

the media message

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RECENT RELEASES

MEDIA HANDBOOK by John J. Chalmers is a fifty-page utilization guide to common educational media in the classroom, and includes information on local production of materials in developing educational resources. With photographs, the stress is on the use of media in teaching rather than the operation of hardware. At a cost of \$3.00 per copy, the handbook is available from the Audio-Visual Council, Alberta Teachers' Association, Barnett House, 11042-142 Street, Edmonton, Alberta.

THE THIRD EYE is a thirty-four page OECA publication covering the basic principles of the portable video-tape recorder/camera. With over eighty photos, "contracts" or assignments are outlined for the students. Copies of this guide to the use of the portapak $\frac{1}{2}$ " VTR are available for \$1.00 from Publications, OECA, P.O. Box 19, Postal Station "R", Toronto 352, Ont.

THE VIPS CATALOGUE, also available from OECA, is a two-part video-tape programme service containing over 1500 programmes in total. The programmes fall into every category from pre-school to adult, but about 800 of them are aimed at the in-school audience. For details, refer to Stan Josey, OECA, 2180 Yonge St., Toronto 295, Ont.

THE PROFESSIONAL DEVELOPMENT MATERIALS BANK will permit principals, programme consultants and others concerned with training teachers to borrow a broad range of materials - films, videotapes, slides - which will assist in the professional development of teachers. Details can be obtained from Dr. Vera Nowakowski, PDM Bank, OECA, 2180 Yonge Street, Toronto 295, Ont.

OCCASIONAL PAPER NO. 5 lists and describes fifty films that are available for free rental from The Canadian Commission for UNESCO, 151 Sparks Street, Ottawa, Ont.

MATHEMATICAL AWARENESS and GEOMETRY, two video-tape programmes produced this summer by the School Broadcasts Branch of the Manitoba Department of Education in co-operation with the Curriculum Branch, are now available for School Divisions wishing to send their blank video tapes (Sony $\frac{1}{2}$ " AV series only) to School Broadcasts, 1181 Portage Avenue, Winnipeg, Man. R3C 0V8 for copies. A guide accompanies all orders.

THE LOCAL MEDIA PRODUCTION CENTRE, a guide designed to assist in the establishment of media production centres on the local school building level, has been published by the Federal Programmes Division of the Arkansas Department of Education. The author is Dr. Gene Aist, Assistant Professor of Audiovisual Education at Central Missouri State University at Warrensburg, Missouri.

NICEM INDEXES which list over 250,000 main titles of educational media, and which contain a Subject Heading Outline, an Index to Subject Headings, a Subject Guide, an Alphabetical Guide (by title) and a Code Section, are available from the University of Southern California, National Information Centre for Educational Media, University Park, Los Angeles, California, USA. 90007.

GENERAL MESSAGES

The editors of Current Video Abstracts are trying to contact Canadian videotape programme producers, particularly those working in educational fields. They wish to publish information on all existing Canadian videotape programmes as a part of their continuing world-wide bibliography and index of videotapes. CVA brochures and questionnaires are free upon request from Douglas Bullis, Editor, Current Video Abstracts, Bibliography of Videotape Research and Documentation, Postbox 3773, Warmoestraat 54, Amsterdam, Holland.

Isaias Aguayo E., head of the new language laboratory at the University of Chile, wonders if he might be sent recorded material on English, French or German as a second language, as well as books and catalogues or free samples of magazines and texts that might be useful. He would like also to contact people experienced in language laboratory work, educational television and programmed instruction. If there are Canadian institutions offering scholarships in this field, he would consider sending applicants for specialization. In short, any technical or economical assistance or advice would be appreciated. His mailing address is: Isaias Aguayo E., Jefe, Laboratorio de Lenguas, Facultad de Humanidades, Universidad de Chile, Casilla 34-V, Valparaiso, Chile, South America.

COUNCIL NEWS

Mr. R. A. (Dick) Morton, a member of the Council of the CEMC, formerly Associate Director of Curriculum for the Department of Education of Alberta, has been named as Planning Director of a proposed new Crown Corporation. The Alberta Educational Communications Corporation would serve as an umbrella covering the educational television operation of Calgary and Regional Educational Television (CARET), and Metropolitan Edmonton Educational Television (MEETA), and Edmonton's CKUA radio station.

The new CEMC secretary, replacing Mrs. Judy Winestone, is Miss Sandra MacWhirter. She was appointed at the September 25th meeting of the Council.

A task force made up of Dr. Rainsberry, Louise Beaugrand-Champagne, Gordon Jarrell and Dick Morton, was established at the October 26th meeting of the Council to look into future policy and developments of the Media Council. A report from the Task Force is expected later in January.

ANNOUNCEMENTS

The Canadian Film Institute announced that it has proposed to the Advisory Committee on Film established by the Secretary of State, the creation of a new film cultural agency designed to foster the appreciation and use of motion pictures and television. This new agency (dubbed Cinema Canada) would be responsible for encouraging the appreciation and study of cinema, particularly Canadian, through such activities as film exhibitions, publications on Canadian cinema, and the provision of specialized research services to educational institutions and the film industry at large. Cinema Canada would collect and preserve films and television recordings in order to develop a National Library of Cinema and would operate a national research and information service, publish a National Film Catalogue, and service and support the work of related national and regional bodies. For further details concerning this proposal contact: Gordon Noble or Peter Morris, Canadian Film Institute, 1762 Carling Avenue, Ottawa, Ontario, K2A 2H7.

EMPLOYMENT WANTED: Full-time Media Specialist position sought by male, 30 years of age, with six years' audio-visual experience, including teaching and supervision. Special interests include display of exhibition design and multi-media programming and presentations. Contact: Editor, Canadian Education Media Council, 252 Bloor Street West, Toronto, Ontario M5S 1V5. Quote: Ad 004-J.

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COMING EVENTS

- Feb. 22 - 24 Reading '73 at York University. Contact Mrs. Pat Bush, Publicity and Administrative Assistant, The Centre for Continuing Education, York University, 4700 Keele Street, Downsview 463, Ontario.
- Feb. 28 - Mar. 2 Visual Literacy Conference at Boston University. Contact Galen Kelly, Boston University, Educational Tower, 14th Floor, 765 Commonwealth Avenue, Boston, Mass., U.S.A.
- Mar. 18 - 22 National Educational Technology Conference at the Hotel Americana, New York, N.Y., U.S.A.
- April 4 - 7 Simulation Use and Design Workshop at Toronto. Contact OECA/Simulation Workshop, 2180 Yonge Street, Toronto 295, Ontario.
- April 8 - 13 Association for Educational Communications & Technology at Las Vegas, Nevada. Contact Mr. Fred Wehrli, Convention Co-ordinator, 1201 Sixteenth Street N.W., Washington D.C. 20036, U.S.A.
- June 10 - 13 3rd Canadian Educational Communications Conference at the Hyatt Regency Hotel, Vancouver, B.C. Contact Mr. Wayne Blair, Conference Co-ordinator, c/o Douglas College, P.O. Box 2503, New Westminster, B.C.
- July 8 - 11 Biocommunications '73 at Richmond, Virginia. Contact Biocommunications '73, Virginia Commonwealth University, Health Sciences Centre, Box 62, Richmond, Virginia, 23219, U.S.A.

REPORTS

A. Mr. P. R. Dyke, EMAC's representative for the region of Ontario, has submitted an outline of the functions and activities of the Educational Media Department of Kingston's St. Lawrence College. The main objective of the Department, established in 1970, is faculty involvement in employing media in the teaching-learning process. An open door policy for faculty was established whereby the faculty would work with the media specialist to produce software and effectively employ the various types of equipment. Full facilities have been installed to provide a variety of concepts whereby group or individual teaching techniques would be employed to develop self-instruction, self-pacing programmes prevalent in today's learning environment.

At the outset, workshops in educational media technology were conducted to appraise faculty of the effectiveness of media as a teaching tool. These workshops have been expanded as courses for in-service teachers, and educators from outside the college by way of evening classes. A day-by-day consultative service for individual or groups of teachers has been provided. The department maintains a continuing programme of research and development of concepts, equipment and material. It has assumed the maintenance of all audio-visual equipment in all sections of the Kingston Campus. A liaison and involvement is maintained with other educational institutions and professional groups (i.e. Queen's University, Boards of Education, OECA).

The utilization of equipment and facilities has high priority in the departmental operation. Constant scrutiny of material purchased is maintained to minimize unnecessary expenditure. Joint consultation with the library is being maintained in development of the resource centre; this inter-departmental relationship has led to a harmonious and productive operation and augers well for future expansion of the College.

The media department since its inception has provided a viable contribution for the College, and in particular the student learner, still maintaining economic responsibility. The monthly report covering activities, and production statistics supports this conclusion.

B. At McGill University and Ecole Polytechnique something new is being tried. Lap dissolve projection is based on the simple idea of harnessing two 35 mm slide projectors to a mixing control which synchronizes fade-out/fade-in sequence on passing from one projector to the other so that each image melts into the next. The novel feature in the application of this well-known technique to university teaching is the preparation of numerous sequences of internally related and precisely registered slides. Projecting such sequences using the dissolve technique produces animation effects which are highly effective for illustrating the step-by-step development of an argument, sequential events in time, or spatial relationships and movement. For further information about Lap Dissolve Projection contact Dr. J. S. Daniel, Ecole Polytechnique, University of Montreal.

C. This year, a multi-media course is being offered at the University of Toronto to students interested in studying environmental problems. It is an interdisciplinary course made available in the form of "modules" that the student can study in private or under supervision, in whatever order, and at any speed he or she chooses. Each module consists of a collage of methods of presentation that may include audio-tapes, film loops, still photographs, printed matter, actual objects and models. The "modules" are augmented by a weekly two-hour tutorial and a lecture, normally given by a visiting speaker every two weeks.

N.B. PLEASE INFORM THE CEMC OFFICE OF ANY CHANGES OF ADDRESS.