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ADMINISTRATION, CURRICULUM, PRODUCTION AND SYSTEMS
BOOKS - PAMPHLETS - PERIODICALS - PICTURES - MAPS - MIC
OVERHEADS - OPAQUES - FILMS - FILMSTRIPS - FILM LOOPS
PROJECTORS - SLIDES - CHALKBOARDS - BULLETIN BOARDS - AI
GRAPHS - PAPER - PAPER - PAPER - PAPER - PAPER - PAPER
OPALS - SLIDES - SLIDES - SLIDES - SLIDES - SLIDES - SLIDES
TAPES - PERIODICALS - PERIODICALS - PERIODICALS - PERIODICALS
FILMS - FILMS - FILMS - FILMS - FILMS - FILMS
BULLETIN BOARDS - BULLETIN BOARDS - BULLETIN BOARDS - BULLETIN BOARDS
RETRIEVAL - RETRIEVAL - RETRIEVAL - RETRIEVAL - RETRIEVAL - RETRIEVAL
MICROFILM - OVERHEADS - OPAQUES - FILMS - FILMSTRIPS - FILM
PROJECTORS - SLIDES - CHALKBOARD - BULLETIN BOARDS - BOOKS
AUDIO & VIDEO TAPES - STORAGE & RETRIEVAL - BOOKS
PAMPHLETS - PERIODICALS - PICTURES - MAPS - MICROFILM
OPAQUES - FILMS - FILMSTRIPS - FILM LOOPS - PROJECTORS - SLIDE
LIBRARY, AUDIOVISUAL & MEDIA CERTIFICATION

IM NEWS

MEDIAN OF THE MOMENT

Gary Germundson

A PUBLICATION OF THE LEARNING RESOURCES CENTER AND THE DEPARTMENT OF LIBRARY & AUDIOVISUAL EDUCATION - ST. CLOUD STATE COLLEGE (MINN.) 56301



MEDIAN OF THE MOMENT

Our "Median of the Moment" for this issue is Gary Germundson of our staff here in the Learning Resources Center. Gary is the supervisor for Binding, Processing, and Repair, and for the Receiving Section of the Learning Resources Center. Since

this is not enough to keep him busy, he also teaches sections of "Media Materials & Methods of Instruction, 468".

Gary graduated from Elbow Lake High School in 1959. He then attended SCS from which he graduated in 1965 with a bachelor's degree in Physical Education and Business Education. In the school year 1966-67, Gary and his wife, Judy, ventured to Sterling, Colorado where they both taught, that is, Gary taught when he was not out skiing, hunting, fishing, and camping in the Colorado Rockies.

In the fall of 1967, the Germundsons returned to St. Cloud so Gary could attend graduate school and obtain his master's degree in Information Media. Some professional organizations Gary is a member of include: PDK, MASL, AVCAM, IFO, & MLA. Gary lists hunting, fishing, golfing, and snowmobiling as several of his hobbies.

Gary enjoys working in the information media field and will further his education in this area.

FROM THE DIRECTOR'S CHAIR



The limitation of this space can best serve to whet your enthusiasm and interest regarding some of the innovations and developments in the Department of Library and Audiovisual Education at St. Cloud State.

One of the primary new features is the growing anticipation among the staff and students over the development of the new building. Besides looking forward to working in new surroundings and facilities, the interest is growing regarding the anticipation of a \$370,000.00 Remote Random Access Instructional System. At the present time the projections indicate that the system should be installed by the end of 1970. Hopefully, by the time the hardware is operational, we will also have much useful software to feed into the system for individual, large group and small group use by the students and faculty both in and out of class.

As was indicated above, not much can be detailed here, but we do plan to be more informative in future issues of the IM NEWS. At this time perhaps it is best to point out three unique features of the proposed Remote Random Access Instructional System. First, this system will be totally random - that is to say, that any information stored in the system may be recalled by an individual at one of the terminals or student stations immediately. The greatest amount of time a user must wait would be 27 seconds. Access to the program for the user will always be from the beginning--

(continued on page 2, column 1)

(continued from page 1, column 2)

at not time will the student be required to wait for someone using the program to finish before he can begin, assuming that a student terminal is available.

A second unique feature is the availability of video - primarily still pictures with the possibility of animation--simultaneously with the audio information. Video is planned for all the user terminals, both individual and group. Another aspect of the video portion of the system is the fact that it has color capability. This is the first attempt to include this dimension in the instructional areas.

Thirdly, the system will have a high-speed cassette duplicator which will enable the students to obtain a personal copy of any of the audio programs in the system. We feel, this feature adds another dimension for greater flexibility and utilization.

Essentially these are the three unique aspects of the Remote Random Access Instructional System. Subsequent issues of the IM NEWS will detail the system more fully, however if you should have any suggestions as to utilization and programs to be included in the PRATS, we at St. Cloud would be most happy to have your feedback.

WHO! WHAT! WHERE!

Terry R. Nydeen is presently teaching at the Technical High School in St. Cloud, where he teaches five sections of Social Studies 12. Terry has taken the responsibility of all the media in the 16 member Social Studies Department. Terry is also keeping busy taking additional courses here at SCS.

Mrs. Edna L. Hovern reports to us from Watertown, Minnesota where she is now teaching. Edna is the librarian for two schools K-8 and 9-12. Watertown's new video equipment has been utilized in speech, home economics, science classes, library orientation as well as various sports. Mrs. Hovern says she is also busy cataloging non-print materials. Until consolidation of the school district takes place physically, the dist-

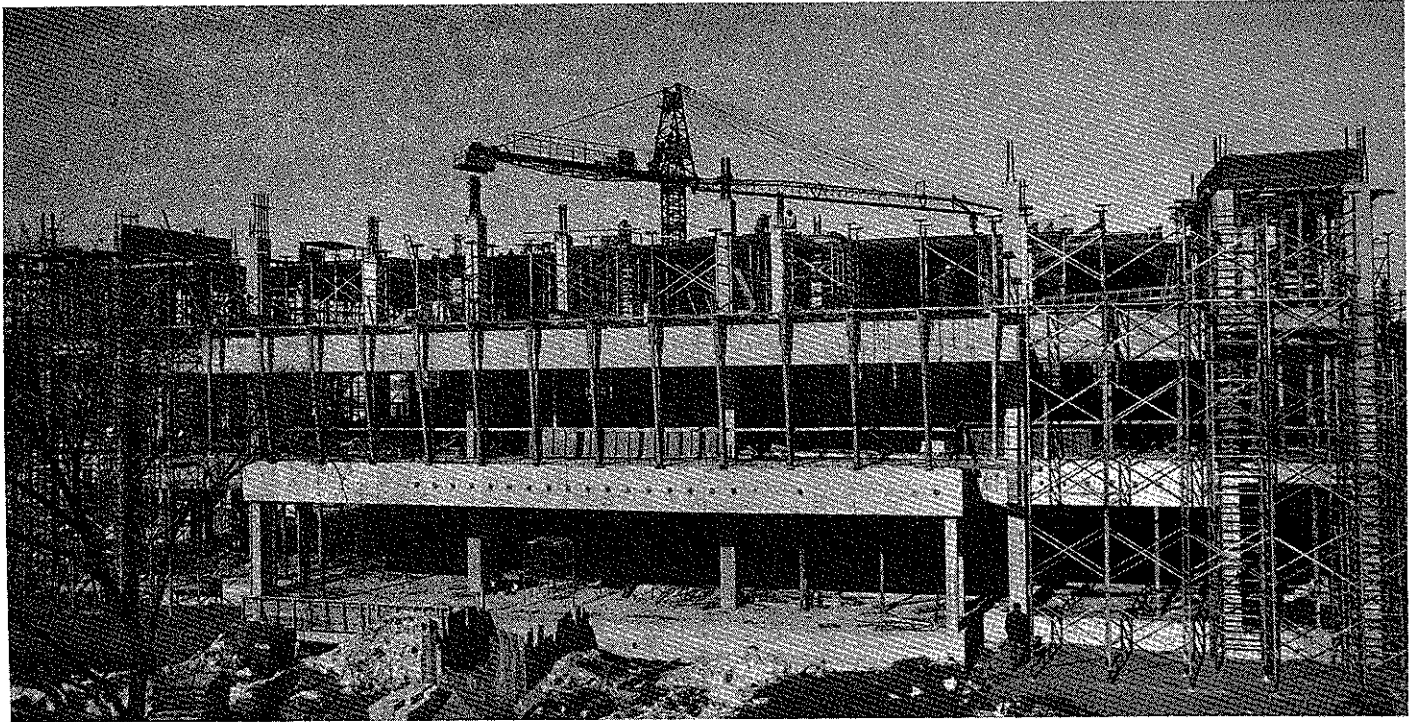
tribution of equipment will present some problem.

James Haiskanen is presently on the staff at Grand Rapids Senior High School. The first half of his working day is spent in the AV Center where he has many responsibilities which include: circulation of equipment, purchasing of materials and equipment, film rental scheduling, occasional video taping and ordering of teaching materials. The last half of his work day is spent in the library where professional duties of selecting print materials, some original cataloging and service to students are shared with another full time librarian. Jim is also responsible for processing incoming periodicals and for the storage of back issues. Jim is trying to include non-print materials in the card catalog and is wiring several carrels for the use of AV equipment. His goal by this spring is the coordination of total IMC services. Good luck to Jim in achieving his goal.

Mrs. Arlene Smith is the head librarian in the Cambridge Elementary School grades K-6. Her duties include, selection, and the processing of all book materials. A professional library has been started and plans are being made for a vertical file. The film strips, transparencies, and records were placed in the library this past year. The AV Director does the ordering, but Mrs. Smith does the selecting and also helps the individual teachers select materials.

Jerry D. Ryan is employed at Minnesota Mining and Manufacturing (3M) at the central Research facilities in St. Paul. Jerry is in Technical Communications which is part of patents and profiles. Jerry's duties include the utilization of present mechanized storage and retrieval systems. He is primarily responsible for the computer software package for the SDI (Selective Dissemination of Information) service. Good luck, Jerry.

(continued on next column)



The structure of the Centennial Learning Resources Center is still taking shape and with the absence of any construction delays it should be ready for occupancy by August, 1970.

NEW STAFF AT
LEARNING RESOURCES CENTER

Michael B. WINTER comes from Melrose, Minnesota. He received his bachelor's degree from SCS in 1968, and is presently working on his master's degree.

Mike has previously been employed as a division manager for Sears, Roebuck, and Company, and a sales representative for Midland Mutual Life.

He is presently in charge of circulation.

Mike and his wife, Kathy, have a daughter, Michelle, and are awaiting the arrival of their second child.

Lowell J. SOIKE is serving as assistant instructor in the acquisitions department. Lowell received his bachelor's degree from SCS in 1964 and is now working on his master's degree.

Lowell's wife, Karen, is presently employed and in the future is planning to complete her formal education.

Michael VAN LANGEN comes from Webster

City, Iowa. Mike received his bachelor's degree from St. Paul Bible College in 1968.

Mike is serving as an assistant in the audiovisual department.

Mike and his wife, Patricia, are anxiously awaiting the arrival of their first child.

Mrs. Nancy Lee MOFFATT comes from Red Bud, Illinois. She received her bachelor's degree from Southern Illinois University in 1967. She is working on her master's degree here at SCS while serving as an assistant in the acquisitions department.

Nancy has taught at the Riverton Elementary School, Riverton, Illinois.

Nancy's husband, John, is an instructor in the sociology department.

Ronald Wayne PETERSON hails from Des Moines, Iowa. He received his bachelor's degree from SCS in August, 1969. Ron is working on his master's degree here at SCS. He is working as an assistant in the audiovisual department.

Ron and his wife, Lynette, have a son, Jeffrey.

NATIONAL AUDIOVISUAL CENTER
CATALOG NOW AVAILABLE
By Lynn Cherrier

OUT IN THE FIELD

The first edition of the National Audiovisual Center catalog has recently become available, which contains an extensive selection of films and filmstrips produced by the various agencies of the Federal Government.

Some 3,100 titles are listed including a listing of U.S. Office of Education filmstrips. Although the titles are arranged alphabetically within specific sub-categories, the general arrangement is based on the following 18 broad subject headings: Agriculture, Education and Culture, Electricity, Electronics, Health and Medical, Human Relations, Machining, Marine, National Security, Physical Fitness, Safety, Science, Social Science, Technical, and Woodworking.

A description of each film is given along with the running time is given silent, color/b&w, film format, order no., price, and the sponsor or producing agency. Quite frequently, the year the film was produced is indicated. Many of these films are cleared for television, and this is noted at the end of the particular description.

Filmstrips are included in a separate section at the end of the film descriptions -- as is its corresponding alphabetical index.

On request, the Center will also provide information concerning prices and availability of items not included in the present catalog, such as: 8mm film, video tape, electronic video recording, and other media.

The National AV Center was established in July 1969 under the auspices of the National Archives and Records Service, G.S.A., as a centralized information and distribution facility for essentially all U.S. Government audiovisual materials -- mainly films and filmstrips.

In addition to the items listed in their sales catalog, the Center also maintains a quantity of audiovisual materials available for loan.

The above mentioned catalog may be obtained free of charge from: National Audiovisual Center, National Archives and Records Service, G.S.A., Washington, D.C. 20409.

Does the basic course in the use of all media, required of all Education majors, have an effect on the use of media in the realm of student teaching?

Two members of the staff are having an opportunity to make some observations toward determining an answer to this question.

Mr. Charles Campbell and Dr. Lawrence Smelser, both having had several years in public school systems, are serving as student teacher supervisors this quarter.

In the process of this supervising, they have noted the use of media by their student teachers. "It was interesting to witness," states Dr. Smelser. "One student was concerned because he has to take the basic course, 'Media Materials and Methods of Instruction', when he returns to college this Spring Quarter. This student was misusing films in his classroom, while another student, who had complete the course, was making good use of bulletin boards and other media."

Although the above is only a single incident and not to be construed as being objective, backed by careful research, both men feel that research would substantiate the effectiveness of a basic media course before student teaching.

Mr. Campbell says "There would also be advantages in taking an additional course in media after student teaching."

During their visits to the schools, they also have an opportunity to become acquainted with teachers in the field. They anticipate acquiring insights from the field which will benefit the planning and improvement of the courses we offer.

The ideal secretary has been defined many times, but here's how she was described in a U.S. Department of State newsletter: "She should be young enough to start at the lowest salary, but near enough retirement age that no other office will try to take her away; able to spell the words I use, but not those of anyone else; efficient enough so that she does my work perfectly, but backward enough not to be able to do good work for anyone else; attractive and cheerful enough to brighten up the office, but not so much that some guy will come along and marry her; sensible enough to use good judgment in all her duties, but foolish enough so that -- if she does marry -- she chooses a man she has to support, and therefore stays on the job."

INFORMATION MEDIA WORKSHOPS

INFORMATION MEDIA I SUMMER SESSION, 1970

275*	Introduction to the Media Profession	2	7:30	KL-Porch
468**	Media Materials and Methods of Instruction (Lab.)			
	Section 1	3	7:30	KL-6
	Section 2	3	9:30	KL-6
	Section 3	3	12:00	KL-6
	Section 4	3	2:00	KL-6
475	Administrative Functions in Media (formerly 402)	4	12:00	KL-RR
477	Basic Reference in Media	4	7:30	KL-RR
603***	Introduction to Information Media (Lab.)	4	9:30	KL-B
604****	Information Media in Society	3	9:30	KL-RR
606	Organization and Supervision of Information Media (formerly 601)	3	9:30	KL-Porch
611	Preparation of Information Media (Lab.)	3	2:00	KL-B
612	Television in Information Media (Lab.; formerly 645)	3	1:00	KL-A
635	Bibliography and Reference (formerly 577)	3	7:30	KL-B
650	Administration of Information Media (formerly 502)	3	12:00	KL-B
690	Practicum in Information Media	2-6	Arr.	KL
691	Readings in Information Media	3	Arr.	KL
692	Research in Information Media	1-4	Arr.	KL
692 & 695	Workshop in Information Media for Certified Audiovisual Directors (Lab.; Maximum enrollment of 18; Apply to Department of Library and Audiovisual Education)	9	7:30-12:30	KL-A

Again this summer, the Department of Library and Audiovisual Education will provide WORKSHOP opportunities for Certified School Librarians and Certified Audiovisual Directors.

The purpose of the workshops will be to afford Librarians and AV Directors the means to become more familiar with MEDIA methods, materials and equipment which are different from their various experience and educational background. This means that AV Directors will investigate and learn to work with print media and Librarians will examine and pursue an expertise with non-print media.

Nine graduate credits may be earned during each of the two workshops. Each workshop will be determined by the order in which reservations are received.

The First Summer Session workshop (June 15-July 17) will be for Certified Audiovisual Directors. Aside from being a Certified AV Director, the participant should have limited or no training in print (library) media.

The Second Summer Session workshop (July 20-August 21) will be for Certified School Librarians. Aside from having School Library Certification, the participant should have limited or no training in non-print (audiovisual) media.

If you are interested in being a participant in either of these workshops, please fill out the request below for application forms.

INFORMATION MEDIA II SUMMER SESSION, 1970

468**	Media Materials and Methods of Instruction (Lab.)			
	Section 1	3	7:30	KL-6
	Section 2	3	9:30	KL-6
	Section 3	3	12:00	KL-6
603***	Introduction to Information Media (Lab.)	4	7:30	KL-B
604****	Information Media in Society	3	12:00	KL-B
606	Organization and Supervision of Information Media (formerly 601)	3	9:30	KL-Porch
630	Selection and Evaluation of Information Media Materials (formerly 576)	3	9:30	KL-B
639	Listening and Viewing Guidance (replaces 579 & 580)	3	9:30	KL-RR
644	Information Storage and Retrieval I (Lab.; formerly 625)	3	7:30	KL-RR
690	Practicum in Information Media	2-6	Arr.	KL
691	Readings in Information Media	3	Arr.	KL
692	Research in Information Media	1-4	Arr.	KL
692 & 695	Workshop in Information Media for Certified School Librarians (Lab., Maximum enrollment of 18; Apply to Department of Library and Audiovisual Education).	9	7:30-12:30	KL-A

* Undergraduate Information Media Minors only: prerequisite or concurrent enrollment with other courses in Information Media

** Undergraduate students only: Graduate and special students should enroll in 603.

*** Graduate and special students only: Prerequisite or concurrent enrollment with courses in Information Media.

**** Not for Information Media majors or minors: Applicable only for General Studies Core.

Please send application forms for the _____ Certified Audiovisual Directors Workshop; _____ Certified School Librarians Workshop to:

Mr. _____
 Mrs. _____
 Miss _____ Phone No. _____

Address _____

City _____ State _____ Zip Code _____

Return to: Department of Library and Audiovisual Education
 St. Cloud State College - WORKSHOP
 St. Cloud, Minnesota 56301

Upon returning to his office, the boss had stopped at his secretary's desk to see if there were any messages for him. There were none, but he couldn't help noticing a note to his secretary from a recently hired young clerk-typist. It read "Dear Ida, I'm in the lounge. Wake me up for coffee break. Sally."

CHANGE OF ADDRESS

Name _____

Old Address _____

City _____ State _____ Zip Code _____

New Address _____

City _____ State _____ Zip Code _____

Return to: IM NEWS
 St. Cloud State College
 St. Cloud, Minnesota 56301

SCHOOL LIBRARY REFERENCEMANSHIP
By Dwight Burlingame

Let me begin by clearing up any problems of semantics that may arise. With the advent and availability of new media as resources for learning, the library world certainly has left behind the limitation of its scope to include only libri and has broadened to include all types of materials. It is irrelevant in my opinion, whether "Library" is changed to "Materials Center", "Learning Resources Center", or whatever, especially since the definition of "Library" in the latest edition of Webster's is, "a place in which books, manuscripts, musical scores, or other literary and artistic materials are kept...". This definition goes further to include films, tapes, maps, etc. In other words, this writer believes that the "library" is the materials center.

So much for definition. Let us continue to the more important point -- serving the needs of the school library user and potential user. The major function of the modern school librarian is to promote and instruct in the use of materials to support the school curriculum.

The traditional view of the reference librarian was primarily limited to the concept of answering a question asked. Certainly reference work is not so limited. The librarian is a reading specialist, who utilizes his knowledge to guide the beginning reader into a knowledgeable, discernible reader of the future. The librarian is an important part of the teaching team, giving guidance on the newest and most effective materials, regardless of format. Often, the school librarian will serve as a teacher who operates with a class in the library or in the classroom. The school librarian, then, must enact many reference roles during a school day--counselor, teacher, materials specialist, and reading coach. With these functions paramount, we cannot help being more dynamic in our demonstration of good library service.

Recognizing the important task of school librarians, it is only appropriate that I emphasize one final thought

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which was aptly reported by the President of RSD (Reference Services Division of A.L.A.), Margaret Goggin: "The purpose in all of our activities is better service to users, it is true, but if we fail to understand our patrons, all the knowledge of resources and all the ability to use new techniques will be for naught." Certainly, we all will attest to the fact that understanding of the patron and his needs is a basic premise to successful reference work in any library.

OP AUTOMATION
By Cheryl Sinkula

In the fall of 1969, the Learning Resources Center automated its process of obtaining out-of-print books. At the time, the "OP Want List" contained over 2000 titles and a newer and more efficient method was needed to reduce its size.

A minimum amount of information was key-punched onto IBM cards--author, title publisher and copyright date. A print-out was made from the cards and sent to various booksellers. The data enables them to identify the books to quote prices on the titles they have available and then return the list to us.

The first "OP Want List" was sent in mid-October with a deadline of December 1, 1969. Out of 1000 titles, over 30% were obtained. The second list containing approximately 1800 titles sent the first week in December, 1969.

New OP titles are key-punched each week and added to the file and titles are removed when ordered. After the system was put into operation, the time required to keep it going is estimated to be less than 2% of the time needed formerly to type OP lists.

After several mistakes by the crew filming a chamber-music concert for the British Broadcasting Corporation, the director was overheard whispering to the conductor, "Could the young lady in the miniskirt be persuaded to rider her cello sidesaddle?"

PATIENCE IS THE ABILITY TO CARE SLOWLY.

WHY NOT ATTEND!

WHAT: Spring AV Convention - "Upper Mississippi Media Conference"
Joint Meeting of Minnesota and Iowa Associations

WHEN: April 9,10,11 - Registration at 3:00 p.m. Thursday with the convention concluding at 12:00 noon on Saturday

WHERE: The newly complete Sherton Rochester in Rochester, Minnesota is to be the conference headquarters. It offers not only an exhibition area surrounding a pool, but ultra modern facilities for dining and meetings.

PRICE: Send your \$14.00 registration fee to:
Don Rieck
Assistant Professor
Educational Media Center
University of Northern Iowa
Cedar Falls, Iowa

CONFERENCE PROGRAM: General Session
Speakers:

Paul W.F. Witt - Michigan State University will speak on "Application of Media Research to Classroom Instruction"
Dept. of Audiovisual President, Lee Campion
Minnesota Congressman Albert H. Quie will speak on Audio visual aspects of HEW bill

Concurrent Sessions:

Dealing with Architects in Facilities Planning
Creativity Development through Media
How to Meet and Exchange Ideas with Commercial People
Cataloging of Visual Materials Seminar
CBS-EVR Demonstration
Visit to Mayo Medical Museum and Illustration Facilities
Seminar with Congressman Quie
Meeting of Higher Education Personnel
Meeting of Regional Media Center Personnel

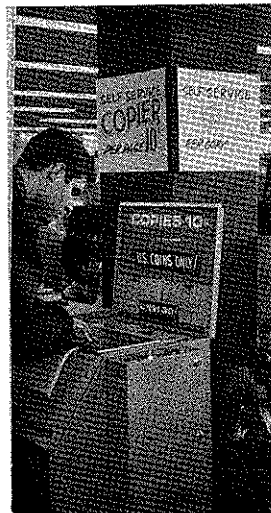
EXHIBITORS: Over fifty commercial displays of audiovisual materials and equipment.

OTHER ACTIVITIES: Association breakfasts and business meetings
A Wives' Program
Conference Banquet and entertainment by Rochester Schools music groups

400 expected to attend from Minnesota and Iowa.

For further information, contact:

Mr. Gerald R. McKay, Professor
Institute of Agriculture
University of Minnesota
St. Paul, Minnesota 55101



IN and AROUND the
LEARNING RESOURCES CENTER

