

WISCONSIN HEALTH SCIENCE LIBRARY ASSOCIATION NEWSLETTER

April 1979

No. 102

COMING EVENTS

April 19-21 MRG/MLA, Indianapolis, Indiana
May 4 WHSLA Executive Meeting, Clinical Sciences Center, Madison, WI
June 2-7 MLA Annual Meeting in Hawaii
October 18,19 Tentative dates for Fall WHSLA meeting, Oshkosh, WI

REMINDER

Most preliminary WHSLA Committee reports are due soon. Please submit all reports to Kay Cimpl, President WHSLA, as soon as they are completed.

WISCONSIN HEALTH SCIENCE LIBRARY ASSOCIATION
LEGISLATION COMMITTEE REPORT 4/3/79

The intent of the Wisconsin Health Science Library Association (WHSLA) Legislation Committee is to keep the Association membership up-to-date and informed on legislative issues that involve libraries, and especially health science libraries in Wisconsin. Understanding these issues depends on an understanding of how an individual library (or librarian) relates to larger library groups and organizations and how the component parts interrelate. Some of the relationships which we hope to cover include:

- Single-type library groups, e.g., medical library consortia;
- library/consortia relationships to the National Library of Medicine;
- Library/librarian relationships to the Medical Library Association;
- Health science library relationships with other types of libraries and with state level library resources, e.g., area multi-type library organizations, and the Wisconsin Interlibrary Loan Service (WILS) and the Reference and Loan Library;
- Relationships with library technology and networks, i.e., implications of automated systems such as OCLC and Medlars on processing, interlibrary loan, etc.

As you can see from these examples, the issues can get very complicated. The WHSLA Legislation Committee feels that an understanding of library issues generally is important in the understanding of how our association and our librarians might be affected by any library legislation. To fulfill this educational goal we plan to contribute a column to the WHSLA Newsletter on a regular basis. We would appre-

WHSLA LEGISLATION COMMITTEE REPORT (continued)

ciate suggestions as to topics to be covered. Comments, criticism and suggestions should be sent to:

Ledell Zellers, Chair
WHSLA Legislation Committee
Mendota Mental Health Institute
301 Troy Drive
Madison, WI 53704

QUESTIONNAIRE REGARDING PROPOSED WISCONSIN
LIBRARY LEGISLATION

If you are a member of WHSLA, you should have received a letter and questionnaire about proposed Wisconsin library legislation currently in the Assembly State Affairs Committee. The letter and questionnaire sent to WHSLA members on March 8, 1979 (sorry, date was omitted on the letter), and the memo sent to the State Affairs Committee for its March-20, 1979 meeting, follow. Since the initial tabulation of results, we have tabulated 17 more questionnaires bringing the total to 66 or about 75%. (This does not include 4 questionnaires returned but not tabulated as the respondents either ranked more than the requested 5 priorities or checked their preferences instead of ranking them.) When the additional 17 responses were tabulated, the top 3 choices still remained significantly higher than the other 8. Patient education, which was inadvertently left off the original questionnaire, received some write-in votes.

If you have questions about this survey, please contact one of the WHSLA Legislation Committee members (names and telephone numbers listed on following letter).



Wisconsin Health Science Library Association

Dear WHSLA member:

The Legislation Committee of WHSLA prepared the enclosed survey in order to get your input on a recommendation currently before the Wisconsin State Legislature. The Assembly State Affairs Committee will discuss this issue and other library issues soon; therefore, we are requesting that you respond immediately (just fold, staple and mail pre-addressed questionnaire).

The one issue which specifically affects health science librarians concerns a proposal to study, at the state level, state aids (financial support) for health related libraries. The proposal (see below) is not specific as to activities, resources or institutions which could or would receive funds. We are trying to ascertain the priorities of WHSLA librarians in order to report to the Wisconsin Legislature and relevant Committees of the Legislature. The pertinent section of the legislation reads as follows:

"(1) STUDY OF AIDS TO MEDICAL LIBRARIES AND SYSTEM RESOURCE LIBRARIES. The [board/council] shall study the desirability of providing state aids to medical libraries in hospitals and health care institutions and to public library system resource libraries and make recommendations to the governor and the legislature."

In doing your ranking, you might want to consider what kinds of financial aids would be likely to be supported by the State Legislature e.g. state level coordination vs. a comparable amount of money being divided among basic unit libraries. Another important issue discussed by the WHSLA Legislation Committee was the likelihood (or lack thereof) of the State Legislature allocating state financial aids directly to private institutions. But we feel that you, as members of the Wisconsin Health Library Association, should rank what's most important to you. Please complete and return this survey as soon as possible. If you have questions, feel free to contact committee members.

Sincerely,

WHSLA Legislative Committee

Ledell Zellers (608) 244-2411 X466
Virginia Holtz (608) 262-6594
Betsy Merriam (608) 266-2413
Deb Gillis (715) 356-5222

LZ/kp
Enclosures



FOR INFORMATION ONLY,
NOT FOR COMPLETION

Wisconsin Health Science Library Association

If state funding is made available for the support of Wisconsin's health science libraries, I would like to see it used to:

(Chose the five which are the most important to you and rank them giving your top choice a five and the lowest of your five choices a one.)

- continue and enhance the statewide newsletter.
- continue the toll free telephone line to resource libraries.
- restore the statewide consultant/coordinator for health science libraries (to help develop the consultation program, assist consortia, represent the interests of basic units to resource libraries and regional assembly, interpret regional programs to basic units etc.)
- provide project or support grants to basic units both public and private.
- provide continuing education programs in the state.
- update and broaden the coverage of state health science union lists, local and statewide.
- completely or partially subsidize interlibrary loans. (These have been partially subsidized by the Federal Government and partially by the resource libraries. Federal support for loans within the state is being withdrawn.)
- completely or partially subsidize computerized data base searches (MEDLINE, Psychological Abstracts etc.)
- support a centralized cataloging service.
- establish a more extensive audio visual lending service for the health science.
- encourage more resource sharing among health science libraries and between health science libraries and libraries of other types.
- other (please specify) _____
- other (please specify) _____



**Wisconsin Health Science
Library Association**

CONTACT: Ledell Zellers, Chair
Legislation Committee
Wis. Health Science
Library Association
301 Troy Drive
Madison, WI
244-2411 X466

MEMO TO: State Affairs Committee
FROM: Wisconsin Health Science Library Association
DATE: March 19, 1979
SUBJECT: AB20

The Wisconsin Health Science Library Association Legislation Committee would like to present information representing the concerns of health science librarians from around the state. Both AB20 and AB20 with Amendment 1 include a study and possible funding for health sciences libraries. Therefore, we asked members of the Wisconsin Health Science Library Association to rank programs for which state funding was important and appropriate.

Within one week slightly more than 50% of the 93 surveys sent were returned. These represent the largest hospital, clinic and health science libraries from communities in all areas of the state. Results will be retabulated when more responses are received. However, since the State Affairs Committee was meeting, we thought the preliminary results might be valuable in your deliberations.

Out of 11 selections three items were ranked significantly higher than the others. Those were:

1. Update and broaden the coverage of state health science union lists, local and statewide.
2. Completely or partially subsidize interlibrary loans. (These have been partially subsidized by the Federal Government and partially by the resource libraries. Federal support for loans within the state is being withdrawn.)
3. Restore the statewide consultant/coordinator for health science libraries (to help develop the consultation program, assist consortia, represent the interests of basic units to resource libraries and regional assembly, interpret regional programs to basic units, etc.).

An initial evaluation might be the necessity for state funding to continue programs initiated by federal seed money. All three programs used or are using federal funds. The third priority (that is for a statewide coordinator) would provide the same kind of consultant services as is presently funded by the state for public and school libraries.

We hope you will consider this in your deliberations on this legislation.

NEW PUBLICATIONS FROM STASH

STASH, Inc., which is a non-profit corporation established in 1967 to provide books, grassroots, educational off-prints and journals psychedelic drugs would like you to know that they have produced several new publications and have revised and updated many of their old standards. For example, their million seller, Drugs of Abuse: An Introduction to Their Actions and Potential Hazards, has had all sections extended to reflect current information and new sections on definitions and on PCP were added, as well as a re-evaluation of the relative scale of potential hazards.

Grassroots, their most comprehensive publication, provides the most up-to-date information about specific drugs and their effects, prevention of drug abuse, nation-wide drug analysis reports, etc.

STASH will gladly provide copies of any books or pamphlets you might wish to review. Copies of their price list may be obtained free of charge by contacting:

STASH, Inc.
118 S. Bedford Street
Madison, WI 53703
(608) 251-4200

NEW WHSLA MEMBERS

- | | |
|---|---|
| Tanja R. Geisler
Rt 1, Box 219
Osceola, WI 54020
(715) 294-3365 | St. Croix Valley Mem Hosp
Health Science Library
St. Croix Falls, WI 54024
(715) 483-3261 |
| Rose Mosigian
404 N Segoe Rd, 64B
Madison, WI 53705
(608) 231-1867 | Middleton Hlth Sci Library
1305 Linden Drive
Madison, WI 53706
(608) 262-2371 |
| Lois J. Zuehlke
2221 Collingswood Dr
Beloit, WI 53511
(608) 365-7440 | Mercy Hosp of Janesville
Med Library, 1000 Mineral Pt.
Janesville, WI 53545
(608) 756-6749 |
| Antoinette Oftedahl | Ossed Area Mun Hosp & Nsg Hm
674 East 8th Street
Osseo, WI 54758
(715) 597-3121 |
| Dorothy Anderson
RR 1, Box 148
Waterloo, WI 53594
(414) 478-2624 | Bethesda Lutheran Home
700 Hoffman Drive
Watertown, WI 53094
(414) 261-3050 |
| Julia A. Rhyne
2867 Eggmann Road
Madison, WI 53713
(608) 273-3853 | Madison General Hospital
School of Nursing Library
1010 Mound Street
Madison, WI 53715
(608) 267-6250 |

DRUG INFORMATION CENTER

The Drug Information and Poison Control Center of the Clinical Science Center - Madison serves the health science professionals of the state of Wisconsin. Personnel from the Center are available to answer drug related queries when local resources have been exhausted. Librarians should note the Center's hours:

8:30 am - 9:30 pm, Monday-Friday
5:30 pm - 9:30 pm, Saturday and Sunday.

The phone is (608) 262-1315.

Kathy Grant serves as Director of the Drug Information Center and was the speaker at the March 6th ETN session. Kathy is interested in feedback to her presentation and would be glad to answer any further questions or concerns. You may address these to Middleton Health Science Library, 1305 Linden Drive, Madison, WI 53706, c/o Barbara Schmiechen. They will be forwarded to her.

ETN SERIES

May 1 - ETN Series

Springtime brings us, along with many other things, the final session of the four 1978-79 ETN Seminars for Health Science Librarians. On May 1, 2:00-4:00, LaVerne Samb of LaCrosse Lutheran Health Science Library will lead the session on "Policy and Procedure Manuals." The revised Accreditation Manual for Hospitals states in standard II for libraries that "the provisions of professional library services shall be guided by written policies and procedures." LaVerne's presentation comes at a good time. It should give health science librarians valuable assistance in working toward meeting those standards.

ARTICLE OF INTEREST

Deborah Hall, Librarian at the Milwaukee County Health Center, found the following article of particular interest:

Schwarz, Eleanor, B. "Time management strategy for women", Journal of Nursing Administration, Vol. 9:3, March 1979, pp. 22-26.

WESTERN WISCONSIN HOSPITAL LIBRARY CONSORTIUM MEETING

The Western Wisconsin Hospital Library Consortium Annual Meeting was held March 9, 1979. Bess Bursinger, VA, Tomah, passed along the minutes from the meeting which are summarized below:

The meeting was held at the VA Medical Center in Tomah. Member participation in the Consortium was discussed. The 1979 MHSLN INTERLIBRARY LOAN MANUAL was reviewed by Sr. Regine of La Crosse. Sister pointed out that there is no change in the hierarchy of the system, or in the forms used. The emphasis continues to be on use of local resources first. Continuing education for librarians was discussed and an extensive report on library services for nursing home inservice programs was given by Mrs. Samb. Currently there are 13 members of the Consortium and Mrs. Bursinger agreed to act as coordinator for another year. The next annual meeting will be hosted by Mrs. Samb at La Crosse Lutheran Hospital. An exact date has not been set for this meeting. All minutes from Consortium meetings are welcome for inclusion in the Newsletter.

JOURNAL EXCHANGE

St. Francis Hospital, 3237 South 16th Street, Milwaukee, WI 53215, (414) 647-5156, Please request before April 15, 1979. Postage waived. Please enclose mailing label.

Bits and Pieces	V C:12, '78
Cardiovascular Med	V 3:11, '78
Center for the Analysis of Hlth Prac Newslet	V 1:2-4, '76 V 2:4, '78
Computerized Tomography	V 1:1, '77
Cur Cncpts of Cerebrovascular Dis - Stroke	V 13:6, '78
Cutis	V 17:6, '78
Family Health	V 9:3,9, '77 V 10:11, '78 V 11:1, '79
Food Management	V 13:11,12, '78
Hlth Care Week	V 1:42,44,46,47, 50, '78 V 2:2,5,6,21,23-26, 29, '78-79
Hospital Law	V 11:3, '78
Hospital Practice	V 13:5-7, '78
Hospital Progress	V 12:12, '78
Hospitals, JAHA	V 52:11-13,16-18, 20,22, '78

JOURNAL EXCHANGE (continued)

Institutions	V 83:10,11, '78 V 84:1,2, '79
J of Legal Med	V 3:10, '75
The Lancet	V 1:7916, '75
Mayo Clinic Proc	V 53:1,4-12, '78
Med Clin of N Am	V 43:6, '59
Modern Healthcare	V 8:7-9, '78
New Eng J of Med	V 299:26, '78
Nursing '75	V 5:8-12, '75
Orthopaedic Surg	V 1:6, '78
Pat Counselling and Hlth Educ	V 1:1, '78
Primary Care Phys Guide to Prac Gastroenterology	V 2:6, '78
RN	V 36:4,6,8,12, '73 V 37:1-12, '74 V 38:1-12, '75
Surg Clin of N Am	V 39:5, '59
Today's Clinician	V 2:10, '78
Video Systems	V 4:11,12, '78
Wisc Med Journal	V 77:2,3, '78
Year Book of Ophthal-mology	1957-58

We also have a box of about 20 unused ditto masters which we would be glad to give to someone who can use them. Our hospital no longer has a ditto machine.

Medical Library Association, Inc.

news release

Suite 3208, 919 North Michigan Avenue, Chicago, Illinois 60611 312/266-2456



1979 ISSUE OF NOTES FOR MEDICAL CATALOGERS NOW AVAILABLE

"Notes for Medical Catalogers," issue no. 18, can now be purchased from the Medical Library Association. This publication provides

updates and changes to the National Library of Medicine classification system, including new headings, and classification numbers.

Orders, accompanied by \$3 prepayment, should be sent to the Medical Library Association, 919 North Michigan Avenue, Suite 3208, Chicago, IL 60611. MLA institutional members receive this publication free of charge.

Issues prior to number 18 are available from the National Library of Medicine, 8600 Rockville Pike, Bethesda, MD 20014.

MLA EXECUTIVE DIRECTOR ECHELMAN APPOINTED TO WHITE HOUSE CONFERENCE ADVISORY COMMITTEE

Shirley Echelman, new Executive Director of the Medical Library Association, was appointed by President Jimmy Carter to serve as one of the fifteen presidential appointees to the Advisory Committee to the White House Conference on Library and Information Services.

The Advisory Committee, composed of business, professional, civic government leaders, will assist the National Commission on Libraries and Information Science in planning the White House Conference scheduled for October 29-November 2, 1979.

Echelman has been an active national leader and participant in issues of concern to all librarians and information specialists. As a member of the Special Libraries Association, she held the office of President during 1977/78, and also chaired its Special Committee on Copyright Law Practice and Implementation, as well as the Business and Finance Division. She was the John Cotton Dana Lecturer, 1973/74.

Prior to assuming the directorship of MLA, Echelman was Chief Librarian and Assistant Vice-President of Chemical Bank. She holds a B.S. degree (cum laude) in economics from the University of Nebraska and a M.L.S. degree from Rutgers University.

MEMORANDUM

From: Helen Kreigh, DPI/DLS Consultant, Children's and Young Adult Services, 126 Langdon, Room 530, Madison, WI 53702, (608) 266-3856

To: Members, Wisconsin Children's and Young Adult Book Review Networks

Date: March 30, 1979

Pardon our goof!

As you may have already noticed, the announcement memo regarding BOOK REVIEW BROWSE IV contained a confusing error. The Browse will be held on Tuesday, May 1, 1979. We mistakenly tried to tell you that May 1st was on a Friday.

Please mark your calendar now with the correct date. Sorry for any inconvenience this may have caused, and thank you to those of you who brought this to our attention. Hope to see all of you there.



M E M O



FROM: HELEN KREIGH, DPI/DLS PUBLIC LIBRARY CONSULTANT,
CHILDREN'S AND YOUNG ADULT SERVICES
ROOM 530, 126 LANGDON ST., MADISON, WI 53702
(608) 266-3856

TO: MEMBERS, WISCONSIN CHILDREN'S AND YOUNG ADULT
BOOK REVIEW NETWORKS

DATE: MARCH 23, 1979

You are cordially invited to attend BOOK REVIEW BROWSE IV on Friday, May 1, 1979 from 3:30 PM through the evening at Indian Hill School IMC, 1101 W. Brown Deer Rd., Milwaukee (Village of River Hills) 53217, co-sponsored by the Metropolitan School Library Association, Vonna Pitel, President, presiding. Delores Klingberg, IMC Director at Indian Hill School, is the contact person.

Program as follows:

- 3:30 PM Browsing, dipping into, scanning, thumbing through publishers' advance review copies of new children's and young adult books. Opportunity also to tour an exemplary Instructional Materials Center serving children of pre-school age through third grade.
- 5:30 PM First round of book selection by Network Members, followed by second and subsequent rounds until and immediately after dinner.
- 6:00 PM Dinner on premises catered by Karl's includes beef tenderloin roast, baked potato, tossed salad, rolls and butter, assorted relishes and fresh fruit platter, apple pie and beverage @ \$6.00 including tax and tip.
- 7:00 PM Demonstration of book reviewing through drama by Maybelle Pribbanow based on Tisha by Ann Hobbs.
- 7:45 PM Business Meeting of Metropolitan School Library Association.

Membership in the Networks is open to all--especially retired librarians and teachers. Application forms will be on hand at the BROWSE; so bring an interested friend. For your information, an updated membership analysis sheet is attached.

Please use the reservation form attached to join us for this BROWSE.

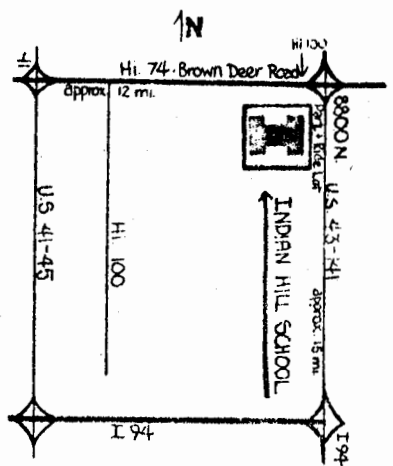
At the kind invitation of Sue Rendall, Extension Librarian, BOOK REVIEW BROWSE V is scheduled for Friday, September 21, 1979 at the Charles M. White Memorial Public Library, Stevens Point. Circle the date now, won't you?

Attachments

Please fill out the form below. ENCLOSE CHECK MADE PAYABLE TO METROPOLITAN SCHOOL LIBRARY ASSOCIATION, AND MAIL TO ARRIVE NO LATER THAN APRIL 25 to:

Delores Klingberg
517 Alta Loma Drive
Thiensville, WI 53092

DIRECTIONS:



1101 W. Brown Deer Rd.
Milwaukee 53217

Reservation Form

BOOK REVIEW BROWSE IV, Indian Hill School, Milwaukee, May 1, 1979

Name: _____

Number of reservations @ \$6.00 for dinner, tax and tip included: _____
Total amount enclosed: _____

Home address: _____
Street
City Zip code

Agency represented: _____

School Libraries

Arcadia H.S.
 Bowler Public Schools
 Brodhead School Dist.
 Cedarburg H.S.
 Cedarburg (Webster)
 Cudahy H.S.
 Eau Claire (DeLong)
 Eau Claire School Dist.
 Evansville (Third St.)
 Fish Creek (Gibraltar Area Schools)
 Fort Atkinson (Barrie & Rockwell Schools)
 Fort Atkinson (Purdy)
 Germantown (Washington H.S.)
 Greendale (Cantebury)
 Kaukauna (Quinney)
 Kenosha (Trenper H.S.)
 LaCrosse (Emerson)
 LaCrosse (Hogan)
 Lake Geneva (Badger H.S.)
 Livingston (Iowa-Grant Schools)
 Madison (Lowell)
 Menomonee Falls (Willow Springs)
 Middleton H.S. (2)
 Milwaukee (Indian Hill) (4)
 Milwaukee (Maple Dale) (2)
 Milwaukee (St. Eugene)
 Mount Horeb Primary
 Prairie du Chien H.S.
 Racine (St. Joseph)
 Reedsburg (Webb H.S.)
 Rubicon (Saylesville)
 St. Nazianz (JFK Prep)
 Shorewood (Lake Bluff)
 Sparta Jr. High
 Stoughton (Kegonsa)
 Sussex (Richmond)
 Wauwatosa (Pius XI H.S.)
 Weyauwega (Weyauwega-Fremont School Dist.)

Public Libraries

Algoma
 Appleton (3)
 Argyle (2)
 Ashland (Vaughn)
 Barneveld
 Beloit (2)
 Berlin (2)
 Bonduel
 Brodhead (Memorial)
 Brookfield (2)
 Brown Deer
 Clintonville (Finney)
 Columbus
 Cudahy
 Darlington
 Eau Claire
 Fort Atkinson
 (Dwight Foster)
 Green Bay (Brown Co.) (3)
 Hartford
 Janesville
 Kaukauna
 LaCrosse (2)
 Lodi
 Madison (2)
 Marshfield (Free)
 Menasha (Elisha D. Smith) (3)
 Menomonee Falls (Maude Shunk)
 Mequon (Frank L. Weyenberg)
 Milwaukee (Center St. Br.) (2)
 Milwaukee (Llewellyn Br.)
 Milwaukee (Tippecanoe Br.)
 Monona
 Muskego (2)
 Neenah (3)
 North Fond du Lac
 Oostburg
 Oshkosh (4)
 Outagamie-Waupaca System

Other and/or Retired

Berlin (2)
 Brown Deer
 Clintonville
 Columbus
 Fort Atkinson
 Green Bay (2)
 Hartford
 Kohler
 Lancaster
 Madison (3)
 Manitowoc
 Mequon
 Milwaukee
 Oconomowoc (2)
 Portage
 Shawano
 Sheboygan Falls
 Stevens Point
 Stoughton (2)
 Wauwatosa
 West Allis
 Westfield

Total: 22 communities
 28 individuals

Academic Libraries

Alverno College
 Carthage College
 Lakeland College
 UW-Eau Claire
 UW-Milwaukee
 UW-Oshkosh
 UW-Whitewater

Total: 7 institutions
 7 individuals

Total: 38 schools, districts
 43 individuals

Place
Stamp
Here

To: WISCONSIN ASSOCIATION ON ALCOHOLISM
AND OTHER DRUG ABUSE, INC.
333 West Mifflin Street, Suite 4
Madison, WI 53703



Michael Reese Hospital and Medical Center

School of Health Sciences
Educational Development Unit
530 E. 31st Street, Chicago, Illinois 60616
Tel: (312) 791-5530

March 30, 1979

Dear Colleague:

The Michael Reese School of Health Sciences announces a workshop on...

"Development and Evaluation
of
Audiovisual Instructional Materials"

May 16-18, 1979

This three day workshop is for physicians, nurses and allied health professionals who have involvement in clinical teaching and instructional design. If you or your colleagues use audiovisual materials in your lectures or conference discussions, you should consider attending this workshop where you will learn how to design and evaluate these teaching tools.

The School of Health Sciences is designated one of eight training centers across the country by the National Medical Audiovisual Center, National Library of Medicine (DHEW). These training centers offer a variety of educational workshops on audiovisual media, and other topics in health sciences instructional technology.

We are extending to you and your colleagues an invitation to attend this most important workshop. The nature of the workshop requires us to limit the number of participants to thirty and therefore suggest that you mail your registration as soon as possible.

We look forward to your joining us for this learning experience.

Sincerely,

George Mozes, Ed.D.
Coordinator of the NMAC Training Center

Leslie J. Sandlow, M.D.
Associate Vice President/
Academic Affairs

GM/LJS:rmc
Enc.

THE SCHOOL OF HEALTH SCIENCES
MICHAEL REESE HOSPITAL AND MEDICAL CENTER

AND

THE NATIONAL MEDICAL AUDIOVISUAL CENTER
NATIONAL LIBRARY OF MEDICINE

announce a workshop on

*"DEVELOPMENT AND EVALUATION OF
AUDIOVISUAL INSTRUCTIONAL MATERIALS"*

May 16-18, 1979

Faculty Conference Room, School of Nursing
2816 S. Ellis Avenue
Chicago, Illinois 60616

Workshop Objectives:

The purpose of this workshop is to provide a systems approach to designing and testing audiovisual instructional materials before actual production, and to supervise practice in designing AV materials.

At the conclusion of this workshop, participants will be able to...

- Identify various types of audiovisual instructional materials and their uses
- Employ a systematic process to planning audiovisual instructional materials
- Write behavioral objectives for instructional programs
- Write test items to measure learner achievement
- Select a realistic audiovisual format based on cost and teaching effectiveness
- Prepare an audiovisual program storyboard for production by graphics audiovisual personnel

Each participant should select one or two topics they are interested in developing into a slide sound, video or other audiovisual program during the workshop and should bring appropriate content materials. All other needed materials are provided.

SCHEDULE OF ACTIVITIES

Wednesday - May 16, 1979

- 8:00 am Registration
- 8:30 -Overview of NMAC's Approach to Instructional Development
-Select Topics and Develop Content Outlines
-Developing Objectives (Videotape Presentation)
-Develop Objectives and Instructional Events
- 12:30 pm LUNCH
- L:30 -Developing Test Questions (Slide Presentation)
-Develop Testing Plan and Materials
-Define Objectives, Instructional Events and Testing Materials
- 4:15 ADJOURN

Thursday - May 17, 1979

- 8:30 am -Peer Review of Projects
-Media Selection (Lecture/Discussion)
-The Storyboard; Visualizing Virtues (Slide Presentation)
- 12:15 pm LUNCH
- 1:15 -Complete "rough" Storyboards
-Peer Review of "rough" Storyboards
- 4:15 ADJOURN

Friday - May 18, 1979

- 8:30 am -Continue Peer Review of "rough" Storyboards
-Develop "revised" Storyboards
- 12:30 pm LUNCH
- 1:30 -Conducting Student Tryouts (Lecture/Discussion)
-Actual Student Tryouts
-Award Certificates
- 4:00 ADJOURN

FACULTY MEMBERS

George Mozes, Ed.D., Director, Library and Media Resources, Coordinator of NMAC Training Center, Michael Reese Hospital & Medical Center

Dr. Mozes, for the last eight years, has been devoted to work in biomedical communications, information management, and faculty development. He has extensive experience in design and evaluations of AV materials and has consulted to health professionals in the selection, evaluation and use of instructional materials. As a faculty member in the Educational Development Unit, School of Health Sciences, he is actively involved in instructional design and teaching. He is a member of several professional organizations in the area of instructional technology. Dr. Mozes did his graduate work in Library Science at Rosary College, River Forest, Illinois (MALS), and in Instructional Technology at Northern Illinois University (Ed.D.).

Joseph Brunner, M.A., Instructor of Multi-Media, Michael Reese Hospital & School of Nursing

Mr. Brunner has nine years experience in planning and supervising instructional media. His expertise is in designing, producing and distributing multi-media materials including instructional television, slide/tape and filmstrip programs. Many of the instructional materials developed by him are successfully used in the teaching process at various departments throughout the Medical Center. Mr. Brunner received a Bachelor's of Art in Television Production from Columbia College, Chicago, and a Master's of Art in Communication Science, Educational Technology from Governors State University, Park Forest South, Illinois. He is a member of the Association for Educational Communications and Technology.

Nancy Overman, B.A., Medical Illustrator, Pathology Department, Michael Reese Hospital & Medical Center

Ms. Overman, for six years, headed the Department of Biomedical Communications, Pathology Department, Southern Illinois University, School of Medicine. She was responsible for producing instructional materials and for developing a system for their utilization. For the past four years at Michael Reese Hospital & Medical Center, she has worked with physicians, nurses and other health professionals from many disciplines providing them with artwork, including cartoons, diagrams, drawings and color illustrations. Ms. Overman received a Bachelor of Science in Medical Illustration from the University of Illinois at the Medical Center.

William H. Hammett, M.A., Associate Director, Office of Educational Affairs, Michael Reese School of Health Sciences

Mr. Hammett for 4 years has functioned as educational specialist in the Educational Development Unit of the School of Health Sciences. In this capacity he provides guidance and assistance to clinical departments throughout Michael Reese in the development, implementation and evaluation of programs in health science education, and design of instructional materials. Most notably, he has jointly authored self instructional materials and audiovisual programs in national circulation for teaching the Problem Oriented Medical Record. His educational responsibilities include program administration, teaching and research in education and health care delivery.

Faculty:

George Mozes, Ed.D., Director, Library and Media Resources,
Michael Reese Hospital & Medical Center
Coordinator of the NMAC Training Center

Joseph Brunner, M.A., Coordinator of Multi-Media, Michael Reese Hospital
& School of Nursing

Nancy Overman, B.A., Medical Illustrator, Pathology Department, Michael
Reese Hospital & Medical Center

William H. Hammett, M.A., Associate Director, Office of Educational
Affairs, Michael Reese School of Health Sciences

Registration Fee - \$75

This fee covers lunches and refreshments at coffee breaks, and all educational
materials provided for this workshop.

Credits:

As an organization accredited for continuing medical education by the
American Medical Association, the School of Health Sciences certifies
that this workshop meets criteria for 19 credit hours in Category I for
the Physician's Recognition Award of the AMA.

Continuing education credit for nursing for this program has been approved
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ATTENTION PLEASE!

Sorry, we made a bad error! The series of audio-cassettes, Teaching in Nursing and the Curriculum in Nursing, produced by University of Wisconsin - Extension, and publicized in the March newsletter, are not available for loan to statewide users. However, they are available for purchase from University of Wisconsin-Extension, Department of Nursing, 610 Langdon Street, Madison, WI 53706.

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- AC 979 3(12) Language sampling: linguistic research applied to learning disabilities. Linda E. O'Donnell. handout. (Comm Disorders, An Audio J for Cont Educ). 1978.
- AC 979 4(1) Language Disorders in adolescents: strategies for assessment and intervention. Elizabeth H. Wiig, handout. (Comm Disorders, An Audio J for Cont Educ). 1978.

AMERICAN DIETETIC ASSOCIATION cassette-a-month

- AC 999 78(8) Federal regulations and their role in implementing public policy. Isabelle Hallahan and Robert Barclay. 60 min. handout. Am Dietetic Assoc. 1978.

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