

# AMTEC BOARD REPORTS

## Past President Reports

Kenneth L. Bowers

The Past-President Kenneth L. Bowers carried on the ongoing project of revising the AMTEC constitution and by-laws. In this process it became evident that the old version is more realistic, reflecting more nearly how AMTEC operates, recognizing the constraints of finances, membership and geography. The new version was carried through further revisions, and now awaits further approval by the AMTEC Board in line with the requirements of the Department of Consumer and Corporate Affairs. June Landsburg, AMTEC Board Member-at-Large in Ottawa, has facilitated the constitutional revision's acceptance by the Department, as well as having it screened for legal problems by her contacts at Carleton University. It is hoped that in the coming year the new constitution can be ratified by the membership.

The Past-President attended three AMTEC Board meetings, one in Edmonton and two in Toronto.

As Chairman of the Nominations Committee, the Past-President appointed four other members, representing the Maritimes (Gar Fizzard), Quebec (Bill Hillgartner), the Toronto area (Gord Jarrell) and the west coast (Bruce MacLean). By correspondence and telephone this committee nominated two candidates for each of the two offices requiring filling this year. Ballots were sent out about March 1, with a return deadline of May 1. The winners of this annual election were announced at the Annual General Meeting in Truro in June.

It has been an interesting and challenging three years since election to Board. I extend thanks and congratulations to the membership for an increasingly vital and effective professional organization, and to the Board for courage and perception in providing new vision and new solutions to old and new challenges.

Kenneth L. Bowers  
Past-President

## New President Reports

Lou Wise

With the other members of the Board the President-elect (or Vice-President) must attend meetings on several occasions to consider and deal with the business of AMTEC. These meetings occur on three separate occasions at the annual conference, plus two days in meetings in October and two days in February. With few exceptions the October and February meetings are held in Toronto. This simplifies the travel arrangements since Board members and committee chairmen come from both east and west.

As the affairs of AMTEC have become more varied and extensive these meetings have been increasingly demanding of each person involved.

In addition to the general business discussed and decided upon by the Board, there are many special projects which become the responsibility of individuals to see through to completion. As President-elect, I undertook some of these.

You will read and hear elsewhere about a major undertaking in the form of conference guidelines and a conference handbook. Most of that has been very well looked after by Board member June Landsburg. The section on the Media Festival, however, was seen as a special requirement that might benefit if organized by someone who had previously been closely involved in managing a Media Festival. That's

where I came in. In 1978, I managed the Media Festival for the Regina Conference. In 1979, 1980 and for AMTEC '81, I continued to be involved as liaison between the Board and the Media Festival Chairman for Ottawa, Edmonton and Truro. All of that made it feasible for me to undertake the task of writing the Media Festival Guideline. It is now done, has been approved by the Board and has become part of the Conference Guidelines. All of this will provide a great deal of guidance for future conference and festival planners.

For several years Mal Binks, one of the Past-Presidents has continued to be involved as Chairman of the AMTEC Awards Committee. Over the years it became obvious that a system of awards had evolved. But no attempt had been made to pull together all the assorted bits of information from board members. I undertook the job of working with Mal Binks to originate such a document. It is now finished and as with the conference and media festival guidelines will serve to keep future directors informed about the criteria for the presentation of various awards (Media Festival and others) presented by AMTEC.

Lou Wise  
President-elect

## President Reports

Anne Davidson

The first meeting of the Board of Directors for 1980-81 was held in Edmonton, June 19, 1980; the two-day sessions took place in Toronto, October 23 and 24, 1980 and February 12, 13, 1981.

Problems or needs have always been dealt with as they arose and sound decisions have been made in the past. Now, however, with several years of information on file it has become necessary to organize that data so that access is facilitated. Further work on certain documents has been identified and ex-

ecuted. It has, therefore been both challenging and demanding in time. Substantial progress has been made relating to the *Constitution*, *Letters Patent* and the *Conference Handbook* (including Media Festival Guidelines).

The Board recognizes that as soon as information is compiled it can be subject to scrutiny. We are continuing to seek from the membership, or else as perceived necessary, assistance in reaching desirable or required standards in administration (Legal requirements within the *Constitution* are an example).

Throughout this term I have been consistently impressed with the perseverance of my colleagues as they tackle their responsibilities with a view to rendering the best possible service to our membership. Because of the need to be concise, individual reports may not at first glance convey the enormous amount of work continued this year. Please ponder and appreciate these contributions. And let us acknowledge the time and effort of those who through their articles for *Media Message* have sustained reader interest and done so much to enhance the image of AMTEC. I would also place on record, appreciation of the response to calls for sponsorship of conferences 1982 through 1985. An early assessment of the designated liaison role for a member of the Board with the various conference planners is favourable.

Liaise has also continued with the Canadian School Library Association and with the Educational Media Producers and Distributors Association of Canada. No formal conversations have been held with the Council of Ministers of Education although contact was initiated (or restated) by AMTEC in 1979. The outcome of the AMTEC '81 session on funding may precipitate dialogue with this group.

I believe that, like all previous Boards, we can claim to have made some progress. I suspect we are not the first Board to experience an impatience for development in professional spheres. However, we should be greatly encouraged by the trends displayed in the Special Interest Group activities and in the recent and present AMTEC conference programs which have accommodated Special Interest Group

participation. Perhaps more intensive Board involvement will be possible once we are free of some administration.

Such emancipation will take place only through the hiring of a salaried executive director. This entails substantial infusion of funds, not necessarily higher membership fees. Every effort must be made to increase our numbers. A membership campaign has already been discussed. Surely we cannot continue indefinitely to rely heavily on charitable support such as free stenographic, telephone and mailing services.

The cooperation of all Board members, Association members and friends in numerous undertakings for the well-being of AMTEC is most gratefully acknowledged.

## Member-at-Large Reports

Bill Hanson

This has been an interesting term for your member-at-large on the Board of Directors. I assumed the duties of an AMTEC Board member with equal amounts of apprehension and enthusiasm. I still remain enthusiastic! I discovered, however, that attempting to run an association in a country 5500 kms. across is a very complex business.

As far as my activities related to the business of AMTEC are concerned, I have the following to report. I prepared for and participated in the two Board Meetings held this year and provided my thoughts, opinions, and decisions on the issues under consideration. I operated as AMTEC liaison with the Canadian School Library Association at their fall Board Meeting in Calgary. AMTEC and CSLA have much in common and at the very least the two organizations must establish and main-

tain communications at the Board level.

I was appointed the liaison officer for the 1982 Winnipeg Conference planning group and the 1984 Vancouver Conference planning group. Gerald Brown and his committee in Winnipeg are so well on the way to the 1982 conference that they could probably hold the conference next week! The Vancouver group, headed by Wayne Groutage and Bruce MacLean have considerably more time. However, the selection of a conference site is of some urgency. 1984 will be a busy year in Vancouver. Wayne Groutage and I reviewed the options recently in Vancouver and a final decision was made in June.

I initiated and submitted the agenda item referring to the EMPDAC funding survey presented by Les Modolo.

The survey presents the frightening predicament of the media software producers and distributors in Canada and proposes the beginnings of a plan for action. Mr. Modolo's presentation was discussed and it was a topic for a session for the Annual Conference in Truro as well as the focus of an article in the *Media Message*.

Finally, I volunteered to author and produce in consultation with Pat and Richard Lewis in Nova Scotia, an information package designed to solicit to a much greater extent, advertising for the *Media Message*. I did not make the progress that was hoped for, however, the package is currently in draft form and should be completed for distribution this fall.

It has been an interesting year for your rookie member-at-large and I look forward to the next two.

## Member-At-Large Reports

Tom Rich

At present, four Special Interest Groups have formal status under the guidelines adopted by the Board of Directors. Those four are: Instructional Developers (ID), Utilization Consultants, Media Teachers and Media Managers. The first three have been quite active. The Media Managers, although

active in the past, have been going through a transition period. They did not have a chairman during 1979-80 but Gerry Brown volunteered to act as one this year and it appears that the Media Managers will once again be taking an active role in the organization.

Annual reports covering 1979-80

were received from the ID, Utilization Consultant and Media Teachers groups. Each group lists in excess of 20 members. The ID and Media Teacher groups have been particularly busy, each holding several sessions at the Edmonton conference and carrying out a number of mailings during the year. It was noted in the annual reports

that there were still difficulties in arranging times at the annual conference. In light of this, the Special Interest Group sessions for the annual conference in Truro were spread through the agenda so that all did not happen at once. A separate time for business/organizational meetings apart from the concurrent sessions was scheduled. Every effort was made to schedule the sessions so that ones likely to attract the same audiences were at different times.

In addition to organizing conference sessions the groups were active in different ways. During the year the Media Teacher and ID groups conducted surveys of their membership on items of interest to their respective groups and circulated materials. The Media Manager and Instructional Developer groups also conducted surveys of their membership soliciting information on the types of sessions desired at the AMTEC '81 conference.

Two groups of members are interested in starting new Special Interest Groups and have requested time for organizational meetings at this year's

conference. The areas are Computers and Education, and Television, Youth and Society. If it looks like there is enough interest these two groups may forward formal requests to the Board of Directors after the conference.

Although not a SIG, it seems appropriate to include a mention of the AV Users group in this report. This is a working group that was established by the Board of Directors after a request by Mr. Al Powell, chairman of subcommittee SC60C (educational equipment and systems) of the Standards Council of Canada. After a presentation at the Edmonton conference and a notice in the AMTEC Newsletter, 18 people volunteered to provide users' comments on proposed international AV equipment and operations standards.

During the year a number of proposed standards were circulated for comment to this group. The response has been very useful to the SC60C subcommittee and, according to Mr. Powell, has proved most helpful in preparing Canada's submissions to the International Electrotechnical Commission. The AV User group is also

holding a session at the AMTEC 81 conference and will continue to provide comments to the Standards Council.

The Special Interest Groups will again be reminded to forward a report to the Board of Directors covering the year's activities. It should be noted that the submission date for that has been changed to September 1 so that the report more realistically covers one year's activity culminating in the meetings at the annual conference. SIGs are also to be reminded that they can apply to the Board for funding to cover the costs of mailings, etc. A budget request for those funds must be submitted to the Board by September 1.

The chairman of the SIGs for the past year were:

- Instructional Developers — June Landsburg
  - Utilization Consultants — Ray Schmidt
  - Media Teachers — Ed Crisp
  - Media Managers — Gerald Brown
- A special note of thanks should go to these people for their work in organizing activating and distributing information on behalf of the SIGs.

## Member-at-Large Reports

June R. Landsburg

In my 1980-81 Report I outlined the production of a package of materials to help in planning and operating an AMTEC conference. This package, consisting of:

**AMTEC Conference Application**, together with Conditions of Application by a Local Planning Group to Host the Annual Conference;

**Conference Guidelines**; a document designed to assist groups considering hosting an AMTEC conference by indicating the group, specifying the requirements and expectations of the Board, and providing detailed suggestions and recommendations to help in planning and operating the conference;

**Conference Handbook**, developed as a flexible guide based on the experience of past conference organizers offers guidelines for the implementation of a national AMTEC conference and includes sections on location and dates, housing, promotion and publicity, exhibits, registration, program, and on through to a post-conference evaluation.

This package was sent, in January, to AMTEC conference organizers for the years 1981-85 with the request that their groups go over the material and provide me with suggestions for improvement. When this information has been received in September, final revisions will be made and the conference package printed, and made available for future conference planning groups.

During the year I have been in regular contact with Consumer and Corporate Affairs, Canada, concerning revisions to AMTEC's constitution and by-laws and changes to our Letters Patent. In February our amended constitution and by-laws were submitted to its Incorporation Division for assent prior to submission to our membership for approval. At that time we found that further changes were required to meet current government regulations. In addition, it was necessary for the Association to bring its reporting information up-to-date and to purchase a corporate

seal. The necessary changes have now been made. Following approval by our Board, the revised documents were forwarded to Consumer and Corporate Affairs for assent, following which approval will be solicited from the membership.

During the current year with the help of Bruce MacLean and Ab Moore a questionnaire and wants assessment was designed and sent out to our Instructional Development Special Interest Group. The results of this information has assisted us in planning the ID Special Interest Group session during AMTEC '81 and also reflects the interests and concerns of the group.

1980-81 has been a demanding year for your Board. Considerable time and effort has been expended to develop a working structure and systems for the Association so that in future we can function as a viable professional organization. I have indeed enjoyed the opportunity of participating in the deliberations and decision-making matters of the Association.

## Treasurer Reports

The following Interim Financial Statement, as indicated, is for the period of September 1, 1980 to April 30, 1981. The year end for AMTEC is August 31, 1981. The Membership Fees, as indicated, began on July 1, 1980 and for the year ending August 31, 1981 will be exaggerated. The AMTEC '80 receipt includes the \$1000. of seed money.

No revenue has been shown for *Media Message* at the present time, as the final report and accounting for *Media Message* will occur in August.

Because of the unusually high interest rates this year, we have been able to obtain more in interest than in any past

year. Also, because of the high interest rates, an old EMAC account was discovered and the money was transferred to AMTEC. As you know, EMAC was one of the founding groups when AMTEC was formed. The cost of *Media Message* and the *Newsletter* represents three issues.

The Board expenses are not a true reflection of the actual Board costs, because some members are able to attend the Board meetings in conjunction with other business they may have in Toronto.

The conference finances for AMTEC '81 and '82 should be recouped when each conference completes its financial report and returns.

Though the balance sheet indicates a reasonably good picture, in reality, AMTEC is not funding itself through its membership dues and *Media Message* advertising. The past two conferences, AMTEC '79 and AMTEC '80 have been profitable and, therefore, has allowed the organization to operate in the black. This could be wiped out with one or two unprofitable conferences. We will be faced, in the next year or two, with the prospect of increasing our membership fees.

Guy Leger  
Secretary-Treasurer

## AMTEC Interim Financial Statement Sept. 1, 1980-Apr. 30, 1981

B.O.H. — Sept. 1, 1980 — Bank  
— Term Deposits

	\$10,425.00*	
	7,129.13	
	0.00	
	943.91	
	281.74	
	703.06**	
	\$19,482.84	19,482.84
		\$28,850.64

- \* This includes \$1780.00 of 1979-80 Membership Fees.
- \*\* This includes \$634.82 from an old EMAC account.

	\$ 6,700.00	
	1,500.00	
	4,071.48	
	43.64	
	567.77	
	1,000.00	
	1,000.00	
	352.50	
	\$15,235.39	15,235.39
		15,000.00
		\$30,235.39
		-1,384.75
		\$28,850.64

B.O.H. Apr. 30, 1981  
Less O/S cheques

1,739.32  
3,124.07

## AMTEC Awards

Malcom Binks

During the last several years, AMTEC awards have been established in a variety of areas. These guidelines are intended to promote consistency year to year and to define the criteria for selecting recipients for the awards.

### 1. Leadership Award

1.1 The Leadership Award is in the form of an engraved AMTEC Medallion.

1.2 The award may be presented to not more than two recipients in any one year.

1.3 The award is presented in recognition of outstanding service in the field of educational media.

1.4 A recipient must be (or have been) active in educational media for ten years or more.

1.5 An award may be presented to one who is active, retired or deceased.

1.6 The recipients contribution in the field of educational media may have been at the local, regional, national or international level.

1.7 Attempts will be made to maintain a reasonable balance of recipients across Canada.

1.8 The awards committee will consist of three persons including the immediate past president, the previous past president and a member from the Toronto area (committee chairman) in order to facilitate arrangements for striking the medallions.

1.9 Nominations may be made by any member of AMTEC.

1.10 The nomination will include a brief biographical sketch of the nominee as well as any other information which will be useful in decision making by the committee. This should include the educational background and the reasons why the nominator feels the award should be made.

1.11 The Fall issue of Media Message and the Newsletter will carry a notice in the form of a request for nominations in order that the Awards Committee will receive nominations in time for their recommendations to be considered for approval at the February meeting of the Board. It will be the responsibility of the Awards Committee Chairman to submit the notice to the Media Message Editor. The notice must include an address to which nominations are to be sent.

1.12 The presentation(s) will be made at the AMTEC Annual Conference Awards Function.

1.13 If a recipient is unable to be present, suitable arrangements for the presentation will be made by the incoming president following the Conference.

1.14 In addition to the Leadership Award Medallion, a citation will be presented to each recipient.

1.15 The first issue of Media Message following the Conference will carry the names of the recipients and their biographical sketches.

### 2. Media Festival Awards

Note: The Media Festival Guidelines describe in detail all aspects of the Festival including the presentation of the Awards. This resumé refers only to the Awards.

2.1 There will be a maximum of three awards in any given category by class.

2.2 Award of Excellence: not more than one Award of Excellence will be presented in any category by class. The festival judges may decide not to present this award in any given year.

2.3 The Award of Excellence will be in the form of an engraved

plaque. The "Coyger" crest is to be used with the AMTEC Logo in gold as the basis of the plaque.

2.4 Award of Merit: if an Award of Excellence is presented in any category by class, there will then be not more than two Awards of Merit in the same category by class. If no Award of Excellence is presented in any category by class, then Awards of Merit up to a maximum of three may be presented. The festival judges may decide not to present this award in any given year.

2.5 The Award of Merit will be in the form of a certificate and will include the AMTEC Logo.

2.6 A supply of plaques and certificates will be sent to the Media Festival Chairman well in advance of the Conference.

2.7 Other awards — in any year, the Board of Directors may decide to accept a special award from an organization or company for presentation in a particular category, if in their view it will advance the idea of the Media Festival. Such an award may be for one year only or it may be on a continuing basis. As with the Award of Excellence, the judges may decide not to present such a special award in any given year if in their view, no production merits such singling out.

2.8 A report on the Media Festival at the previous Conference shall be submitted to the Board in advance of the October meetings and is to include (a) the number of submissions by category and class; (b) the list of awards made; (c) a summary of the judging forms; (d) comments and suggestions for future directions and any other information the Media Festival Committee may feel to be of

value to the AMTEC Board.

2.9 All award winners, whether an individual or institution, will be notified by letter immediately following the Conference.

2.10 In the case of an award winning co-operative production involving several institutions, duplicate copies of the award will be presented.

2.11 For purposes of judging, materials submitted will be grouped according to category and class. This will ensure that material in a particular category and class will compete only with other material in that category and class except in the case of special awards.

2.12 Awards Presentations: The Media Festival awards will be presented at the same function when other AMTEC Awards are being presented. The occasion may be an Awards Luncheon or an Awards Banquet. It is further suggested that there be no other major undertaking at the same func-

tion, such as a keynote or major address. It may be decided by the Festival Committee and the Conference Committee together to limit the amount of time spent in the presentation of awards, but generally it is recommended that all awards be presented, including the Awards of Merit, at the Awards function. It should be decided by the Festival Committee whether to screen brief excerpts from any or all of the winning productions at this time. The decision will usually need to be dependent on time requirements.

### 3. AMTEC Pins

3.1 President's Pin: at the time of taking office, the incoming President will receive the President's Pin from the outgoing President. The President's Pin is passed on from President to President.

3.2 Past President's Pin: at the time of relinquishing the presidency, the immediate Past President will

receive the Past President's Pin from the incoming President. This pin is permanently retained by the Past President.

3.3 Members of the Board of Directors will receive an AMTEC Pin on retiring from office.

3.4 Committee Chairmen of the Conference Planning Committee will receive AMTEC Pins at the Annual Conference.

3.5 From time to time, the Board may present an AMTEC pin in recognition of outstanding service.

### 4. Honorary Life Membership

4.1 At the time of relinquishing the office, the outgoing President will receive an Honorary Life Membership.

4.2 From time to time, the Board may decide to present an Honorary Life Membership to a member who has made a significant contribution to AMTEC over an extended period of time.

## Editor Reports

Richard F. Lewis

*Media Message* was published quarterly during 1980-1981 and continually reviewed and evaluated.

### Articles

Submissions were reviewed by the editors. Submissions which were not acceptable were returned to authors for modification.

Special Interest Groups were to be allotted a section of the journal. Only one SIG showed any interest in publication. The Instructional Developers SIG had one column written and one article presented. This was a most disappointing situation for the editors. We hope that the Board encourages SIG's to contribute more material to the journal in the future.

Dr. Lois Baron, Mr. Tom Bennett and Dr. Richard Schwier, the associate editors, reviewed articles and solicited materials from authors. The associate editors were most helpful in providing constructive comments regarding articles to authors. New associate editors will be chosen for the coming year. Many AMTEC members offered

their services as members of the editorial advisory committee. This committee will meet at the conference to provide guidance to the editors on the content and presentation of the journal.

All journals and newsletters were mailed by first class mail. It is hoped that our appeal for second class privileges will be accepted in time for Volume Eleven.

The deadlines for *Media Message* 1981-1982 are August 1, November 1, February 1 and May 1. These dates will allow for a more balanced publication schedule. Mailing dates will be approximately two months from the deadline date.

Advertising declined again this year. Board members and members-at-large will have to assist in soliciting advertisements for *Media Message*.

*Media Message* and *Newsletter* cost \$7480.53 for Volume 10 of the journal and Volume 6 of the *Newsletter*.

### A New Name

It was proposed that the name of the

journal be changed to the *Canadian Journal of Educational Communication*. Since most of the material published in the journal deals with the communication of information we felt that the name reflects the content of the journal and the interests of members.

### New Sections

The look of the journal is to be changed too. The following sections are to be included in each issue: refereed articles, case studies, equipment evaluations, increased reviews, computer software evaluations, sample computer programs, notes of interest on any topic, news of AMTEC members, association communications, conference announcements, Canadian thesis research round-up and Canadian research reports.

The changes in the journal's content should make it easier for authors to consider submitting material since a wide range of content and formats will be acceptable. The journal will cost \$8644.00 this year.