

# the media message

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## MEDIA COUNCIL NOW SIX MONTHS OLD

Preliminary activities of the Canadian Education Media Council are now well underway, following the Council's formation in Edmonton at the Canadian Educational Communications Conference last June. The Council is a co-ordinating and information body bringing together the Educational Media Association of Canada (EMAC), the Educational Television and Radio Association of Canada (ETRAC), and the Canadian Science Film Association (CSFA), under the aegis of the Canadian Education Association (CEA). Four Council meetings have already been held, with another scheduled for January 28, in Edmonton. A full-time secretary, Mrs. Judy Winestone, was appointed in August; she works within the CEA offices at 252 Bloor St. W., Toronto 5.

## FIRST ISSUE

This initial issue of The Media Message is being sent to all persons on the mailing lists of CSFA, ETRAC and EMAC, and to others having an interest in educational media. As a periodic publication of the Canadian Educational Media Council, the newsletter will provide an overview of developments in the A-V field, as well as report on activities of the Council itself. The Media Message is not intended as a substitute for internal communications within the three media associations belonging to the Council, but rather as a broader supplemental means of information exchange.

## COUNCIL HAS SIX MEMBERS

The Council is made up of six persons -- three representatives named by the CEA, and one representative of each of the three media associations. Chairman is Dr. Freeman Stewart, Executive Secretary of the CEA. Other CEA representatives are Dick Morton (Alberta Department of Education) and Réal Michaud (Québec Department of Education). ETRAC President Henry Mamet (University of Alberta) represents his Association. EMAC is also represented by its President, Gordon Jarrell (Scarborough Board of Education), and CSFA by its President, Donald Ross (University of Alberta).

## FOUR ASSOCIATIONS UNDER CEMC UMBRELLA

The Educational Television and Radio Association of Canada (ETRAC) is a professional organization dedicated to promoting the wise use of radio and television for educational purposes. Chairman of the Board is Henry Mamet, Director of Radio and Television at the University of Alberta, Edmonton.

The Educational Media Association of Canada (EMAC) is a generalist organization concerned with all aspects of media at all levels of education. President is Gordon Jarrell, Co-ordinator of Audio-Visual Instruction, Scarborough Board of Education (Metro Toronto).

The Canadian Science Film Association (CSFA) is composed primarily of university people who are particularly interested in the use of film in the teaching of the sciences. President is Dr. Donald Ross, Dean of Science at the University of Alberta.

The Canadian Education Association is an interprovincial agency providing liaison and a variety of practical services to Departments of Education and major school boards. President is Dr. Tim Byrne, President of Athabasca University, Edmonton.

#### COUNCIL APPROACHES OTTAWA RE NEW EXCISE RULING

One of the stated objectives of the Media Council is to be informed on matters relating to new legislation. Recently, federal customs and excise officials gave a new interpretation to tariff items #69505-1 and #69610-1; higher tariffs are being levied against certain types of imported A-V equipment. At the urging of Doug Todgham, Director of Instructional Services at the University of Toronto, a meeting was held on December 1 under the auspices of the Media Council, to discuss some of the implications that this may have for educational institutions.

The outcome of the meeting was a letter, addressed to Hon. Herbert Gray, Minister of National Revenue, explaining some of the major implications of the new ruling and requesting that further consideration be given the matter. The letter, signed by Freeman Stewart as Chairman of the Media Council, was delivered personally to Mr. Gray by Mr. Todgham. Some official reaction is expected by the end of January.

#### SECOND MEDIA CONFERENCE PLANNED FOR JUNE

Dates for the second Canadian Educational Communications Conference have been set: June 25-28, at the Skyline Hotel in Toronto. Sponsored by the Canadian Education Media Council, the conference program is being designed to appeal to all three media associations within the Council (EMAC, ETRAC, CSFA); members of each association are involved in the planning.

The media orientation of the conference will appeal mainly to persons actively involved in A-V, but there are hopes to attract teachers, program consultants, administrators and others. A total registration of about 600 is expected.

Although there will be an exhibit of new media hardware and software, presented by commercial companies, the conference program itself will avoid a hardware-oriented approach. The plan is to look at media as an integral part of the learning/teaching process. Specific topics on the program will be diverse, allowing delegates to pursue matters of particular interest. Arrangements will be made for delegates to visit pertinent facilities in the Toronto area.

Full details regarding the Conference program and registration/accommodation will be sent in due course to all members of ETRAC, EMAC and CSFA. Meantime mark the dates: June 25-28, 1972 - TORONTO.

#### PLANNING COMMITTEE FOR MEDIA CONFERENCE

Plans for the June conference are being developed by a Toronto-based committee under the chairmanship of Neil McLean, a past-president of ETRAC and formerly on staff of the Metropolitan Educational Television Association (META) in Toronto, now having returned to teaching history at the University of Toronto Schools.

Co-chairman is Lou Wise, Assistant Director of the Teaching Aids Department, Toronto Board of Education. Working with him on the development of the Conference program is Art Knowles, Director of Instructional Aid Resources at York University.

Sub-committed chairmen include, Ian Hose, A-V Consultant for the East York Board of Education, (arrangements); Jim Miller, Co-ordinator of Instructional Materials for the York Board of Education (exhibits); Bob Torrance, a member of the ETRAC executive (treasurer); Dave Homer, TV production manager at York University (technical resources); Neil Nelson, A-V Co-ordinator for the Etobicoke Board of Education (registration); Jim Nuttall, Assistant Secretary of the Canadian Education Association (publicity).

Other members of the Conference planning committee are Doug Todgham, Director of Instructional Media Center at the University of Toronto; Peter Robinson, Dean of Erindale College; Gordon Jarrell, EMAC president and Co-ordinator of A-V Instruction for the Scarborough Board of Education; Zoltan Dienes, Instructional Aid Resources, York University; and Judy Winestone, Media Council secretary and Conference Co-ordinator.

### PROPOSALS INVITED FOR UNIQUE CONFERENCE SESSION

A major session at the Educational Communications Conference in June will feature a series of brief presentations designed to explain new media approaches and innovations. Each presentation will be limited to 15 minutes, but there are no restrictions on the types of media or levels of education involved.

Conference Planning Chairman Neil McLean is calling for proposals for the session, and appeals especially to A-V people in school boards, universities, colleges, departments of Education and other education organizations.

He says: "We would like to hear as soon as possible from people who might wish to make a presentation at this session. We're interested in media experiments or innovative programs and activities that involve any aspect of A-V media."

Mr. McLean says that as many as 10 such presentations will be scheduled for the session.

"The success," he says, "will depend on whether media people in all parts of Canada submit their ideas and are willing to spend the time to develop interesting presentations."

You can contact him through the CEMC, 252 Bloor St. W., Toronto 5.

### EMAC BRIEF TO THE ROYAL COMMISSION ON BOOK PUBLISHING

A brief from the Educational Media Association of Canada was presented November 9 to Ontario's Royal Commission on Book Publishing by Jim Miller, Co-ordinator of Instructional Materials for the York Borough of Education (Metro Toronto). The brief was the result of discussions by EMAC's ad hoc Publishing Committee, consisting of Jim Miller, Gordon Jarrell, Ian Hose, Fred Branscombe, Neil Nelson, Bruce Adams, Doug Butler and Ken Everest.

A brief of the brief: EMAC's concern is particularly acute in the light of the scarcity of learning materials produced in Canada. At this time, Canadian educators have no choice but to buy the offerings of non-Canadian firms. EMAC believes that too little support has been given to talented and creative Canadians in the production of materials for education, and it is for this reason that the association submitted numerous recommendations for consideration by the Commission.

A copy of the report has been sent to all EMAC members but copies are still available from the CEMC, 252 Bloor St. W., Toronto 5, Ont. (416) 924-7721. The December edition of School Progress magazine carries a major portion of the brief on page 31.

### CARET'S INNOVATIVE MATH PROJECT

The Calgary and Regional Educational Television (CARET) is about to launch an Innovative Math Project, reports Dave Cormack, Executive Director. The project was initiated by the Research and Development Division of the Calgary Public School Board. Three teachers will devote full-time to the preparation and production of a series of media presentations, primarily television, to be used as co-instruction in junior high school mathematics. This represents a radical change in concept, as in the past CARET programs were produced for an existing core of instruction. The project will be available to other parts of Canada. CARET also offers a University Credit Course in "Learning Technology in the Classroom." Taught by ETRAC Vice Chairman, Dr. Richard Bell, the 26 45-minute lessons are available from CARET. For further information contact Dave Cormack at CARET, Southern Alberta Institute of Technology, Calgary, Alta.

### "TELEVISION'S CHILD"

This 238-page book published by Little, Brown and Co., Boston at \$6.95 has such sections as television as a learning tool, the effects of television, children's programming and a look at present potential action by parents against doubtful TV fare. Author is Norman S. Morris.

### MOBILE LEARNING CENTRE VISITING MAJOR CITIES

Teachers, students and A-V people should keep an eye open for the unique mobile Learner Centre that will be visiting major Canadian cities over the next five months. Using a variety of resource materials -- films, videotapes, slide-sound shows, cassette recordings, books and vertical data files -- the Centre offers a comprehensive, correlated learning experience on other cultures, primarily African. Besides being of special interest to A-V people, the Centre will be open daily in each city visited for use by students and others; it can also be booked for certain periods by class groups.

The Centre was originally created for use in the orientation program of new CUSO volunteers before being assigned to African countries. It was developed as a joint project by CUSO and the Office of International Education, University of Western Ontario. Supporting grants were received from the Althouse College of Education (London, Ont.), the Atkinson Foundation, Canadian Crossroads International, and CUSO.

This multi-media resource centre uses a time-sharing computer to store information; using two or three keywords as input, individual users are directed by the computer to specific resources within the Centre, depending on the information they are seeking.

In addition to its regular operation, the Centre will operate workshops on the production of A-V materials, the creation of mini-resource centres and multi-media presentations, and general workshops for A-V, curriculum and library specialists.

In each city visited on its cross-Canada tour, the Centre will be centrally located for about two weeks, making it convenient for visitors to reach it. Remaining cities on the tour are Toronto (Jan. 5-23), Halifax Jan. 31 - Feb. 13), Montreal (Feb. 21 - Mar. 10), Winnipeg (Mar. 20 - Apr. 3), Saskatoon (Apr. 10 - 23), Calgary (Apr. 29 - May 12), and Vancouver (May 20 - June 2).

Further information is available from Mrs. Charlotte Cameron, Public Affairs, CUSO, 151 Slater St., Ottawa K1P 5H5. Tel: (613) 237-0390.

### FILMS ON HOME BUILDING

The A-V department of the Scarborough Board of Education is producing a series of Super 8mm films to show in close-up the various steps in the building trades. In co-operation with the Toronto Home Builders Association, students from 14 Scarborough collegiates and vocational schools are building a four-bedroom ranch type house; each step is being captured on film.

The films will be used for teaching and self-instruction in Scarborough school shops; they're expected to be especially effective because of the keen interest that the house-building project has generated.

For further information, contact Gordon Jarrell, Audio-Visual Co-ordinator, Scarborough Board of Education, 2472 Eglinton Ave. E., Scarborough, Ont.

### COUNCIL OF MINISTERS APPOINTS MEDIA CO-ORDINATOR

Emile Descoteaux has been appointed Instructional Media Co-ordinator for the Council of Ministers of Education. Mr. Descoteaux has been on the staff of the Council office at 252 Bloor St. W., Toronto, since August. He works closely with the Council's Instructional Media Committee, and the Educational Broadcasting Sub-Committee.

WE'D LIKE TO HEAR FROM YOU. The purpose of this newsletter is to provide news and views of interest to all people involved in educational A-V and media across Canada. Total circulation is about 1,000, in all provinces. If you're involved in some innovative or new project, let us know -- your confreres in other cities and provinces would like to hear about it, and we'll tell them via the Media Message. Drop a line to Mrs. Judy Winestone, Editor, 252 Bloor St. W., Toronto 5, Ont.