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INFORMATION MEDIA

IM NEWS

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

MEDIAN OF THE MOMENT

Jack M. Lindner

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 Mr. John M. Lindner. John graduated with the Master of Education Degree in Information Media at the end of Winter Quarter. John received his BS degree from Winona

State College and graduated from Ivanhoe High School in Ivanhoe. He taught for three years at Glenwood, Minnesota, in the Mathematics and Science Departments as well as serving in the position of Audiovisual Coordinator.

John continued his education during the summers by attending NDEA Institutes at the University of Minnesota and the University of Indiana. Since 1966, Mr. Lindner has held the position of Assistant Director of the Educational Media Center at Montevideo, Minnesota. He became a candidate for the Master of Education Degree in Information Media at St. Cloud State College in 1967.

Active in professional media organizations, John is treasurer of the Audiovisual Coordinators Association of Minnesota (AVCAM). "Jack", as his friends call him, is married to the former Nancy Mae Frisby. The Lindners have two children, Tania, age four and Troy, age two. We extend most hearty congratulations to the Lindners and wish them well in the future.

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FROM THE DIRECTOR'S CHAIR



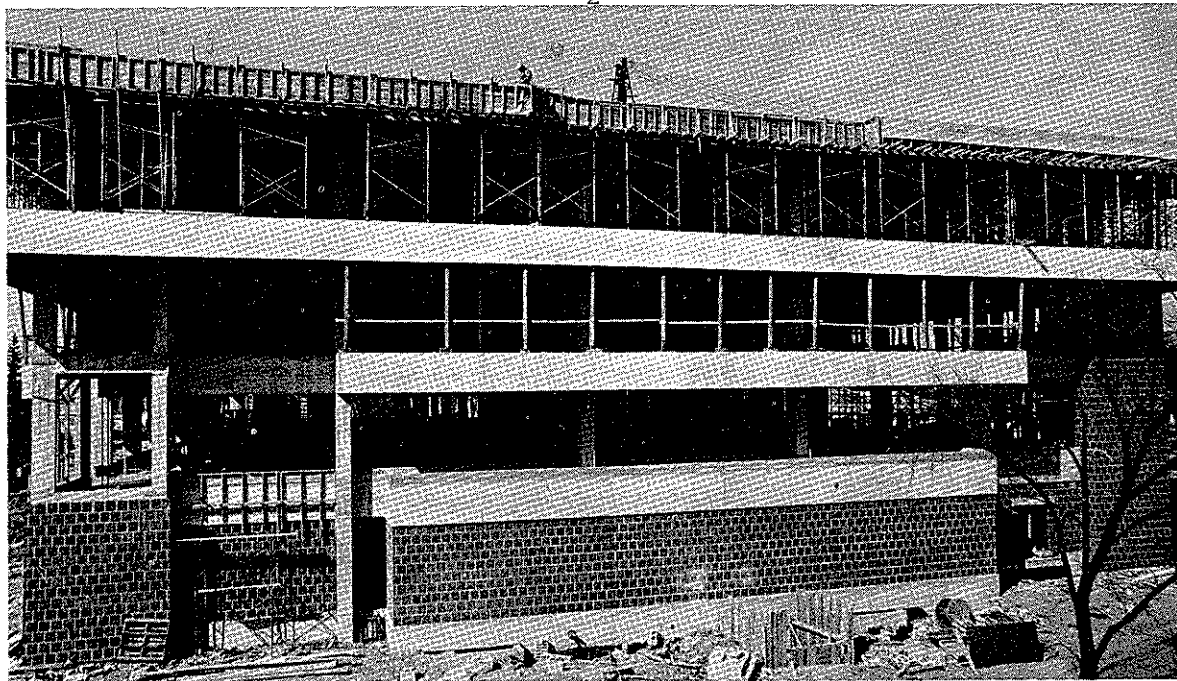
As was indicated in the last IM News, we will use this space to alert you about some aspects of the Remote Random Access Instructional System (RRAIS).

The capability of the system to produce cassette tape recordings of a potential 96 fifteen-minute audio programs, we believe, is a unique and beneficial aspect. For the instructors this means that they can put supplemental class material into the system. Perhaps it will be used to clarify certain points for special emphasis. Perhaps it will provide special information regarding class assignments or out-of-class activities. The teacher could also provide remedial materials for the students who haven't had sufficient background or are just having difficulty understanding the subject matter.

For the student this capability means that he can select the audio material he needs. He can select the information he desires by inserting his own cassette cartridge, and within two minutes he will have his own cassette audio tape to use on his own cassette player when he wishes and where he wishes. Another big advantage is that the student is not regulated by the hours the Learning Resource Center is open.

Certainly the limitation is that this feature has audio capability only. Yet, the added capability of being able to

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Our new Centennial Hall Learning Resources Center has finally risen to its adult height and the exterior blocks are starting to keep the weather out. Just think, one floor of the new building contains almost as many square feet as all three floors of Kiehle!

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obtain a 15 minute audio tape, one of 96 such programs, for personal use. We feel this far exceeds its limitations since this feature will certainly provide both the student and the instructor with a dimension which, at this point in time, does not exist at St. Cloud State.

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WHO! WHAT! WHERE!

Barbara MARKWELL, former undergraduate student at St. Cloud State, is currently working as the media specialist at the Isanti Elementary School, which is a part of Cambridge Public Schools. Barb is combining the AV Department and the library into a unified media center. Barb is also working on an advanced degree in Information Media here at St. Cloud State.

Jack TRIMBO reports from the Byron Elementary School of Byron, Minnesota. Jack is a fifth grade teacher and also holds down the position of building AV coordinator. Jack is presently working on an advanced degree here at St. Cloud State.

Mrs. Yvonne P. SMITH the elementary school librarian at Monticello Public Schools tells us that she orders and processes all orders for both print and non-print materials for two elementary schools. Pinewood Elementary School, K-3, and Oakwood Elementary School, grades 4-6, are the two schools which Yvonne serves. Yvonne also teaches library skills, participates in story telling, and assists teachers in selection of materials for their various units of study. Mrs. Smith is pursuing an advanced degree in media here at St. Cloud State.

James URBANSKI, our first IM graduate, is taking Information Storage & Retrieval Courses in the Department of Library and Audiovisual Education. He and his family are back together again after a long hospital stay by his lovely wife, Pat.

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A fly was walking with her daughter over the head of a very bald man.
 "How things change, my dear", she said.
 "When I was your age, this was only a footpath."

* * * * *

OUT IN THE FIELD

by
Mike Winter

Following are some selected statements taken from a job description of an elementary school coordinator. Keep in mind that this is an actual individual and not just malarky. It might be interesting to note some of the activities this individual is involved in.

...assistant to the audiovisual director and elementary coordinator...providing leadership to the people employed by the department...work with secondary coordinators...represent the audiovisual department on a committee or at a meeting...serve as chairman of a committee to establish a written selection policy for the district...developing a procedure to handle complaints about controversial materials...cataloging of all non-print materials in the district...catalog the entire basic collection of all elementary schools (this involved eighteen schools and over 41,000 catalog cards)...taping and duplicating audio and video tapes...meeting with salesmen, previewing materials, and signing out of new equipment...I work with people...the largest group is the seven hundred elementary teachers of the district...I spend much time with the administrators of these buildings...I work closely with the subject matter consultants that our district employs...a close tie with curriculum and development...I find materials teachers can include in their curriculum and the writing of the materials sections of the teachers guides.. I also work closely with the librarians ...I sincerely feel that my media background and philosophy had much to do with this union in our district...working with the building committees of the last two elementary buildings...

How do you relate to this job description?

* * * * *

CONFERENCE REFLECTION

by
Carl Savage

The opportunity to be a participant in the Upper Mississippi Media Conference was an exciting experience. I am sorry that I could not attend all the different presentations.

The Mayo Clinic presentations were informative and indicated the various roles of people working with media materials and equipment. Aside from getting a little nauseated at the Medical Expo because of the realistic incisions, broken bones, tonsilectomy, in three dimensional natural color, I enjoyed the conference presentations very much.

The business meeting was even interesting this time and it went much faster with deliberate direction. It was nice to see the honors bestowed upon those who worked so hard for AVCAM.

The displays and hospitality suites made available by the Commercial Memberships, the Poolside and other get-togethers, and the various entertainment provided by the schools in the area, put the frosting on the cake.

The Bureau of Learning Resources and Department of Library and Audiovisual Education had quite a representation at the conference, twenty staff members were in attendance for various sessions. Also in attendance at the conference were several former staff members of our department and several folks that have been or are involved in our graduate program.

* * * * *

I'VE BEEN THINKING

by
Mike Winter

Interested in learning more about media. If you are an audiovisualist or a librarian, why not check into the workshops offered this summer in the Department of Library and Audiovisual Education.

Remember that by putting the projectors in the library, you will not have a media program. To develop the media concept in your system will require a new line of thinking on your part.

Have you ever heard the comment that when a teacher breaks a piece of hardware or software, it is an accident; but, when a student does the same thing, it is regarded as misuse!

Ever thought of what a primary teaching resource is-in your school system. Even you, the media person, can be a primary teaching resource when you try and sell the media concept to the staff in your system.

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We have published five issues of IM News to date and have received very little feedback. Even our recent editorial failed to draw even one response. Our mailing list has been growing and we would like to hear something from you. If there is anything you would like to see added to our usual format, please let us know. Also if you feel this publication is or is not making a contribution in any area, please let us know. If any of you readers feel you have an idea you would like to share with other readers, please write. Our address: IM News, St. Cloud State College, St. Cloud, Minnesota 56301.

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AUDIO-VISUAL EDUCATION IN RETROSPECT

by

Arnold E. Luce
Audio-Visual Supervisor
Minnesota Dept. of Education

One day in August, 1951, I walked into the State Office Building in St. Paul and officially began my work as Consultant in Visual and Radio Education. My office was located below ground level in a room about 8' x 20'. The equipment consisted of one old Revere Tape Recorder, one RCA motion picture projector, one Viewlex filmstrip projector, two tripod screens and two desks, (one an old oak roll-top) and a semi modern steel. The materials consisted of a few filmstrips and two or three films. My immediate supervisor was Walter Andrews who had his office on the third floor where the balance of the Department of Education had their offices.

My first major job was to take over the Tapes for Teaching duplicating services. It was retained on the University of Minnesota campus in a temporary building until 1960, when it was moved into the Centennial Building along with the audio-visual education offices.* The duplicating service was initiated by my predecessor, Richard Brower and Minnesota Mining & Manufacturing Co. The latter financed the first duplicating service in order to promote the sale of magnetic tape to schools. The output of

tapes at that time was 1,000 - 1,500 copies. This form of recording was a new departure from the wire recorder which had a short life because of the difficulty with tangled wire. This tangled wire was nearly impossible to straighten out.

After 1951, the magnetic tape recording caught on rapidly in the city schools. However, we in the A.V. department had a lot of work to do in the out-state schools. Along about 1958 the new and lighter overhead projector came into the market and we had something new to demonstrate. Teachers clung to use of the blackboard even though they had to turn their backs to the class and risk the consequences. After several years of demonstrations and the overlays were developed containing color, we now find almost universal usage of the overhead projector. Many schools have one for every teaching station.

The slide projector was used for many years even though the teachers had to put the slides in one at a time and stand over that hot light coming out of the top of the machine. We have seen that situation change to the Carousel and other multiple slide projectors with the remote control. Sound filmstrips shown with a remote controlled projector are quite universally used. As a result, there are many more schools using these new and improved machines.

During my 25 year period of service, I have seen television come into the homes and then branch into educational (ETV) and instructional television. (ITV) It was soon discovered by teachers and administrators that broadcast programs did not coincide with class schedules. They tried to rearrange classes to fit television broadcast schedules but it did not work satisfactorily. To save television for the schools the video tape recorder was invented. The use of video tape recorders has had the most phenomenal acceptance of any audio-visual tool during my career in state service. At first it was used to evaluate athletic events but now we see it used in classrooms to evaluate teachers instructional techniques as well as those of pupil's performance. It is also the answer to securing good TV programs off the air for later use in the classroom.

In conclusion I wish to say that the last 25 years have been the most exciting years in education in Minnesota. I am very happy that I could have a part of that advancement in education.