# FILM



## MAGIC IN THE SKY
### 16mm. Film
### Reviewed by Terry Kolomeychuk

*"Societies are shaped more by the nature of the media by which men communicate than by the content of communication."*
Marshall McLuhan

**Magic in the Sky** is a documentary film investigating the impact of U.S. and Canadian Television on the Inuit people of the Canadian Arctic. Since its inception in the north, television or "Magic in the Sky", as the Hudson's Bay Company chose to publicize their newest consumer toy, has had a dramatic impact on the previously isolated Inuit Communities.

The film is developed through a series of interviews, and live situations that create for the viewer a sense of identity with the Inuit. A combination of voice over narration and English subtitles carries the film along at a sustained pace.

The film looks at the consequences of modern communication technologies on the north. The film, though, is really a metaphor. It examines the extraordinary introduction of television into the Canadian north and the launch of the Anik B satellite. Following a small group of Inuit TV producers as they work to establish Inukshuk, we see the Inuit grappling with the implications of the powerful medium on their culture and language. The film is useful to the Inuit people in their own self examination, in their struggle to hang on to their culture and their language. It also helps Canadians understand the enormous and influential American television machine and how much it has and will continue to affect the Canadians in the south.

The Inuit have gone from a hunting and gathering people right into the modern electronic age in the last 100 years, thereby missing years of cultural evolution. They see television as a medium to understand themselves and understand the world through their control of the medium.

In dealing with this new technology, the Inuit Tapirisat of Canada, the Eskimo Brotherhood, established Canada's first Inuit language television network. The network called Inukshuk began broadcasting to Inuit communities utilizing the Anik B satellite. Following a small group of Inuit TV producers as they work to establish Inukshuk, we see the Inuit grappling with the implications of the powerful medium on their culture and language. The film follows 3 of these Inuit producers to New York City to study the production process of 'southern' television, with visits to the studios of "Hockey Night in Canada' and the 'Edge of Night', the north's most popular programs.

Through the investigation of the impact of television on these Arctic communities, the film reveals and makes us understand how television has changed us all. The struggle of the Inuit people to create their own indigenous television network mirrors the crisis of any culture trying to preserve its identity.

Directed by Peter Raymont
Produced by the National Film Board
Winner of Red Ribbon, American Film Festival □

# MICROWARE

### By Leonard F. Proctor

## PFS: The Personal Filing System

The term "database management" refers to the process of how we go about looking after "collections" of information. In simple terms, database management activities include making decisions about what kind of information should be included in the database, how the information should be organized, stored and updated, and in what way the stored information can be retrieved in order to serve the needs of the user.

In general, the principles of database management in learning resource centers are approximately the same whether the enteries contain bibliographical records, inventory records, repairs records or records of overdue accounts.

The key to the successful implementation of any database management system lies in the very careful and considered planning of two major elements. First, how should each screen or "page" of information look? Second, what purpose will each of the reports, which are to be generated, serve?

The assumption here is that organized information can be of value in making decisions. Random collection of unrelated facts have little if any value in this process. For example, if the maintenance records on a particular brand of hardware follow a pattern which seems to indicate a manufacturing flaw, scarce repair funds may often be preserved by switching to a competative brand which does not have this problem. On the other hand if the maintenance records have either not been kept or been poorly kept, then when the time comes to replace worn-out equipment, this kind of information cannot be brought to bare on the decision-making process.

Managing any kind of information is hard work. It takes a lot of effort and attention to detail. The first-time user of a database management system will find the PFS (Personal Filing System) by the Software Publishing Corp. in Mountain View, California, a very helpful and easy to use tool because, along with being menu driven, it has a tutorial style manual which is both well written and well illustrated.

PFS operates on the principle that information is kept in "forms". The forms can take on as much structure or as little structure as the user requires. By definition, a "form" contains one screen's worth of information. To layout or design the form, the user simply positions the cursor in the desired screen location and types in the required labels. The form is then stored on the disk.

To enter data, the user simply recalls the previously created form and fills in the blanks. PFS looks after the process of storing each record safely away.

To correct errors which often creep into the system when entering the records into the file or "library" of information, PFS provides a "search/update" utility. After locating the error, simply place the cursor over the information to be changed, type in the corrected version, and continue on to the next task. PFS automatically stores the changes and updates the record in the file. In addition to updating, new records can be added to the file at any time through the use of the "add" function.

The records in the database can, in whole or in part, be printed out on paper through the use of the "print" function. For the user, this ability to search the entire file for the required information and sort it, on the basis of specifically defined criteria, is where the time, energy and money invested in the creation of the database begins to pay off. The ability of the user to organize and reorganize the data to answer specific questions without having to go through the manual drugery of doing so, will be instantly appreciated by both new and the seasoned user.

PFS does have some limitations. First, it requires the commitment of one disk to each file. Thus, for small collections of data, diskettes may be wasted. On the other hand, users who require the storage of more than about a 1000 forms will have to use a second diskette. Second, the program will not check for obvious errors in data entry. For example, text can be entered where a numberic data such as a telephone number may be required. Third, when adding to or changing the contents of a form, characters cannot be inserted or deleted. They must be typed over. While this is no great disadvantage in the data entry phase, adding this function to the revision process would make it more convenient to use.

In summary, PFS permits the user to: design and modify the layout of forms on the screen; add, update or delete records from the file; search for specific information in the file; and, print sorted reports based on the whole record or the search strategy. These capabilities plus its user-friendly approach and the ability to communicate with other graphics and word processing programs sold by the same publishing corporation make the features of PFS compare favorably with most of the available database managers in the microcomputer field.

To use PFS, you need:
* an Apple II with 48K of memory
* a video monitor or TV set
* a disk drive
* the PFS program disk
* additional blank disks for data storage
* a printer, if paper copy is required □

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EQUIPMENT INVENTORY

ITEM:          16MM MOVIE PROJECTOR
SERIAL NO.:    416542
VENDOR:        HORIZON EQUIPMENT
MODEL:         BELL AND HOWELL
BULB CODE:     EKS
COST:          980.00
REPAIR RECORD: REWIND MECHANISM, 83/11/06
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