

# AV News Exchange

## NORTH CAROLINA MEDIA COUNCIL: A COUNCIL OF EDUCATIONAL MEDIA ORGANIZATIONS

Representatives from five state media organizations met this past March and formed the above named Media Council. Douglas Joyner, president of NCAECT, is acting as temporary chairperson.

The objectives of this new council are:

1. To explore avenues of cooperation between various media organizations in the state of North Carolina.
2. To promote quality programs and workshops of mutual professional interests to constituents of member organizations.
3. To identify professional problems for further development of media programs in North Carolina.
4. To promote better understanding and mutual cooperation among media organizations in North Carolina in order to develop a responsible image for media personnel.

Membership is open to all educational media organizations which support and promote the above objectives. At this writing the members are: Educational Media Association, North Carolina Association of Educational Communication and Technology, North Carolina Audiovisual Supplier's Association, North Carolina Library Association, Learning Resources Association and North Carolina Association of School Librarians anticipate becoming members as soon as the necessary boards meet. Dues are \$25 to help implement the objectives. The

Council includes two persons from each member organization.

### Free Video Tape Program

Send a blank 30 minute 3/4" videocassette and a blank C-90 audio cassette to receive a videotape introducing the *TV Tutorial* plus a recording of an interview with professors who have tried it as well as the media librarian who works with the students using the produced tapes.

Dr. Ray Anderton, Director  
Auraria Media Center  
11th and Lawrence  
Box 422  
Denver, Colorado 80204

Barry Barnes, Chief  
Instructional Development

Any educational institution's staff with videotaping capabilities early on gets the notion to put faculty lessons on tape. Unfortunately the notion often becomes the staff's greatest headache. The entertaining, extremely practical, and informative videocassette available to order is itself a model for what it teaches. This videocassette available to order is itself a model for what it teaches. This videocassette could be entitled "Painless Instructional Teleproduction".

The program suggests the following procedures.

- Use a standard format.
- One camera on the teacher.

One camera on the student.

One camera overhead covering notes, formulas etc.

The teacher talks to the student.

The student listens and responds.

Close work is done under the overhead camera or post-produced and video inserted later.

Keep a lesson to 30 minutes or less. (Remember tape may be replayed repeatedly.)

Barry Barnes, presenting at the AECT conference in Kansas City, justifies this technically less than ideal approach, in his distributed paper "Mr. Wizard Goes to College or The TV Tutorial as a Way to Increase Instructional Teleproduction". He says "I believe, 'The best is the worst enemy of the good', that the road to best passes through good then better." Broadcast production standards are a luxury and, an even, unlikely possibility with the usual educational institution's limitations of equipment, studio, staff, budget, time, and faculty commitment and talent.

The "Basic TV Tutorial Format" requires a minimum of rehearsal time, no script to memorize or cues to learn. It is relatively quick, easy and cheap. It can markedly increase student's access to instruction. "Courses using TV Tutorial videotapes have reduced drop-out rates, produced higher test scores and improved attitudes toward the subject."

Take advantage of the generous offer above and judge for yourself.

## Color Fading in 16mm Films

Remember "The Case of the Shifty Cyan"? There is a differential fading of the color layers on the film stock now used by most of the educational film producers. The first to fade is the blue (cyan). The second layer to fade is the yellow and the magenta stays relatively stable. In other words as they age films get pinkish and red.

The problem is that the fading begins the minute the film is processed. Consumers need to be alert to the fact that a newly purchased film may be color faded, or that prints just 3 to 5 years old have deteriorated color.

Dr. John Payne, director, Learning Resources Center, University of Southern Colorado, again reported to the AECT Technical Standards Committee about the color shift problem. He repeated the information that Eastman Kodak 7385 stock and the films that are presently being used, 7381 and 7383, all have inherent cyan shift. This shift takes place even if the film is ideally stored and never used. Therefore, it has been suggested that the film that must be replaced because of the color fidelity should not have to be purchased at the initial full price but that rather there should be a sharing of the financial responsibility between buyer and distributor.

## TICCIT

It looks like a TV. It has pictures on it like a TV. It has movement like those electronic TV games. It prints out text on the screen like a computer. It carries on a discussion, giving answers, asking questions,

scolding and praising. It has a typewriter key board right under the TV screen to use to talk with it

TICCIT stands for (Time-shared, Interactive, Computer-Controlled, Information Television) Systems. It synergistically combines the capabilities found in computer-assisted instruction, computer-managed instruction and dial-access video systems. At least that is what the Hazeltine Corporation's brochure about TICCIT says. As a response to all kinds of instructional problems, particularly those dealing with the handicapped, instructional developers may wish to investigate this sophisticated system from out of science fiction.

## **SELA CONTINUING EDUCATION MATERIALS FAIR**

Because of the past success and growing interest, the joint meeting of SELA/SWLA will include a Continuing Education Materials Fair. Pat Dorsett and Sandy Ellison from SWLA/CELS Advisory Group along with Nancy Doyle Bolt for SELA will co-ordinate the Fair in New Orleans during the October 6-8, 1978 Joint Conference.

The Continuing Education Materials Fair will be held on Friday, October 6, from 12:00 noon to 4 p.m. Both participation

and attendance is free. If your library or library association has something to share from workshops, in-service training, adult education programs, literacy programs, adult independent learners programs, or projects, please bring it to New Orleans. We are asking each library or library association to have a person to stay with the materials to explain why they were created, how they were used, results and future plans. The diversity of approaches including audio tapes, video cassettes, instructional packages, modules, etc., should be of assistance in planning future Continuing Education activities. The C.E. Materials Fair is held in an informal setting to encourage the sharing of ideas, methods, and techniques. We know a lot is happening in continuing education in our region and this will give us an opportunity to see these materials first hand and be able to talk to the planners and producers of some great continuing education experiences.

If your library is interested in participating please contact one of the people listed below. Equipment is *very* limited. If it is *impossible* to bring your own, contact Sandra Ellison.

Sandra Ellison, SWLA Chairperson  
Oklahoma Department of Libraries  
200 N.E. 18th Street  
Oklahoma City, OK 73105  
(405) 521-2502

Pat Dorsett, SWLA  
Public Library of Pine Bluff  
Jefferson County  
Pine Bluff, Arkansas 71601  
(501) 534-4802

Nancy Doyle Bolt  
National Endowment for the Humanities  
Division of Public Program  
806 15th Street, NW  
Mail Stop 401  
Washington, D.C. 20506  
(202) 724-0398

## Report from the President

During the past year, the American people have seen the President of the United States in a new light. He has been seen as a man who is not only a leader of the nation but also a man who is a leader of the world.

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