

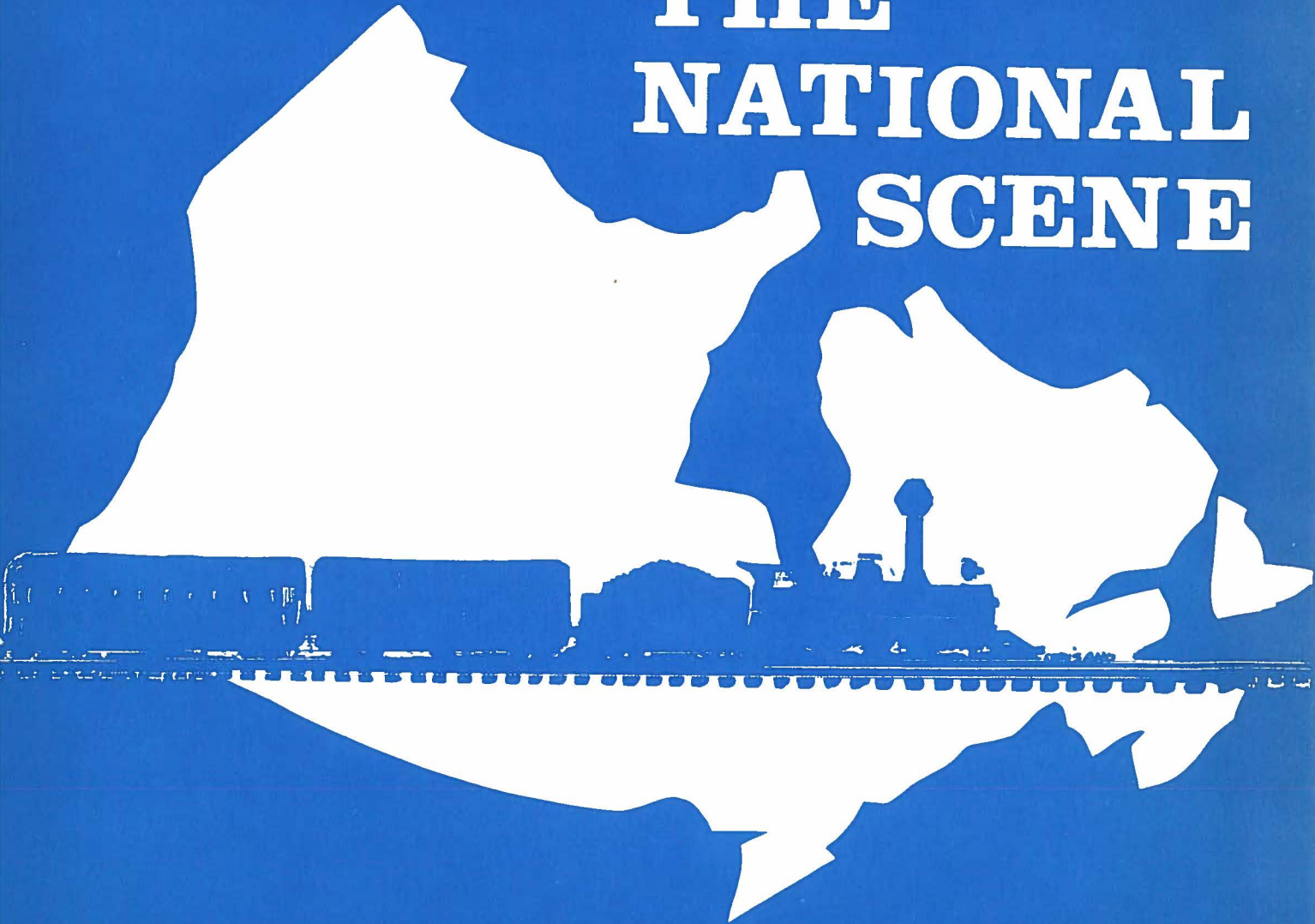
Rev

media message

SPRING EDITION, 1974

VOLUME 3, NUMBER 3

THE NATIONAL SCENE



NAME THE a.m.t.e.c. publication CONTEST!

The newsletter **MEDIA MESSAGE** was a stop-gap measure to perform a communications need when E.M.A.C. lost its publication **EDUCATIONAL MEDIA** which was sold by Seccombe House to McLean Hunter.

The new association - **ASSOCIATION FOR MEDIA AND TECHNOLOGY IN EDUCATION IN CANADA** - needs a publication with a new name

WHAT SHALL WE CALL OUR NEW PUBLICATION!
WE NEED YOUR SUGGESTIONS!

THE WINNER WILL RECEIVE A FREE
ONE YEAR MEMBERSHIP IN A.M.T.E.C.

CONTEST CLOSES MAY 20



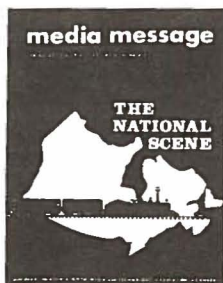
I THINK THE A.M.T.E.C. PERIODICAL SHOULD BE NAMED

NAME _____

ADDRESS _____

Send your suggestion to ;

ASSOCIATION FOR MEDIA AND TECHNOLOGY
IN EDUCATION IN CANADA
c/o F. JOHNSTON
FACULTY OF EDUCATION
QUEEN'S UNIVERSITY,
KINGSTON, ONTARIO



THE JOURNAL OF THE ASSOCIATION FOR
MEDIA AND TECHNOLOGY IN EDUCATION
IN CANADA

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media message

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EDITORIAL

Several months ago I was talking to a colleague, considered to be very knowledgeable about the media scene in Canada. After a short period of conversation I became aware of just how little is known about what is happening across this land and I set about to do something about it. I resolved to devote an entire issue of Media Message to bridge the information gap. With a thin volume of paper, I would tie the media community in Canada together ad mari usque ad mari, and I would call the theme for the issue 'The National Scene'. (As you can well imagine I have been thoroughly wrapped up with CBC's C.P.R. epic). The solution seemed simple! Carrying it through has proven to be another matter.

From a lack of information on the National Scene, I am now concerned that few individuals know what is taking place within their own province. Granted, words can be written about this association and that association, about what they would like to do, who the executive members are and so on. What is missing is the commentary on WHAT IS HAPPENING IN THE PROVINCE, not within the confines of a formal association but within schools, universities, industry and government. What is happening and why is it happening? If nothing is happening, why is it not happening?

British Columbian and Albertan organizations are particularly active and this activity might be attributed to the fact that B.C. hosted the 1973 national conference in Vancouver and Alberta is planning the 1975 conference in Calgary. A renewal of interest and involvement might be one of the very real tangible benefits that a province or local association derives from assuming the burdensome responsibilities of a national conference.

In Ontario it was a different matter. A great deal seems to be happening in Ontario but the media and technology community is particularly fractured by regional and organizational divisions. The distinction between library and media personnel persist within the organizational structures. Provincial library associations exist but media people seem to operate more within a regional or municipal structure. Quebec and the Atlantic provinces appear to be lacking in organization but I am convinced that activity is not lacking in these parts of Canada.

This issue is not as informative as it should be. As you read over the content, think what could be written about your locale and your province in next year's issue. We have much to learn from each other, about each other through the pages of Media Message. Next year an issue will be devoted to the national scene and we can only hope that the issue will be larger and the blanks filled in.

Sincere thanks go out to Frank Cerisano and Etta Eaton for the time and effort which went into this issue.

THANKS ARE EXTENDED TO MR. GERALD BROWN, OF THE CANADIAN SCHOOL LIBRARY ASSOCIATION FOR IDENTIFYING A LARGE NUMBER OF THE PROVINCIAL MEDIA ASSOCIATIONS LISTED IN THIS ISSUE.

**FROM THE
SECRETARY**

Hi --

Fred asked me to tell you what's been going on at the national office since the beginning of year. But before I do that, there's a reminder about the Conference: The early registration date has been set forward one week, i.e., it's May 25, or earlier, if you want to avoid the \$5.00 late registration fee.

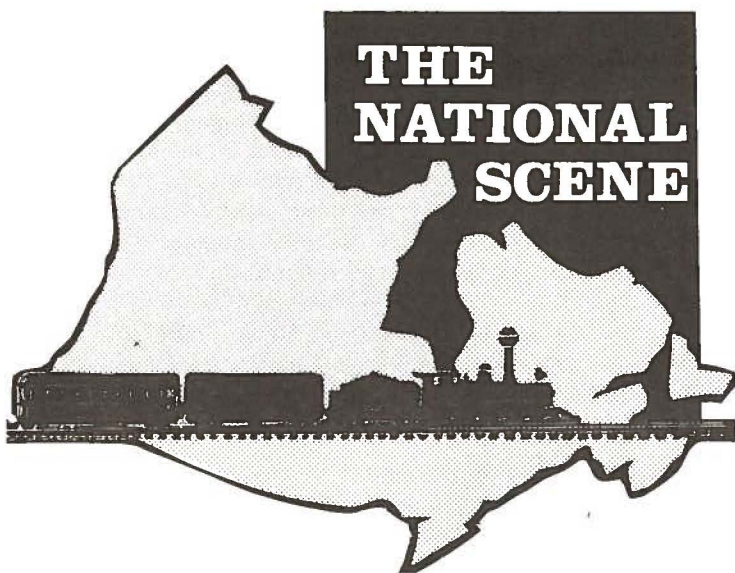
Now, on to what we've been doing since January. On January 18, we counted the returned ballots from the vote on the AMTEC constitution. Only 1/3 of the ballots we sent out were returned and out of those 107 ballots, all but 3 were affirmative. So - since the end of January we have been thinking and planning AMTEC - AMTEC elections, logo, advertising, publication, and conference, etc.

I suppose that our major concern during these past months has been the election of AMTEC's first officers - and at times, I have been sure that we'd never have a slate of nominees much less an election. I was proved wrong, of course; but there were times when all things seemed to go wrong. In October, 1973, the EMAC and ETRAC Boards of Directors decided that if the AMTEC constitution were approved, the existing EMAC Nominating Committee would simply be expanded to include 3 EMAC members and 3 ETRAC members, all of whom would represent different geographical regions in Canada. Ken Bowers, Chairman of the EMAC committee, consented to chair the AMTEC committee. Eventually, a representative nominating committee was selected: Ken, Edmonton (EMAC); Gordon McLean, Fredericton, N.B. (EMAC); Ian Hose, Toronto (EMAC); Bruce McLean, Vancouver (ETRAC); and Maurice Baudry, Montreal (ETRAC); and Dave Cormack, Calgary (ETRAC). I think the committee came up with an excellent selection of nominees; and after we received the slate, I thought that all our troubles were over.

However, we wanted to send the electors pictures of the nominees as well as their biographical sketches and their statements about AMTEC - how they see it and what they hope it will become, etc. Thus, the nominees were to send us the "info", and I would type it up and send it out. I didn't count on the postal strike which left me with five sketches in hand and the rest in post boxes - somewhere. So I spent a major part of the week before the ballots went out in calling those nominees whose "info" had not been received, taping their statement over the phone, and then transcribing them. WHEW!!!

After all this work and effort we put into the ballots, I certainly hope all of you will take time to read the sketches and statements and VOTE. I, for one, was greatly discouraged that only 1/3 of you bothered to vote on the AMTEC constitution. It can't take long to read the materials we sent to you; and, if for no other reason, I should think that in this time of inflation and penny-watching you all should at least want to have a say as to who will be in control of your \$15.00!

Another priority Fred set this year is the increasing quality and worth of the "Media Message". In February, he wrote a letter to producers and distributors of soft and hardware materials explaining a new advertising policy and requesting support for the AMTEC publication. So far, the response has been very limited; but we'll try again. Though the publication's quality ultimately depends on how much advertising space we can sell and, thus, how much money can be spent on the publication, we've tried to make each issue better than the last one; and June's issue will be better than this one. Fred and I have both worked hard on this issue; I collected the material and Fred edited it and put it all together. We want to thank all those people who submitted articles and especially want to thank two very special people. Frank Cerisano, the graphic artist of the Faculty of Education, designed the cover and article headings and laid out the copy of this issue. Mrs. Etta Eaton gave up most of her weekend to type the copy on the varityper so that the type would be more professional looking. I think this is the time, too, to thank not only Etta for sharing her office with me since August, but also the Accounting Department of Queen's, the supplies and stores sections of the University, the Duplicating Department who have printed all our mailing materials.



THE ASSOCIATION FOR MEDIA AND TECHNOLOGY IN EDUCATION IN CANADA

by F. Johnston*

Members of AMTEC will be aware of the nature of the new Association because they have been asked previously to vote on the new constitution. This issue of the Media Message will be going to a number of people other than members and I thought it would be useful if I familiarized potential members as well as existing members of some of the advantages (and perhaps disadvantages) of the new Association, concluding with a few remarks on our mission for the coming year. In the Media Message winter edition (Vol. 3, no. 2, 1973), Cecil Wilkinson and Allan Robertson surveyed the historical development of the Educational Media Association of Canada and the Educational Television and Radio Association of Canada, the two organizations which merged to form AMTEC in January of this year. Rather than repeat information in this article, my remarks will be restricted to a commentary on these earlier attempts at organization.

The Canadian Audio Visual Association formed in 1957, and its successor, the Educational Media Association of Canada, were plagued with that perennial Canadian problem,

geography. Implanted in both constitutions was the concept of a general assembly of the membership that would 'make laws', elect officials, amend constitutions and other such functions traditionally associated with democratic assemblies. However, the process was unsuccessful, because general meetings were held in an isolated part of Canada and decisions made by a geographical minority. Only the persistent efforts of committed individuals maintained our fraternity and carried us through these early years. E.M.A.C.'s success between 1964 and 1969 when the membership passed the 600 mark, was associated with the existence of a periodical, the Canadian Audio Visual Review later changed to Educational Media. The loss of the publication in 1971 when sold by Seccombe House to MacLean Hunter Publications, resulted in an immediate loss of members.

The formation of the Educational Television and Radio Association in Canada in 1968 was followed by experiences similar to those encountered by E.M.A.C. E.T.R.A.C. in 1968, followed by E.M.A.C. in 1971 adopted the national conference as a medium for bringing the membership together. Collaboration between these two associations, joined by the Canadian Science Film Association and the Canadian Educational Association led to the formation of the Education Media Council and three successful national conferences in Edmonton, Toronto and Vancouver. While the institution of the Media Council was a stroke of genius, its organizational and administrative weaknesses were obvious from the beginning. With legislative and executive responsibilities still vested in the three separate associations, the council was left with little more than 'good will' for its modus operandi. The failure to delegate responsibility to an executive director meant that the national office located at the C.E.A. offices in Toronto could do little more than 'keep the store'. (However being able to keep the store open during business hours has become a legacy of the Council to which we have become accustomed).

June of 1973 marked the end of the Council and with its demise E.T.R.A.C. and E.M.A.C. decided to combine their resources and work towards the formation of a single national organization. A joint office was set up in Kingston with Fred Johnston, President of E.M.A.C. acting as the executive official.

* Fred is Associate Professor of Educational Technology at Queen's University and President of E.M.A.C.

If we adopt the Chinese custom of associating a year with an event, 1973 might be called "the year of the emerging association". A joint meeting of the two boards in late fall, and a number of EMAC executive meetings have been sufficient to define the task for the year. As one entrusted with the responsibility of carrying out the mandate, I have assumed the mission to be, one of organization and consolidation.

Members are familiar with the new constitution, having had to vote on it the early part of the year. Because of its length, constitutional prose and the need for an affirmative vote, time may not have been given for an adequate appreciation of its merits. It does attempt to deal with some of the organizational and operational problems associated with our predecessor associations. Let me draw your attention to some of these features.

The ballot-by-mail now permits every member of the association to have a voice in the selection of its executive officials. No longer will this task be carried out by the 'geographical minority' who happens to be on the scene. Such an open election however, makes it impossible to guarantee a nucleus of the executive in any one part of the country, and with the wider base, the new executive will be confronted with continual problems associated with communications and policy-making. In my judgment, two well-planned executive meetings per year, the occasional mini-meeting with Mother Bell as the medium, and clearly-delegated responsibilities to committees and to the President, who acts as the executive director, in the absence of a paid official, will be adequate and effective in administering the affairs of our association. Committees, previously used for "task force" matters will become vital and essential to A.M.T.E.C. Members all across Canada are ready and willing to serve provided they are given the opportunity. At another place in this issue is a call for people to serve on a number of standing committees which will meet in St. Catherines in June. These will be working committees; if you are unable to give the time, do not volunteer. These committees might very well decide the fate of our association in the next few years.

Other tasks associated with "organization and consolidation" are routine but time consuming and involve carrying out the election of our new

executive, designing a logo and having association stationery printed, setting membership fees for 1974-75, designing a promotional brochure, etc., all of which will be completed by conference time in June.

Considerable time has been devoted to improving our communications medium - Media Message and it has evolved from a newsletter with a few pages last fall, to a hastily assembled (and edited) magazine in the winter edition, to what you see before you. A summer edition is in preparation and a fall edition is being planned. The executive, through a publications committee, must be prepared to guarantee the membership at least four issues in 1975. Communication is desirable and vitally necessary in an association such as ours, but too frequently it is considered to be a one way process; many people want to receive, few want the responsibilities of designing and transmitting. Initially, provincial associations and divisions might be called upon to provide copy for issues. This also is a job for a soon-to-be formed publications committee. A request also goes out with this issue for a suggested name for our publication. MEDIA MESSAGE is a name used by a previous association. A.M.T.E.C. requires its own publication and name.

Finally let me say a few words about the contemporary issue of bilingualism within our association. If we are to share the ideas and experiences generated in all parts of Canada, we must be prepared to adopt a functional bilingualism within our association. For the past two conferences requests had been made for simultaneous translation assistance from the Secretary of State's Office but approval came at the last minute and this did not allow sufficient time to make appropriate arrangements. This year planning has gone forward on the assumption that assistance will be forthcoming. Our french-speaking members will therefore have the liberty of addressing gatherings in either french or english. The conference program will be printed in french and english (as well as the new promotional brochure of the association). Yet to be decided upon is a bilingual policy governing our publication.

The structure has been "roughed in" and for the coming year, the mission is clear. What remains is to give substance to our structure and success to our mission. It will take the effort of many; let us hope that many will make the effort.

A multi-interest association ...

As is the case in the A.E.C.T. constitution A.M.T.E.C. has adopted a structure which will permit a number of closely-related yet separate interest groups to form and function within the organization. Our United States counterpart is gigantic in size, drawing in excess of 10 000 to a national conference so it is in need of sub-divisions to enable it to serve its membership. In Canada, the case for a diversity of interests arises out of the inability for small groups to operate a national program. Particular groups within the association (a minimum of 25 members is required) can petition the executive to set up a division which may set up its own organizing committee, publish newsletters and pursue special projects. Moreover, the division becomes a useful device for planning national conferences, and deciding themes for the association's publication. However, care must be taken to insure that energy does not go into the formation of the divisions at the expense of the association in this first formative year. Some overall conceptualization of potential divisions must be quickly developed to prevent a fracturing of the association into unviable divisions. This will be a task which the new executive must deal with early in its new term of office.

A representative council based on geography ...

Previous Canadian media associations have relied on a national organization to "carry the message" and this has become an impossible task. Regional and provincial associations must form to meet local needs. A.M.T.E.C. supports the development of such associations through the institution of the Council, composed of representatives of regional, municipal or provincial associations. A general meeting of the membership is possible at a national conference but it can not be representative of all parts of the country at any one conference. The representative council will be in a position to bring the concerns of all parts of the country to the attention of the board of directors. During the coming year provincial organizations with a minimum of 25 paid-up members of the association should petition for Provincial Affiliate membership.

.... and interests

In addition to being geographically representative, the council will be made up of representatives from the divisions as well as representatives from Auxilliary Affiliates. Any association with 15 members of A.M.T.E.C. within its ranks may petition for Auxilliary status and a seat on the council. It is to be hoped that this mechanism will bring into the association representation from particular interest groups, industrial, commercial, and educational.

It is unlikely that the council will meet before the 1975 Calgary conference. A major task for A.M.T.E.C. in 1975 is to see that the council does take a form and function.

ASSOCIATE COMMITTEE ON INSTRUCTIONAL TECHNOLOGY OF THE NATIONAL RESEARCH COUNCIL

Since early in the history of the National Research Council, associate committees have provided an important and effective mechanism for studying, coordinating and initiating research on problems of national significance.

Members of these committees drawn from university, government and industry, are chosen, by virtue of their knowledge and experience, for the contribution they can make to the particular work assigned to the committee. Currently there are 24 associate committees serving a wide variety of needs and purposes relating to Canadian science and technology.

The Associate Committee on Instructional Technology was formed in 1969. Its members come from across Canada and are experts in the various disciplines related to instructional technology. The chairman is Dr. F.E. Whitworth, former director of research for the Saskatchewan School Trustees Association. The specific objectives of this committee are:

- (i) to bring together specialists from the various disciplines involved in the field of instructional technology, in order to formulate requirements and establish guidelines for research and development.

- (ii) to promote interchange of information among workers in different disciplines, as, for example, through the organization of symposia;
- (iii) to promote and coordinate relevant research and development in universities, government and laboratories, and industry, with the aim of establishing a strong, Canadian-based capability in this field;
- (iv) to encourage a degree of standardization in instruction systems sufficient to permit all provinces to benefit from the interchange of instructional material.

The multidisciplinary nature of instructional technology makes it difficult to provide the wide range of experience which is necessary while at the same time hold the Committee to a reasonable size. To resolve this problem, direct participation in the work of the Committee is broadened in two ways. Appointments to Committee are for a specified term, and as vacancies occur they can be filled so as to provide expertise from specific areas as required. The second way in which the Committee takes advantage of the cooperation of interested and well-qualified people is through its extensive use of subcommittees and working groups for the detailed study of specific problems.

Activities of the Committee are publicized in its Newsletter which is published at irregular intervals and distributed free of charge to those interested. In addition to providing information on Associate Committee activities, the Newsletter includes reports on current research projects in the area of instructional technology. Current circulation of the Newsletter is approximately 1000.

To further the objective of promoting the interchange of information, the Committee sponsored, in cooperation with the University of Calgary, the Canadian Symposium on Instructional Technology. The Symposium, held 24-26 May 1972 in Calgary had as its theme 'Instructional Applications of the Computer'. The Committee has recently initiated planning for a second symposium, details of which will be announced in a forthcoming issue of the Newsletter.

One of the initial tasks undertaken by the Committee was a study of the requirements for student terminals for Computer-Aided Learning (CAL) applications. The subcommittee which was charged with this task produced a functional specification (ACIT Newsletter Vol. 1, No. 2, March, 1971) which was intended to stimulate discussion and technical appraisal of the problems involved as well as to define the characteristics of a suitable terminal. The characteristics as specified are flexible to some extent but they do indicate minimum expectations for a satisfactory educational computer terminal.

The general problem of sharing of instructional technology materials has also received much attention by the Committee. In 1971, a subcommittee was formed to investigate problems in this area. The subcommittee included in its study factors such as copyright, funding, use of expensive materials as well as system configurations, equipment compatibility and standards. The final report of this subcommittee has been presented to the Committee and is to be published in a forthcoming issue of the Newsletter.

One of the barriers to the exchange of instructional material amongst the various centres engaged in computer-aided learning activities is the multiplicity of programming languages being used for the preparation of these materials. In an attempt to overcome this barrier, the Committee convened in 1971 a working panel composed of experts from throughout Canada who have been actively involved in CAL activities. The task assigned to this panel was the definition of the characteristics of a programming language for CAL applications, with particular emphasis being placed on satisfying requirements peculiar to Canada. The work of the panel culminated in 1972 with the publication of a functional specification. Under the direction of a subcommittee, a contract has been let for the development of a detailed programming language specification to meet the requirements as defined in the functional specification. Work is in progress under this contract and it is expected that the detailed specification will be available for distribution during the second quarter of 1974. This is expected to be followed by at least one implementation of the language by the end of the year.

A matter which has been of concern to the committee for some time is the question of priorities for research in instructional technology. This topic is currently being addressed by a subcommittee and it is expected that a report on the topic will be issued late this year. This initial report will deal with those aspects of instructional technology which involve applications of the computer. A second report will concern itself with research areas not associated with the computer.

Throughout its activities, the Committee recognizes the need for input from all sectors of the community affected by the application of technology in education and training. The needs of users must be known, as well as the state of the art of technological development brought to the users' attention, if the objectives of the Committee are to be met. The Committee welcomes comments and recommendations from groups and individuals regarding all aspects of research in instructional technology.

Communications to the Committee should be addressed to its secretary: Mr. J.W. Brahan, Secretary, Associate Committee on Instructional Technology, National Research Council of Canada, Ottawa, Ontario, K1A 0R8

**THE INSTRUCTIONAL MEDIA
COMMITTEE OF THE COUNCIL
OF MINISTERS OF EDUCATION,
CANADA**

Because education is a provincial responsibility according to the division of powers in the B.N.A. Act, educational matters which are of national concern can only be dealt with through the willingness of provincial governments to co-operate. The Council of Ministers of Education, Canada, is an organization set up to deal on a formal and continuous basis with these national issues. With a full-time secretariat and staff situated in Toronto, the Council oversees the developments in education at a national level. Among the committees set up by the Council is the Instructional Media Committee with its Sub-committee For Media Programming. The following is an extraction from the Council's annual report for 1972-73 on the membership and activities of this committee. (Editor)

**INSTRUCTIONAL MEDIA COMMITTEE
OF THE COUNCIL OF MINISTERS OF
EDUCATION, CANADA**

Mr. J. M. Beauchemin, Chairman

Membership:

Mr. J. R. Meredith, British Columbia;
Mr. R. A. Morton, Alberta;
Miss M. G. Murray, Saskatchewan;
Mr. R. W. Lightly, Manitoba;
Mr. N. A. Best, Ontario;
Mr. J. M. Beauchemin, Quebec;
Mr. A. Saintonge, New Brunswick;
Mr. W. F. Garth, Nova Scotia;
Mr. D. Scott, Prince Edward Island;
Mr. N. M. Harris, Newfoundland

Observer:

Mr. D. Walker, Ontario Educational Communications Authority

Activities:

The committee discussed several matters involving federal agencies.

- . A meeting with CBC officials is planned in order to ensure a permanent framework for cooperation after 1975-76, the termination date for the present agreement with the corporation. In addition, the committee has put forth a working paper outlining the terms of a formal agreement between CBC and the Council regarding educational broadcasting.
- . The committee has been negotiating with the National Film Board with a view to clarifying areas of cooperation at the interprovincial level. This was officially approved by the Council on February 27, 1973, and further discussions should result in projects which will be useful to all provinces.
- . Participation in the federal research program on transmission systems for educational purposes was also officially approved by the Council executive on February 5, 1973. The Committee has thus been studying the ways in which the provinces will take part in this federal program.

At the interprovincial level, the committee has been involved in the following projects: the preparation of an agenda for a proposed meeting between officials of the provincial departments of communications and education, and the launching of the proposed inventory of audio-visual materials and the classification systems for these materials in the province.

The committee has also taken on the task of keeping the Council informed about the question of copyright as it relates to the Visual Education Centre (VEC).

Several other matters, such as the mandate and structure of the Instructional Media Committee, the future of educational broadcasting and cooperation with CBC, the steps to be taken by the Council regarding the CBC-VEC agreement and the question of Canadian Teachers' Federation participation on the working groups for educational broadcasting, require decisive action by the Council. A task force was thus established which reported on these issues in June, 1973.

SUB-COMMITTEE FOR MEDIA PROGRAMMING

Mr. W. F. Garth, Chairman

Membership:

French Section:

Dr. P. A. Lamoureux, vice-chairman, Alberta;
Mr. V. O. L. Lalonde, Saskatchewan;
Mr. A. Corriveau, Manitoba;
Mr. R. Cloutier, Ontario;
Mr. R. Michaud, Quebec;
Mr. N. Berube, New Brunswick;
Dr. J. A. Comeau, Nova Scotia;
Mr. J. A. Gallant, Prince Edward Island;
Mrs. K. Clarke, Newfoundland

Observer:

Mr. G. DeGagne, Ontario Educational Communications Authority

English Section:

Mr. B. A. Black, British Columbia;
Mrs. M. J. Lyseng, Alberta;
Miss M. G. Murray, Saskatchewan;
Miss G. F. McCance, Manitoba
Mr. N. A. Best, Ontario;
Mrs. E. H. Green, Quebec;
Mr. G. U. McLean, New Brunswick;
Mr. W. F. Garth, Nova Scotia;
Mr. W. A. Ledwell, Prince Edward Island;
Mr. G. J. P. Treacher, Newfoundland

Observer:

Mr. M. Fotheringham, Ontario Educational Communications Authority

Activities:

The committee has been dealing with various general matters in connection with programming, e.g. use of the federal communications satellite program, programming other than educational broadcasting, a proposed educational broadcasting program on French as a second language, and an evaluation of national educational broadcasts in English.

The members have become aware of the need for information between the provinces on educational broadcasts at the production stage. The development of a data bank to include details on the cost and copyright aspects of existing materials would help to make this information available.

The sub-committee intends to allocate more time to the programming of educational broadcasts at its future meetings.

While the English Section has been developing a draft program for educational broadcasts for 1974-75, the French Section has undertaken the production of national broadcasts for the 1973-74 school year.

For additional information write to:
C.M.E.C. Secretariate, 252 Bloor Street West,
Suite S 500, Toronto, Ontario, M5S N5

**THE NATIONAL FILM BOARD
OF CANADA:**

YOU AND ME AND THE N.F.B.
— by Dan Driscoll*

“Fred, there’s no doubt whatever in my mind that when a regular or recognized avenue of communication is closed, those at both ends suffer loss of confidence.”

Gil Ferrabee
“On the National Film Board of Canada”
Media Message
Vol. 3, No. 2 (Winter 1973) pp 5–8

... I suppose what we are dealing with is a widespread malaise brought on by arbitrary, unilateral decisions made by various governmental agencies without sufficient reference to those who are vitally affected.” (Ibid)

With thanks for the invitation, I am joining the discussion opened by Gil Ferrabee with his frank analysis of events relating to the National Film Board and its integrations with audio-visual process in the schools. Co-incidentally, my employment with the NFB began, in Ontario, at almost precisely the same time as the “phasing out” of the NFB-CEA Advisory Committee activity so enthusiastically described by Gil in his “letter to a colleague”. Since I was not a “phaser-outer” I am not troubled with a crippling sense of having done a dis-service to the nation. On checking with some of those who were connected with the Committee at the time I find that they are not suffering from guilt pangs either. What I am forced to conclude from that particular set of events is that some members of the Committee must have felt that it is also part of leadership to change old orders so that place can be given to the new. I have never been a member of the Committee myself, but I have sat on enough other committees to be wary of those which have been around since Pierre Juneau was a kid.

May I insert my own personal disclaimer here? While I am responding to a request directed to “my desk” by normal office procedure.

*Dan Driscoll joined the National Film Board in 1967, as a Representative for NFB Distribution working out of the Ontario Regional Office in Toronto. In October of 1973 he joined NFB Headquarters staff in Montreal. His position is that of Education Liaison Officer attached to the Media/Research Division.

I am speaking for myself, since the NFB, to its credit, does not set a priority on the cultivation of a corporate larynx. I have never considered it the duty of a government fonctionnaire to provide counterbalance in public dialogue. On the contrary, as a Secondary School teacher of some twelve years of classroom experience I have consistently occupied the critic’s seat within the Film Board, sometimes to the despair of my working colleagues.

Upon reflection I seem always to find my allegiance resting with the students and teacher associates who over the years have provided me with my personal school of experience. Recalling those years, I must confess that difficulties experienced with media support (or the lack of it) in the several areas of Canada in which I taught school, could indeed be traced to “arbitrary and unilateral decisions made by various governmental agencies”, but one did not have to travel far to find potential scapegoats. At times one heard complaints of arbitrariness originating with School Board Administration and even with Provincial and Board Audio-Visual Departments.

Now, after seven years of rather detached and careful observation of school audio-visual process in one of our larger Provincial jurisdictions, I am not able to revise my thinking along lines suggested by Mr. Ferrabee in his critique of the Film Board. The Film Board is a Federally sponsored agency producing media material to reflect the widest possible range of national concerns and objectives. If these national concerns and objectives are found to coincide with specific operational aspects of school programs, then there is need for some serious negotiations if we are to be consistent in our efforts to respect certain provisions of the Constitution. More than content guidelines are implied in situations where “natives are hungry for films in the linch-pins of large areas”. The NFB can hardly be blamed for its considerable effort to meet needs during the developing period prior to 1965, but where does Federal responsibility begin and end in this important area? There are some who questioned from the very beginning NFB’s involvement in the popularization of wide spectrum media in education during the sixties, probably on the assumption that media mana would be sent from heaven in due course. The media explosion of the sixties was hardly less than a major sociological phenomenon of the century.

The philosophy and systems for coping with that situation will require an effort which must involve new forms of collaboration. My positive assessment of Gil Ferrabee's critique suggests that the time for some methodical approaches to that challenge has in fact arrived, and if we do not have an arena for discussion, let's create one.

I submit that an annual or semi-annual rap- session between Provincial Departmental Ad- ministrative heads and NFB liaison personnel, while necessary in its time, had assumed by the mid-sixties the character of a ritualized substitute for reality. It may be that this acc- ounts for the fact that the NFB-CEA Advisory Committee became one of our Centennial non- projects in 1967. Systems planning and inte- gration, along with shared financing, are among specifics to be discussed, and this requires an approach consistent with the way in which this Nation built its railroads and highways. Things done on a national scale must be plann- ed and financed accordingly; the Advisory Committee format awaits replacement by a body which can plan and execute large scale media projects while at the same time respect- ing the concerns of regional and sector interests. Can this be done? Will it happen? and how?

There is no question but that in "the city with the historic past" the "natives" are "hungry for NFB films". But in situations where a mod- estly financed federal agency is faced with the needs of a few thousand other communities, some without as much by way of historic past, even hunger becomes relative. In a way, though, this is beside the point. In a country that is world-famous for its media capabilities there can be no good excuse for youth being denied a rich media experience in the schools -- and this principle applies equally for Kingston or Old Crow. Equalization of opportunity is, after all, one of the lynch-pins of national policy.

Is media a product or a process? That was the question dominating the media horizon in the mid-sixties. It appeared to me as crucial during the first months of my affiliation with the National Film Board of Canada. I was surprised at the time, a little saddened even, to find that product orientation becomes somewhat of an assumption as soon as one climbs that little ladder to the loft where the hay is stored. Hope- fully we have now passed the era in which film was discussed in terms of price, picture and

sound quality, and "correlation and curriculum". Sure, the amount a Department has to put out to qualify for NFB's "hundred at 30% off", is a lot. But honestly, Mr. Ferrabee, is any school board that hard up? And if one is, then what is the order of its priorities, in this age of discovery through communications media?

As one of the familiar old NFB titles sugg- ests, Let's Discuss It.

CANADIAN CABLE TELEVISION ASSOCIATION

CCTA was formed in 1957 because of a clear need for a Canadian Trade Association speaking for companies and engaged in the operation of cable television systems in Canada.

The need was for recognition of and con- sultation with the industry by those in govern- ment who could influence its development.

The need also was to provide information services to industry members and a forum for the exchange of ideas.

CCTA consists of individuals, partner- ships and firms actively engaged in the opera- tion of cable television systems in Canada. These are active members and have full voting rights and the opportunity of being elected to office.

There are also associate members who, while not actively engaged in the operating cable television systems, have an interest in such systems, or are engineers or manage- ment consultants.

There are, finally, trade members who are engaged in the supply of services or equipment to the cable television industry.

CCTA is managed by a Board of Directors which includes six officers comprising the Chairman, President, Secretary-Treasurer and three Vice-Chairmen. The Board of Directors is elected annually and meets approximately four times per year. The President is an app- ointed officer, the others elective.

Relations with the Bell Canada were established soon after CCTA was formed and liaison is maintained to this day in the matter of Bell agreements with system operators.

Until April 1st, 1968, the date on which the new Broadcasting Act was proclaimed, the Industry was regulated by the Department of Transport under the Radio Act. CCTA, from the time it was formed had maintained close, regular, and effective communication with the Department from the Minister on down to the operating regulatory level. The purpose had been the maintenance of an equitable flow of licensing procedures under the Act in the interest of association members.

The Government White Paper on Broadcasting followed close on the heels of and was influenced by the Fowler Committee Report on Broadcasting. From this point the White Paper was referred to the Broadcast Committee of the House of Commons from where it became a Government Bill in the House, was again referred to the Commons Broadcast Committee, was eventually passed by the House and the Senate and was proclaimed as the new Broadcasting Act on April 1st, 1968.

CCTA maintains very close liaison with the Canadian Radio-Television Commission, the regulatory authority under the 1968 Broadcasting Act, and with the Department of Communications.

CCTA has close involvement with telephone and hydro companies. The Association feels very strongly that a cable television operator should be entitled to multiple use of poles and conduits.

CCTA represents approximately 300 companies and its prime object is to act as a voice between industry and government; to keep members informed on regulations and standards; the provision of technical and sales service information to members; the provision of assistance to members in contract matters with telephone companies or utilities.

CCTA publishes a magazine entitled, "CCTA News" which is distributed to members of the association, Government and to the general public.

Every year it holds an Annual Meeting, Convention and Trade Show. The 17th Annual

Convention and Trade Show will be held at the Queen Elizabeth Hotel, Montreal, from May 28th to May 31st, 1974.

Communications with the association should be to Mr. Brian K. Davis, General Manager, Canadian Cable Television Association, 130 Albert St., Suite 908, Ottawa, Ontario, K1P 5G4.

CANADIAN SCIENCE FILM ASSOCIATION

The 70 odd members of the Canadian Science Film Association comprise a rather exclusive group of research scientists with particular interests in the use of film in scientific research. The Association seeks to promote the use of film among research scientifics as a means of communicating with other scientists and also to study the needs of Canadian educators for science films with the aim of encouraging the production of films required to fill these needs. Each year (usually following the end of the University spring semester) the CSFA organizes a symposium whereby new film-making techniques are discussed, and recent productions of science are presented. In the coming year, the Canadian Science Film Association hopes to present a brief to government on the role of a science film association in Canada explicating the need for a central source of information on Canadian science film production, for a demonstration centre for stock shots, and to develop and expand the existing National Science Film Library at the Canadian Film Institute. The Association also issues a quarterly Newsletter to its members informing on current issues regarding the Association, relevant events nationally and abroad, and listing new films from the National Science Film Library. In addition to the membership of the Association, approximately 250 people are interested in the activities of the Association and are on its mailing list.

The Canadian Science Film Association for two years, co-operated with the Educational Media Association of Canada, the Educational Television and Radio Association of Canada, and the Canadian Educational Association in forming the Educational Media Council which, as most readers are aware, ceased to exist as of June, 1973. The present officers of the CSFA are:

President – Professor Richard Hummel
Chemical Engineering
University of Toronto
Toronto, Ontario

Treasurer – Dr. E. A. Robinson
Associate Dean
Erindale College
Toronto, Ontario

Secretary – Mr. Stephen Rothwell
Director
National Science Film Library
Ottawa, Ontario

**A U.S. – CANADA
VENTURE INTO TELEVISION:
AGENCY FOR INSTRUCTIONAL
TELEVISION**

The first Board of Directors of the new Agency for Instructional Television (AIT) consists of the chief school officers of six states, high education officials from two Canadian provinces, distinguished educators, and ITV leaders in the U.S. and Canada.

Incorporated in April of 1973, AIT is a non-profit American-Canadian agency established "to strengthen education through television and other technologies". By the development of joint program projects involving state and provincial agencies, the new organization is working to expand and improve the cooperative production activity originated in the late 1960's by the National Instructional Television Centre (NIT), which last July became a division of AIT.

C. Taylor Whittier, Commissioner of Education for the State of Kansas, is the first Chairman of the sixteen-member AIT Board. Serving as Vice Chairman is John A. Montgomery, formerly Executive Director of the Iowa Educational Broadcasting Services and now Vice President for Programming for the Public Broadcasting Service.

The other two officers are Martin W. Essex, Superintendent of Public Instruction for the State of Ohio, Secretary; and Glenn W. Hoffmann, Superintendent of Schools in Santa Clara County, California, Treasurer.

The following is a complete list of AIT Board members:

- Jean M. Beauchemin, Associate Deputy Minister, Quebec Department of Education.
- Brian Brightly, Executive Director, Massachusetts Executive Committee for Educational Television.
- Edwin G. Cohen, Executive Director, Agency for Instructional Television.
- Martin W. Essex (Secretary), Superintendent of Public Instruction, Ohio State Department of Education.
- Earle K. Hawkesworth, Deputy Minister, Alberta Department of Education.
- Glenn W. Hoffman (Treasurer), Superintendent of Schools, Santa Clara County, California.
- William M. Holm, Superintendent of Schools, Ector County, Texas.
- T. Ronald Ide, Chairman, The Ontario Educational Communications Authority.
- Marshall L. Lind, Commissioner of Education, Alaska Department of Education.
- Frances R. Link, Senior Associate, Curriculum Development Associates, Inc., Washington, D. C.
- Sterling M. McMurrin, Dean, Graduate School, University of Utah.
- John A. Montgomery (Vice Chairman), Vice President for Programming, Public Broadcasting Service.
- Jack P. Nix, Superintendent of Schools, Georgia State Department of Education.
- Ewald B. Nyquist, Commissioner of Education, New York State Education Department.
- Dale P. Parnell, Superintendent of Public Instruction, Oregon Board of Education.
- C. Taylor Whittier (Chairman), Commissioner of Education, Kansas State Department of Education.

The Council of Chief State School Officers appointed the Board members from the U.S. The Council of Ministers of Education, Canada, selected the three Canadian members, choosing the television representative in consultation with the Provincial Communications Ministers. AIT directors will serve staggered three-year terms.

The annual meetings of the Board will take place in late spring. It is anticipated that there will also be regular meetings in the fall.

AIT's first cooperative program effort -- 'Bread and Butterflies,' a series of fifteen 15-minute colour programs in career development for nine-to-twelve-year-olds -- is now in production and will be ready for classroom use in September. Thirty-two agencies have joined the consortium that is supporting this project.

In addition, AIT-appointed study teams are now exploring three broad areas that have been chosen for future cooperative program projects: (1) metric system education, (2) life-coping skills, and (3) fundamental learning skills with emphasis on communications. In the selection of these areas, the AIT Board acted on recommendations developed from four regional meetings of U.S. and Canadian educators and educational broadcasters conducted by AIT in October and November of 1973.

Production in one of the three areas is expected to begin this coming year.

'Bread and Butterflies' is the fourth instructional television project to be supported and developed by a large national or American-Canadian consortium. The first three cooperative efforts, organized and directed by National Instructional Television, have resulted in three major classroom series that are now in wide use across the U.S. and Canada -- 'Ripples' in early childhood education, 'Images and Things' in art education, and 'Inside/Out' in emotional health education.

Prior to July of 1973, NIT was a non-profit but self-supporting activity of the

Indiana University Foundation. As a division of AIT, it continues to offer the kinds of services it has provided in the past. This includes the acquisition, adaption, and distribution of existing television and related materials as well the development and distribution of new materials.

The AIT/NIT main offices are in Bloomington, Indiana. There are regional offices in the Washington, D.C., Atlanta, Milwaukee, and San Francisco areas.

NATIONAL ASSOCIATIONS

Association for Media and Technology in Education in Canada

Mr. Fred Johnston
Faculty of Education
Queen's University
Kingston, Ontario

Associate Committee on Instructional Technology National Research Council of Canada

Mr. J. W. Brahan
Secretary
Ottawa, Ontario
K1A 0R8

Canadian Cable Television Association

Mr. Brian K. Davis
General Manager
139 Albert Street
Suite 908
Ottawa, Ontario
K1P 5G4

Canadian Film Institute

1762 Carling Avenue
Ottawa, Ontario
K2A 2H7

Canadian Radio-T.V. Commission

100 Metcalfe Street
Ottawa, Ontario
K1A 0N2

Canadian School Library Association of the Canadian Library Association

151 Sparks Street
Ottawa, Ontario
K1P 5E3

Contact: Robert M. Park, President
736 Townsend, Fort Garry
Winnipeg, Manitoba

Canadian Science Film Association

Contact: Dr. Richard Hummel, Professor
 Department of Chemical Engineering
 University of Toronto
 Toronto, Ontario

Canadian Library Association

151 Sparks Street
 Ottawa, Ontario
 K1P 5E3

**Education Media Distributors Association
of Canada**

Mr. Ken Courtney
 Secretary
 Scott Graphics Ltd.
 99 Advance Road
 Toronto 18, Ontario

Instructional Media Committee

Council of Ministers of Education
 Mr. Emile Descoteaux
 252 Bloor Street West
 Toronto, Ontario
 M5S 1Y5

Media Committee

Association of Universities and Colleges
 of Canada

Mr. Ken LaRose
 151 States Street
 Ottawa, Ontario
 K1P 5N1

National Film Board of Canada

P. O. Box 6100
 Montreal, Quebec
 H3C 3H5

**Canadian Association For
Study of Media in Medical
Education**

Dr. G. Southall, President
 Health Science Office of Education
 Queen's University
 Kingston, Ontario

ONTARIO
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 on the
 occasion
 of the
 FOURTH
 EDUCATIONAL
 COMMUNICATIONS
 CONFERENCE
 ST. CATHERINES
 JUNE 16 - 19




b.c. scene

PACIFIC INSTRUCTIONAL MEDIA ASSOCIATION

The media community in British Columbia recently underwent a re-organization; exit the Educational Media Association of British Columbia, enter the Pacific Instructional Media Association. The Pacific media community vigorously pursues its objectives of improving the effective utilization of all media, of developing good fellowship among media people through an active program. Those of you who attended the 1973 Educational Communications Conference in Vancouver last June can attest to their involvement in the national scene. Locally the association sponsors a provincial, student film festival, a monthly newsheet, Briefly States, a quarterly newsletter, 'Message, as well as getting together for monthly luncheons. A number of workshops in portable t.v., super 8 film making and media utilization are held each year. Its annual meeting is held the end of June.

The executive for 1973-74 is:

- President - Ron Harper
B.C. Department of Education
- Vice-President - Geoff Goodship
School District #72
(Campbell River)
- Past President - Wayne Blair
Douglas College
- Treasurer - Wayne Groutage
B.C. Department of Education
- Secretary - Angela Thacker
School District #45
(West Vancouver)

Member-at-large - Jim Bruce
School District #89
(Shuswap)

Editor - Marg Nevin
B.C. Department of Education

B.C. ORGANIZATIONS

British Columbia School Librarians' Association of the British Columbia Teachers' Federation

2235 Burrard Street
Vancouver 9, British Columbia

Contact: Mr. Mel Rainey
President
601-1550 West Tenth
Vancouver, British Columbia

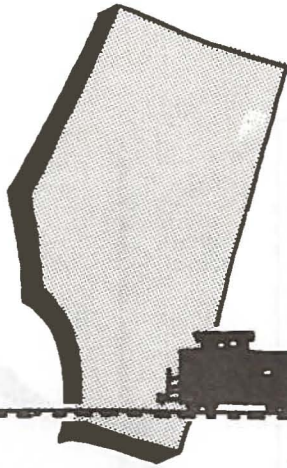
Pacific Instructional Media Association (Formerly Educational Association of British Columbia)

P. O. Box 80656
South Burnaby, British Columbia
V5H 3Y1



Yukon Territory - No Association Reported

Contact: Ms. Jane Ann Summers
Public Services Librarian
Library Services Branch
Department of Education
Government of Yukon Territory
P. O. Box 2703
Whitehorse, Yukon



AVC

alberta scene

by Tom Colbens, A.V. Consultant,
Edmonton Public Schools

Alberta has a great number of people involved in media throughout various government and administrative levels. The Provincial Department of Education operates an Audio-Visual Services Branch for the purpose of extending media resources and personnel expertise throughout the Province.

The various school boards operate their own Instructional Media Centres or Resource Centres enabling media resources to enhance individual classroom learning. Besides these two major outlets, a number of teachers have formed an Audio-Visual Council within the Alberta Teachers' Association. Teachers in Edmonton have formed a Greater Edmonton Regional Audio-Visual Council which promotes the use of media by teachers within the Greater Edmonton Area. Full time media professionals in Edmonton (EAVA) and Calgary (CM Council) have also banded together within the individual cities to promote professional growth in media. (See table for comments on organizations).

Following the publication of the Worth Report, the Provincial Government has established the Alberta Educational Communications Corporation which encompasses radio station CKUS (Edmonton), MEETA (Edmonton) and CARET (Calgary). This should add an impetus to the production, extension and utilization of all media in the province. The Universities in Edmonton and Calgary have been offering courses in media for a period of time. The Provincial Government Department of Education is investigating the feasibility of Regional Resource Centres throughout Alberta. Athabasca University is building their course programs on the use of instructional technology for learning. So the possibilities for the future of media in Alberta look good.

ALBERTA ORGANIZATIONS

Alberta Educational Communications Corporation

Barnett House
11010 - 142 Street
Edmonton, Alberta
Mr. Larry Shorter
President

Audio Visual Council of the Alberta Teachers' Association

Mr. Hans Kratz
32 Hazel Street
Sherwood Park, Alberta

Calgary Media Council

Mr. Allan Robertson
University of Calgary
Calgary, Alberta

Edmonton Audio Visual Association

Contact: Mrs. Jean Campbell
c/o M.E.E.T.A.
9311 - 60 Avenue
Edmonton, Alberta

Greater Edmonton Regional Audio Visual Council

Mr. Hank Lipouski
6104 - 87 Avenue
Edmonton, Alberta

School Library Council of the Alberta Teachers' Association

Barnet House,
11040 - 142 Street
Edmonton, Alberta
Contact: Mary McIntosh
232 - 40th Avenue N.W.
Calgary, Alberta

The enclosed chart displays information on the Alberta media scene.



the



alberta scene

ORGANIZATION	AREA / LOCATION	AIMS, OBJECTIVES, GOALS	COMPOSITION	MEMBERSHIP	PLANS - FUTURE	ANNUAL MEETINGS	CONTACT
Department of Education Audio Visuals Services Branch	Provincial - Edmonton	To promote and extend media utilization and resources within the province.	Professional media personnel	--	- Expansion of services. - Provincial computerized catalogue system.	--	MR. MARTIN ADAMSON AUDIO SERVICES BRANCH DEVONIAN BUILDING 11160 JASPER AVENUE EDMONTON, ALBERTA
Alberta Educational Communications Corporation - ACCESS	Provincial - Edmonton	To provide citizens, teachers and students in Alberta greater access to learning opportunity through various learning materials.	Professional personnel	--	- Produce materials at all grade levels.	--	MR. LARRY SHORTER PRESIDENT BARNETT HOUSE 11010 - 142 STREET EDMONTON, ALBERTA
Audio Visual Council of the Alberta Teachers' Association	Provincial	To increase knowledge and understanding of audio visual media in the schools and to encourage the use of and production of audio visual media.	- ATA members - Certified teachers - Members of Universities in Alberta and or Dept. of Ed.	270	- 1974 fall conference - Edmonton, October - Cooperation with School Library Council Annual Conference, May, 1974 - Formation of regionals within province.	Held at annual fall conference.	MR. HANS KRATZ 32 HAZEL STREET SHERWOOD PARK, ALBERTA
Greater Edmonton Regional Audio Visual Council	Greater Edmonton area	(Same as provincial - above)	(same)	90	- Submission to Downey Commission on Libraries in Alberta - Cooperating with fall conference organization.	Generally held in fall.	MR. HANK LIPOVSKI 6104 - 87 AVENUE EDMONTON, ALBERTA
	Edmonton	To improve audio visual communication in Education.	Full time professional media personnel with School Boards, University, Dept. of Ed., ACCESS North, etc.	45	- Cooperation with Calgary Media Council on 1975 June Conference. - Sponsorship of Don Hamilton Memorial Super 8 Film Competition.	Generally held in May.	MRS. JEAN CAMPBELL ACCESS TV NORTH 9311 - 80 AVENUE EDMONTON, ALBERTA
Calgary Media Council	Calgary	To improve and promote media communication.	Full time professional media personnel.	30 approx.	- Sponsoring AMTEC Conference June, 1975.	Spring of year.	MR. ALLAN ROBERTSON UNIVERSITY OF CALGARY CALGARY, ALBERTA
School Library Council of the Alberta Teachers' Association	Provincial	To increase knowledge and understanding of all media in schools.	- ATA members - Members of Universities and Dept. of Ed. - Certified teacher	480	- Spring conference. - Reaction to Downey Commission on Libraries in Alberta.	Spring of year.	MRS. DOREEN ARMSTRONG EDMONTON PUBLIC SCHOOL BOARD 10010 - 107A AVENUE EDMONTON, ALBERTA
	Edmonton	(Same as provincial - above)	(same)	100	- Reaction to Downey Commission. - Regional activities for professional development	Fall of year.	MR. RON JOSE LIBRARIAN PARKVIEW SCHOOL 14313 - 92 AVENUE EDMONTON, ALBERTA
Calgary Regional of the S.L.C.	Calgary	(Same as provincial - above)	(same)	120	- Local activities for professional development.	Fall of year.	MRS. B. NIELSON 2020 BAYSHORE RD. S.W. CALGARY
Central Alberta Region of the S.L.C.	Red Deer	(Same as above)	(same)	30	(Same as above)	(Same)	RUTH FLANAGAN BOX 176 LACOMBE
Southern Alberta Regional	Lethbridge	(Same as above)	(same)	100	(Same as above)	(Same)	WALTER PENNER 205 - 12TH AVENUE N. LETHBRIDGE
Yellowhead Regional	Jasper	(Same as above)	(same)	18	(Same as above)	(Same)	GLORIA HONIDY NITON SCHOOL NITON, ALBERTA
North Peace Regional	Peace River	(Same as above)	(same)	30	(Same as above)	(Same)	FLORENCE GREEN BOX 148 MANNING, ALBERTA



THE SASKMEDIA PROPOSAL

**Gordon S. Jackson, Manager, A.V. Services,
University of Saskatchewan, Regina Campus.**

The recent Saskmedia Report by Dr. Ron Farris, is awaiting implementation. The report is a companion piece to the same author's Community College Report of the previous year and deals with supplying library AV and video softwares to a very widespread community college system and to the population at large. The principal instrument for this distribution would be a beefed-up provincial library system with modernized inter-communication systems. The various libraries throughout the province would house and coordinate the exchange of books and materials as requested by the Community Colleges and other adult educational groups.

On media software, Dr. Farris recommended the purchase of such software programs as necessary and the local production of the bulk of the materials. By combining the School Broadcast Section of the Department of Education, that Department's Film Library Services, and a video production unit, video software would be produced in videocassette format. The video production unit would include the necessary photographic and graphic services and would be complemented by a print section publishing program guides and other original print materials.

On direct communications, Dr. Farris recommended a network of FM radio stations, with community access to the smaller local transmitters to revive such program formats as 'Citizen's Forum' and 'Farm Radio Forum'. FM was selected because the band is lightly used here.

All in all, Saskmedia is a big proposition, rather sketchily outlined by the Saskmedia report. The Minister of Education has recently reminded teachers that while the report is still under study, he expects to implement it in the near future. The question that remains, of course, is which of the proposals and how!

Legislation has been introduced to carry out a number of final studies which will determine the form of the new provincial organization.

SASKATCHEWAN ORGANIZATIONS

Saskatchewan Audio Visual Association

Contact: Frances Bergles
AV Librarian
Saskatoon Public Library
Saskatoon, Saskatchewan

Saskatchewan Association of Educational Media Specialists of the Saskatchewan Teachers' Federation

2317 Arlington Avenue
Saskatoon, Saskatchewan
Contact: Mrs. Viola Bucsis
626 - 24th Street West
Prince Albert, Saskatchewan



MANITOBA ORGANIZATIONS

**Manitoba School Library - Audio Visual Association
of the Manitoba Teachers' Society**
191 Harcourt Street
Winnipeg, Manitoba
Contact: Ms. Phyllis Budyk
308 - 10 Valhalla Drive
Winnipeg, Manitoba
R2G 0X8

Learning in the Seventies

Can we afford to improve it?

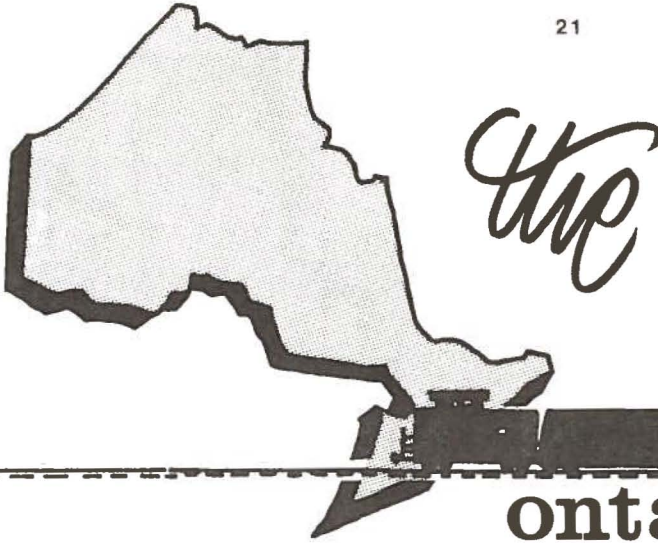
Can we afford not to?



COMMUNICATIONS
LEARNING FOR THE 70'S
ST. CATHARINES, ONT.
JUNE 16-19, 1974

JUNE 16 to 19/74

**FOURTH ANNUAL CANADIAN
EDUCATIONAL COMMUNICATIONS CONFERENCE
BROCK UNIVERSITY, ST. CATHARINES, ONTARIO**



ontario scene

ONTARIO ORGANIZATIONS

Ontario Educational Communications Authority

2180 Yonge Street
Canada Square
Toronto, Ontario
M4S 2C1

Ontario Film Association, Inc.

M. Wayne Cunningham
P. O. Box 521
Barrie, Ontario

Newsletter:

Contact: Mavis Van Nouhuys
Audio Visual Services
Hamilton Public Library
55 Main Street West
Hamilton, Ontario

Ontario Learning Resources Association of the Ontario Education Association

252 Bloor Street
Toronto, Ontario

Contact: Mr. Herb Letsche
President
5 Hurlington Crescent
Don Mills, Ontario

Ontario Library Association

School Libraries Division
2487 Bloor Street West
Toronto 9, Ontario

Contact: Professor Larry Moore
School Librarianship
Faculty of Education
Queen's University
Kingston, Ontario

Region 9 and 10 Media Association

Contact: Mr. Bob Leitch
Lanark County Board of Education
Perth, Ontario

Southern Ontario Media Association

32 Forsythe Avenue
Brantford, Ontario
N3R 3L3

Kingston Educational Television Council

c/o Dr. George Southall
Faculty of Education
Duncan McArthur Hall
Queen's University
Kingston, Ontario




QUEBEC ORGANIZATIONS

Quebec Association of School Librarians of the Provincial Association of Protestant Teachers

Hymus Boulevard
Point Claire, Quebec

Contact: Ms. Ingrid Lavergne
Dorval High School
1350 Carson Street
Dorval, Quebec

or: 900 Gohier Street
Montreal 359, Quebec

Radio Quebec

1000 Rue Fullum
Montreal 133, Quebec




MARITIME ORGANIZATIONS

School Library Media Council of the New Brunswick Teachers' Association

P. O. Box 752
Fredericton, New Brunswick

Contact: Ms. Marian V. R. Marsh
Fredericton High School
365 Prospect Street
Fredericton, New Brunswick

Nova Scotia Library Association of the Nova Scotia Teachers' Union

P. O. Box 1060
Armdale
Halifax, Nova Scotia

Contact: David H. Rundle-Woolcock
President
Liverpool Regional High School
P. O. Box 1266
Liverpool, Nova Scotia

Newfoundland School Library/Audio Visual Council of the Newfoundland Teachers' Association

3 Kenmount Road
St. John's, Newfoundland

Contact: Ms. Catherine Allan
Librarian
Brother Rice High School
St. John's, Newfoundland

Prince Edward Island Association of School Librarians of the Prince Edward Island Teachers' Federation

P. O. Box 518
53 Grafton Street
Charlottetown, Prince Edward Island

Contact: Mr. Don Carter
7A Goodwill Avenue
Charlottetown, Prince Edward Island



international scene

united kingdom

NEW CENTRAL ARRANGEMENTS FOR EDUCATIONAL TECHNOLOGY

On 1st October 1973 the Government established the **COUNCIL FOR EDUCATIONAL TECHNOLOGY FOR THE UNITED KINGDOM** in response to the recommendations of an official working party representing a wide range of educational and training interests. The new Council replaces, and takes over the resources of the former National Council for Educational Technology (established in 1967). It is an autonomous body, deriving most of its financial resources from Government departments. Most of its members are appointed as representatives of organizations, associations and authorities concerned with education or occupational and vocational training. Assessors are appointed to the Council by Government departments with an interest in education and training.

The Council acts as the central organization for promoting the application and development of educational technology at all stages of education and training throughout the United Kingdom. It sets out to advise on co-ordinating and facilitating the work of organizations providing specialist or regional services in educational technology; to act as a focal point for the collection and dissemination of information and advice; to assist in identifying the requirements of various sectors of education and training for services and materials in educational technology and to arrange for the satisfaction of those requirements; to initiate development programmes and studies of educational innovations; and to participate as may be necessary in the work of appropriate international organizations.

The Council for Educational Technology will continue the distribution of the NCET publications, including the British Journal of Educational Technology.

The first issue in Volume 5 is also the last to be edited by Professor Norman MacKenzie, who has found it necessary to concentrate his attention on his new work as Acting Director of the School of Education at the University of Sussex. Professor MacKenzie's work in establishing the Journal's international reputation in so short a time is greatly appreciated by the Council and it is encouraging to know that he is prepared to continue to act in a consultant capacity. The new editor is to be Mr. C. J. Duncan MA, FRPS, FRMS, FIRT, FIDP, Director, Department of Photography and Teaching Aids Laboratory, University of Newcastle. The basic editorial policy will remain unchanged.

(from British Journal of Educational Technology, No. 1, Vol. 5, January, 1974).

U.S.A. ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY



Many Canadians are fully aware of the existence and the program carried out by the American counterpart of AMTEC; in fact, Canadian membership in AECT exceeds Canadian membership in AMTEC. This is due no doubt to the fact that AECT is an organization of long standing with very real benefits for its membership. Canadians are no doubt most interested in the two periodicals published by AECT: Audio Visual Instruction and Audio Visual Communication Review. What Canadians may not be aware of is that the Canadian media community has always been a regional affiliate of the United States organization. As such Canadian representation is entitled to participate on various committees within AECT. Nationalistic Canadians might denounce such strong Canadian support for a U.S. organization particularly in light of the difficulties encountered in establishing our own strong national association. Others might be more willing to take the advantages of this Association for granted. AMTEC members should be aware that there are very tangible advantages to membership in AECT aside from the excellent publications. As a regional affiliate of AECT, AMTEC receives a rebate for every Canadian who is a member of AECT as well as AMTEC. This policy on the part of AECT was initiated approximat-

ely 2 years ago to stimulate the development of state and regional organizations. It is advantageous therefore for a state or regional association to get local people involved in AECT for the rebate which would accrue to the local association. Last year another joint-sharing scheme was established by the membership committee of AECT whereby a local organization receives a sum of money for each member of AECT within its area of jurisdiction. It is the intention of this policy to provide funds to the local associations to entice members of the national association into local association membership. These two programs by AECT are available to AMTEC and during the past year advantage has been taken of the one program; application has been made for funds from both of these programmes for the current year.

Those of you familiar with the organizational structure of AECT will have noticed by now the similarities between the structure of AECT and the new Canadian organization AMTEC. Along with the concepts of the representative council is the possibility for a breakdown of the membership into particular interest groups. In AECT,

the divisions are: Industrial Training and Education Division, Research and Theory Division, Division of Telecommunications, International Division, Information Systems Division, Urban Educational Media Division, Division for Instructional Development, Division of Educational Media Management.

AECT is a huge organization which draws somewhere in the vicinity of 10,000 people to a national conference. The development of the divisions was seen as a way of dealing with the problems of success involved with such rapid growth.

Because of the services and benefits offered by AECT, it would be advantageous for Canadians to belong to AECT for obvious reasons. That organization has a great deal to offer a young emerging Canadian association.



The VIPS - CHINGUACOUSY PROJECT (See Newsclip Page 25)

news clips

LEWIS LIBRARY CONSULTANTS

Shirley Lewis, who was one of the co-authors of NONBOOK MATERIALS: THE ORGANIZATION OF INTEGRATED COLLECTIONS reports that she has gone independent and now operates under Lewis Library Consultants. Those wishing to make contact write Lewis Library Consultants, 20 Eglinton Avenue East, Suite 204, Toronto, Ontario, M4P 1A9.

FILM AND T.V. STUDIES AT BANFF FINE ARTS SCHOOL

The Banff Centre School of Fine Arts announces a number of two-week and one-week Film and Television courses being offered during the summer. For information write to Banff Centre School of Fine Arts, Banff, Alberta, T0L 0C0.

THE ONTARIO LEARNING MATERIALS DEVELOPMENT FUND

The Ontario Ministry of Education plans to set up a Learning Materials Development Fund to begin operating in the 1974-75 fiscal year. The fund is designed to stimulate the development of books and other Canadian learning materials and give financial assistance to their users. The Media Committee of the Ministry has polled 20,000 principals and teachers and the results of this survey will soon be available. Anyone interested in this project in any way is asked to communicate with Curriculum Development Branch, Ministry of Education, Mowat Block, Room 1665, Queen's Park, Toronto, Ontario, M7A 1L6.

BRING IT TO THE PEOPLE: THE VIPS - CHINGUACOUSY PROJECT

The Ontario Educational Communications Authority in co-operation with the Brampton Public Library System has launched a project to test the home use of videotape programing originating at a community library. O.E.C.A. is providing program materials from its VIPS collection along with portable equipment which users can take home with them. In the first stage, the pilot project wants to test the interest and skills of people in using videotape at home. (Editors Query: Is there any other locale where a similar project is being carried out?)

TEAM INVESTIGATES OPEN LEARNING SYSTEMS

The Ford Foundation and UNESCO are jointly sponsoring and financing a twelve month project based on the University of Sussex to make studies in a number of countries of Open-Learning systems at post-secondary level, using modern media.

The countries selected for the studies will be at varying levels of development, and the systems and institutions to be studied use a varying combination of learning methods. The project will be practical and operational and the studies will make clear the resources and constraints which have shaped them and will set them in their educational and developmental context. The individual study reports will be linked by a generalising essay, drawing out aspects considered likely to be of interest to educational planners, particularly in developing countries which face the problem of extending learning opportunities to adults by non-traditional means. Studies are planned of institutions in Australia, Japan, Kenya, West Germany, Poland, Canada, U.S.A., Lebanon, U.S.S.R. Others are under consideration.

The central project team comprises: Professor Norman MacKenzie, B.Sc. (Econ) Director of the Centre of Educational Technology to the University of Sussex, member of the Planning Committee of the Open University, and member of its Governing Council; Principal Educational Consultant, John Scupham MA Cambridge, formerly Controller of Educational Broadcasting, B.B.C. member of the Planning Committee of the Open University and of its Governing Council; Principal Investigator, Richmond Postgate MA Cambridge, Senior Research Fellow, University of Sussex; broadcasting assessor to the Planning Committee of the Open University, and (formerly) member of its Governing Council; for three years Director General of the Nigerian Broadcasting Corporation.

(from Open Line No. 1, February, 1974, The Open University/B.B.C. Overseas Newsletter)

NEW OPEN UNIVERSITY STUDIO CENTRE

An indication of how committed the British government is to the concept of the Open University is the announcement of a new studio centre planned for the Open University's Walton Hall campus.

OPEN UNIVERSITY SUCCESS RATE OF 70 PER CENT PLUS

Open University students have maintained a success rate in course credits of over 70% for three years running. Comparing this year with the first two years of the University's life we have an overall credit pass rate of 73.5% in 1973 compared with 71% and 75.3% in the two previous years. As might be expected in any university the success rate is higher in the arts based than in the science based subjects. It must also be remembered that these percentages are reckoned each year on the number of students who finally register with the University after an initial three months of provisional registration. The latter enables students who have bitten off more than they can chew either in terms of time or intellectual ability to withdraw before they are finally committed.

(from Open Line No. 1, February, 1974
the Open University/B.B.C. Overseas
Newsletter)

AN INTERESTING TECHNIQUE IN SOVIET UNION

Soviet higher education curricula are compulsory and tight. (One professor found that after 8 weeks students remembered only 18% of what they had learned). In order to inject curiosity, amazement, and delight "as a necessary part of intellectual work" into his course, that same professor began interspersing his slide shows with entirely unrelated cartoons.

Though the funny pictures only took a few minutes from the total lecture, they made students far more attentive, enabling the professor to present high level material right up to the end of the lecture. Playing quiet background music during lectures was also tried - to the disapproval of other professors who felt such innovations merely undermine authority.

COMING ATTRACTIONS: PRACTICAL MATH ON EDUCATIONAL TV

The Education Development Center is currently supporting feasibility tests in six cities for a new television series designed to cure a widespread ailment called 'Mathaphobia'. The program, a kind of antidote to 'new math' - and the confusion it created - will stress neither abstract reasoning nor old fashioned rote-drill,

but will focus on such practical skills as estimation, measurement, mapping, graphing, and counting - down-to-earth, everyday skills, indispensable in a world where number illiteracy can be as much of a handicap as word illiteracy. The project will use such familiar objects as clocks, calendars, scales, scoreboards, cash registers, thermometers, speedometers, maps, and street numbers. The goal is not to get right answers, but to establish general principles.

According to The New York Times, Professor Jerold R. Zacharias, science educator and professor of physics at the Massachusetts Institute of Technology, is the intellectual father of the project. He is so pleased with the results of current tests that he predicts that "in three or four years we will have the math mess cleaned up." The program is expected to go on national educational television by September of 1975.

E.P.I.E. April 1, 1974,
Vol. 2, No. 13

FROM THE US.: A COURT CASE ON COPYRITE

The U.S. Court of Claims, in a 4 to 3 decision, overturned a trial judge's decision barring photocopying by libraries, schools, students and researchers. In an "groundbreaking" case the Court ruled that photocopying of magazines and books by scientists and librarians does not violate copyright laws.

Dissenting Judge Philip Nichols Jr. predicted that the ruling "will encourage unrestricted piracy" of all authors' works. "However hedged, the decision will be read that the copyright holder has no rights that a library is bound to respect..."

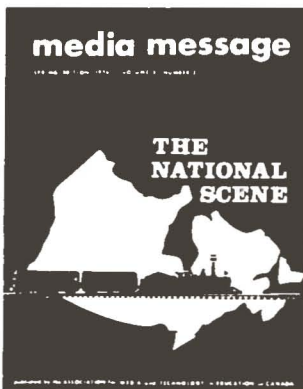
The "groundbreaking" suit was originally brought by Williams and Wilkins Co., publishers of 37 medical magazines, against the National Institute of Health and the National Library of Medicine. The attorney for the medical journals assumes the case will be appealed to the Supreme Court and hopes the decision will be reversed.

The majority opinion did not specifically prohibit anyone from photocopying copyrighted material, but said it was up to Congress to decide limits. Other points raised for consideration by Congress: the extent to which photocopying should be allowed; whether copiers should be licensed (see below); how much they should pay publishers; and the special status, if any, of scientific and educational needs. The Court also noted that the National Library of Medicine filled, at one time, 120,000 requests for photocopies of a single article. The copies were sent free, mostly to other libraries and government agencies, in some cases to private drug companies. Citing the large numbers of photocopies made by the two medical libraries, Chief Judge Wilson Cowen, joined by Judge Robert L. Kunzig, in a dissenting opinion, said:

"This is not a case involving copying of copyrighted material by a scholar or his secretary in aid of his research ... what we have before us is a case of wholesale machine copying, and distribution of copyrighted material ... on a scale so vast that it dwarfs the output of many small publishing companies."

MANUFACTURERS & DISTRIBUTORS !!!

WOULD YOU LIKE TO ADVERTISE



IN

The next issue of MEDIA MESSAGE will have space set aside for commercial advertisements.



RATES ARE AVAILABLE FOR EACH ISSUE OR FOR ALL FOUR ISSUES.

Inquiries should be directed to:

MRS. LORRA HINES
 Secretary, Association for Media and
 Technology in Education in Canada
 c/o FACULTY OF EDUCATION
 Duncan McArthur Hall
 QUEEN'S UNIVERSITY,
 KINGSTON, ONTARIO

new resources

A GUIDE TO FILM AND TELEVISION COURSES IN CANADA 1973-74

Ed. Piers Handling, Canadian Film Institute,
1762 Carling Avenue, Ottawa, Ontario,
K2A 2H7.

A cross-Canada survey of film and t.v. courses presently being offered at the university and college level.

THE WIRED CITY SIMULATION LABORATORY, PHASE 1

David C. Coll, prepared for the Department
of Communications, Canada, May, 1973.

This is another report from the 'Wired Scientific City study being carried out by Carleton University under contract with the Department of Communications of the national Government. The original study was designed 'to determine the feasibility of and develop a plan for creating an economical and efficient teaching/research broadband communications network between Ottawa and Carleton Universities and certain Government and Industrial Research establishments in Canada'. This recent publication reports on the status of a laboratory for the simulation Wired City systems created at Carleton University. The report describes the use of the laboratory within the Wired City Program, as well as describing the social and technological experiments conducted in the laboratory to date.

LEARNING ENVIRONMENTS FOR CHILDREN by H. Sanoff et al

Learning Environments, P. O. Box 6422,
Raleigh, N.C. 27608

An interesting, 100 page booklet which conceives of the learning environment of young children in its totality. The book furnishes guidelines for creating learning environments for children centers operating within a school system or a community program.

ANOTHER NEW PERIODICAL: THE JOURNAL OF BIOCOMMUNICATION

This new journal originates in the United States and is a joint effort of Association of Medical Illustrators and Health Sciences Communications Association. The Journal intends to provide 'scholarly, objective, and useful information while serving as an exemplary showcase of communications techniques in the health sciences.' For information write to: Thomas Banks, The Journal of Biocommunications, Educational TV - 431 N., University of California, San Francisco, California, 94143.

CABLE TELEVISION AND EDUCATION: A REPORT FROM THE FIELD

The National Cable Television Association,
918 16th Street, N.W., Washington, D.C. 20006.

This booklet is offered free of charge from the Public Affairs Department of the above organization. The book reports on what is actually going on today in the field of cable TV and education. It gives examples of how cable TV is being used as an 'electronic highway' between school and home, library and home, and campus and home. It discusses ways cable TV can act as a teacher's helper by allowing more intelligent use of television facilities in the classroom. Examples of students making their own programs for showing on cable TV are included in a section called 'Do-it-yourself TV' which discusses cable TV as a new medium for self-expression. Examples of schools and colleges making programs specifically tailored for the educational needs of their own communities from preschool to postgraduate level are included.

1974 B.B.C. FILM-T.V. CATALOGUE

The new 1974 B.B.C. film catalogue is available. Write to: B.B.C. Film Sales, 135 Maitland Street, Toronto, Ontario, M4Y 1E5.

FILMS ON ART 10 CATALOGUE

Canadian Centre For Films On Art, P. O. Box
8457, Ottawa, Ontario, K1G 3H8

This is an excellent catalogue of films on art available from the National Gallery Collection, Canadian Film Institute, Diplomatic Missions in Ottawa and the National Film Board of Canada. Available in French or English.

**A.V. Buyers Guide: A
User's Look At The
Audio-Visual World**

Dugan Laird, National Audio Visual Association, Fairfax, Va. 22030

This is a very useful publication put out by N.A.V.A. in the U.S. to assist the buyer to select hardware for purchasing. Well worth the price of \$2.50.

**MEDIA IMPACT
VOL.1 INTERIM REPORT**

by Orest Dubas and Lise Martel, Ministry of State, Science and Technology, October, 1973

The study explores the relationship between science and technology in the Canadian Context, specifically the role of mass media in informing Canadians about the events and activities in science. The report asks the question: 'Are Canadians being provided with adequate and accurate information on science and technology to better understand the world and the choices they face?'

**A NEW CANADIAN
PERIODICAL - 'MOTION'**

A bi-monthly publication devoted to Canadian film for theatre and t.v., which fills a gap in the current information network having to do with the commercial film industry. For a \$3.00/year subscription write to:
The Editor, P. O. Box 5558, Station A,
Toronto 1, Ontario.

**THE ITALIAN IN TRANSITION,
16 M.M. FILM
MADE IN CANADA**

A frequently-neglected problem in Canadian education is the new Canadian. Produced by O.I.S.E., this film relates the painful changes of a youth schooled in Italy, transplanted into the Canadian educational system where strange language and customs throw up formidable barriers. The film is available with Italian or English sound track, from O.I.S.E. for \$200. This would be a very useful film for pre-service and in-service teachers involved in English as a second language program.

**CANADIAN PUBLIC FIGURES
ON TAPE**

The Ontario Institute for Studies in Education is marketing a number of audio-taped interviews with outstanding public figures: Levesque, Lamontagne, Pickersgill, Lamarsh, Diefenbaker, Pearson, Douglas, Gordon, Martin, Smallwood. For ordering write to: Publication Sales, O.I.S.E., 252 Bloor Street West, Toronto, Ont. M5S 1V6.

**OPEN-AREA SCHOOL
KIT FROM C.E.A., August, 1973,**

The results of CEA's nation-wide enquiry on open-area schools has been packaged in a six-item kit. The complete kit contains a well-illustrated 40-page booklet summarizing the findings, a 20-minute reel audio-tape, transcript of the tape, a seven-page annotated bibliography, check list of apparent advantages and disadvantages, and a 32-page booklet of sample floor plans from Canadian schools.

**RECENT MORELAND
LATCHFORD RELEASES**

Two new sound filmstrip productions have been released by M-L. They are Learning About Science (primary - junior levels) and Learning About Our Universe (junior - intermediate levels). For information write to: Moreland-Latchford, 299 Queen Street West, Toronto, Ontario.

VARIABLE SPEECH CONTROL MACHINE

Cambridge Research and Development Group has received a U.S. patent for an electronic method of speeding up and slowing down recorded speech (speech compression) on ordinary audio cassette recorders. The Variable Speech Control machine can be controlled at will, by the user and ranges from 90 words per minute up to more than 450 words per minute without altering tone or pitch. Sony and Magnetic Video Corporation of Farmington, Michigan have reached licensing agreements with the Cambridge Research and Development Group. The promotional literature associated with this development indicates that the variable speech control unit is expected to add less than \$50 per unit retail to standard audio equipment. For information write Cambridge Research and Development Group, 21 Bridge Square, Connecticut, 06880.

LIP-SYNC FILMING IN SUPER 8

Hampton Engineering claims that their cordless camera-field recorder will bring the 'creative flexibility' of 16 m.m. to the super 8 field. The system is the brainchild of Richard Leacock of M.I.T. It is being marketed in Canada by Rutherford Audio Visual, 211 Laird Drive, Toronto, Ontario, M4G 3W8.

VARIFONT 3000 A NEW LETTERING SYSTEM

This new machine offers an alternative for a.v. production centres that go through large quantities of rub-on lettering. This small 19 pound machine 'prints' letters on to a 3/8 inch translucent adhesive-backed carrier tape which will adhere to paper or transparency originals. For information write to: Kroy Industries Incorp., Pierce Division 6238 Oasis Avenue North, Stillwater, Minn. 55082

Learning in the Seventies

Can we afford to improve it?

Can we afford not to?



COMMUNICATIONS
LEARNING FOR THE 70'S
ST. CATHARINES, ONT.
JUNE 16-19, 1974

JUNE 16 to 19/74

FOURTH ANNUAL CANADIAN

EDUCATIONAL COMMUNICATIONS CONFERENCE

BROCK UNIVERSITY, ST. CATHARINES, ONTARIO

coming events

May 6-10

Computer Conference, Chicago

For information write to: American Federation of Information Processing Societies, Inc., 210 Summit Avenue, Montvale, New Jersey 07645.

May 12-15

HEALTH SCIENCES COMMUNICATION ASSOCIATION'S 16th ANNUAL CONVENTION, Cosmopolitan and Brown Palace Hotels, Denver, Colorado, May 12-15. Contact S.A. Agnello, Health Science Communication Association, P. O. Box 3163, Duke University, Medical Centre, Durham, N.C. 27710.

May 21-24

THE CANADIAN SCIENCE FILM ASSOCIATION AND THE AMERICAN SCIENCE FILM ASSOCIATION will hold a joint conference in Rochester, New York, May 21-24. For information write to: CSFA Newsletter, National Science Film Library, 1762 Carling Avenue, Ottawa, Ontario K2A 2H7.

May 19-26

30th ANNUAL CONFERENCE OF FILM ARCHIVES, Ottawa, Government Conference Centre, May 19-26. For information write to: Canadian Film Institute, 1762 Carling Avenue, Ottawa, Ontario K2A 2H7.

May 28-31.

17th Annual Convention and Trade Show, Canadian Cable Television Association, Queen Elizabeth Hotel, Montreal,

June 10-13

5th ANNUAL INTERNATIONAL INSTITUTE ON THE COMMUNITY COLLEGE, Lambton College, Sarnia, Ontario, June 10-13. Conference Theme, College Perspective, 1974: Changes, Challenges, Choices. For information write to: Institute Secretary, Lambton College, Sarnia, Ontario, June 10-13. Con-

June 16-19

FOURTH EDUCATIONAL COMMUNICATIONS CONFERENCE ST. CATHERINES, ONTARIO

Sponsored by the Association for Media and Technology in Education in Canada. (Formerly Educational Media Association of Canada and the Educational Television and Radio Association of Canada. For information write to: Mr. M. Binks, Conference Chairman, Lincoln County Board of Education, St. Catherines, Ontario.

June 29-July 4

FIRST STUDENT FILM FESTIVAL, GRENOBLE, FRANCE, June 29-July 4, organized by Centre International de Liason des Ecoles de Cinema et de Television as a section of the International Short Film Festival. Inquiries for entering the competition should be directed to:

C.I.L.E.C.T.
 Centre Des Films D'Etudiants
 Festival International du Film
 de Court Metrage
 Maison de la Culture
 Grenoble, France

October 22-24

CANADIAN INSTRUCTIONAL MEDIA FESTIVAL Toronto.

Operated by Canadian Educational Showplace, this competition is open to all producers of learning resources. For information write to: Canadian Education Showplace, 481 University Avenue, Toronto, Ontario, M5W 1A7.

VOLUNTEERS !!

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A.M.T.E.C. REQUIRES A NUMBER OF PEOPLE PREPARED TO WORK ON ASSOCIATION COMMITTEES. PREFERENCE WILL BE GIVEN TO PEOPLE WHO WILL BE ABLE TO ATTEND COMMITTEE MEETINGS DURING THE ST. CATHERINES CONFERENCE IN JUNE.

1 EDUCATIONAL COMMUNICATIONS
CONFERENCE ADVISORY COMMITTEE

TERMS OF REFERENCE:

To advise the Board of Directors on conference policies and procedures in general.

To advise the current Local Programme Planning Committee on conference programme and procedures.

2 EDITORIAL COMMITTEE

TERMS OF REFERENCE:

To advise the Board of Directors on the policies governing the Association's publication(s)

To assist the editor to plan and publish particular issues of the Association's magazine.

3 A.M. T.E.C. PROGRAM COMMITTEE

TERMS OF REFERENCE:

To identify and report to the Board of Directors areas of concern which requires Association involvement and action within the next two years.

4 MEMBERSHIP PROMOTION COMMITTEE

TERMS OF REFERENCE:

To recommend to the Board of Directors policies and procedures which will increase association membership.

I AM PREPARED TO SERVE ON THE FOLLOWING COMMITTEE:

- EDUCATIONAL COMMUNICATIONS CONFERENCE
ADVISORY COMMITTEE
- EDITORIAL COMMITTEE
- PROGRAM COMMITTEE
- MEMBERSHIP PROMOTION COMMITTEE

I WILL WILL NOT BE ABLE TO ATTEND COMMITTEE MEETINGS
DURING THE ST. CATHERINES CONFERENCE.

NAME _____

ADDRESS _____

POSITION PRESENTLY HELD _____

RETURN TO :

Mrs. Lorra HINES, Secretary
Association for Media and Technology in Education in Canada
c/o Faculty of Education, Duncan McArthur Hall
QUEEN'S UNIVERSITY, KINGSTON, ONTARIO



COMMUNICATIONS
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BROCK UNIVERSITY, ST. CATHARINES, ONTARIO

**PROGRAM
OVERVIEW**

June 16 Sunday

Registration from noon to 8:00 p.m.
Joint Executive Meeting, EMAC/ETRAC Boards, 7:00 p.m.
Grand Opening Reception (Wine and Cheese)
8:00 p.m. to 10:00 p.m.

June 17 Monday a.m.

AMTEC Innaugural Session
AMTEC Problems and Concerns Seminars
Microforms Seminar
Creative Transparencies Workshop I
Television Programming Workshops

Monday p.m.

Communications: Parents and the Classroom
AMTEC Board Meeting
Microforms Seminar (repeat)
Creative Transparencies Workshop II
Reception and Film Festival

June 18 Tuesday a.m.

1812 Battlefields (Spouse's all-day tour)
Creative Transparencies Workshop I
Copyright: Presentation and Seminars
Developing Canadian Learning Materials
"Open Sector" Seminar

Tuesday p.m.

Super 8 mm - Production Seminar
Creative Transparencies Workshop II
Community Cable Systems Seminar
Satellite Developments Seminar
Regional Problems and Solutions

June 19 Wednesday a.m.

Media Administrator's Seminar
Computer in Learning and Evaluation
Distribution/Catalogue Exchange
Curriculum Design/Instructional Development
Certification of Media Personnel

Wednesday p.m.

Media Cost-Effectiveness/Budgeting
Do-It-Yourself Plastics/Realia Workshop
Library/Media Centre Integration Seminar
General Session - "Beyond the Seventies"
Video Formats Seminar



Bus to Niagara Falls for Sightseeing, Reception, Skylon Tower Banquet at 5:00 p.m.

PLUS: Canadian Learning Materials Exposition + Exhibits + Resource Centre for
Locally Produced Materials + Mini-Tours of Regional Centres + Job Exchange.

* Post Conference Maxi-Tours: Ontario Place, O.E.C.A., Science Centre, Museum.

Learning in the Seventies

Can we afford to improve it? Can we afford not to?

Now there is a single Canadian organization* committed to professionalism in the design and use of tools and techniques for learning. A national poll has identified the issues, which will be presented/considered/debated at the Fourth Annual Canadian Educational Communications Conference. Check this index of conference topics and events. How many can you afford to miss?

- A** AMTEC* the new Association for Media and Technology in Education in Canada, born of the union of EMAC and ETRAC; accommodation at low rates (see below); administration of media programs; administrators, educational (see also: interactions); APLET (British) conference report; audio cassettes.
- B** Bilingual translation service for major events; banquet (see: Skylon Tower); behavioural objectives; birth (see: national); Brock University, conference site; budgets (see also: cost-effectiveness).
- C** Copyright; Canadian media scene; CBC roles in education; cable TV and learning; cassettes (audio and video); catalogue exchange; certification (see: standards); change (see: instructional technology, certification, government, etc.); chargeback systems; Charley's Aunt (see: Shaw); compressed speech; computer applications to teaching/learning; COPSE Report; curriculum materials.
- D** Distribution problems; distributors; designing effective instruction; discussions, formal and informal, opportunities for.
- E** Evaluation; ETV; educational goals and objectives; employment exchange for media people; equipment, standards and information exchange; entertainment (see: tours, show); escalating costs.
- F** Formation of regional and provincial interest groups; festival (see: Shaw); folk capital of Canada (see: St. Catharines); Fourth Annual Canadian Educational Communications Conference, at Brock University, St. Catharines (see below); future (see: AMTEC).
- G** Government roles in the educational process; gourmet's delight (see: banquet).
- H** Health services programs (see also: X-ray); hardy perennial (see: copyright); Horseshoe Falls (see: Tours); hands on (see: production, video, workshops, etc.); how to (see: ditto).
- I** Individualized instruction; ideas on effective use of media; information exchange (see: equipment catalogues); industrial training; instructional development/technology; interactions between media specialists, librarians, educators, administrators, trainers, etc.; involvement (see: banner, top of page).
- J** Jobs (see: employment exchange); joy (see: Skylon, pub, etc.).
- K** Keywords (see: participation, involvement); key note (see: interaction).
- L** Librarians (see: interaction); library/media centre integration; literacy (see: visual).
- M** Mainstream programming in the networks and classroom teaching; mediated instruction; medical centre tours; mini-tours of facilities; microforms; multi-media.
- N** Niagara Region (where it's at!); Niagara Falls (see: tours); National (see also: AMTEC); new (see: AMTEC, programs, video systems, etc.).
- O** Objectives; obsolescence, problem of; open sector/open University; overview (see: Canadian Media scene).
- P** Professionalism in teaching and training; para-professionals (see: certification); packaged media presentations; personnel (see: certification, employment); producers; product information exchange; production techniques (see: hands on); programmed instruction; pooling (see: evaluations, information exchange, products, etc.); private sector (see: interactions); provincial organizations; pub (see: joy).
- Q** Quasi-professionals (see: standards); questions and answers (see: discussion).
- R** Reports (see: APLET, projects, satellites, video systems, etc.); Rainbow Bridge (see: Tours); rates (see below); registration (see below); remedial programs (see: individualized).
- S** Security (see: standards, survival); St. Catharines, home of Brock University; Saskmedia; schools and school broadcasts; seminars; Skylon Tower, site of gala wrap-up banquet; Shaw Festival (see: tours, entertainment); software information exchange and evaluation (see: catalogues); spouses (see: tours, entertainment); standards for A-V staff certification; support staff (see: certification); survival (see: cost-effectiveness); student film panel.
- T** Telecommunications (including television, see also: Cable TV, satellites, video systems); translation service (see: bilingual).
- U** Ubiquitous (see: interaction, discussions, etc.).
- V** Videodiscs; video systems; visual literacy.
- W** Workshops in TV, graphics, film (see also: hands on); Welland Canal (see: spouses, tours); wine country (see: Niagara Region, tours); Worth Report.
- X** X-ray transmission via telephone lines (see: health services, telecommunications).
- Y** Youth (see: schools, student).
- Z** Zero defects (see: cost-effectiveness).



COMMUNICATIONS
LEARNING FOR THE 70'S
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Register before May 15 and save \$5.00! Members, \$35.00 Non members, add \$10.00 Spouses or students attending sessions, \$20.00 Single day rate, \$15.00 Residence [double occupancy] and meals, \$15.00 per day. Don't delay! \$25.00 [non-refundable] guarantees your reservation! Please make cheques payable to Brock University.

JUNE 16 to 19 /74

**FOURTH ANNUAL CANADIAN
EDUCATIONAL COMMUNICATIONS CONFERENCE
BROCK UNIVERSITY, ST. CATHARINES, ONTARIO**