

the media message

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CONFERENCE NOTES FROM THE CONFERENCE CHAIRMAN

The Planning Committee for the 1972 Educational Communications Conference (Skyline Hotel, Toronto, June 25-28) has now established the conference theme and developed the framework for what promises to be a most interesting and valuable experience.

As well as providing an opportunity for member organizations of the Canadian Education Media Council to hold annual and general meetings, the Conference will explore the general theme of LEARNING SYSTEMS DESIGN. Within this theme, the Conference will emphasize the problems associated with effective use of the newer learning media, the solutions developed by Canadian educators for particular problems, and the strategies and techniques which can be developed for the rational and economical use of technology in education.

Even before the Planning Committee made its formal request for participation in the Conference, a most gratifying series of letters was received from educators who offered to provide demonstrations of their work. Since the Conference's success will depend on this kind of support, we hope that this interest and enthusiasm will be sustained and extended.

The advance program for the conference will be available soon. In the meantime, further information may be obtained from the Conference Office, 252 Bloor St. W., Toronto (924-7721).

NEWFOUNDLAND EDUCATIONAL MEDIA ORGANIZATION FORMED

After the Canadian Educational Communications Conference in Edmonton last June, several Newfoundland delegates expressed interest in forming a local media organization. The Newfoundland Educational Media Organization, comprised of professional persons involved in media and education, was formed. Its basic purpose is to provide its members with an opportunity to meet and discuss topics of mutual interest on an informal basis. Since their formation in October, several meetings have been held. Membership includes persons from school boards, television broadcasting, the Department of Education and the Educational Television Centre, Extension Department Film Unit and the Centre for Audiovisual Education, all of Memorial University.

MEDIA COUNCIL MEETING

RE-SCHEDULED FOR FEBRUARY

The Council meeting, originally planned for January 28, 1972 in Edmonton had to be postponed due to the air controllers' strike. Plans have now been confirmed for a new meeting on February 29th.

NEWSLETTER NEEDS SPONSORS

In view of the limited financial resources of the Media Council, coupled with the desire to publish this newsletter on a regular basis, we are approaching interested commercial firms to see if they would be agreeable to underwriting individual issues of The Media Message.

WE WISH TO THANK VIACOM CANADA LTD. FOR UNDERWRITING THE COST OF THIS ISSUE

A MESSAGE FROM VIACOM

The Media Message is pleased to welcome a newcomer to the educational audio-visual field in Canada - Viacom Canada Ltd. Viacom, with offices at 45 Charles St. E.,

Toronto 5, were known until recently known as CBS Enterprises, a division of the CBS Television Network. The division "spun-off" from CBS to continue its distribution of films and features for television, its considerable involvement in CATV systems, and in addition has in the past year become one of the world's largest distributors of audio-visual educational material. Complementing BFA films (which Viacom handled when they were CBS Enterprises) the Company has acquired distribution rights to the following film companies: Pyramid Films, Thorne Films, Moreland-Latchford Films and Miller-Brody Productions. In Canada, Viacom enters the field as exclusive distributor of AV-ED Films and expects to expand their line of educational materials in the months ahead. Initially Viacom will concentrate on distribution of the widest possible range of 16mm films available on the market today. Vice-President of the Company is David G. McLaughlin and he and his associates will be contacting those directly involved with, or having an interest in educational media across the country.

CORRECTIONS.....

In our last newsletter we mentioned an item on the CARET Math Project. It has been brought to our attention that the tapes for the credit course being offered by Dr. R. Bell are not available from CARET and that the Department of Continuing Education of the University of Calgary retains all rights to these videotapes. They have not as yet decided under what terms these tapes will be made available next year, but they are working on it.

ENCYCLOPAEDIA CINEMATOGRAFICA

The National Science Film Library has established a centre for the Encyclopaedia Cinematographica Archive in Ottawa. It is a scientific encyclopaedia in film form, and consists of a growing international collection of scientific films, nearly 1750 titles of value to university teachers and researchers. The films have been prepared by scientists from a number of countries. All are 16mm; the majority are silent.

Canadian scientists interested in submitting films to the EC are invited to contact: Stephen Rothwell, Director, National Science Film Library, 1762 Carling Avenue, Ottawa, Ont. An index of available films can be obtained from the Library.

NEW VISTAS FOR CHILDREN

During the Easter Holidays, from April 3 to 7, a new course will be held for children 10 to 13 at the Banff Centre, School of Fine Arts. The course will explore the field of visual communication through the medium of photography. The purpose is to broaden the youngsters' visual understanding of the world around them through a variety of experiences in communicating information and ideas, documenting and recording creative self-expression.

Further particulars are available from: The Registrar, The Banff Centre, Banff, Alta.

SOME NEW PROJECTS AT THE EDMONTON PUBLIS SCHOOLS

The Edmonton Public Schools Instructional Media Centre has a new approach to the pre-viewing of films. A Social Studies Preview "Happening" was held recently by the IMC, in which six stations were set up to run simultaneously videotape and films for pre-view and evaluation. All Social Studies teachers were invited.

SIMON FRASER USES FEATURE FILM IN GEOGRAPHY COURSE

Dr. Michael Hurst, of Simon Fraser University, has selected 28 films for his course on the geography of the technocratic society. Films included in this first year course are: Charlie Chaplin's "Modern Times", Stanley Kubrick's "2001: A Space Odyssey", Peter Watkins' semi-documentary "The War Game", and Bergman's "The Seventh Seal". Dr. Hurst says each of the films examines a different aspect of the effects of technology on man and his environment. "A well thought-out film is far more effective and stimulating than anything I can say in the classroom," he observes.

A series of film preview discussions on "Film Studies in Schools" is also being sponsored in the area of screen education. Films are grouped under: The Genre Approach; The Science Fiction Film; The Amateur Approach to Film; The Director; The Politics of Film; The Film as Literature; and so on.

NBC PAYS \$3 MILLION FOR EDUCATION SHOWS MADE BY ONTARIO'S OECA

Early this month, the Ontario Educational Communications Authority signed a multi-million dollar, five-year distributions contract. Under the agreement, NBC has distribution rights for all OECA productions for school use and other private showings for the U.S. educational market.

The sale was the largest by any Canadian television organization, including the CBC, for use of Canadian programs outside Canada. Morris Rittenberg, chief of NBC's Educational Enterprises said he had looked at educational TV programs throughout the world and concluded that Ontario's standards are tops."

LIBRARY CONFERENCE TO PROVIDE AN A-V SECTION

The theme of the 1972 Conference of the American Library Association, to be held in Chicago, June 25-29, will be "Media: Man, Material, Machine". This year the Conference will begin to provide a long-needed A-V section, making both software and hardware readily accessible for viewing. For more information contact: Harold H. Laskey, Vice-President, The Combined Book Exhibit, Inc., Scarborough Park, Albany Post Road, Briarcliff Manor, New York 10510.

OECA PROGRAMS LIST AVAILABLE

A schedule produced by the OECA lists all educational programs from OECA and CBC, broadcast within the Channel 19 Toronto viewing area. It is mailed to schools within this area. Individuals can obtain copies by writing to: Publications/OECA, Box 19, Postal Station R, Toronto 352, Ont.

OECA WINS AWARD

"American Challenge - Canadian Response," a production of the Ontario Educational Communications Authority has won a prestigious "Jury's Prize" in the 7th annual Japan Prize competition for educational broadcasting. Producer is Jim Hanley.

SECOND EDITION OF NURSING MEDIA INDEX AVAILABLE

The Nursing Educational Media Association has produced a 2nd edition of its "Nursing Media Index - 16mm Film". This catalogue provides resumés of over 1200 films related to the health sciences; 109 sources are outlined and there are 30 pages of cross-referenced subject index. The cost of the book is \$12.00 and response to it, to date, has been excellent.

For more information contact: Miss Marilyn Seguin, Media Resource Centre, St. Michaels School of Nursing, 35 Shuter Street, Toronto 205, Ontario. (416)360-4459.

STUDY INDICATES THAT TEACHERS SEE IRTV AS AN ASSET TO EDUCATION

The Ontario Institute for Studies in Education is about to publish its final report on the Information Retrieval Television experiment in Ottawa. IRTV was a two-and-a-half year pilot project in five Ottawa schools to determine the feasibility and usefulness of a system in which educational programs could be transmitted to users via closed-circuit cable TV at times of their own choosing. The report, entitled Educational Television On-Demand: An Evaluation of the Ottawa IRTV Experiment, was written by Dr. G. Harry McLaughlin, Associate Professor at OISE. It contains a detailed description of the system, analysis of the uses to which it was put, and summaries of the attitudes of students, teachers, parents and administrators. It also examines the projected costs of a full-scale system and comes to substantive conclusions with respect to the educational value of such a system. This report will be available for \$2.50 from Publications Sales, OISE, 252 Bloor St. W., Toronto, Ont.

ECOBX I

A room at the Ontario Institute for Studies in Education filled with textbooks, paperbacks, films, records, tapes, slides, multi-media kits and raw materials related to the study of ecology. It's the brainchild of the OISE Media Group, who have designed it primarily for students from grade 7 to 13 interested in ecology. Groups of up to 15 students accompanied by their teachers may use the room by appointment. Groups of teachers, university students, parents and others are also welcome. Contact the OISE Media Group at 252 Bloor St. W., Toronto; their telephone is (416)923-6641.

CSFA PRESIDENT WINS FILM AWARD

Dr. D.M. Ross, Dean of Faculty of Science and Professor of Zoology, has been awarded the Bronze Bucranium for his entry in the zoology section of the XVIth International Festival of Scientific and Educational Films held at Padua University in Italy. The award-winning film is entitled Passengers or Partners? and deals with animals of "married species" - that is, animals of different species that live together.

Research for the film was done in Hawaii, Puerto Rico, New Caledonia, New Zealand, Italy and England. Copies are being made available to universities and film libraries at cost.

EMPLOYMENT OPPORTUNITIES

The University of Guelph invites applications for the position of Director of Audio-Visual Services. Effective date: Summer/1972. Applications and enquiries should be addressed to the Vice-President, Academic, University of Guelph, Guelph, Ont., before March 31.

Seneca College of Applied Arts & Technology, 1750 Finch Ave. E., Willowdale, Ont., requires a part-time instructor to teach technical subjects in Audio-Visual Techniques. Applications and enquiries should be addressed to the President.

A-V COMPETITION FOR TV SPOT ON ENVIRONMENT

A competition for a 60-second TV spot, open to the audio-visual departments of all post-secondary educational institutions in Canada, has been arranged by the White Owl Conservation Award Committee. The spot is to portray the need for every Canadian to take an active part in the fight to preserve the environment - to create a response in the viewer to actively participate in the movement to preserve the environment. Individuals and professional film-makers may not enter. For further information contact: The White Owl Conservation Award, 2015 Peel St., 7th Floor, Montreal 110, P.Q.

EVENTS

February 25-26 - The 3rd Ontario Universities computing Conference is to be held at the Inn-on-the Park, Toronto. With the theme "The Contribution of the Computer to the Educational Process," the Conference is open to university educators, administrators and computing centre personnel. Details from M.P. Brown, conference chairman, Office of Computer Co-ordination, Council of Ontario Universities, 102 Bloor St. W., Toronto 181.

March 14-18 - The 11th DIDACTA, European Educational Materials Fair, Hanover, Germany, Fairground. Information address: Deutsche Messe-und Ausstellungs-AG, D-3000, Hanover-Messegele.

March 19-23 - The Second Annual National Educational Technology Conference, conducted by Educational Technology Magazine, will take place at the Americana Hotel, New York, N.Y. The Conference will demonstrate how technology -- processes, hardware and software -- can help improve education and training at all levels. This is to be an ACTION conference, featuring practical problem-solving workshops to help solve important problems facing teachers and school administrators today. Details are available from: Educational Technology Publications, Inc., 140 Sylvan Avenue, Englewood Cliffs, N.J. 07632. Conference fee \$85.

April 16-21 - The Association of Educations and Technology Convention in Minneapolis, Minnesota. The theme: Humanizing Learning Through Technology: Man, Media and an Open Society will be developed in three sessions: The Evolution of Technology in the Humanizing of Man; The Role of Media in Humanizing Man; and the Open Society. It's Character and Development. 500 commercial exhibits will be set up for the further edification of the 10,000 participants expected, and ten educational study trips, as well as a dozen mini-tours, are planned. Convention registration is at the Leamington Hotel, and most meetings will be held in the new Minneapolis Convention Centre. For information contact: AECT, 1201 Sixteenth St., N.W., Washington, D.C. 20036.

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.