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the **mm** media message

Vol.3, no.1
SEPTEMBER, 1973

demise of the **C.E.M.C.**

The membership of EMAC and ETRAC may or may not be aware that the Canadian Education Media Council ceased to exist as of the end of June 1973. The Council represented the first attempt by various organizations with similar interests to combine their individual efforts into a single effort. Organized in June of 1971, the Council was made up of representatives of EMAC, ETRAC, CSFA, and the Canadian Education Association. The financing of a full-time office with a secretary in the Canadian Education Association office in Toronto was funded by an equal sum of money from the three original organizations and the CEA. The Memorandum of Agreement signed in June of 1971 states that "the purpose of the Council is to co-ordinate and expand the present activities and objectives of EMAC, ETRAC, and CSFA, and to provide secretarial services for these organizations. In association with the CEA, the Council will act as a clearing-house, and in various ways promote a wider knowledge and understanding of information related to educational media and instructional technology." The strengths and weaknesses, the advantages and disadvantages, the successes and failures of the Council will be the substance of conversation wherever people who are interested in the advancement of educational technology in Canada meet.

For a period of two years, we had the services of a full-time office and the opportunity to plan beyond the two-year term of agreement. All organizations must bear some responsibility for failing to provide for the period after June 1973. Thanks must go out to the Canadian Education Association for providing us with the opportunity.

A number of lessons have been learned as a result of our collective experience with the Canadian Education Media Council. Our first priority must be to attend to the problems associated with the creation of a strong national office and this, of course, means creating a much stronger financial base than has been the case in the past with the individual organizations. Ways must be found to satisfy the interests of individual groups and, at the same time, combine these interests into a strong, effective national organization. However, the problems of distance and the remoteness of sections of Canada suggest that individual provinces and regions must organize to serve their local needs, as no national office will ever be able to accomplish this. How then do we create a national organization that will allow various interests to co-exist, that will allow regional organizations to function under the umbrella of a national organization? This is our problem, and, unfortunately, we have not been granted the luxury of time to dwell upon it. Action must be taken promptly and swiftly, and a decision must be forthcoming by early 1974.

REPORT ON THE GENERAL MEETINGS OF

EMAC AND ETRAC---JUNE 1973

Needless to say, when the EMAC and ETRAC general meetings were held in Vancouver on the occasion of the Third Educational Communications Conference, the over-riding concern of the membership was with the announcement that the Canadian Education Media Council would cease to exist as of the end of the month. The response at both of the meetings was very similar. At the EMAC meeting a motion was passed, moved by Ken Bowers and seconded by Ab Moore, "that EMAC approve in principle a single national structure incorporating EMAC, ETRAC, and other interested organizations, and that the membership empower the Board of Directors to investigate and negotiate such an organization and that the Board of Directors submit any agreement to the membership for approval." The response in the ETRAC meeting was similar: "It was recommended that ETRAC go on with the present arrangement (i.e., support for a joint office with EMAC) while a constitution is drafted for presentation to the 1974 annual general meeting." At an open forum held on the last day of the Conference, there appeared to be a general consensus that EMAC and ETRAC (the CSFA had notified the Canadian Education Media Council that it would withdraw from any cooperation after the end of June) should pool their resources and energies during 1973 and work toward a single organization. The new executives of ETRAC and EMAC have acted upon the advice of their memberships, and have, in effect, established a joint directory of EMAC and ETRAC executive officers. At the meeting in Toronto on June 29, the joint Board of Directors recommended that a constitutional task force be established by the presidents of the two organizations.

The task force will be meeting in mid-August and hopes to have a constitution in presentable form for a large meeting in Toronto during October at the time of the Canadian Education Show-place. The members of the task force and the executives of the two associations hope that the membership will be practical and, dare we hope it!, tolerant in their reactions to the structure of the new organization. We must have a new structure by May 1974.

NEW OFFICE

With the closing of the Council office in Toronto, the offices of EMAC and ETRAC have moved to Kingston, Ontario, thanks to a hospitable reception by Queen's University. The new address for the Educational Media Association of Canada and the Educational Television and Radio Association of Canada is

Duncan McArthur Hall
Queen's University
Kingston, Ontario.

EMAC and ETRAC have agreed to jointly finance a half-time secretary. I am Lorra Hines, a landed-immigrant from the US. My husband, Bill, is a research assistant at the Royal Military College. I have a BA in History and French from Mary Baldwin College, Staunton, Virginia, and an MA in Medieval History from Duke University, Durham, North Carolina. As I am bilingual, EMAC and ETRAC members should feel free to communicate with the national office in either French or English. It has taken awhile to become familiar with the operations of the two organizations, but things are now running smoothly. I was most fortunate in being able to spend two days in Toronto with Sandra MacWhirter before the closing of the CEMC office. Sandra's comments and advice have been extremely helpful in acquainting me with the affairs of ETRAC and EMAC.

MEET YOUR NEW EMAC EXECUTIVE FOR 1973-74! The representatives for the Maritimes, Manitoba, Saskatchewan, Alberta, British Columbia, and Quebec have yet to be chosen.

President -

Mr. Fred Johnston
Associate Professor,
Educational Technology
and Co-ordinator of Media Services
Faculty of Education
Queen's University
Kingston, Ontario

Vice-President -

Mr. Garfield Fizzard
Director,
Division of Learning Resources
Faculty of Education
Memorial University
St. John's, Newfoundland

Past-President -

Mr. Derwyn Davies
Teacher-Librarian
Morse Place Junior High School
Winnipeg, Manitoba

Secretary -

Miss Barbara Lynn
Frontenac, Lennox, and
Addington Separate School Board
Instructional Media Co-ordinator
84 Stephen Street
Kingston, Ontario

Treasurer -

Mr. Bob Wylie
Instructional Media Co-ordinator
Hastings County Board of Education
2 Wooler Road, Box 128
Trenton, Ontario

Membership Chairman-

Mr. Phil Dyke
Director of Educational Media
St. Lawrence College of
Applied Arts and Technology
King Street West
Kingston, Ontario

Regional Representative for Ontario

Dr. Neil Nelson
Educational Media Co-ordinator
Etobicoke Board of Education
1 Bridgeway Street
Etobicoke 652, Ontario

HERE ARE THE MEMBERS OF YOUR NEW ETRAC BOARD OF DIRECTORS!

President -

M. Gaétan LaFlamme
Directeur,
Centre de l'Audio-Visuel
Université de Sherbrooke
Sherbrooke, Québec

Past-President -

Mr. Duane Starcher
Director
Educational Television Centre
Memorial University
St. John's, Newfoundland

Secretary-Treasurer -

Dr. G.A.B. Moore
Co-ordinator
Audio-Visual Services
University of Guelph
Guelph, Ontario

Members of the Board remaining from 1972-73:

M. Maurice Baudry
Radio Quebec
1000, rue Fullum
Montreal 133, Québec

Mr. William Garth
Supervisor,
Audio-Visual Instruction
Department of Education
Halifax, Nova Scotia

The remaining members of the ETRAC Board will be announced in a later issue of the "Media Message." We regret the delay in announcing the 1973-74 members of the Board; but there has been an understandable amount of confusion among all involved caused by the move from Toronto to Kingston, the engagement of a new secretary, and the scheduling of summer holidays.

TITLES AND TIDBITS

Administering the Individualized Instruction Program by James Lewis, Jr. (Parlar Publishing Co., Inc., West Nyack, New York, 1971).

This is a timely book which takes a practical approach to the problem of designing individualized study programmes. It relates basic principles involved in individualized instruction to various packages some which may be defined as "closed" (highly prescriptive with well-defined learning objectives) or "open" (permitting a variety of learning experiences to arrive at a learner-centred interpretation of the objective). Teachers will find the approach and examples of some interest.

From the same publisher, another book of interest is Using Instructional Media Effectively by Jack Tanzman and Kenneth W. Dunn. The "Using" in the title does not refer to utilization in instruction so much as it refers to the planning--prerequisite for utilization in a region, board, school and classroom.

Another practical, how-to-do-it book which elementary teachers will find interesting is Sandra N. Kaplan's (and three others') book Change For Children: Ideas and Activities for Individualizing Learning (Goodyear Publishing Co., Pacific Palisades, Cal, 1973).

A series of books/pamphlets coming from the "Aspen Program on Communications and Society" promises to look critically at the communications issues confronting society. While their concerns are with U.S. policies in public broadcasting, developments in Canada in cable systems and public access systems warrant a critical look at events in the U.S. Some titles in the series are: Aspen Notebook on Government and the Media; Aspen Handbook on the Media: Research, Publications Organizations; The Financing of Public Television; A First Hand Look at the Surgeon General's Report on Television and Violence. For information on this material write Aspen Program, Suite 232, 770 Welch Road, Palo Alto, Cal. 94303.

See also the N.F.B. film "A Question of Television Violence", a film report on the U.S. Senate hearings on the Surgeon General's Report on Television and Violence. It has as much drama as the Watergate Hearings. Interesting that no major media outlet in the U.S. publicized these hearings!

Those of you who are Educational Technology fanatics (this means you read journals) may not be aware of The British Journal of Educational Technology. I bring it to your attention because it is probably the best journal in the field. The May 1973 issue contained a first rate article by Geoffrey Squires, "Education and Information: A Framework for Futures." For additional information, write National Council for Educational Technology, 10 Queen Anne Street, London, W1M 9LD England.

A new journal which appeared in 1972--Instructional Science--has proven equally interesting. The second issue of this year contained one of the best critical articles on the issue of the objectives--systems approach to instructional design. (Elsevier Publishing Co., P.O. Box 211, Amsterdam, the Netherlands).

An offer from "The Globe and Mail" may be of interest to many teachers. They are offering the newspaper "as a daily textbook" at a schools-only rate of 7¢ a copy per day and 10¢ for the Saturday Edition with a minimum daily order of 10 copies. The subscription can be arranged as you wish--daily, for certain days of the week, for one term or just part of it. Further information can be obtained from The Globe and Mail, Educational Activities Dept., 4th Floor, 140 King Street West, Toronto 1, Ont.

The Canadian Film Institute has two announcements which many of our readers will find interesting. In August, one of the "most comprehensive Yearbooks" on Canadian film and television was released. Film Canadiana: A Yearbook of Canadian Cinema 1972-73/L'Annuaire Canadien du Cinema de l'Institute Canadien du Film will hopefully "serve as a ready reference for students of cinema, researchers, librarians, and professionals in film production and distribution."

1400 films and VTRs are documented. For further information about this unique, exciting book, contact Maynard Collins at the CFI, 1762 Carling, Ottawa, Ont. K2A 2H7 or phone (613)729-6193. The Canadian Film Institute also announced that FILMEXPO, the Canadian and International Film Exposition, will open on Monday, October 15, 1973, and run through the 27th in the Theatre of the National Arts Centre. This second annual FILM EXPO will open with the Ottawa premiere of the Canadian director Don Shebib's ("Goin' Down the Road" and "Rip Off") "Get Back". This film, "a fine addition to the Seventies' cinema in English Canada", was shown at the Berlin and Edinburgh Film Festivals in 1973. For further information, contact Daphne Twidale Birks and Francois Gobeil at the above address. Another very interesting film that will be shown at the FILMEXPO is the documentary "Swastika", a British compilation film made by Philippe Mora. "Swastika" shows life in Germany during the Hitler era and includes films of Hitler that were photographed by Eva Braun.

THE VIDEO DISC IS COMING

With all of the talk about the video cassette and cartridge, we have almost forgotten the dark horse in the race. While the disc (it looks like an L.P. except it has audio and video with colour) started late, it promises to come on strong. The pioneer in the field--Videodisc by Telefunken/Decca with a diamond head pick-up, ten minute discs--is shooting for a 1974 availability date.

A "disc protection" feature on this machine automatically removes and inserts the disc in a paper jacket. Needless to say, the disc is very flexible, capable of being rolled up, inserted in a tube, and sent out in the mail. Audio visual monthly reports may be just around the corner!

MCA Disco Vision which takes up to ten single discs on the player/changer model can provide up to 6 2/3 hours of program. Using a laser pick up system, this machine promises to have no wearing effect on the disc. Availability date--1975 or sooner.

The Philips VPL system also uses laser technology with a "no-wear" promise. Both the MCA and Philips have an inflexible disc, and slow motion, stop action, reverse modes, etc. Availability--1975 or sooner.

The disc revolution(ANOTHER REVOLUTION!) holds the promise of cheap A.V. material, available in every home along side the High Fi Set. (I wonder what will happen to the High Fi?)

COMING EVENTS

We want to send our warmest wishes to Sandra MacWhiter who is marrying Bill Root on October 13. Sandra is in Ottawa now--planning her wedding and supervising the construction of their house. Sandra--Best wishes and many thanks for a job well-done!

September 26-28, 1973: The Canadian Education Association Convention will be held at the Bayshore Inn, Vancouver, British Columbia. Note: Air Canada is offering special Convention Flights at reduced rates (return) to CEA delegates who can fly on the mornings of September 23 and 25 from Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton, and Calgary. For further information write Professional Travel Consultants, 330 Bay Street, Suite 1103 Toronto 1, Ontario.

October 25-27, 1973: Canadian Education Showplace, Coliseum Building, Exhibition Park, Toronto. A meeting of the EMAC-ETRAC joint-Executive will take place during the Showplace on October 26 from 9:00-12:00a.m. and 1:30-4:30 p.m. More details about the meeting will be forthcoming.

AN APPEAL FOR MEMBERSHIP FEES

This issue of "Media Message" is being sent to former members of EMAC and ETRAC whose membership fees for this year have not yet been received. With the "Message" goes a plea to renew your membership. This is a critical year in our two organizations, and if at any time we needed to "rally 'round the flag"--the time is now!

The Individual fee for EMAC is \$10.00 (ten dollars); the Individual fee for ETRAC is \$15.00 (fifteen dollars). Additional information about other types of membership is available on request. Please make your cheques or money orders out to the organization to which you wish to belong NOT to the joint office.

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Gaetan, Fred and Lorra would like to hear from you--your ideas, suggestions, projects, etc. Why not write? EMAC/ETRAC, Duncan McArthur Hall, Queen's University, Kingston, Ontario.