

the media message

S.A.
PEL
✓

JUNE, 1972

VOL. 1, NO. 6

THE 2ND CANADIAN EDUCATIONAL COMMUNICATIONS CONFERENCE



Among the highlights of the 2nd Canadian Educational Communications Conference, are the luncheon addresses of three eminent personalities in the media field.

Professor DONALD F. THEALL of McGill University will be the guest at Monday's EMAC luncheon. While his academic studies at Yale and the University of Toronto concentrated on English, his early interest in communication and media led him to major participation in Marshall McLuhan's first project, the Culture and Communications Seminar.

A choice of only four of Professor Theall's activities in the media field demonstrates his continuing concern and contribution. He acted as script co-ordinator for

the award-winning television series, "Let's Speak English". As Director of English and Director of Communications Studies at Atkinson College, York University, he organized and directed the special seminar, Human Communications: The Structure of Interaction.

Canada's Centennial involved Dr. Theall as research director of an NFB-sponsored study of multi-media, A Visual Arts Information Service for Canada.

Professor Theall's most recent published work may be the most interesting of all...entitled, The Medium is the Rear View Mirror: Understanding McLuhan.

M. YVES LABONTÉ is the speaker at the Canadian Scientific Film Association's luncheon on Tuesday. Director General of Radio-Quebec since November 1969, M. Labonté brought to his position a rich background of studies and experience in the fields of philosophy, canon law and civil law. A member of the Quebec Bar, he served as rector of College Sainte-Marie de Montreal and as a Commissioner of the Public Service Commission of Canada.



M. Labonté's present role carries with it heavy responsibilities for the development of media policy in social and educational fields in Quebec.

The Educational Television and Radio Association of Canada will have as its guest for Wednesday's luncheon Mr. BENT PIHL of Danmarks Radio.

Educated in Denmark, Mr. Pihl has been active in international educational and communications agencies, such as the European Broadcasting Union. He acts as Head of the Adult Education Section of the Educational Department of Danmarks Radio and Television, and chairman of the Danish Council for Adult Education. In these capacities, his interests lie in the combination of

traditional approaches such as Folk High School and study circles with the poten-



tial of new methods and media.

In his presentation to the Conference, Mr. Pihl will be describing some of the experiments which have been initiated, including Danish, Swedish and common Scandinavian examples.

SEE YOU IN SEPTEMBER!

This is the last issue of the Media Message until September. During the next two months we will be thinking of ways to improve this publication in order to make it more informative for our members.

We sincerely thank the persons who have contributed during the past six months in reporting A/V activities in their area. We hope that in the coming year you will use these pages often to inform your colleagues of the many fine programs being carried out.

We wish you a happy and safe summer.

SUMMER COURSE IN COMMUNICATION ARTS
July 3 - August 11

A six weeks intensive study of the basics of communications in television, radio, film, newspapers and magazines, exploring the creative potential and the critical dimensions of media and their impact on the value systems of society involving producing TV shows, making films and experimenting in sound and audio visual techniques. Contact: Rev. John E. O'Brien, Loyola of Montreal, 7141 Sherbrooke Street, West, Montreal, P.Q.

A COMBINED EFFORT

The Educational Media Association of Canada and the Canadian School Library Association are co-operating in the writing of "Standards for Media for Canadian Schools". Professor H. E. Newson (Edmonton) and Dr. F. R. Branscombe (Toronto) are co-chairmen of this Standards Publication Committee. They met recently with the presidents of the two co-operating associations to develop the necessary committee structure and establish working teams. In addition to the working committees, consultants will be appointed on a provincial basis so that the viewpoint of Canadians can be presented. It is hoped that when EMAC members are asked to contribute their talent to some phase of this publication, they will do so willingly.

TEN YEARS IN A BOX

Have you heard about OISE's unstructured multi-media kit on the Great Depression? A kit that can be used for Grades 4 to 13, and on into university. Producers David Stansfield and Anthony Barton see it as a launching pad for those students who like to re-create the past, who find textbook learning a passive, meaningless experience.

The BOX contains 15 lbs. of hundreds of items: recordings of Churchill, Roosevelt, Hitler, Shirley Temple, the Horst Wessel song, a longines commercial and the voice of the Prince of Wales, Bing Crosby singing about sunshine. There is a 6-ft. blueprint of a dirigible, recipes, posters, a 60-minute radio tape; slides of paintings by Dali, filmstrips of Okies starving negroes and paintings; postage stamps, postcards and newspaper pages. The effect is a sort of chaotic and random immersion in sounds and images of the Thirties.

Who can say what will be the most meaningful interpretation of an age for a student? Some are more concerned with the lives of average people than with the signing of international treaties and the antics of famous politicians. Others find movie stars of more interest than professors of economics. This doesn't mean that the BOX is meant to emphasize the frivolous; on the contrary, it tries to evoke a response and develop a sense of awareness of a period in history.

Just in case you think all of this is highly suspect, or you'd like to know how to build your own box, the book and box are both available from Publications Sales, The Ontario Institute for Studies in Education, 252 Bloor Street West, Toronto 5.

 * THE CREATIVE TEACHER *
 * *
 * A book on how to teach literature to *
 * junior and senior high school students *
 * when traditional methods don't work. *
 * THE CREATIVE TEACHER, editor, William *
 * H. Evans, 1971, 164 pages. Available *
 * from Bantam Books, Inc., 666 Fifth Ave., *
 * New York, N.Y. 10019. (\$1.25) *
 * *****

A GUIDEBOOK ON BROADCASTING FOR
 ADULT EDUCATION

BROADCASTING FOR ADULT EDUCATION is a guidebook to world-wide experience, written by ETRAC member Ignacy Waniewicz. The book is the result of many years of experience gained in planning, initiating and operating projects of various types in countries such as Chile, Cuba, Senegal, Ivory

Coast and Nigeria. It provides practical advice and guidance on the use of radio and television broadcasting in adult education. It is addressed to educational planners, administrators and producers and is of particular interest to readers in those countries where the use of radio and television for adult education is still in its introductory stages.

Mr. Waniewicz began his career in educational broadcasting in Poland during the mid-50's when educational broadcasting was at the experimental stage. He was responsible for the creation of the Educational Television Department in Warsaw and consequently became its director.

Since immigrating to Canada in 1969 he has been associated with the Ontario Educational Communications Authority in the position of Superintendent of Research and Development Branch.

The book is now being translated into French and Spanish and is to be made available at the World Conference on Adult Education, being held in Japan in July.

It is also available from UNESCO, Bureau of Documents and Publications, Place de Fontenoy, Paris 7^e at \$4.50.

 THE PUBLICATION OF THIS ISSUE IS MADE POSSIBLE THROUGH THE COURTESY OF BLACK'S AUDIO VISUAL (a division of Eddie Black's Limited).

A MESSAGE FROM BLACK'S AUDIO VISUAL

Black's Audio Visual and Matsushita Electric of Canada Limited are proud to announce the premier showing of the new PANASONIC EIA 1/2" video cartridge into the Canadian Market. This is the first cartridge machine made to the EIA-J 1/2" standard and is completely compatible with the many EIA-J reel to reel formats.

This is just one of the many new products from Panasonic, as it reaffirms its commitment to the 1/2" videotape format for open reel and cartridge machines, which conform to the specification set forth in the report recently issued by EIA-J.

See the revolutionary 1/2" video cartridge and the complete Panasonic Video Product Line in the Black's Audio Visual or Panasonic booth, at the 2nd Canadian Educational Communications Conference, or visit our Hospitality Suite for a sample of our hospitality and a look at the WV 2000P colour camera.

CABLE CONFERENCE REPORT

The first university organized seminar on cable broadcasting in the community was recently held at the University of Guelph. Some 90 people from coast to coast registered. They included audio visual specialists from various universities, operators of cable systems, specialists in continuing education, public relations and interested citizens.

The two-day conference took a look at what is being done in cable television programming, what is being done well in cable television broadcasting and how cable broadcasting can be improved generally from both a production and technical standpoint. The future potential for community television was examined.

The seminar, in exploring present uses of community cable broadcasting examined what is happening in the Guelph area. Case studies included samples of actual prog-

ramming in Guelph, Brantford and Elora.

Some of the comments made by participants included: "Cable TV is here to stay and will become increasingly important. It will have strong community in-put and serve its area like the weekly newspaper."

"Canadian cable TV is currently well ahead of its development in the U.S."

"Lack of finances for citizen groups to do creative programming is a problem."

"Without advertising local cable programming can only be expected to be 1/10 the quality of network."

In winding up the seminar Senator Keith Davies crystalized the thoughts and discussion of many participants. He pointed out that cable television facilities enable people to get involved with their community; that it has become a means of letting a community have access to a local media. He urged broadcasters to push on into the community. Senator Davies concluded "The world is made up of people who want to be heard and participate in increasing numbers and Cable can do this."

The Cable Broadcasting seminar was sponsored by the University of Guelph's Office of Continuing Education in conjunction with extension oriented faculty members of the School of Agricultural Economics and Extension Education.

A GROUP EFFORT

The past six months have seen the Conference Planning Committee, under the leadership of Neil McLean, (Conference Planning Chairman) and Lou Wise (Co-Chairman) working away like beavers to make this a most exciting happening in the field of educational media.

We wish to thank both of these gentlemen for a job well done. We're thoroughly excited about the 2nd Canadian Educational Communications Conference and we're certain that there is something here of interest to everyone.

Our thanks must also be conveyed to a terrific group of people (notice no MS. necessary). Programme Committee: Lou Wise, (Toronto Board of Education), Art F. Knowles, (York University), Gordon Jarrell, (Scarborough Board of Education), Peter Robinson, (Erindale College), David Bennett, (Brock University), Jack Ross, (Humber College of Applied Arts and Technology); Exhibits Committee: Jim Miller, (York Board of Education), Louise Burgess, (Etobicoke Board of Education), Tony Cook, (General Audio-Visual), Hans Moller, (Visual Education Centre), Bill Lynch, (Visual Education Centre); Registration: Neil Nelson, (Etobicoke Board of Education), Arrangements: Ian Hose, (East York Board of Education); Technical Resources: David Homer, (York University); Treasurer: Bob Torrance, (OISE); Special Arrangements: Doug Todgham, (University of Toronto); Study Tours: Zoltan Dienes, (York University), Max Ward, (Humber College of Applied Arts and Technology),

We all hope that by September 15th a Conference report will be available to our members.

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