

the media message

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3rd CANADIAN EDUCATIONAL COMMUNICATIONS CONFERENCE of the Canadian Education Media Council
June 10 - 13, University of British Columbia, Vancouver, B. C.

Since the elevator strike has prevented the completion of the Hyatt Regency Hotel, the conference has been relocated to the campus of UBC. Delegates will stay in the new Walter Sage residence. Conference sessions will be held in the Instructional Resources Centre and the Student Union Building. Fast and frequent transportation will be arranged between the UBC campus and downtown Vancouver.

Cost of registration for the whole conference is \$35 for members of the CEA, CSFA, CEMAC and ETRAC; and \$45 for non-members. Conference registrar is Gordon Kilpatrick. He can be contacted at Vancouver School Board, A-V Dept., 1595 West 10th Ave., Vancouver, B.C.

Sunday, June 10th: Registration will be held from 10 a.m. to 6 p.m. In the afternoon CEMAC and ETRAC will hold their Annual Meetings, and Dr. Fred B. Rainsberry, Chairman of the CEMC will welcome the delegates. In the evening there will be a ferry trip to the beautiful Gulf Islands, with a reception on board.

Monday, June 11th: Dr. Don Ely, Syracuse University, New York, will introduce the "Today" theme - "Nailing Jelly to a Tree - a Survey of the Present State of Instructional Technology". Stanley Burke, well-known journalist and broadcaster, will be the guest speaker at the official opening luncheon. Concurrent sessions will run from 11 a.m. to 6 p.m. At a reception at the Planetarium that evening, there will be a special Planetarium film-showing and visitors will be able to see the Zeiss Projection equipment and the museum galleries.

Tuesday, June 12th: Dr. Walter A. Worth, Deputy Minister of Advanced Education, Alberta, will address the delegates on the subject of his report. Following that, the program will be divided in two to cover open education and concurrent sessions. The National Film Board will host a reception and film-showing in the evening.

Wednesday, June 13th: Dr. G. Torkelson, University of Washington, will consider the conclusions of the conference and look towards the future of media in education. Before the conference is closed with an address by Buckminster Fuller, Architect-Engineer and educator, there will be a short general meeting of the CEMC. A salmon barbecue and potlatch will complete the program on Wednesday evening.

Other speakers to take part in the conference are: Dr. Jerrold E. Kemp, California State University at San Jose; Dr. Ed Tyler, Northwest Regional Educational Laboratory; Dr. W. James, Open University in Britain; Mr. Akira Kojima, NHK (Japanese ETV); Dr. Charles Northrip, University of Alaska; Chief Arnold (Bud) Racalma of the RAVEN Society; Dr. S. Lower, Simon Fraser University; and Dr. D. D. Pratt and Dr. J. A. Niemi, both of the University of British Columbia.

The large display area forming an integral part of the conference activities, will include commercial exhibitors, a conference resource centre, hands-on displays of hardware and software, workshops, screen literacy presentations and a student film festival.

Following the conference a two-week tour of Japan visiting NHK (Japanese National Television) and Japanese manufacturers of ETV equipment in Tokyo and Osaka has been arranged for delegates. The trip will cost a maximum of \$870 for a minimum of thirty people.

Conference Co-ordinator: Mr. Wayne Blair, Director, A-V Dept., Douglas College, P. O. Box 2503, New Westminster, B. C.

Co-Chairmen: Tom G. Whitehead, Director, I.M.C., University of British Columbia.

Wayne Groutage, Assistant Director, A-V Services Branch, B.C. Dept. of Education

GENERAL MESSAGES

1. Mr. Lorne Hill, Assistant Professor of History at the Faculty of Education at the University of Toronto is a member of the Canada Studies Foundation project team, Project Upper and Lower Canada. His topic within the project group is The Impact of Films from the U.S. on the Canadian Film Industry and Canadian Culture. He is seeking information relative to the use of American film materials in education in Canada. Questions, comments and any briefs that you might have concerning this would be much appreciated by Mr. Hill, c/o Mr. A. B. Hodgetts, Co-Director, Canada Studies Foundation, 252 Bloor Street West, Toronto, Ontario. Phone (416) 922-4149.
2. The Commission on Canadian Studies, led by Dr. T. H. B. Symons, has been established to study and report on the state of teaching and research in studies relating to Canada at Canadian Universities. Individuals and groups are invited to submit briefs on any topic, or range of topics, related to Canadian Studies. Send correspondence to The Commission on Canadian Studies, 314 Rubidge Street, Peterborough, Ont. K9J 3P4 Phone (705) 743-0361.
3. The Society of Canadian Cine Amateurs is sponsoring a Canadian Youth Film Contest. The three categories of entry are determined by age: up to 13, 14-16, and 17-19. Films may be silent or sound; no longer than ten minutes; 18 or 24 f.p.s.; 8 mm, super 8 mm, 16 mm; colour or black and white; entered individually or as a group. The best entry will receive the Betty Peterson Award, and a cash prize of \$50. A certificate will be awarded to the best film in each of the three age categories. Awards of merit will be given in the areas of Sound, Cinematography, Editing, Animation, General Excellence, Excellence in Dramatic Production. Entries must be post-marked no later than May 1, 1973. For entry forms and further details write to: Mrs. Margaret Moutrie, Secretary, Canadian Youth Film Contest, 17 Aymarn Court, Etobicoke, Ont. M9C 2G4.
4. The Ministry of Education in Bogota, Colombia is seeking information about Canadian educational television. For further details, please contact Editor, Media Message, CEMC.

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COURSES

UNIVERSITY OF TORONTO - Audio-Visual Materials and the Library - the focus of this institute will be on the selection, evaluation and utilization of audio-visual media of communication from the point of view of their usefulness in library collections. Participants will view and discuss 16 mm films, and in laboratory situations view and evaluate collections of film-strips, tapes, cassettes, and media kits. Microforms and equipment will be discussed, and participants will have an opportunity to use equipment owned by the Faculty of Library Science. Instructor: I.K. McLean. Schedule: 3 days, full-time, May 24-26, 9 a.m. - 4 p.m. Fee: \$85. Contact Division of University Extension, U of T, or phone (416) 928-2400.

UNIVERSITY OF ALBERTA - An awareness of the need for improving techniques of communication in all areas of education has led the Faculty of Education at the U of A to implement a graduate program in Educational Media. Courses offered in the 1973 Summer Session include: Audio-Visual Communication (Ed AV 361), Preparation of Instructional Materials (Ed AV 363), Principles of Graphic Communication (Ed AV 465), Principles of Photographic Communication (Ed AV 467), Graduate Seminar in Education Media (Ed AV 580). Prospective students who desire information on admissions and/or registration should direct inquiries to: A. D. Cairnes, Registrar, University of Alberta, Edmonton, Alberta.

PROGRESS REPORT: PROGRAM AND INFORMATION EXCHANGE

by Rick Crothers (for ETRAC newsletter, March 1973)

At the 1972 Canadian Educational Communications Conference, ETRAC resolved that a brief should be submitted to the Federal government such that support might be found for the development of national media cataloguing and materials exchange. A committee of three members - Dick Bell (Faculty of Education, University of Calgary), Bill Young (formerly of AUCC, now with CRTC) and I worked with Fred Rainsberry (CEMC Chairman) to organize an informal meeting of about fifteen interested people in general education, library, and media fields. It was decided at that time that it would be appropriate to collate and evaluate available catalogue materials in order to determine the nature of possible catalogue formats and questionnaires. Any decisions about formats were postponed until the Canadian Library Association published its handbook on the cataloguing of non-print materials (NON-BOOK MATERIALS, The Organization of Integrated Collection, by Jean Riddle Weihs, Shirley Lewis, Janet Macdonald, published by the Canadian Library Association, 151 Sparks Street, Ottawa, Ontario, K1P 5E3.)

As yet, a brief has not been prepared, but various agencies and organizations have been contacted and involved in the process, with the discovery of much duplication of effort. For this reason, at a recent joint meeting of the AUCC New Learning Media and Learning Effectiveness Committees, the following recommendation was made which might sum up the state of the situation at the present time: "...call together appropriate bodies interested in the cataloguing process (like NRC, OISE, AUCC, Statistics Canada, Council of Ministers, etc.) to 1) establish priorities relating to non-print materials, 2) determine tasks and budgets, 3) consider representations to national bodies on the disposition of cataloguing projects" and to develop "priorities and tasks required to establish a system for the identification and utilization of instructional materials in Canadian higher education."

RECENT RELEASES

TEACHERS AND TAPES is an audio-magazine for teachers in Nova Scotia. It is planned to be a two-way medium, with provision for feedback. One side of the tape will contain the program, the other will be left blank so that the teacher may record responses - criticism, suggestions for content, descriptions of projects, etc. - which will then become a source of material for further issues. For further information write to Teachers and Tapes, P.O. Box 3444, Halifax South Postal Station, Halifax, N. S.

FILM CANADIANA is Canada's national filmography documenting films and television programs currently produced or released and available in Canada. It is published quarterly with an annual cumulative edition by the Canadian Film Institute, 1762 Carling Ave., Ottawa, Ont. K2A 2H7. Subscriptions cost \$25 per year.

PLAYGROUND FOR CURIOSITY: A REPORT ON SCHOOL LIBRARY OBJECTIVES FOR THE PLANNING - PROGRAMMING - BUDGETING SYSTEMS APPROACH TO EDUCATIONAL DECISION MAKING is an endeavour to outline the general and specific objectives of the total library and a-v service together with criteria for evaluation. It was produced by the Manitoba School Library A-V Assoc. in close co-operation with the staff of River East School Division. It is available for \$2 from the Manitoba Teachers' Society, McMaster House, 191 Harcourt Street, Winnipeg, Manitoba.

MANITOBA: A PROVINCIAL LOOK edited by Gerald R. Brown is a beginning bibliography of materials about Manitoba, by Manitobans, which might be of interest and concern to educators and librarians. It costs \$2.50. For source, see address quoted above.

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 Sandra MacWhirter, Editor, 252 Bloor Street West, Toronto 5, Ontario.

COMING EVENTS

- April 25-28 International Communications Association Conference, Queen Elizabeth Hotel, Montreal, Quebec. Contact Mrs. Marie Jose Haley, 450 Portland Ave., Montreal, Quebec. Phone (514) 739-6025.
- May 3-5 Third Annual Technical Education Conference, Ontario Education Association, at the Centre for Continuing Education of York University, 4700 Keele Street, Downsview, Ont. Phone (416) 667-2502
- 22-25 Canadian Cable Television Association Convention at the Four Seasons Sheraton Hotel, Toronto, Ontario. Contact CCTA, 130 Albert St., Ottawa, Ont. K1P 5G4.
- 25-27 Screen Education Workshop of the Ontario Teachers' Federation, at the Geneva Park Conference Centre on Lake Couchiching. Contact OTF, 1260 Bay Street, Toronto, Ont. M5R 2B5.
- June 10-13 3rd Canadian Educational Communications Conference of the Canadian Education Media Council, University of British Columbia, Vancouver, B.C. Contact Mr. Wayne Blair, Conference Co-ordinator, c/o Douglas College, New Westminster, B. C. (See page one for further details.)
- 17- American Association for the Advancement of Science at Mexico City. Contact
July 7 Dr. Thomas E. Taylor, Instituto Tecnológico, Universidad de las Americas, Apartado Postal 507, Puebla, Puebla, Mexico.
- 8-11 Biocommunications '73, at Richmond, Virginia. Contact Melvin C. Shaffer, Director, Department of Visual Education, Virginia Commonwealth University Medical College of Virginia, Richmond, Virginia.

E.M.A.C. and C.S.L.A. CO-OPERATE TO PUBLISH REVISED NON-PRINT STANDARDS FOR SCHOOLS
by Fred Branscombe, Ph.D.

At the Edmonton Convention in 1971, EMAC decided to collaborate with the Canadian School Library Association in the publication of a new book of standards for non-print resources in school libraries in Canada. The new book will replace separate books of standards published by the two organizations over five years ago. The task of arranging for the writing of the manuscript and for its subsequent publication has been entrusted to an autonomous committee appointed for this purpose by EMAC and CSLA. This committee has been given a grant by World Books - Childcraft of Canada Ltd., to enable the work to proceed without being a financial burden on the two sponsoring organizations. The co-chairmen of the National Committee are Dr. F. R. Branscombe, Co-ordinator of Audio-Visual Education, North York; and Professor H. Newsom, of the School of Library Science, University of Alberta. Other members of the National Committee representing EMAC are: Dr. K. Bowers (University of Alberta), G. Jarrell (Scarborough), G. MacLean (Government of New Brunswick), and R. Wylie (Hastings County). The EMAC co-chairmen of the working sub-committees are M. Binks (Lincoln County), Dr. R. Bell (University of Calgary), Dr. K. Bowers (University of Alberta), N. Guilbert (River East School Division, Winnipeg), J. D. Hose (East York), Dr. N. Nelson (Etobicoke), and R. Rycroft (London). In order to compensate for any regional bias developed by local writing committees, one EMAC and one CSLA member has been appointed in each province to act as consultants. The following EMAC members are representing their provinces in this capacity: W. Blair (B.C.), Dr. L. Burt (N.S.), G. Fizzard (Nfld.), W. Gardner (Que.), Miss M. E. Hay (Man.), Prof R. McNutt (N.B.), R. Morton (Alta.), E. Oberest (N.W.T.), O. Ochitwa (Sask.), and J. Shortall (Ont.).

A significant aspect of this project is the spirit of co-operation that has characterized the work of the representatives of the two professional organizations. Indeed, the sense of a genuine community of purpose between school media specialists and school librarians is turning out to be one of the most valuable results of the project. Consequently, not only will the forthcoming book of non-print standards for Canadian school libraries be greatly improved but, also, media specialists and librarians in Canadian schools will be helped to see themselves, not as rivals, but as teams of educators with the same goals.