

# the media message

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March, 1972

Vol. 1, No. 3

## MEDIA COUNCIL MEETING HELD

The Media Council held a meeting on February 29th at the Faculty Club of the University of Alberta.

Members reviewed summary statements on the membership of three of the organizations, as well as their present finances and financing. A review was also made of the day-to-day work in the Council's office. It was noted that the secretary had made considerable progress in clarifying and bringing up-to-date housekeeping matters, of the respective organizations.

Developments in the planning of the 2nd Canadian Educational Communications Conference were discussed, and members commended the work that already has been done by the Planning Committee.

There was discussion of the expectations of the various members of the role of the Council. Briefly it appeared that the Council should be of assistance to the professional media organizations in promoting a better understanding and wider use of new technologies. The appearance of a Media newsletter was commended and the hope was expressed that means might be found to publish a national media journal in place of the defunct Educational Media.

It was noted that Statistics Canada was planning to carry out a survey on instructional media and members indicated their readiness to assist in a type of survey that would be helpful to those concerned with the use of the instructional media.

## NOTES ON THE JUNE CONFERENCE

In a few days, educators and media professionals will receive the first series of programme and registration materials for the Second Canadian Educational Communications Conference, which is being held at Toronto's Skyline Hotel from June 25th to June 28th.

The Conference really combines three conferences, since the Canadian Science Film Association, the Educational Media Association of Canada and the Educational Television and Radio Association of Canada all plan to hold general meetings of their members during the period of the Conference.

This provides a rare opportunity for those of us with special interests to meet and discuss mutual problems with educators with different special interests, and the programme of the Conference takes advantage of this possibility. Monday, the first full day, presents a series of media projects developed in Canada to meet specific Canadian objectives. Tuesday provides opportunities for seminars and discussion groups on the problems which face media specialists, along with a series of study tours. On Wednesday, special sessions organized by CSFA, EMAC and ETRAC will be held. Throughout the Conference a library of resource materials will be available for browsing, along with a selection of science films, arranged for screening by the CSFA.

As a special guest, Hon. Thomas Wells, newly-appointed Minister of Education for Ontario, will open the Conference. One of the principal speakers will be Donald F. Theall, professor and Chairman of English, McGill University, Montreal. author of "Understanding McLuhan: the Medium is the Rear-View Mirror". Professor Theall will speak on McLuhan, media and education in Canada.

Look for the Early Registration Information, and be one of the first 500.

*This item was submitted, upon request, by Lou Wise, Assistant Director, Teaching Aids Department, Toronto Board of Education.*

#### TELEVISION IN THE SCHOOLS OF TORONTO

Over the years, television in the elementary and secondary classroom has been both damned and praised, but in most cases not extensively used. Perhaps the paramount reason for non-use has been the lack of easy access to the medium by teachers and students alike. For several years, the Toronto Board of Education Teaching Aids Department has argued that reasonable access could only be achieved if several key building blocks were provided.

These are: a CATV cable connection to provide a reasonable range of technically good signals to the school; an in-school distribution system terminating at an outlet in each learning station; a reasonable number of receivers for classroom use, and a video-tape facility to provide demand-playback.

A growing number of Toronto schools are now being so equipped. Two groups of schools are now involved in experimental projects which are being closely watched and measured, both quantitatively and qualitatively.

One group consists of a Senior public school (Grs. 7-8) and the six Junior (k to 6) schools close by. The Senior school has CATV cable, in-school distribution, one classroom receiver per 100 students, a monochrome video-tape recorder and a separate video-player. The full-time Teaching Aids Technician records and plays back programmes for the Senior school where he is located, and he records programmes on request for the Junior school teachers.

Each of the Junior schools has CATV cable, in-school distribution, one receiver per 100 students and a video-player. The teachers in these schools do their own play-back using tapes recorded at the Senior school.

The second project consists of six schools: one Secondary, two K to 8 and three K to 6 schools. Each has CATV, complete in-school distribution, colour VTR and one colour receiver per 100 students.

The Board's Research Department is engaged in an examination of these two projects, particularly the latter. Early indications are that a substantial increase in utilization does occur, given reasonable access as outlined.

As to the quality of utilization, a series of in-service workshops has been started with the assistance of the Ontario Educational Communications Authority (OECA). The workshops are designed to further the effectiveness of TV use.

Since the second of the two projects described is being carried out in colour, the Research Department will also attempt to draw some conclusions on the difference in effectiveness of colour versus monochrome. The available literature on this subject, seems inclusive, however, it is hoped that some objective conclusions can be made. By the end of the current school year, we expect that enough fresh information will have been gathered and assessed that it will be useful to our future planning in the extended use of television as a medium of instruction.

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#### "How-to" booklet on purchasing instructional materials

The Joint Committee of the National Education Association and Association of American Publishers in the U.S. has produced a booklet entitled "Selecting Instructional Materials for Purchase: Procedural Guidelines." All persons who participate in the selection of instructional materials will find some very interesting and helpful suggestions. Copies are available at \$2 from the National Education Association, 1201 - 16th Street North West, Washington, D. C., U.S.A. 20036

PROJECT MEDIA is a course being offered at both the Brampton and Oakville campuses of Sheridan College of Applied Arts and Technology. The course is offered to people in the community with three aims: to make them familiar with new and complicated media equipment and techniques; to teach them to work together as a project team; and to give them the satisfaction of bringing a single idea or theme to visible completion.

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THE CREATIVE TEACHER  
 Several British Columbia teachers have been rewarded with both words and cash for developing creative approaches to learning in their schools.  
 Meguido Zola, a teacher in Courtenay School District, received \$1,000. for his work in producing films and television video-tapes for use in teaching elementary French, and for use in training district teachers in French instruction.  
 Paul Bailey, at Cypress Park Primary School in West Vancouver, received a \$500. award for his work in developing a program in non-print media as an extension of his language arts program for grade four pupils. These and other awards are made annually by the Hilroy Fellowship Program.  
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"FILM IN THE CLASSROOM, WHY USE IT, HOW TO USE IT?" is a book which offers a practical 10-unit course outline, film glossary, bibliography and listing of major film distributors.  
 The book asserts that media such as film cannot be ignored by schools as irrelevant, time-consuming or merely fun. "For every book the average student reads, he views 20 films", the book reports.  
 Available from Pflaum/Standard, 38 West 5th Street, Dayton, Ohio, 45402. 181 p. \$4.50

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 The CREATIVE TEACHER will be a regular feature. Your submissions would be most welcome.  
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WE WISH TO THANK INTERNATIONAL TELE-FILM ENTERPRISES, FOR UNDERWRITING THE COST OF THIS ISSUE.

A MESSAGE FROM INTERNATIONAL TELE-FILM ENTERPRISES

*International Tele-Film Enterprises has one of the most exciting, provocative, mind-expanding and visual literary libraries in Canada. Some of the companies they represent exclusively are Pyramid Films, A.I.M.S., Xerox Educational Films, Centron, Arthur Barr Productions, Texture Films, University of California, EMC - These are only a few, and a complete list is available by writing to International Tele-Film Enterprises, 221 Victoria Street, Toronto, 205, Ontario.*

*Their behavioural science library, representing productions from the Bureau of National Affairs, Roundtable Films, Dartnell, Rank Audio-Visual, is the largest in Canada of English and French films for teacher and staff training. Catalogues are available free of charge.*

*Two new departments have been developed, "Cinema Images", has a library of short films such as "The Dove", "How to make a movie without a camera", etc., and has a library of over 700 titles, the newest releases from Time/Life - The "Civilization" series of sixteen filmstrips and records for \$295.*

*Canadiana is certainly being stressed at International Tele-Film Enterprises: not only is it a Canadian-owned and operated company, but Murray Sweigman, General Manager, states that they are encouraging private production by investing in Canadian producers. In fact, the company wishes to obtain other Canadian productions for distribution - if you have any Canadian productions, please contact Murray Sweigman, 221 Victoria Street, Toronto, 205, Ontario. 362-2321*

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A REPORT ON "THE UTILIZATION OF ELECTRONIC TECHNOLOGY IN POST-SECONDARY EDUCATION IN BRITAIN AND WEST GERMANY" (written by Neil McLean, past-president of ETRAC, for the Commission on Post-Secondary Education in Ontario).

One of the background studies prepared for the Commission on Post-Secondary Education in Ontario (the Wright Commission) provides educators and media professionals with a timely look at several European projects. Entitled, The Utilization of Electronic Technology in Post Secondary Education in Britain and West Germany, the study presents

four projects - TELEKOLLEG in Bavaria; the OPEN UNIVERSITY in Britain; FUNKKOLLEG, developed through Hessian Broadcasting in Frankfurt; and the German Institute for Remote Studies (Deutsches Institut für Fernstudien) at the University of Tübingen.

In describing the projects, which except for the German Institute for Remote Studies rely heavily on broadcast radio and TV, the study emphasizes the historical, sociological, and economic aspects of the undertakings, and these may be of particular interest to Canadian educators faced with the same tightened budgets and expanding challenges of their colleagues in Ontario.

Most of the information on the German Institute for Remote Studies, an organization created to develop a rational systems approach to mediated education (with a fairly impressive list of successes), is included in the Appendices. These provide some interesting source material on the financing of educational radio and TV. In addition, the footnotes for each chapter provide a useful list of reference materials.

The study is concluded in a series of observations and suggestions in which the author, Neil McLean, points to some of the problems and possibilities for educational radio and TV within the Wright Commission's field of study, post-secondary education in Ontario.

Available from the Ontario Government Bookstore, 880 Bay Street, Toronto; Price: \$3.00

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## EVENTS

March 30 - April 1 - Symposium on Communication Media and Education, invitational symposium sponsored by the Ontario Institute for Studies in Education and the Ontario Educational Communications Authority, Guild Inn, Scarborough.

April 16 - 21 - The Association of Education 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; The Open Society: its 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 Street North West, Washington, D. C. 20036

April 24-26 - Seminar on Transmission Technology for Education, at Mont Gabriel Lodge, Mont Gabriel, Quebec. Sponsored by the Council of Ministers of Education, Canada. Co-ordinator: M. Emile Descoteaux, Instructional Media Co-ordinator, Council of Ministers, 252 Bloor Street West, Toronto, Ontario.

The purpose of this seminar is to determine, for the benefit of educators, the direction of

actual and anticipated technological development in education. It will be attended by provincial Department of Education officials responsible for policy-making on technical transmission in education and the federal officials from Departments or agencies working in the same field.

May 24-26 - Canadian Symposium on Instructional Technology, sponsored jointly by the University of Calgary and the Associate Committee on Instructional Technology of the National Research Council, Calgary. Write J. Akeroyd, Conference Co-ordinator, ACIT, NRC, Montreal Road, Ottawa K1A 0R8

April 5-9 - Film Showcase 1972 is a collection of hundreds of the newest and most relevant 16mm films available for purchase from leading Canadian film distributors. To be held at the YMCA Leadership Training Centre, Geneva Park, (near Orillia) Ontario, a relaxed and flexible screening schedule is promised for this third annual Showcase. Sponsored by the Ontario Film Assoc. Registration forms are available from the OFA secretary at P. O. Box 52 Barrie, Ontario.

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 Street West, Toronto, 5, Ontario.