

## AV News Exchange

The Winter Media Conference "77" sponsored by EMA, LRA, NCAECT, and NCASL, was held at Wake Forest University February 10-12. Outlined below are some of the highlights of that conference:

### MERGER PROPOSED:

EMA (Educational Media Association) and NCAECT (North Carolina Association for Educational Communications and Technology) each proposed a joint ad hoc committee be formed to investigate a way the two organizations might merge. Such mergers have been successfully accomplished in other states and the membership of both groups went on record as being supportive of such a move in North Carolina. The continued joint sponsorship of media conferences was again endorsed.

### CARRUTH AND JOYNER HONORED:

James Carruth, retired Director of the Division of Media Services, North Carolina State Department of Public Instruction, and Douglas Joyner, outgoing EMA president and Director of Audiovisual Education, Wayne County Public Schools, were honored with handsome, suitably inscribed plaques by EMA and NCASL.

Carruth was visibly moved by the presentation made by Joyner citing his years of dedication and leadership in the field. In turn Joyner was obviously surprised by the presentation made by Jean Johnson, head of the NCASL and EMA Task Force for Legislative Action.

### CSIM:

Dennis Perry, Audiovisual Specialist and Public Information Officer for Gaston College, discussed the CONSORTIUM FOR SHARING INSTRUCTIONAL MATERIALS (CSIM). This consortium has 52 member institutions from the 57 targeted technical and community colleges. It was organized in 1975 to promote sharing of locally produced instructional materials. CONSORTIUM CONNECTION is a newsletter issued by the CISM which keeps the membership informed about the instructional packages (currently 160) in the clearing house and other pertinent news. Copies are available from:

Department of Community Colleges  
Division of Educational Resources  
Room 25, Education Building  
Raleigh, NC 27611  
Tel. (919) 829-7201

Joe Carter, Director of Educational Resources, is the CISM project director.

### RURAL RENAISSANCE:

The Rural Renaissance Project is a 10 institution consortium of community colleges and technical institutes. Lynn Moritz, Instructional Development Coordinator/Consultant North Carolina Rural Renaissance Project Coordinator, presented a program about this new project. William McIntosh, Vice President for Educational Planning and Evaluation at Central Piedmont Community College, is the director of the project.

Funded for school year 1976-77, each of the 10 member schools is developing 6 instructional modules, with 26 different instructors writing the modules, supported by artists, A/V specialists, etc. These 60 instructional programs developed by the project will be useful immediately on existing slide/tape and video-tape equipment. Also they will be adaptable to wide-spread television transmission utilizing compressed video technology. They will be made available to all the N. C. Community College Systems and one of the project's dissemination strategies will include distribution through the CISM.

Those attending the session viewed a module developed for forestry students. All learned how to identify Loblolly, Slash, Long and Short Leaf Pine from the effective program.

Headquarters is at Central Piedmont Community College. Caldwell Community College and Technical Institute serves as the Regional Coordinating Unit (RCU) for the Western region which also includes

Catawba Valley Tech and Surry Community College.

Central Carolina Tech is the RCU for the Central region, which includes Guilford Tech and Johnston County Tech.

In the Eastern region Wilson County Tech is the RCU, coordinating the activities of Beaufort Tech and Martin Community College.

### INSTRUCTIONAL TELEVISION: RECEPTION, DISTRIBUTION, AND USE:

This presentation ran the gambit from those very blessed to those not so fortunate and succeeded in being helpful for any situation. William Sweezy, Director Media Services, Charlotte/Mecklenburg Schools, discussed their fairly sophisticated system which not only broadcasts Educational Television programs but originates their own, including the popular school board meetings. They are busy now developing a series on reading skills. Anyone interested in borrowing their original productions can contact Sweezy for details.

John Shore, Audiovisual Coordinator, Winston-Salem/Forsyth County Schools, reported what is possible on a more modest budget with very poor Educational Television reception available. Given one cable station four years ago, their Carrer Education Center is now well into TV productions.

John Lutz, Jr., Audiovisual Coordinator, Gaston County Schools, demonstrated what can be done on a shoe string. Lutz ably showed what simple antenna and knowledgeable amplification can deliver to your

classrooms. Sharp, clear pictures emerged from shadows and snow as he attached inexpensive boosters and positioned a low cost antenna. He quoted costs at \$30 per room, \$1200 per 30 classroom school.

### GENERAL SESSIONS SPEAKERS:

Dr. Jane Hannigan, Professor of Library Services, Columbia University, already had a fan following in the audience from the participants who had heard her speak at the preconference, an invitational workshop for secondary school media coordinators. She won many more with her address "Role People Should Play in the Media Program." She interspersed this address with imaginative and pointed short films. The films' titles and ordering information will be included in the next issue's AV NEWS EXCHANGE, along with more coverage of her message.

Dr. Roosevelt R. Wright, Jr., Assistant Professor Radio/Television, Syracuse University, and son of Roosevelt R. Wright, Sr., Media Technician, Elizabeth City Schools, proved a very dynamic and optimistic speaker asking "Where are the educational media leaders for the 80s and 90s?" He suggested it was our responsibility to keep alert and identify the emerging leaders and gave a score card list of ingredients to use. Those attributes he mentioned included: physical and nervous energy, purpose and direction, enthusiasm, friendliness, integrity, basic mastery of the field, intelligence, teaching skills, and faith!

### ORGANIZATIONAL NEWS:

Clinton Barnes, Director of Media Services, Carteret County, took office as the new president of EMA. Beaufort Bailey, Director of Educational Media, Winston-

Salem State University, took office as the new NCAECT president.

### FROM THE STATE LIBRARY: CUMULATIVE REPORT OF 16mm FILM HOLDINGS IN NORTH CAROLINA:

The Division of the State Library sent out a report form in November 1976 for the purpose of compiling data on 16mm film holdings in the state. The forms were sent to all public libraries, academic libraries/media centers, state institutions and state agencies. The response has been excellent. The information received is now being prepared for a "Cumulative Report of 16mm Film Holdings in North Carolina." The cumulative report will be made available to all cooperating libraries/media centers, institutions and agencies and to anyone in the state requesting the information.

The Division of the State Library is deeply appreciative of the cooperation and support it has received from the various libraries, media centers, state institutions and state agencies throughout the state in supplying the information for the cumulative report.

### ROOTS —

#### *The Saga of an American Family*

The State Library Film Service has acquired the twelve one-hour episodes for the film collection. The ABC non-fiction novel for television based on Alex Haley's best-seller was aired on the ABC Television Network beginning January 23 for eight consecutive evenings. The epic drama tracing the history of four generations of

Haley's ancestors — beginning with the birth of Kunta Kinte in a West African village in 1750 through their struggle for freedom in America during Reconstruction — received the highest audience ratings in the history of television viewing — estimated at 80,000,000 viewers. The publication of Haley's book broke publishing records when Doubleday committed the largest hardback first printing in the history of American publishing — 200,000 copies.

The twelve episodes in 16mm may be requested from the State Library Film Service through local libraries/media centers throughout the state. They should be requested by individual titles: THE AFRICAN, Pt. 1; THE AFRICAN, Pt. 2; THE SLAVE, Pt. 1; THE SLAVE, Pt. 2; THE ESCAPE; THE CHOICE; UPROOTED; CHICKEN GEORGE, Pt. 1; CHICKEN GEORGE, Pt. 2; THE WAR; FREEDOM, Pt. 1; FREEDOM, Pt. 2. Alex Haley served as consultant for this David L. Wolper Production.

### UNC-CHAPEL HILL MEDIA CENTER UNDER WAY:

The UNC Media Center is completing basic organizational plans, according to Dr. Donald L. Shaw (formerly in journalism on campus), who was appointed director in March, 1976.

Shaw has begun to formulate a long-range plan for the Center, after visits to comparable centers at universities in New York, Michigan, and Ohio.

Among the key objectives of the plan are:

- the eventual hiring of a small staff able to provide both guidance in instructional

design and workshops for production of training aids;

- improved coordination among existing centers now able to produce selected training aids;
- improved support of user services in selected places, such as the Foreign Language Laboratory and Undergraduate Library.

Early in December, the administration of the Foreign Language Laboratory was assigned to the Media Center. "This will greatly improve the Center's ability to provide audio and videotape support for all classes," according to Shaw. The Center administrative office shares space with the Foreign Language Laboratory in Dey Hall.

Earlier, the Audiovisual Department had been made part of the Center. According to the fall report of the Department, it provided 402 films to classes, a 3% increase over last year, and a 33% increase in number of classes served. The Audiovisual Department currently absorbs about 56% of the Center's budget.

Shaw said he hopes funds generated from film rental off campus can eventually be used to build the campus collection, particularly of videocassettes. "Some people feel that videocassettes are the wave of the future," he noted.

"We are trying to build rapidly, but also carefully," Shaw stated. "Our main objective is to develop better coordinated services for our classrooms and to provide the same kind of University support for teaching that is already provided for research."