section 1	Brown	Arr.	Arr.
682	Section 1	Brown	Arr.	Arr.
683	Section 1	Brown	Arr.	Arr.
684	Section 1	Brown	Arr.	Arr.

IM 104, 204, 468, 481, 471, 473, 476, 477, 478, 571, 573, 576, 577, 578, 603, 604, 608, 612, 636, 639, 644, 680, 681, 682, 683.

NOTE: WINTER QUARTER - POSSIBLE OFF-CAMPUS COURSES

IM 683:Seminar: Media for Teachers - North Hennepin Community College

(possibly one other class "Media for Teachers")

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