

the media message

7/21 ✓

APRIL, 1972

VOL. 1, NO. 4

CONFERENCE TIME

If you are interested in the current status and future impact of instructional media, *THIS* is your conference.

Plan *NOW* for a trip to *TORONTO!* Take part in the activities of the 2ND CANADIAN EDUCATIONAL COMMUNICATIONS CONFERENCE (Skyline Hotel, June 25-28). The only conference of its type in Canada.

A program outline is included with this issue of the Media Message. The first day will offer many exciting presentations on the latest innovative projects now being carried out across the country.

Other highlights of the conference will be special interest sessions, (some eighteen), tours to resource centres, special speakers, provocative panels and commercial exhibits, featuring the latest in instructional materials, equipment and services. DON'T FORGET to attend YOUR general annual meeting scheduled for Monday afternoon.

BULLETIN BOARD ANNOUNCEMENTS

MEMBER ORGANIZATIONS AGREED AT THE
LAST MEDIA COUNCIL MEETING THAT:
From now on membership will be
renewable every year on April 1st.
DUES ARE THEREFORE NOW PAYABLE FOR
ALL MEMBERS OF EMAC, ETRAC AND CSFA.
THOSE MEMBERS WHO HAVE ALREADY PAID
FOR 1971-72 WILL NOT BE BILLED
AGAIN UNTIL MARCH 31st, 1973.
(See enclosed brochure for fee
structure)

WANTED
News items and articles for
the Media Message. Articles
should be type-written. Not
longer than one side of an
8½" by 11" page.

REGISTER EARLY FOR THE 2ND CANADIAN
EDUCATIONAL COMMUNICATIONS
CONFERENCE - JUNE 25-28, SKYLINE
HOTEL, TORONTO.
Advance program, registration forms,
etc., are enclosed. For more
information, contact:
Mrs. Judy Winestone,
Canadian Education Media
Council,
252 Bloor Street West,
Toronto 5, Ontario.

BUSINESS AND
ORGANIZATIONAL MEMBERSHIPS
ARE ENCOURAGED.

We asked Gertrude McCance, Supervisor of Radio and Television Education, Department of Education, Winnipeg, Manitoba, to tell us about the following project. This is what she wrote:

AN EXPERIMENT IN THE ROLE OF VTR IN EDUCATION

In the fall of 1971 a new project was initiated in Manitoba when the Government undertook to provide each school division in the province with a video tape recorder. The recorders, loaned to the school divisions requesting them, were distributed by the School Broadcasts Branch, which is vitally concerned with the experiment.

The Branch foresees considerably greater use of school television programs since the recorder makes it possible to tape programs when aired for use at a time better suited to classroom schedules. This will be particularly valuable in the larger junior and senior high schools where it is almost impossible to have all students interested in a particular subject area view a relevant television program at a specific time. It is anticipated that the recorders will increase viewing audiences at this level, bring about a greater demand for programs directed to senior grades and thus make the programming more purposeful.

In the words of former Youth and Education Minister, Saul Miller (During whose tenure the project came into being), "The question of how much use should be made of educational television has been examined in detail within the Department and with the representatives of the Manitoba Teachers' Society ETV Committee, and it seems desirable that we experiment with the use of VTR equipment to see what role it can play in education in Manitoba."

Almost all school divisions have applied. They have received six tapes along with the recorder, and can now store up to six hours of programs for play-back over the classroom television set. The divisions are required to select the schools that will be granted use of the equipment, and to assess the use that is made of it.

In preparation for the arrival of the equipment, the School Broadcasts Branch organized two workshops for teachers and technicians. General acquaintance with the recorders, experience in their operation, and information on upkeep were the chief topics of the workshops attended by some 83 persons.

At the present time, the Department of Education and the Manitoba Teachers' Society are undertaking a joint survey and study of the initial use of the equipment. The results of the study will help to establish future policy regarding the role of video tape recorders in the educational system of the province.

AMATEUR FILM COMPETITION

The Third Canadian International Amateur Festival will be held next October. Entry forms must be received at the Festival office by July 15th, and films should be sent separately to arrive not later than August 2nd.

The Canada Trophy and a \$300.00 cheque have already twice gone to U.S. amateur film makers. This year, the Society for Canadian Cine Amateurs, sponsors of the Festival, are hoping for a Canadian winner to keep the top prize at home.

Further information, including entry forms, can be obtained from CIAFF, Box 984, St. Catharines, Ontario.

CABLE BROADCASTING IN THE COMMUNITY - April 30 - May 2, 1972

Such is the theme of the two-day seminar being planned by the University of Guelph. The aim is to explore the present and potential uses of community cable broadcasting in Canada.

The focus of the seminar will be on the relationship of community cable systems to adult education and citizen involvement. For more information, write to: Office of Continuing Education, University of Guelph, Guelph, Ontario.

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 ** EMPLOYMENT SOUGHT **
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 ** Instructional Systems Consultant/
 ** Co-ordinator (at the School Board,
 ** University, or other comparative
 ** institutional level) position
 ** sought by male, thirty years,
 ** married, with M.A. in Educational
 ** Technology near completion: eight
 ** years teaching experience, Audio-
 ** Visual co-ordinator, Available:
 ** July/August, 1972. Salary Open.
 ** Refer to AD.001.
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HeSCA MEETING THEME: "Evaluation on Learning Media".

The Fourteenth Annual Meeting of the Health Sciences Communications Association (formerly known as Council on Medical TV) will be held, May 8th through May 10th at the Inn-On-The-Park, Toronto.

The theme of the HeSCA meeting will be "Evaluation on Learning Media", with Marshall McLuhan, Director of the Centre for Culture and Technology, University of Toronto, as guest speaker. The association has also been fortunate in obtaining as speakers a number of experts

in the field of communications, among them such noted persons as: Dr. Howard S. Barrows, McMaster University Medical Centre; Dr. James L. Mathis, Medical College of Virginia; Dr. David E. Caldwell, University of California, Los Angeles and Dr. Arthur Porter, University of Toronto.

Papers reporting on significant studies in the area of health sciences communications will be distributed rather than read at the meeting. Instead, each author will take part in a panel which will lead to group discussions with active audience participation. There will also be both commercial and academic exhibits.

For more information, contact: Bruce P. Squires, Faculty of Medicine, The University of Western Ontario, London 72, Ontario.

THE PUBLICATION OF THIS ISSUE IS MADE POSSIBLE THROUGH THE COURTESY OF LEAMAT LIMITED

A MESSAGE FROM LEAMAT LIMITED

Leamat Limited, offices at 6th floor, 25 Roehampton Avenue, Toronto 12, Ontario, was formed to introduce and distribute Canadian conceived and produced learning materials and media for use in Canadian schools.

This posed two major problems, first to have high quality Canadian materials available for distribution and the funding for such a major undertaking. In association with William Clare (Manitoba) Limited these problems were resolved, and plans formulated to produce, in 1972, approximately 120 captioned filmstrips entitled "Canadian Studies" with distribution of the first 30 immediately with the balance available not later than October 15th. (Brochure obtainable free of charge).

Leamat Limited will be presenting Canadian products exclusively and plans are now underway for exciting learning resources media to be produced for Canadian educators early in 1973.

Robert Q. Millman, President of Leamat Limited, advises that filmstrips for the "Canadian Studies" programme being produced by William Clare Limited are edited by a board of five Canadian educators and that titles and subject matter for the 120 filmstrips are from suggestions submitted by literally hundreds of teachers and resource centre personnel.

The company has a "Please Help" folder asking for educators' co-operation in suggesting Canadian material they would like to see produced; this folder is available by contacting the office by letter or phone (416) 487-3504.

AUDIO-VISUAL REPORT

CSFA member, Dr. Norrie Swanson, Consultant on Audio-Visual Resources and Assistant Professor of Medicine at the University of Toronto, is also the Chairman of a Sub-Committee on Audio-Visual Systems, which has recently completed a comprehensive report for the Ontario Council of Health.

According to Dr. Swanson, "Although the report is of local interest, dealing with the organization of an A-V system (including production and retrieval) in the Province of Ontario, the background material is considerable. It deals with philosophies of teaching, identification of the guidelines for incorporating media into teaching programs, and general guidelines for copyright not so specific that they would only apply in Canada."

The scope of the report is as large as that of the topic itself and, for that reason, is a most relevant piece of writing. It contains suggestions and recommendations that will be invaluable to all educators. This report, foremost in the field of audio-visual, discusses the present usage of media and highlights some of the existing problems. Although dealing with health education, it can be read with profit by anyone interested in the subject. Each chapter includes a most impressive and valuable list of reference material.

Areas such as organization, production, utilization, planning and design, standardization, training, international exchange, evaluation, copyright, and implementation are explored, and the recommendations of the report were approved by the Ontario Council of Health.

One chapter deals with the timely topic of copyright, consent, release and limitations of use of the A-V material; another serves as a guide for the selection and application of currently available audio-visual materials as related to learning situations encountered in the health field. In a third chapter, guidelines are given to help determine the audio-visual service that can best meet the stated needs of an organization.

Guidelines on cataloguing, storing, maintaining and distributing audio-visual material are stated and a list of references relevant to the cataloguing of non-print material also appears in the report.

There is a review of the research in evaluation of media, and the results of numerous studies are discussed.

In summary, the report creates an informed awareness of the scope and limitations of audio-visual materials. We strongly recommend that our members read it. It is available from: Queen's Printer and Publisher, Government of Ontario, Ferguson Block, 9th Floor, Toronto 182, Ontario. (\$2.00).

EVENTS

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 Descoutaux, 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. Attendance is limited to provincial Department of Education officials responsible for policy-making on technical transmission in education and 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. Write: J. Akeroyd, Conference Co-ordinator, ACIT, NRC, Montreal Road, Ottawa, Ontario K1A 0R8

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* Pick up the April issue of
* School Progress magazine
* for more on media.
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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.

The EDUCATIONAL MEDIA ASSOCIATION of CANADA

and

The EDUCATIONAL TELEVISION and RADIO ASSOCIATION of CANADA

NEWS RELEASE

Kingston, August 1973

The Educational Media Association of Canada and the Educational Television and Radio Association of Canada announce that from August 1, 1973, their joint office will be in Kingston, Ontario. Queen's University has offered the two organizations office space to house a part-time secretary, office equipment, supplies, and records.

EMAC and ETRAC decided to pool their resources after it was announced that the Canadian Education Media Council, of which both organizations were founding members, would cease to exist at the end of June 1973. The executives of EMAC and ETRAC have acted upon the advice of their memberships and have established a joint directory of EMAC and ETRAC executive officers. A constitutional task force has also been formed to draft a constitution that will establish a single national structure that will be effective and strong, but that will allow the individual organizations to retain their autonomy and to develop their own special interests.

The new address of EMAC-ETRAC is

Duncan McArthur Hall
Queen's University
Kingston, Ontario.

The 1973-74 Presidents of the two organizations are

Mr. Fred Johnston--EMAC
Co-ordinator of Media Services,
Faculty of Education
Queen's University
Kingston, Ontario

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

EMAC and ETRAC will continue to issue the "Media Message" (the newsletter of the CEMC) as their own, joint publication.