

## AMTEC '81 Media Festival Awards

Six Awards of Excellence were given to various organizations during the Truro conference.

"Challenges of the Eighties," a slide-sound show produced by the Customs and Excise College of Canada, received an Award of Excellence in the government media agency category.

"Peter Pitseolak — Image Maker" received the Award of Excellence in the school system category. This sound-filmstrip was produced by the National Film Board.

A videotape, "Learning the Game," received the Award of Excellence for the Separate and Public School Boards of Saskatoon and the University of Saskatchewan. Another videotape, "Read All About It: EPS16 to the Rescue," won an Award of Excellence for OECA.

"The Public Eye," produced by students at York University, won an Award of Excellence in the student category. Maria Pimental and Rein Suuralik cooperated with York University in producing this show.

"Shift," produced by the University of Saskatchewan won an Award of Excellence in the post-secondary category.

### Awards of Merit

Three Awards of Merit were given in the motion picture category. "The Harp Seal" won an award for the University of Guelph. Manitoba Department of Education won an award for "Slide, Flip, Turn." The Construction Safety Association of Ontario won an award for "The Three Point Contact."

Six Awards of Merit were given in the videotape category. "The Cape Breton Adult

Vocational Training Center" received an award for its producers the Cape Breton Adult Vocational Training Center and the Educational Media Services of Nova Scotia. The University of Toronto received an award for "China: The Cultural Revolution — Part II: Convulsion."

"Children's Drawings — Personality via Drawing" won Carleton University one award. "Food, Facts and Fun" received an award for the Alberta Agriculture and the Government of Alberta.

Two other awards were given in this category. "Production Harmonisée: Nickler Le Monde" won one award for the Français Division of OECA. Montreal General Hospital and Medicom at McGill University won an award for "The Miller Multiradius Total Knee System."

Three Awards of Merit were given in the sound-filmstrip category. The Department of Community Affairs, Prince Edward Island won an award for "Piping Plover." The National Film Board (Atlantic) won for "I Just Don't Want to Die: The 1914 Newfoundland Sealing Disaster." Finally Prentice Hall Media received an award for "The Immigrant Experience."

One slide/sound show received an Award of Merit: "A New Tradition" by Concordia University.

## For Free

A new list of audiovisual resources on library/information science is available for free from the National Audiovisual Center of the United States Government. This list contains more than 76 films, filmstrips, slide

sets, and multimedia kits for purchase and rental. The materials, produced by more than 23 federal agencies in the United States, include library and archival science, online retrieval, computer basics and more.

## New Editor for CJEC

Dr. Dennis Hlynka will assume the editorship of the *Canadian Journal of Educational Communication* on July 1, 1982. Dr. Hlynka is Associate Professor in the Faculty of Education at the University of Manitoba. He holds a Ph.D. degree in Instructional Development and Technology from Michigan State University. He has published articles in many Canadian and international journals.

Dr. Hlynka will edit his first issue (Volume 12, Number 4) during the fall. The deadline for material for that issue will be August 1, 1982.

## New Books

*Audiovisual is for Women* by Joan Nordquist is a current annotated bibliography of audiovisual materials for, about and produced by women in the United States and Canada. It contains materials not listed in earlier audiovisual bibliographies, as well as materials produced since their publication. Listings include 16mm films, videotapes, filmstrips, slides and recordings. A directory of distributors, additional resources and a subject index are included.

For further information: McFarland and Company Inc. Publishers Jefferson, N.C. 28640 U.S.A.

For a free copy contact:

National Audiovisual Center  
General Services Administration  
Washington, D.C. 20409 U.S.A.

## 1981 AMTEC Leadership Award Winner Franklin H. Winter

Franklin H. Winter, the 1981 winner of the AMTEC Leadership Award, retired from his position as Dean of Instructional Development for Sheridan College of Applied Arts and Technology in Oakville, Ontario in June 1981. Frank had held this position for 14 years. As Dean of Instructional Development, he had been responsible for all ETV production, Audiovisual Media Services, the numerous Sheridan libraries, microcomputers, teacher training and individualized instruction packages used in the various campuses of the college.

Frank began his educational career in North York where he was both an elementary and secondary teacher, a secondary school vice-principal and an assistant audiovisual coordinator. In preparation for his educational career, Frank graduated first

with a Bachelor's in Physical Education (Honours) and then an honours geography degree.

Over the years, Frank has held many important positions on committees dealing with media and educational technology. They include the Media Committee of the Ontario Library Association, and the Media Committee of the Ontario Home and School Association. He has been president of the Ontario Society for Microcomputers in Education. As well he has represented the Ontario Community Colleges on the TVOntario Program Committee and the TVOntario Nursing Education Committee. He was also appointed to the Community College Presidents' Committee for Professional Development. Frank has also been an active member of ECCO, the Educational Com-

puting Committee of Ontario.

Upon his retirement from Sheridan, Frank began a new career as Vice President of Omnibus Video, a computerized special effects house providing services to the television and film industry. The firm has headquarters in Toronto.

In spite of his many professional activities, Frank spends as much time as possible with his family, enjoying such outdoor activities as canoeing, windsurfing and skiing. His water activities have undoubtedly been the result of a stint in the navy.

Franklin Winter has been a long time member of AMTEC and predecessor organizations. His expertise, enthusiasm, and willingness to share with his fellow media specialists is a shining example to us all.

## Micro-computers Teach Truck Driving

In a few years many of Canada's professional truck drivers may have learned many of their driving skills with the aid of a micro-computer. This prediction comes from preliminary results of experimental computer-assisted learning trials at Commercial Safety College in Masstown, Nova Scotia. The CAI experiment at the college is one of only a few such studies conducted in North America to help adults learn practical skills.

The college is recognized as a leading Canadian school for industrial and truck driver skills training and has developed the programming for a micro-computer which is teaching basic 13-speed tractor-trailer shifting.

"The results are encouraging and certainly point to a future trend in skills training," said college president, H.G. Marsh. "So far," he added, "students using the computer to assist their learning have achieved as well as students learning the same skills on a truck. Also, the computer-assisted students find the

instruction interesting and their attitude toward it is very positive."

The computer-assisted training was initiated to help the college find ways of reducing mechanic repair time on training truck transmissions, also to compensate for rising fuel costs, and to assist students with varying learning abilities. Learning basic shifting skills with assistance of a micro-computer may achieve these objectives. As a result, students learn and practice at the micro-computer in conjunction with practical in-truck training.

After introductory classroom work, the students spend about 20 minutes a day at the computer, until they master the skills being taught. Time for the computer-assisted training is taken from the time they would be involved in observing other students on the practice field, therefore not interfering at all with standard training procedures.

The student works at his own speed, interacting with the computer, learning what he

would normally learn in a truck cab. The micro-computer screen sits in front of the student in a classroom driver's seat. It has a 13-speed gearshift, control valve, clutch and fuel pedal all hooked up to the computer. The computer has a horn which sounds if the student selects the wrong gear, comes out of gear without clutching, or accelerates to a too high R.P.M. The computer asks the student questions on the screen. The student responds by shifting gears. When the correct procedure is completed the computer moves on to the next series of questions, asking the student for certain other responses. On completion of the computer exercises, students then move on to actual field trucks. The saving in time and improvement in learning has been achieved as the student has already mastered the complex 13-speed gear shift. The experimental CAI training trial has worked well enough that other skills training applications are being considered in the near future.

## AMTEC Leadership Award

The premier honour given by AMTEC is the Leadership Award, a handsome engraved gold medallion. There may be no more than two recipients in any one year, and it is given in recognition of outstanding service in the field of educational media. Following are the general criteria for the award:

1. The nominee must have been active in the educational media field for 10 years or more.
2. The nominee may have been active at either local, regional, national or inter-

national level.

3. The award may be presented to one who is active, retired or deceased.
4. Nominations may be made by any member of AMTEC.
5. The nomination must include a brief biographical sketch of the nominee as well as any other information which will be useful to the selection committee in making their decision. This should include the educational background and the reasons why the nominator feels the award should be

made.

Presentation of the award(s) will be made at the AMTEC Annual Conference Awards Function. This will be part of the annual national conference in Winnipeg in June 1982.

Nominations should be submitted to the Awards Chairman as soon as possible. Address all nominations to:

Malcolm H. Binks,  
AMTEC Awards Chairman,  
Lincoln County Board of Education,  
112 Oakdale Avenue,  
St. Catharines, Ontario L2P 3J9

## Of Interest

**Feminist Films or Videotapes  
Vancouver Women in Focus  
Arts and Media Centre  
Suite 204-456 West Broadway  
Vancouver, B.C.**

Sixty-five films and videotapes are available for purchase or rental from the Vancouver Women in Focus Society. The productions cover such issues as health, nuclear energy, culture and art. A complete catalogue of the media library including rates and information is available.

**Teleconferencing for  
Business Communications  
March 14-17  
Orlando, Florida**

Seminar examines the technology of teleconferencing and the planning necessary to introduce the system. Information on planning strategies, major vendors, motivation

and use.

For further information:  
Lorne A. Parker  
University of Wisconsin  
Radio Hall  
Madison, Wisconsin 53706

**University Teaching in the 80's  
University of Guelph  
May 12-14, 1982**

The environments (physical, human, academic and political) in which we teach are rapidly changing as a result of increasing economic restraint, growing student concern for job training, and escalating professional responsibilities in teaching, research, and administration. The impact of these and other crucial issues on university teaching will be explored in workshops, panels, and seminars.

For further information contact:  
Prof. E. McFarland,  
Program Chairman,  
c/o Office for Educational Practice,

Raithby House, University of Guelph,  
Guelph, Ontario N1G 2W1

**Canadian Council of Teachers of  
English Conference  
University of Saskatchewan  
Aug. 15-20, 1982**

"From Seed to Harvest: Looking at Literature" will be the theme for the 15th Annual Conference of the Canadian Council of Teachers of English. Topics to be considered are children's literature, integrating literature with reading, writing and speaking, interpretation of literature, poetry, film and literature, etc.

For further information contact:  
Dr. Trevor J. Gambell  
Conference Chairman  
Department of Curriculum Studies  
College of Education  
University of Saskatchewan  
Saskatoon, Saskatchewan  
S7N0W0

## AMTEC '82

**Resources in Context  
University of Manitoba  
Winnipeg, Manitoba  
June 6-9, 1982**

Modern communications call us to take a broad view. Today's communicator orchestrates people, facilities, equipment, programs and materials to achieve a pre-determined end in a CONTEXT of many and varied constraints. Today's communicator is not as concerned with hardware and other artifacts of technology as with the basic principles of

communications, of change in systems, of learning and of cost effectiveness.

The AMTEC conference will focus on what is happening in Canada in the field of education, and what is projected for the future.

Ivor Davies, Associate Dean and Professor of Education at the University of Indiana, will be one of the major speakers. Drawing on his extensive military and business experience, Mr. Davies will discuss instructional technology with an emphasis on organizational development and task

analysis. Educated in England, Dr. Davies is the author of *Objectives in Curriculum Design, Instructional Technique* and many other books and monographs.

Thirty-one other speakers are confirmed for additional concurrent sessions at the Winnipeg conference.

Special social events have been planned to celebrate our 25th anniversary and to experience Manitoban hospitality.

Media Festival competitions are planned, and special leadership awards will be presented.

## Alberta Invests in Apples

The Honourable David King, Alberta Minister of Education, in a long-awaited (by us computer buffs, at least!) announcement to the Alberta Society for Computers in Education, has ushered in the era of micro-computers in Alberta Education. He has done this by providing government support for "more than 1,000" computer packages now being offered for sale to Alberta's schools at a "substantial reduction from market price" (approximately \$5,000 for the full package). Such a package would consist of:

1. One 48K, Bell and Howell Edumod Apple Computer
  2. One Panasonic, 10 inch, Colour Monitor
  3. One Dual disk drive
  4. One Centronic 739 Printer
  5. Supporting software, such as Visicalc, Apple Pilot, and Apple Plot - Graph
- This particular hardware choice is intended to be a one time only decision and will, presumably, be reviewed prior to further such expenditure. As well, Bell and Howell has guaranteed 12 service centres in Alberta with the intention of providing a three to four day turn around.

Mr. King also made a number of other announcements concerning computers in education:

1. The establishment of an Office of Com-

puter Technology which will include a clearinghouse of computer materials for schools which will search the market for, buy and test computer programs written for schools and will also assist the production and distribution of locally-developed courseware.

2. The preparation (already well-advanced) of a draft Computer Literacy Curriculum to be piloted at the elementary, junior high, and senior high levels in Alberta's schools. Target date is September, 1982.
3. The establishment of a Ministerial Task Force to investigate the implications of technology in education. This board will consist of 12 members, from a "broad base of interest," to recommend on pertinent issues, on the institutional uses of computers, and on establishing educational courseware development and marketing in Alberta.
4. The development of computer orientation and inservice for teachers and administrators.
5. Alberta Education will encourage Alberta's universities and colleges to establish courses on computer education to meet teachers' needs.
6. The minister will be encouraging submissions on educational needs related to computer technology.

## AMTEC Membership Records

Guy Leger, Secretary-Treasurer of AMTEC, will supervise the membership records for AMTEC beginning January 1, 1982. Any changes to addresses or renewal information should be sent directly to Mr. Leger.

Gord Jarrell, Coordinator of Learning Materials for the Scarborough Board of Education in Ontario, will initiate a new program when he begins a membership recruitment drive. Mr. Jarrell will personally approach people and agencies in the Toronto area about joining AMTEC.

For further information about the recruitment program, contact:

Mr. Gord Jarrell  
AMTEC  
P.O. Box 1021, Station B  
Willowdale, Ontario  
M2K 2T7

For membership changes, contact:  
Mr. Guy Leger  
AMTEC  
P.O. Box 1021, Station B  
Willowdale, Ontario  
B3K 2T7