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# Information Media Newsletter Vol. 4 No. 1

St. Cloud State University

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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 COLLEGE, ST. CLOUD, MINNESOTA 56301

Featured  
Fanfare



## AVCAM Lives It Up

During the National AECT Convention, AVCAM held a membership dinner on April 19 at 6:30 p.m. in the Lemington Hotel. There was an excellent meal followed by a business meeting with president, Tom Collins, presiding. The membership report indicated that membership has now grown to a new high of 509 members.

Scholarships of \$200.00 each were awarded to Dave Rydberg and Tom Collins. The 1972-73 budget was presented as was the new dues schedule which now increases the dues for individual members to \$10.00 per year.

Tom Collins presented two presidential citations; one to Gerald McKay, retiring past president and chairman of the delegate assembly, and one to George Erickson, vice president and membership chairman.

The meeting was followed by entertainment with a demonstration by a chef and band music.

-George Erickson-



## A Reformed Library

In January 1966, the State Reformatory for Men had a "library" that was a dark dreary room with some old and unsorted books. It certainly was an unsuitable atmosphere for study or recreation.

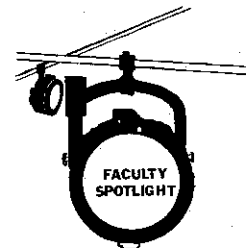
By January 1972, this had all changed. Today there is a Resource Center with a library complex and an audiovisual section. The physical atmosphere is one of comfort and beauty with a good collection of books and systematic methods of resources work.

This change was made possible by the federally funded Library Service Act, which went into programming in 1966 and was to be a five year plan. Of the first \$17,000.00 available to corrections in Minnesota, the Reformatory received about \$10,000.00. In the following four years, approximately \$5,000.00 more was spent on the program at the State Reformatory, and on March 10, 1971, another five year plan was presented at the annual Institution Librarian Meeting in St. Paul. The Library Service Act was renewed and of the \$15,500.00 available to corrections, we received about \$8,500.00. Of this final amount, I received \$2,500.00 as an educational training stipend to finish my master's degree at SC in Information Media, and the State Reformatory received the balance of \$6,000.00 with which to start an audiovisual section.

The AV addition has become a reality and bright, beautiful, and fresh are the adjectives to describe the physical plant and the atmosphere of the Resource Center. Equipment and programs are needed, but many ideas for future are present.

Our education program at SRM is going through a complete analysis to determine the needs of the inmates and what educational tools are necessary to improve our programs. The present educational programs are: a regular high school; vocational schools in printing, upholstery, woodcraft etc., evaluators in the Division of Vocational Rehabilitation and the Newgate Project in which inmates can begin their college education. The Resource Center will be an integral part of this new planning and much emphasis will be put on "media" as a means of improving the educational programs.

The addition of Mr. Dean Borgmann, (BS in English, MS in Information Media, June 1972) has given a very strong feeling of



accomplishment for the program. The ideas of media in correction has been gained. Mrs. Carolyn Corcoran, a MLS graduate of Indiana University is also doing volunteer work for us and has given some femininity to the program.

Hopefully the future will hold a complete Production Center for all of Corrections in Minnesota. Some of the ideas for future media programs are:

1. Photography - to be an educational, vocational, and technical learning experience for the inmates with possible therapeutic values. The idea here is to give an inmate instructions, a camera, film and whatever he wishes. Then develop the film, apply sound from scripting and present his "program" to his peers. This experience can involve many lessons.

2. Closed Circuit TV with a control studio, two way circuitry to the classrooms and monitoring abilities for each cell in the institution. There is no limit to the programs that can be broadcast within the education department to the cells, from education TV to channel 2 and 10, and also the various commercial programs which can be channeled into the institution and individual cells.

3. VTR as a separate program from TV. We hope to build a VTR film library which can be drawn on anytime by any inmate or staff person. There is such a rapid turn-over of inmates in many of the vocational shops that it is our hope that a complete filming of the various basic vocational shop programs can be made and kept on file in the Resource Center. If an inmate starts in a vocational shop, such as the garage, the inmate can gain necessary information without the instructor teaching individual lessons in their entirety each week.

4. Visual aids for the teachers. Again, there is no limitation to what can be done from simple picture mounting to single concept film making, etc.

After working with so many of the Information Media students, undergrad and graduate, and staff at SCSC, I have become aware of how closely our program parallels that in the public school system. If you are doing something new and it is motivational, please contact me.

David Rydberg was awarded one of the annual scholarships given by the Audiovisual Communications Association of Minnesota. He will use the funds to help in his endeavor at school next year.

Dwight Burlingame has been appointed to the Audiovisual Committee of the Association of College and Research Libraries.

George Erickson received a presidential citation from the Audiovisual Communications Association of Minnesota. The award is given annually to persons who have contributed to the good of the organization and audiovisual education in Minnesota. Erickson has served as vice president in charge of membership during a time when membership expanded to more than 500.

Tony Schulzetenberg participated in a Human Relations Workshop. The workshop was designed to train staff at three colleges to conduct activities that will help teachers meet new human relations requirements set by the State Department of Education.

Luther Brown, David Caucci, Carl Savage, Dennis Fields and Lawrence Smelser attended a Curriculum Development Institute in Minneapolis.

All members of St. Cloud State's Learning Resources staff helped and participated in some way during the National AECT Convention in Minneapolis.

Jerry Westby has been promoted to Assistant Professor, effective in the fall.

Doris Healy has been serving on a student affairs study commission to make recommendations on the reorganization of student affairs here at St. Cloud.

Dennis Fields observed the instructional development institute which was sponsored by the State Department of Education for the Hutchinson Public Schools.

Charles Campbell and David Rydberg visited Champaign-Urbana regarding the use of computers in technical services and circulation presented at the Ninth Annual Clinic on Library Applications of Data Processing.

Luther Brown, Harlan Jensen, Lawrence Smelser, Doris Healy, Tony Schulzetenberg and Marie Elsen met with the Hennepin Division of MASL at the Marriott Motor Inn, and Tony Schulzetenberg spoke on our graduate and certification programs.

Luther Brown, Dick Busse, Doris Healy, Harlan Jensen, Dennis Fields, Marie Nunn, Ruth Moshier, Tony Schulzetenberg and Carl Savage attended the Academic Librarians Division meeting of MLA at Hamlin University.

### ON LEAVE

David Rydberg, Supervisor of Technical Services, will be starting on a year's leave of absence this June for the purpose of working on a doctorate in Educational Administration with a minor in media, at the University of Arizona, Tucson. He presently holds a BS and MS from St. Cloud and a MA in Library Science from the University of Minnesota.

Dave began his career in Learning Resources in 1965 as a graduate assistant in the Audiovisual Division. From 1966-67 he was in charge of Receiving, then he spent the following two years as head of the Acquisitions Section, and from there, in 1969, assumed responsibility for all technical service functions. Besides his myriad duties behind the scenes, Dave has been involved in the instructional areas of Media Materials and Methods of Instruction (IM 468), Information Storage and Retrieval, and the Experimental Certificate Program. In addition, he has continued his own educational program at the University of Minnesota and the University of Arizona. In recognition of these efforts, Dave was recently granted an AVCAM scholarship award.

We're going to miss Dave next year, but we hope he, Sandy and their new daughter, Sara, will have a successful and pleasant year in sunny Tucson.

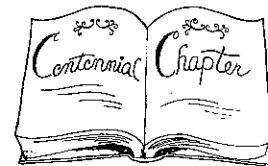
-Marie Elsen-

### IM Around The World

During the month of May, I will be traveling in Europe representing St. Cloud as their acquisitions librarian. The purpose of my trip is to purchase examples of printing prevalent in Europe from the 16th 20th Century. The materials will be used in the history of media class as well as for other classes and research at SCS. I will also be visiting European libraries to get first hand knowledge of how other national library networks are administered.

Specifically my itinerary includes the French national library, La Bibliotheque Nationale; various libraries in Rome, Florence, and Venice; the Munich and Mainz libraries in Germany; the Danish Royal Library; and in Amsterdam where my primary concern will be to purchase materials. While in Denmark, I will be hosted by Ms. Levy of the State Inspectorate of Public Libraries Office and while in Holland, Mr. Bernhard Starhamn, Managing Director of Richard Abel & Co. in Europe will be my host. My sister, who lives in Germany, will be our personal guide and translator while in that country. Of course, my wife will be along on the trip.

-Dwight Burlingame-



### AECT Convention Delegates Visit Centennial

During the national meeting of the AECT in Minneapolis, about 140 delegates from all parts of the nation and foreign countries such as Canada, Puerto Rico, and Egypt, toured Centennial Hall to see and hear about our integrated instructional program, our total media services, and our remote random access information retrieval system.

## DEDICATION

Centennial Hall was dedicated on Sunday, May 7, by SCS President Charles J. Graham and past President Robert H. Wick. The program started at 2:45 p.m. with a brass ensemble on the west lawn. After the official ceremony, refreshments were served and guests toured the facility. There were demonstrations of the Remote Random Access Information Retrieval System and the rear screen installation. Dedication activities continued through Wednesday with special emphasis on different fields of study each day.

## Color In Instruction

The Closed Circuit Color Television Production System in the Division of Instruction of the Department of Library and Audiovisual Education provides several valuable functional opportunities for Information Media students.

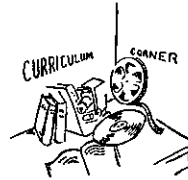
Having color as a factor in a television production allows for students to work with the psychological aspects of materials for learning. Color also provides realistic visual content. It is more effective because it gains attention and holds it.

The operation of color television systems are more complicated than regular black and white television equipment. Therefore, the color system at St. Cloud gives the student the opportunity to gain competencies in operating more sophisticated equipment.

The facilities also allow the students in the IM program to develop production techniques and procedure. They can work with special effects, video tape with electronic editing, slides and film chain, and distribution modulators.

The color system will also be used in conjunction with developing color programs for instructional purposes where color is needed. The system allows for the storage and distribution of both aural and color visual from a variety of sources including Remote Random Access, color video tapes, and off the air programming.

-Carl Savage-



## Off Campus Courses

During the Spring Quarter, St. Cloud offered IM 639, Listening and Viewing Guidance, at North Hennepin Junior College.

For next year we plan to offer the following courses off campus: Fall quarter, IM 606 (Organization and Supervision) and IM 630 (Selection and Evaluation of Materials); Winter quarter, IM 635 (Bibliography and Reference) IM 650 (Administration of IM); Spring quarter, IM 639 (Listening & Viewing Guidance) and IM 644 (Information Storage and Retrieval).

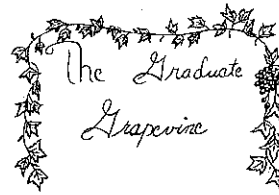
All these courses will be offered in the Twin Cities area, and if you are interested in receiving information on times, dates and location, contact Dr. Lawrence Smelser.

In cooperation with Mankato State College our off campus courses and their off campus courses will be acceptable to one another as credit toward the master's degree. This means you can take an off campus course from Mankato, register for it through St. Cloud State and receive credit for it as if it were offered on St. Cloud's campus. Check with Dr. Lawrence Smelser about which courses will apply toward the degree.

## WRAP UP CERTIFICATION

Our first "Experimental Certification Program" for the Media Supervisor is now winding to a close and all those who participated found it to be a rewarding experience. Those getting their Media Supervisor certificates are: Edward Anderson, Robert Anderson, Norman Busse, Lynn Cherrier, Tom Collins, Curtis Emberson, Joseph Engles, William Fredell, Mark Goodman, Douglas Hed, Norman Juliot, Leroy Mesedahl, Wayne Nelson, Barbara Nemer, Jean Peterson, Joachim Pusch, Robert Shager, Thomas Triplet, and Duane Wol

We also have six people receiving Media Generalist certification this spring. These are the first people from our program to obtain this type of certification. They are: Doreen Keable, Dennis Allmon, Marie Nunn, Barbara Markwell, Loren Trnka, and Diane Holte.



### New Jobs

### SPECIALIST DEGREE EXPANDS

The following people have taken the Specialist Degree Seminar this spring: Shirley Christenson, Joan Hulett, Paul Kulas, Charles Droubie, Thomas Klausler, and Robin Crumb.

#### Summer Offerings

##### First Summer Session Offerings

IM 603	Introduction to IM	9:30
IM 604	IM in Society	2:00
IM 606	Organization & Supervision	12:00
IM 608	Research Methods	9:30
IM 611	Preparation of IM Materials	7:30
IM 618	Motion Pictures in IM	9:30
IM 631	Selection & Evaluation of IM Materials	2:00
IM 635	Bibliography & Reference	7:30
IM 637	Technical Processes in IM	12:00
IM 644	IM Storage and Retrieval	12:00
IM 650	Administration of IM	2:00
IM 683	Seminar in Information Media (For Specialist Degree Students).	7:30

##### Second Summer Session Offerings

IM 603	Introduction to IM	9:30
IM 604	IM in Society	12:00
IM 606	Organization & Supervision	2:00
IM 612	Television in IM	9:30
IM 613	Photography in IM	2:00
IM 630	Selection & Evaluation of IM Materials	12:00
IM 639	Listening and Viewing Guidance	7:30
IM 645	IM Storage & Retrieval II	2:00
IM 658	Systems Design	7:30

Dennis Allmon, who will graduate this spring with a master's degree in IM, will take a position as District Coordinator of Instructional Resources at the Mukwonago Public Schools in Mukwonago, Wisconsin.

Dennis has been at Cathedral High in St. Cloud for a number of years as Audio-visual Director.

Larry Castleman will take a position in media with the Alexandria Public Schools.

Dennis Thompson will take a position in media with the Kenyon Public Schools.

Richard Ledin is now working in the Eden Prairie Public Schools System.

### GRADUATING

The following graduate students will be receiving their master's degree in IM this spring: Rita Mulcahy, Dean Borgmann, Doreen Keable, Dennis Allmon, Marie Nunn, Barbara Markwell, Loren Trnka and Diane Holte.