

the media message

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MAY, 1972

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CONFERENCE NOTES

By now, you have received a copy of the Advance Program and you should have some general impressions as to its content. We have had a gratifying response to our request for proposals pertaining to the information-input presentations which will go on throughout the general session on the first full day of the Conference, Monday, June 26th.

Briefly, our intention is to provide an opportunity to become familiar with, and to share in, a variety of innovative or experimental learning projects which involve the use of media.

During the Tuesday morning and Wednesday sessions, we will divide ourselves down into many, small seminar groups to further discuss issues raised or suggested by the Monday presentations - and to hear and see other presentations.

All levels of the educational community will be touched on - from elementary through to adult education. Many educational disciplines will be considered as well as a variety of media applications.

The Tuesday afternoon study tours will serve to round off what we believe will be a diverse, stimulating conference. Together, we will create a climate that should provoke discovery as to where we are - and in a useful fashion, help to point the way ahead.

To do this together, we need you. All of us on the planning committee encourage your participation. We look forward to seeing you June 25th - 28th at the Skyline Hotel, Toronto.

*Lou Wise for the
Planning Committee.*

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** NEW CEMC CHAIRMAN APPOINTED **
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** On April 28th, CEA Executive Secretary, Dr. F. K. Stewart, resigned **
** as Chairman of the Canadian Education Media Council. Dr. Stewart said **
** that the organizational framework of the Media Council has developed **
** satisfactorily within the CEA office and that he and other CEA staff are **
** now acquainted with the roles and activities of the co-operating groups. **
** The Council has therefore reached a stage in its development where it **
** might be useful if the CEA had as one of its representatives on the **
** Council a person outside provincial departments of education and local **
** school systems but who, at the same time, had an established reputation **
** in the field of educational media. **
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** The CEA Executive has appointed Dr. Fred Rainsberry as the new **
** Chairman. Currently Professor of Computer Applications, Department of **
** Curriculum, Ontario Institute for Studies in Education, Dr. Rainsberry **
** was for many years Director of School and Youth Broadcasts with the CBC, **
** and has had extensive international experience in the study and use of **
** educational media. Dr. Rainsberry was also Director of television, **
** Eastern educational network (USA), and has served as consultant for **
** UNESCO in the educational use of media in Pakistan; he has been a **
** member of international juries for television awards in Germany and **
** Japan. The Media Council is happy to extend a welcome to Dr. Rainsberry. **
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IN MEMORIAM

Educational Television-Production Unit

Died quietly, by popular demand, at 605 Bronson Avenue, Ottawa, on April 30th, 1972. A small and quiet ceremony was held with only a few friends present. (All the production people whose positions died at the same time.) ETV-PU (as it was known to its friends) had a short but stormy life. The danger of the life-giving dollar flow being cut off was constant. This was ultimately the cause of death. In the early years, some weak offspring were produced. But at the end the Production Unit was very healthy. Offspring who also died on April 30th, 1972 include Thump the Watermelon, which was watched every week by many hundreds of students. Also among the deceased is Canadian Perspectives, which was seen in cities in British Columbia, Alberta and Saskatchewan, as well as Ottawa.

Donations, in lieu of flowers. Quotations at the funeral: "A prophet is not without honour, save in his own country." "April is the cruellest month." "TV is not a textbook, blackboard, or lecturing centre. It is something unto itself and should be utilized accordingly." "ETV has not failed. It has not been tried."

THE END

SUPER 8

A number of media-minded individuals are seriously investigating Super 8 production. Unfortunately little information has been available regarding facilities and production techniques.

"One publication we have found extremely beneficial in our research into Super 8," says David Homer of York University, "is Super 8 Research News." For more information about this publication, write to P. O. Box 1166, Pubuque, Iowa, U.S.A. 52001

OPEN UNIVERSITY
COURSE MATERIAL AVAILABLE

Educators interested in Open University learning materials might contact: Mr. Ernest Hunter, Director of Marketing, The Open University, Walton Hall, Walton, Bletchley 4066, Bucks., ENGLAND.

ANOTHER CONFERENCE NOTE - AECT REPORT

David Homer - York University.

The 1972 Convention of the AECT was held April 16th - 21st in Minneapolis, Minnesota. Over 10,000 delegates from the U.S. and many other countries met to share ideas, look at new hardware and software and take part in numerous sessions dealing with all aspects of Educational Communications under the program theme: "Humanizing Learning through Technology: Man, Media and an Open Society."

Approximately 100 delegates from Canada were registered. Tuesday morning 70 met together for the EMAC breakfast presided over by President Gordon Jarrell.

Of particular interest to Canadians and many Americans was a presentation by Gordon Martin of Ryerson Polytechnical Institute, Toronto, on "An Overview of the Newest Developments in Media in Canada." A most creditable presentation.

ANOTHER EDUCATIONAL TV CHANNEL FOR SHERWOOD PARK

On March 6th, Channel 10 became active in Sherwood Park. The new channel is an educational and community broadcast channel made available through Capital Cable TV.

The studio is located at the Instructional Materials Centre, 2005 Oak Street, Sherwood Park, Alberta. Most programs shown on Channel 10 are repeats of programs previously aired by M.E.E.T.A. and School Broadcasts aired by CBC. These programs are taped for delay at a more convenient time for the teachers in Sherwood Park schools. All County schools in Sherwood Park are cabled for TV reception. For further information contact Hans Kratz, A.V. Supervisor, 2005 Oak Street, Sherwood Park, Alberta.

THE CREATIVE TEACHER

Jim Head, English Head at Sir Wilfred Laurier Collegiate Institute in the borough of Scarborough, Toronto, Ontario writes:

"For several years Laurier has been offering a Year 3 (Grade 11) Mass Media and Communications' course which explores the problem of communication and general bias every medium presents. In a general survey, the course deals with the practical and theoretical levels of all the media as well as the problems of language - from body language to symbol systems (see English Exchange, Winder, 1971). For the last two years it has had a successful Year 4 (Grade 12) course dealing with "how and why" the visual spectrum operates, specifically with slides, film and television but incidentally, with the other media as developed in the previous year. Each year more sophisticated equipment is introduced in an effort to challenge the students with the purely practical aspects of handling hardware - the philosophic areas then complement this (see English Exchange, Autumn, 1970). Now, with a small TV studio and some 16 mm film equipment, Laurier is prepared to handle the advanced students Communications' requests. As the description for the Department of Education states:

"For the general student continuing his studies beyond the high school level, Grade 13 Communications would, then, be more serviceable than many of the more specialized subjects. When the installation of our new TV studio is considered along with the purchase of our 16mm film equipment it is more than desirable then, to have such an option at Sir Wilfred Laurier C. I."

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A MESSAGE FROM MARLIN MOTION PICTURES LTD.

We polled out whole crew for a committee report on what makes MMP run. Apparently it has something to do with Les' cigars that keep us safe from tigers. And Bob's efforts to get himself in shape for his Great Hockey Comeback is good for company morale.

Of course Joy's marathon bicycle commute through Port Credit backstreets has made 47 Lakeshore Road East, a popular tourist attraction. But so has Wilson's projectionist certificate.

It's Ilene's annual Grey Cup Chile Mumph mixed with Ken's mastery of MA's, B-1s, and other assorted red tape in 6 copies. And it's got a lot to do with Cecil's long-suffering when the film that's supposed to be on the shelf is in Eric's car.

But Jane thinks what really makes MMP run is you, your teachers, and most of all, your kids. All 9 of us agree (on that).

EMPLOYMENT OPPORTUNITY

Simon Fraser University invites applications for the position of University Resident in Film and/or University Resident in Video. Initial Contract for one year (shorter contracts may be arranged). Deadline for application is June 1, 1972. Effective September 1st. An outline of requirements is available from the university. Apply to: The Director, Centre for Communications and the Arts, Simon Fraser University, Burnaby 2, British Columbia.

EMPLOYMENT SOUGHT

Sales representative/consultant position with educational media firm sought by male, thirty-three years, single, bilingual, with M.A. in Instructional Technology near completion, seven years experience as teacher, school librarian, district media co-ordinator. Available July 31st, 1972. Salary open. Refer to Ad.002.

RESOURCE BOOK ON EDUCATIONAL MEDIA

EDUCATIONAL MEDIA AND YOU is a most comprehensive and practical resource book. Its author, Cecil E. Wilkinson is well qualified to speak on the topic. A pioneer in his field, he was first president of the Educational Media Association of Canada.

The book has achieved great success and is now in its second printing. It is intended primarily for educators, but contains much information of value to training specialists in industry as well as in business. Major emphasis is given throughout to utilization techniques. Also, there are chapters on organizing and developing media programs and administering educational media centers. To date a number of schools and universities have adopted the text. To name just a few: the Nova Scotia Summer School, Loyola University, Montreal, Humber College of Applied Arts and Technology, Toronto, Memorial University, St. John's, Newfoundland, University of Calgary and the Department of Education in Newfoundland. It is also used as reference material at the Ontario College of Education, Toronto.

A review by Walter S. Bell in the February/1972 issue of Audiovisual Instruction states: "Its comprehensive contents; its practical approach to educational media utilization, production, distribution and administration; and its concise treatment of the subject could make EDUCATIONAL MEDIA AND YOU a land mark of the profession."

Another review by Rick Williams in the November/1971 issue of the Educational Courier: "If you are a teacher, somewhat uncertain when it comes to audiovisual devices, or one who is looking for fresh ideas and new motivation for your class, then this book is a must."

The book represents the sum of many years devoted to the media field, and we strongly recommend that our members read it. It is available from GLC Educational Materials and Services Ltd., 115 Nuggett Road, Agincourt, Ontario.

TAPE SERVICE OFFERED BY THE NATIONAL LIBRARY

As of April 1st, the National Library of Canada began offering their selective Dissemination of Information (SDI) service.

The library is adding this tape service which is directed towards the social sciences and humanities to its data bank. These will include the British National Bibliography and the Educational Resources Information Centre tapes. The library is also acquiring the periodicals needed to back up these services.

Further information may be obtained from their newsletters or by writing to: The National Library, 395 Wellington Street, Ottawa, Ontario. K1A 0N4

EVENTS

May 27th - Manitoba School Library Audio-Visual Association seminar and annual meeting. Information: Gerald Brown, 436 William Avenue, Winnipeg, Manitoba.

July 15th - 18th - National Audio-Visual Association Convention & Exhibit, Municipal Auditorium, Kansas City, Missouri. Information: NAVAC, 3150 Spring Street, Fairfax, Virginia. U.S.A. 22030

July 24th - 26th - Annual Educational Media & Technology Conference, sponsored by the University of Wisconsin-Stout State University. Information: Dr. D. P. Barnard, Dean of Learning Resources, University of Wisconsin-Stout at Menomonie, Wisconsin, U.S.A. 54751.

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.