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Academic Media Center

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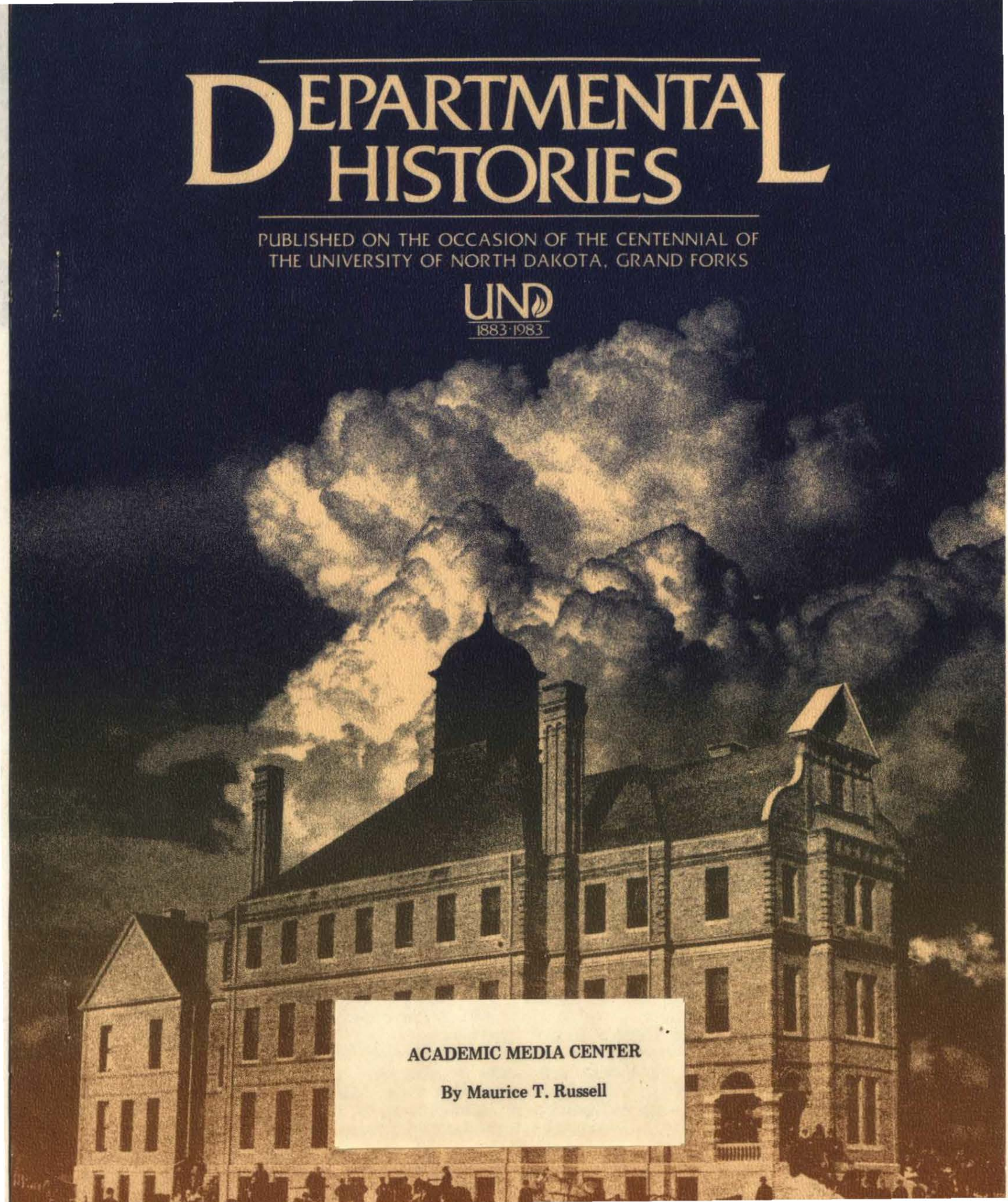
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by Maurice T. Russell

Organized nonprint "visual education" first appeared in American colleges and universities as an adjunct to extension divisions that were formed in the early 1900s. Among functions of The University of the State of New York (established in 1891), for example, was the distribution of still pictures and lantern slides. The Bureau of Visual Instruction was established by the extension department of the University of Texas in 1910. By 1914, similar departments or bureaus were operating as extension activities in five other universities in the country. This number had increased to twenty-three by 1940 and to thirty-six by 1948.

Expansion of new media services to include on-campus activities was a somewhat later and overlapping development that dated from the establishment of certain college and university audiovisual centers in the 1930s and 1940s. Such media programs prospered as more suitable motion pictures and other audiovisual materials became available and as there was some gradual--though sometimes reluctant--recognition and acceptance of audiovisual techniques for college teaching.

In the 1950s and 1960s, the growth of educational television, electronic learning facilities, language laboratories, and other electromechanical teaching devices stimulated and hastened the further development of additional media services. Frequently, these units have come to be included in expanding separate audiovisual organizations; known by other names. Patterns of administrative organization for these programs reflect a variety of functions. The extent of this variety is suggested by the following list of names found to be given to comprehensive educational media programs currently operating in colleges and universities around the country:

- Instructional Communications
- Academic Media Center
- Library (including other than printed materials)
- Audiovisual Center
- Instructional Materials Center
- Instructional Resources Center
- Instructional Services Center
- Learning Resources Center
- Instructional Technology Center

Still other related units are frequently organized as discrete media services in higher education. These include educational television stations, instructional television centers, film production units, language laboratories, electronic learning centers, and self-instruction laboratories.

The UND Academic Media Center began operations as the Audio-Visual Center, an activity of the College of Education. The College of Education taught courses which pertained to visual and audio visual aids. Dr. Martel Cushman was Dean of the College of Education and Dr. Irving Spigle was in charge of the Audio-Visual Center, a position that was eventually filled by Dr. Theron

Swank. Classes were taught in the Education Building and a good share of the audio-visual equipment was housed in rooms on the first floor of that facility. This equipment was shared by other departments of the College of Education. However, several other departments on campus had their own AV equipment.

In 1963, when Twamley Hall was completed and ready for occupancy, the Audio-Visual Center was moved from the Education building to the fourth floor of Twamley, occupying the suite of rooms now occupied by the Graduate School. The Center, however, remained under the direction of the College of Education and a substantial number of pieces of equipment remained in the Education Building for the convenience of the occupants of that building.

Dr. Swank left the university during the fall of 1963 and his position as director and instructor was filled by Professor George Voegel. At that time the staff of the AV Center consisted of the director, a part-time secretary, Gladys Torvik, and a part-time student helper, James Penwarden, current editor of the Faculty Newsletter. Classes were held in 415 Twamley, a large room included in the AV Center. Films were ordered by the secretary from several film libraries at the request of the various instructors for use in their classes. These films were picked up at the mail room, checked out, and hand delivered by the student helper. He also did microfilming for the Graduate School. Equipment was delivered to the various departments on campus by Buildings and Grounds, now known as the Department of Operations.

During the early years in Twamley Hall, the AV Center made up the identification cards for incoming freshmen and transfer students. This proved to be an involved process and required the assistance of three typists to get the necessary information on the cards and a photographer to take the pictures. The trick to this operation was to keep the pictures and cards in exactly the same order so as to get the right developed picture on the right card. As the cards were completed the final step was to feed them by hand into a laminating machine which covered them with a plastic coating. The Center also took polaroid pictures and made up replacement cards for students who had lost their original cards. This is now a service of the Registrar's Office.

In 1962-63, the office of Vice President for Academic Affairs came into being under the direction of Dr. W. E. Koenker. It was at this time that the AV Center was placed in the administrative province of that office. Since no separate budget was provided, it is assumed that the needs of the Center were still provided by the College of Education during that year. The first separate monies for the AV Center were provided in the 1965-66 budget.

Dr. George Voegel was appointed Director in 1963. He attended Ursinur College for his B.A., 1954, Temple University for Ed. M, 1961 and worked on his doctorate at Indiana University. He had served in the Navy as a training aids officer and was the executive officer on the U.S.S. Windlass. He was assistant professor in the College of Education.

In 1964, Professor Voegel applied for and was awarded a grant under the Title VI program to hold an institute during the summer of 1965. The purpose of the institute was to instruct area teachers in the use and operation of AV equipment and visual aids. Twenty-five participants, including the current director were chosen from among hundreds of applicants to attend the six week institute. This institute proved to be very successful and when Professor

Voegel applied for a second grant for the summer of 1966, he was again successful. However, this time two institutes were conducted, each of three weeks duration. The first institute was again for area teachers and the second was for area teaching administrators. It was during this time that the Audio-Visual Center became known as the Instructional Communications Department.

George Voegel's resignation in 1966 referred to his support of the position taken by a student underground paper, Rumor May 9, 1966 which implied that the university administration was too conservative to accept progressive ideas and there did not appear to be any hope for change. According to the Rumor, when Dr. Starcher retired UND was under the control of a conservative group referred to as the "Wranglers" and as a result students, faculty, and staff would soon be leaving in large numbers. Obviously the Rumor was incorrect in its predictions as enrollment at UND continued to increase and staff retention is above average.

Professor Voegel left the university at the end of the summer of 1966 and for the next year the I. C. Department was without a director. Mrs. Torvik served as the functional Director as well as full-time secretary. She was assisted by a full-time photographer, Eugene Holweger, and a part-time student helper, Mark Behsman. Limited classes were held on Saturdays for the benefit of students, mainly education majors, who needed these credits to graduate. These classes were taught by part-time instructors, Stanley Lang and Maurice Russell.

In August of 1967, Professor Ronald F. Johnson arrived on campus and assumed the Directorship of the department with the help of part-time graduate assistants, Robert Larson and Darrel Nottestad. Ron Johnson attended St. Cloud State College, 1958, B.S., University of Minnesota, 1967, M.Ed., University of Montana, 1972, Ed.D. At this time it was decided that the I.C. Center could more effectively serve the needs of the departments if all the audio-visual equipment on campus were housed in the I.C. Center, to be delivered on request to the different departments by Buildings and Grounds. Later on a vehicle was obtained by the department to take on the task of delivering equipment, films, etc. and the staff was increased by several workstudy persons. Most departments cooperated enthusiastically as they saw an opportunity to stabilize brands, provide greater utilization of equipment and provide maintenance. Others felt that they would prefer to handle all AV/TV concerns themselves. The end result was a combination of centralization and decentralization with departments retaining very frequently used units on long term loan or by owning the unit outright.

During the 1968-69 year, the New School for Behavioral Science in Education was created under a grant. The I.C. Department was involved in this move to the extent of sharing an instructor in graphic arts, John F. Williams, a radio and TV engineer, David Schroeder, and an instructor and engineer in TV, G. William Davis, Jr. who later on became the production manager of the TV studio.

Campus photography was a function of the department and a small but adequate darkroom was shared with the News Bureau, which is now known as University Relations. Gerald Olson, photographer, joined the staff in 1968 serving both the I.C. Center and the News Bureau on a half-time basis each. As of July 1,

1982 he was assigned to AMC full-time. Dr. Johnson also designed and established a mobile TV unit with the help of Dr. Russell and developed a campus-wide cable system.

In 1970, Dr. Maurice Russell filled the position of instructor in audio-visual and as Institutional Research Analyst for the Office of the Vice President for Academic Affairs. Larry Sutter was replaced by Norman Bakken in the position of television and electronics technician. Professor Johnson went on leave from the university to pursue the completion of his doctorate at the University of Montana and Dr. Russell took over his duties as Director of Instructional Communications. He received his B.S., B.A., M.A. and Ed.D. from UND. He also attended NDSU and received an academic year grant to attend the Institute For Training Directors of Media Centers at Southern Illinois University.

It was during the year of 1970 that having outgrown the quarters in Twamley Hall, the I.C. Center was moved into remodeled quarters in the Robertson/Sayre Building, a part of the old Wesley College complex. The department occupied all of the first floor of the building and a part of the second floor was used for classrooms. The building was shared with the College of Nursing and the Social Work Department. The I. C. quarters consisted of a reception room, director's office, graphics room, repair room, photo graphic complex (darkroom, developing room and supply room), the audio-visual equipment room, plus a television studio, control room and office. The TV studio was moved from Old Science, under Speech to I.C. in Robertson/Sayre. Students from the Speech Department were instructed in the television area. Athletics and other special events were taped and became a part of the growing videotape library.

Since the photographic facility in Robertson/Sayre provided larger quarters than those at Twamley, a class for aspirants in the art of photography was initiated. The advanced photo course was taught by Gerald Olson.

The film library in the department contains a good supply of films and film-strips leased from Encyclopaedia Britannica and, at one time, was somewhat enlarged by a substantial loan of films from the Canadian Film Library. The Farmer's Union also made a gift of several films to the department. A film catalog has been printed every two years from 1968-69 to the current catalog which consists of 242 pages.

Services provided by the Center are:

- The ordering and securing of films and tapes

- Photographic services

- Audio Visual equipment

- Aid in the planning of visuals

- Playback services

- Graphic services

- Microfilming

- Consultation regarding:

 - Faculty development and instructional design

 - Production techniques and utilization of software and various types of hardware in the classroom

 - Cable systems and remodeling within building

 - Campus-wide projects, grants and in-service training

 - Delivery, retrieval and set-up of equipment

Brands and models and prices of equipment
Brands, prices, etc. of video and audio tape, lamps, reels, slide trays, and the like
Maintenance, repair and hook-up of AV-TV and computer equipment
Types of film, picture composition, lighting, cameras, lens and photo/graphics techniques
Graphic techniques, materials, services and utilization
Ordering and billing of services and materials
Securing films, filmstrips and tapes

Equipment available:

16mm projectors
8mm standard and super projectors
Filmstrips
Sound filmstrip projectors
Combination filmstrip/slide projectors
Automatic slide projectors
Lantern slide projectors
Overhead projectors
Opaque projectors
Tape recorders
Record players
Video cameras and monitors, B&W or color

Personnel over the years--

Dr. Irving Spigle--instructor and director of AV
Dr. Theron Swank--instructor and director of AV
Professor George Voegel--director of AV and instructor
Gladys Torvik--secretary
Stanley Lang--assistant part-time instructor
Eugene Holweger--graphics arts technician
Dr. Maurice Russell--lecturer, instructor and director
Ronald F. Johnson--director and instructor
Darrell Nottestad--assistant instructor
David Schroeder--part time radio and TV technician
G. William Davis, Jr.--TV engineer, production manager of TV studio
Gerald Olson--photographer
Larry D. Sutter--electronics and TV engineer
Norman Bakken--electronics and TV engineer
Gary Redman--equipment supervisor
Ray Henry--assistant professor, director/producer of TV
Aaron Jermundson--instructor
John D. Tabor--producer/director TV
John Mutzabaugh--broadcasting program director
Dale Kemble--lab equipment technician
Richard Reardon--part-time instructor and TV producer/director
Terri Adrian--producer/director of TV
Yvonne Nelson--secretary
William J. Lesko--broadcasting program director
Charles Crummy--graphic artist II

Also included in the personnel of this department should be the names of the many, many workstudy persons without whose help the department would be at a loss to function.