



'etin

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Washington and Oregon NAMTC Members Meet at the Columbia Basin Media/Technology Preview Seminar

President's Message:

Working together on behalf of our client

This is an exciting time to be President of NAMTC. I am honored to be our association's President during this moment in our history. There are many challenging ideas, activities, and partnerships that are facing our profession. These include our assistance to schools as they deal with the No Child Left Behind legislation; emerging technology like video streaming, wireless delivery, and online learning; relationships with the Association of Educational Service Agencies, the National Media Market, and the International Society for Technology in Education; and, increasing the supportive influence of our services to our clients. This is a great time to work in a media/technology service center.

The Executive Board has drawn up three annual goals that we will work on this year. These topics are Membership Opportunities, Fiscal Maintenance, and Leadership Development.

The first goal, Membership Opportunities, states, NAMTC will offer opportunities for members to learn, contribute, and collaborate. As a measure of success for this goal, we will look at the following:

1. NAMTC members will be involved in opportunities in each of the three areas identified above.
 - a. Learning: Attendance at the National Media Market; Response to articles in the '*etin*'; Representation at state meetings.
 - b. Collaboration: Participation in the NAMTC listserv; Participation in NAMTC surveys; Participation with cooperative purchasing.
 - c. Contribution: Development of *etin* articles and reports; Participation as NAMTC Board and committee members; Presentations at national and state meetings; Recruitment of new members.
2. NAMTC members will be networked for professional information.
 - a. Members will participate with telephone conversations with Board members.
 - b. Members will participate in group meetings at national and state meetings.

The second goal, Fiscal Management, states, NAMTC will maintain a responsible budgeting and financial system. As a measure of success for this goal, we will use the following:

1. The FY 04 budget will be developed demonstrating a positive balance.
2. Expenditures for FY 03 will be monitored to insure that the association maintains a positive fiscal balance.

The third goal, Leadership Development, states, NAMTC will offer leadership opportunities through a variety of formats. As a measure of success for this goal, we will use the following:

1. At least twenty members will participate in a listserv discussion group on a topic selected by the group.
2. At least four-ten member learning cohorts will be completed.

Continued on next page.

September 2002

President's Message: *Working Together ...Cont.*

To address these goals and to make sure that our success factors are completed the Board members will be asking you how you are connecting to our association. We will over-communicate with you on topics of importance.

Communication among peers is a model that we will employ. Peer-to-peer discussions and information sharing is the critical factor that will be used. We will employ print, electronic, and voice technologies to get information to you and ideas from you. We will use similar technologies to collect data regarding the support that we provide our schools and teachers. Just as you have the responsibility to open as many lines of communications as possible with your teachers, we believe that our members are our clients and we have a responsibility to provide you with information and to obtain and coordinate your ideas. I am asking Betty Gorsegner Ehlinger, our Executive Secretary, to take on this coordination responsibility. She will work with the board to develop a plan to make sure that we are successful with our goals. The Executive Committee will be requesting some Bylaw changes to align our governance document with these changes and to more appropriately address the context in which we work.

The increased support that you will experience this year will be enhanced in the future with the sponsorship of our leadership summit. At the 2002 fall Board meeting, a proposal will be presented to host the 2003 Leadership Summit on the Tuesday and Wednesday prior to the National Media Market in September in Las Vegas. The intent of this co-location with the NMM is to provide an opportunity for our institutional members to strategically align their ideas regarding the future delivery of media to their schools. The NMM provides an excellent showcase for many of our corporate members that provide motion media in a variety of formats. We will also have exhibit space for our other corporate members. Finally, we hope to draw some cross-over participants that attend the NMM. If you have never attended the National Media Market, I would especially like to invite you to join us this year. See the NMM website at www.NMM.net for registration information.

As you can see, this is an aggressive agenda to provide support to you and to solicit your ideas. It is imperative that we work together for our profession, our support to our clients, and our association. Please feel free to contact me for information, to assist our association, or to provide us with information on activities and programs that you provide your clients. Have a great year and I look forward to seeing you in October at the National Media Market.

Cliff Ehlinger, Grant Wood AEA 10,
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Methods of Evaluating Content— A Comparison

Finding the best educational products and services is an important part of our institutional members' responsibilities. Getting new products for classroom use to the end user is the challenge for our commercial members. It has become inefficient and too expensive for company representatives to make as many personal calls as was common in the past. With travel budgets for both groups decreasing, choosing the conference that is most beneficial to all has become a challenge.

You may not be familiar with all of the prevalent venues of promoting and selling our products. You will find brief descriptions of three different conferences/meetings below. From a commercial person's view it has become very expensive in recent years to attend these conferences with diminishing returns while costs have been rising.

The National Media Market

Cost: Approximately \$3,000 registration fee for the Participating Distributors – \$165 for the full conference for buyers
** Please note that only registration fees are listed for all three venues. In addition to the registration fees, there are travel and accommodation expenses, the rental of equipment, entertainment and more.*

Location: The Market has been held at The Alexis Park Resort in Las Vegas during the month of October for several years now. However, the locations have varied during the 24 years of the Market's existence.

Attendance: a maximum of 50 companies, approximately 150 buyers.

Publication Statement

'etin is published six times annually by the National Association of Media and Technology Centers (NAMTC) and is available only through membership in NAMTC.

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The educational media companies set up screening of their new releases in separate suites. A listing of these programs is sent ahead of time to the media buyers of school districts, colleges/universities, and public libraries throughout the country to enable them to choose the titles they wish to see. The buyers simply go from suite to suite and request those titles. Some buyers will place purchase orders at the Market. Companies usually offer a substantial discount at the Market and for some limited time after.

It is an efficient way for companies to introduce new product, and for buyers to actually evaluate programs without any distractions. There are also relevant workshops on a variety of topics, such as digital technologies, new delivery systems, copyright issues and more. Time is set aside for socializing and fun events. The opportunity to meet other media professionals, to network, and learn from one another, is another reason the Market has been so popular.

FirstView

The following figures are based on this year's meeting which was held in Tucson, AZ in early August. Location changes from year to year.

Cost: Base Fee to participate: \$2,500 per company. In addition, there is a \$400 fee for each 8 minute clip of a program introduced for the first time, and a \$350 fee for a title which was shown previously. The buyers pay a registration fee of \$450, which includes most meals and a reception.

Attendance: 20 companies, 45 buyers (down considerably from previous years)

At FirstView distributors present 8 minutes of their new programs, usually series, to a group of buyers primarily from Public Television Stations or State Departments of Education. The buyers use a balloting process to select programs for further review. The selected titles are delivered via satellite. Distributors charge according to a fee schedule based on a per student formula. In addition to screening, participants are offered professional development workshops and the opportunity to make valuable contacts with distributors and users.

State Preview Seminars

Currently Preview Seminars are being held in Oregon/Washington, Southern California, Colorado, Utah, Nebraska, and New York.

Cost: approximately \$350 registration fee for the Distributors—No Charge to Customers. The Vendors assume the cost of one night's lodging, and meals. Customers are responsible for their own transportation.

Attendance: varies—the average is 15 to 20 distributors, and 20 buyers. Arrangements are made by one of the participating sales representatives. Media directors and representatives meet in a hotel that is conveniently located and can accommodate some of the special requirements of the seminars.

Company representative meet for approximately 30 minutes with each customer to introduce new product, schedule previews, discuss evaluations of titles previously previewed,


and discuss proposals. Customers usually bring a list of subject needs for their student collections. The purpose of these seminars is strictly to select titles for preview—no screening is done at these meetings. The selected titles are then sent to the educational service centers. Classroom teachers who are in a position to assess the value and relevance of a given program are doing the evaluations.

As you can see, the costs for the distributors to attend these meetings are quite high. If the current situation of continuing cuts in our buyers' media acquisition and travel budgets continues, vendors may be forced to make the painful choice of attending fewer venues.


To change the status quo, it may be time to consider combining these conferences. After all, they have one thing in common—evaluating new educational content. Let's consider taking those components of each venue that work well, making use of new technologies, preview online, and cut expenses without compromising the quality of the presentations.

Ursula Schwarz, Ambrose Video,
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The Future of Media Centers ...

New York State has had an active statewide media group for many years now, the New York State BOCES Media Technology Association (NYSBMTA). Most of the 36 BOCES across the State belong to the BMTA. BOCES (Board of Cooperative Educational Services) purpose is to provide shared services to schools within the designated BOCES area, usually one or more counties or parts of counties.

Media has always made sense as a BOCES shared service. With a centralized location and management of the media and centralized, we are essentially a group negotiating better prices, better quality and more great media to be had by all of the member schools and districts. Initially, media directors were in the Educational Communications (Ed Comm) departments of BOCES and had few other significant responsibilities. As time passed and technology reared its head, many of these ED Comm or Media Directors took on the additional responsibilities of technology. Then, technology grew into its own business. At the same time, the men (and it was mostly men in the early days) who were managing ED Comm or Media came of retirement age. Suddenly there was a dual problem – what to do with technology and what to do with media.

In New York, in many of our BOCES this problem was handled by associating media with the School Library

Systems. In many cases, one person now had two quite distinct, though related, jobs. When you have two equally important and time consuming projects, choices must be made, tasks divided, and so on. This is in fact what has happened to me at two different BOCES locations. In one I had a one-person media staff to do all the work and in the other a five person staff.

I have been a part of our NYSBMTA now for seven years and changes are continuous. Many of those School Library System people who essentially held down two jobs, Media and Libraries, are also now retiring, as are those people who remained in an Ed Comm type of position. During my tenure in BMTA, I have been actively involved with Media, School Library Systems and the NYSBMTA, there has been an almost 50% turnover in our membership, the media directors or coordinators at BOCES. There has also been a turnover in the vendor arena, though it has not been quite as drastic. The “old boys network” is mostly women, and the job of media and the future of media centers and media in schools is shifting at a rate almost too fast to track.

Continued on next page.

“We made it, mother.”
– Bambi

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The future of media centers here in New York and in other places depends on several factors:

- Staff and leadership
- Funding
- Quality media
- Partnerships – with other centers, with vendors, with other entities
- Perceived value

Staff and Leadership: With so many Media Directors retiring and/or being rolled into other job titles and descriptions, continuity of service may be a problem. As well, the learning curve for a new Media Director who has not “grown up” in media can be an issue. Media is not the simple thing that many would have us believe. As Media Directors, we need to know more than how to put a tape in a VHS machine or program that machine to make legitimate copies. We must be aware of standards, copyright laws, media and information literacy and all the surrounding issues. Every time one of us leaves, a new person must learn those skills, and as staff members retire, who will teach the new Media Director?

Funding: I know that states provide for the purchase of media in many different ways. In New York, as I mentioned, it is usually a paid subscription service, often on a per pupil basis. Having surveyed my colleagues across the state, I have discovered a wide range of fees and services within those fees. Suffice it to say that, if a district wants to cut their budget, eliminating this service is one way to do so. After all, can't the districts buy their own videos and use them in the school?!! One district left my service at another BOCES about 5 years ago. Their solution was to give each of the two librarians in the district \$5000 to buy videos and that would be the end of it. Questions that would come to mind are: what about new media, copyright and license issues that may crop up (not sharing between buildings, making copies the rights for which they have not paid); showing media that is not integrated into the curriculum; training in media literacy and training in the use of new media formats.

Whether the Media Department gets its funding from the State directly, from districts, or by subscription doesn't matter. If the adequate funding is not there or is removed for whatever reason, it becomes difficult to impossible to provide an adequate media service to meet the needs of schools and curriculum.

Quality Media: Staff and money are useless if the Media Department does not purchase and maintain a viable selection of media that integrates into the curriculum taught in our schools. Our services need to support education. Working with vendors and providing them with input about our needs is a major function of a Media Director. Most of us do this regularly as we meet in such places as Las Vegas for NAMTC, the American Library Association, or at any number of other national and state functions that bring us together. This type of collaboration promotes the growth and use of media.

Partnerships: As Media Directors, we work and meet with others in similar jobs across our states and the country. We share ideas, suggestions, and information among ourselves and with our vendors. We are interdependent upon each other.

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Perceived Value: Media must be perceived by our clients as a service with value. Promotion and education of the user are two things we must do continuously to be sure that media is there for the student in the learning environment. Research has indicated time and again that media integrated into the classroom lessons promotes learning. Many concepts are better presented visually. Media takes our students where they cannot go themselves. With the advent of digital media in its several formats, there is even more that can be achieved with media in the classroom.

Media Directors have a great deal of inherent responsibility – to their employer, to their department, to the teachers, to the students, even to the parents and the vendors. It is a job not learned overnight. There are so many facets contained within the job, only a few of which have been mentioned here. And these same factors represent the future of media centers - without talented, knowledgeable and dedicated people directing the media center, it will not be a viable entity. Without adequate funding, it will become impossible to provide quality media for schools to use. Without perceived value, districts will think nothing of simply buying a few videos and then forget about them. Without partnerships, it really will be sink, not swim. But mostly we need leadership from Directors of Media Centers who advocate for the correct use of media in the classroom and who provide training to teachers so that media can be more effectively used. Without these things, there is no future for media centers.

Barbara Wall, Orange-Ulster BOCES, bwall@ouboces.org

There Is a FREE Lunch!!

How can a busy REGIONAL CENTER possibly satisfy the varied needs for professional development in remote sites throughout its region and still fulfill its mandate of assisting districts to align with state standards? By utilizing the no cost professional development programming found on the **Annenberg/CPB Channel!** The Channel specializes in teacher workshops and courses that are based on national standards and combine the need for content knowledge with best practice and current educational research.

A typical workshop is accessed by satellite broadcast, conducted with a group of colleagues, and involves watching video and related discussion, activities, and readings. Most workshops offer Certificates of Participation for those completing the program. Colorado State University offers the option of graduate credit at a reasonable cost, but Regional Centers are encouraged to make arrangements for credit with local institutions of higher education. While participants will derive the most benefit from working in a group, individuals can complete workshops and courses on their own. The Channel's programming is now also available by simulcast through broadband streaming (requiring more than a dial-up connection) at www.learner.org. This is an especially good way to preview workshops or courses. Participants should register for the workshop or course by calling 1-800-LEARNER, or online at http://www.learner.org/channel/workshops/register_info.html. Free support materials are sent following registration.

The role of the Regional Center in using the Channel can be structured in a number of ways:

- The Regional Center can become a licensee, as many already are, to downlink the digital satellite feed at no cost. It can then act as a site for offering the workshop and providing facilitators.
- Alternately, a Regional Center can simply tape the programs, a right granted under the free license, and make them available to districts and schools in a lending library arrangement.
- Or a Regional Center can provide duplicate tapes, another free licensed right, to specific sites where remote workshops will be held, utilizing local facilitators. The Channel can assist in publicizing the workshops with print materials supplied in bulk quantities.

Regional Center staff can utilize the video libraries, also offered on the Channel. They provide fly-on-the-wall classroom views with little commentary and make an excellent resource to staff developers and teacher educators. These segments allow an entire room of teachers to "observe" someone teaching without requiring that they visit the classroom. This has the advantage of making a point without threatening the participants personally. Workshops or courses can be used to help expand the understanding of new teachers, to illustrate discussion points in a mentoring relationship between a new teacher and a veteran, or enliven discussions at faculty meetings by serving as examples. Let the Channel's Outreach staff help you match

your needs with our offerings, or brainstorm on how best to adapt their structure. Call 1-800-228-8030, or email us at Channel@learner.org.

Watch for five new offerings on the Channel this fall:

- Teaching Math: Data Analysis, Statistics, and Probability for K-8 teachers, for ten Tuesdays, beginning September 17;
- Science in Focus: Energy for K-6 teachers, for eight Wednesdays, beginning September 18;
- Teaching Geography for grade 7-12 teachers, for eight Thursdays, beginning September 26, and shown again on Sundays, from September 29;
- The Economics Classroom for high school teachers, for eight Thursdays, beginning September 26; and
- Teaching Reading K-2: A Library of Classroom Practices for K-2 teachers and staff developers, six Mondays, beginning October 14, and repeated on Saturdays, from November 9. (Note that registration is not required nor is graduate credit available for the library. You may download free support materials at www.learner.org.)

For a list of workshops and courses being offered this fall, go to <http://www.learner.org/info/news/news3.html>

For a complete schedule of programming, call us for the User's Guide (print version) at 1-800-228-8030 X6, email Channel@learner.org, or visit http://www.learner.org/channel/chnnl_schedule.html

Joyce Gleason, he Annenberg/CPB Channel



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Welcome to the new State Representative from Ohio, Linda Johnson-Towles. Linda works at the Hamilton County Media Center in Cincinnati, Ohio. She is replacing Tony Marshalek who is NAMTC's President-Elect.

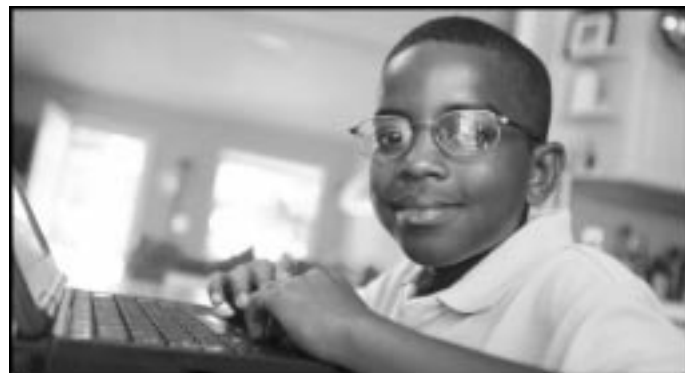
NAMTC Executive Board Retreat Minutes, Friday, July 12-13, 2002, Rosemont Embassy Suites, Chicago

Cliff Ehlinger called the meeting to order at 3:02 PM asking immediately for an approval of the agenda and the approval of the general membership minutes from the Summit Conference at the Emory Conference, March 9th, 2002. Both were unanimously approved.

Treasurer's Report: Karen Appleton reported that NAMCT ended up making a profit of \$3,000 on the NAMTC Summit. She presented the FY' 2003 budget which was unanimously approved and will be presented to the full board at the October Board Meeting. Audit reports will be available by the October, Board Meeting.

Cliff presented his goals for the coming year:

- Membership opportunities,
- Maintain fiscal solvency,
- Leadership: developing new leaders.



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He also presented his recommendations for the NAMCT Committees. The Committee recommendations were unanimously approved. There was some discussion about membership categories thus the possibility of adding a new membership category namely, multi-building libraries. There was also much discussion about NAMTC Board terms and state election process. Cliff will be sending an e mail to all member State Organization Presidents alerting them to the fact that he will be sending a letter asking about NAMTC Board terms and state election process.

There was a major review of the By-laws, the Board Regulations and the Duties and Functions of the Officers and Board Members and Committee. Further discussion will take place in October.

Planning Activities: Executive Board Goals for FY 2003 include the following: 1. On-Line Video Reviews, 2. White papers on such topics as Video streaming, Copyright, Reservations systems, No Child Left Behind Legislation. A plan for development will be presented at the Fall Board meeting.

Publications: Sue Schwartz recommended that 'etin be published 5 times per year rather than the present 6 issues per year. Sue will make available by the Fall Board meeting, the revised 'etin publication guidelines, 'etin publication schedule and a "Topics for Consideration" list .

National Media Market (NMM) 2002: There will be 3 professional development workshops opportunities for NAMTC members at the 2002 National Media Market (Digital Challenge, Client Access to Digital Content and Copyright).

NAMCT Fall Board Meeting Schedule (held at NMM):

Executive Board Meeting	October 16	9:00-11:00
NAMTC Board Meeting	October 16	12:30-3:30
NAMTC Reception	October 17	6:00-7:30

The 2003 Leadership Summit will be held Tues, September 23rd thru Thurs, September 25th in conjunction with the National Media Market 2003.

Executive Secretary: The Executive Secretary's contract for services was accepted. It will be presented for full Board approval in October.

Executive Board and Board Communication. The NAMTC web site will be moved to a new service. Rick Faaberg will continue to maintain the site. Because of the lack of a 2nd face to face meeting with the Board in 2003, there was discussion about the possibility of a videoconference for both the Executive and the Full Board in the spring of 2003.

The meeting was adjourned at 3:05 PM

Joanne M. Grason, NAMTC Secretary

Highlights

Membership News

NAMTC Co-Sponsors the 16th Annual Technology and Learning Conference and **YOU GET A DISCOUNT!!** Enclosed with this mailing is a discounted registration form for the T & L Conference, November 13-15, 2002. The registration deadline is October 7, 2002.

Congratulations and Best Wishes to Retired Members:

Peter Finney, Michigan
Don Whitmarsh, Iowa

Welcome to new NAMTC Members

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At-Large Report

Tennessee Board of Regents (TBR) Media Consortium

Once again our legislature failed to address tax reforms, instead passing an increase in state sales tax (as well as slight increases in excise and sin taxes) after a three-day government shutdown. When combined with local sales taxes, Tennessee is now among the nation's highest. The fact that they finally adopted a mostly lobbyist-written tax plan allowed the 19 members of the TBR to raise tuition at lower levels than anticipated. This "fix" is expected to see the state through 1 or 2 years only.

This situation makes it more important for the Consortium to be able to take advantage of discounts for the purchase of media products and telecourse licenses. During this past year, the Consortium negotiated master license agreements for telecourses with three additional vendors and we hope to realize additional savings this year through these affiliations as well as with our media product vendors.

The Consortium is exploring possible statewide initiatives and/or cooperative efforts of the media centers with the Regents On-Line Degree Program (RODP) that was initiated in the fall of 2001. The program allows students to earn any of five degrees completely online. Three are the two-year associate degree, in the arts (general studies), science (general studies) and applied science (information technology). Two are four-year degrees, one in professional studies and one in interdisciplinary studies. Each of the 19 institutions (six universities and 13 two-year institutions) in the system is a participant in RODP.

Tenco Regional Schools Materials Center

Sadly, I report that Walter Watkins' operation in Missouri was recently dissolved. Following a decision by the Tenco Board of Directors on June 12th, 2002, Tenco ceased operation as of June 30th, 2002. The Center's assets were made available for bidding to the existing members.

Virginia Beach City Public Schools, Lee Ritt

New in Virginia Beach for this year is a new name ... from Media Services to Instructional Resource Center. IRC better reflects our services and the name change is providing a wonderful public relations opportunity. The annual leadership conference for VBCPS administrators and the annual conference for new teachers were excellent forums for a display showcasing our services and distribution of promotional items such as bookmarks, pencils, notepads, post-it notes, and paper clips with our new logo and web address. PR efforts will continue with newsletters to all teachers bimonthly, presentations to schools, articles in a division publication to all teachers, and staff development courses.

Through our state instructional television project, we are introducing our teachers to digital delivery of video products.

This opportunity presented itself a bit before our wide area network is ready to support it, but we are excited by the challenge and setting up guidelines to reduce the impact on the network and reduce anticipated teacher frustration/problems using video streaming. The IRC is exploring our own digitizing abilities with purchase of a DVC PRO and a Videotizer.

We continue to be pleased with Medianet as our circulation software. Dymaxion's commitment to improving the capabilities of the product is in line with our goal of continuous improvement of services. A project for this year is to implement more of the capabilities of the product such as interest areas and emailing client paperwork. Visit our web page at <http://www.irc.vbschools.com> for more information.

Shelia D. Owens, At-Large Representative,
sowens@memphis.edu

Nebraska

Nebraska is in the second year of the pilot project with Aims Multimedia for a digital curriculum media project. While the project is also called video on demand the project has demonstrated that the bandwidth available to most schools is not sufficient to have a real video on demand situation. What has worked very well for many classrooms is the use of video clips on demand, as well as the ability to download clips or complete videos during off hours.

This second year the use and options for delivery will be further explored and refined. Nebraska is fortunate to have at least 95% of all classrooms wired for the Internet, so virtually all classrooms have the opportunity to access the digital media. The Educational Service Units are still the main internet service providers for the schools of Nebraska and are continually expanding the bandwidth for use by schools. A statewide backbone would go a long way in providing greater bandwidth.

While the 18 Educational Service Unit media centers are very much involved in the digital media activities, they are still very dedicated to the circulation of media products to schools. The contracts and relationships with the media vendors still remains an all important factor. The alignment of media to the standards is a challenge that we are continually working on in cooperation with the Department of Education.

One area of great interest in Nebraska for use of media and technology has been in the area of distance learning. Most ESU media centers and directors are very involved in the distance learning classrooms since they have the expertise in media, technology, copyright, and instructional strategies. To date 239 high schools have distance education classrooms with live full motion video and audio for up to 4 classrooms per session, hundreds of sessions can take place each hour.

169 classrooms are digital and analog formats for the audio and video, while 70 are IP based. During this year the Nebraska state legislature appropriated \$3M in funding to provide a distance learning classroom for the remaining 50 public school districts in the state that do not have a DL classroom. 40 schools chose to take advantage of the DENC (Distance Education Network Completion) grant. 10 districts chose not to install a DL classroom. Of the 40, 20 have been connected this first year, while 10 each will be connected in the second and third years.

Chris Petroff, Nebraska State Representative,
cpetroff@esu9.esu9.k12.ne.us

New York

The New York State BOCES Media Technology Association is holding its annual Fall meeting in Old Forge, NY from September 25 –27 this year. The program includes legislative updates, presentations on cool new tech tools, sharing sessions and a corporate walk about. We also are privileged to have NAMTC's Past President Jon Wibbels joining us.

Each year in September we have approximately thirty of our BOCES members and about twelve of our corporate members meet to work on issues of mutual concern with the goal of improving our services and our leadership in the Media and Technology field.

The Fall conference always involves an auction for our Scholarship fund. Each year we give a student in the field of instructional technology an award of \$1000 to further their education. We hope to encourage men and women to enter the field of education and work in or with instructional technology.

Barbara Wall, New York State Representative,
bwall@ouboces.org

Washington

The Washington State Educational Service District Media Directors have made some changes in leadership and in their meetings this year. For the 2002-2003 year, Mary Rickerd will be the Meeting Chairperson, Peggy Main Secretary, Wilma Childers and Jennifer Maydole will be the Consortium Purchasing Co-Chairs. Meetings will be held monthly, via videoconference except for the May meeting, which is held in conjunction with the Columbia Basin Preview Seminar in Clackamas, Oregon.

The Washington State Media Directors will continue their active involvement with the Washington Library Media Association by presenting and having a booth at the Oregon Educational Media Association Joint Conference in October.

NWESD 189, Mt. Vernon

Northwest ESD is currently acquiring media materials in a variety of formats (videotape, audiotape, DVDs, and CD-ROMs,

and streaming video/media. We are also involved in providing various online databases to our teachers and students in the region. Several courses will be offered by the Learning Resource Center this year to promote information resources. Workshops are frequently provided to inform attendees on how to use online databases and also how to stay legal when using media materials in the classroom environment.

ESD 105, Yakima

Our Media Center is experiencing continued low circulation from districts who still remain as loyal members of our cooperative. Cooperative funds will be used to write an RFP to hire someone to do a needs assessment study of the services, which we ought to provide for the member districts.

In response to these dire warnings, I have listened to what our Advisory Board is suggesting as to what the co-op should offer in the future. What they describe as their needs sounds very much like Marco Polo, which is, of course, free at this time. However, Proquest and E-Library are vastly underutilized at this time – and free to schools. Our media cooperative is paying for the service but teachers are using it very seldom.

North Central ESD, Wenatchee

Huge budget cuts in our state have **not** been off-set by the major increase in spending for education at the federal level. Although there was \$1 billion in new money passed on to the states for K-12 education, only the largely poor and failing school districts will realize any increase in funding. Washington State only received an increase of 12% in federal funds over last year. With the increased pressure on schools to improve student learning, to stay out of the federal school improvement category they are looking at their budgets very closely. This year for the first time ever, the second largest district dropped out of our cooperative leaving a huge hole in our instructional materials budget. Although there are 25 school districts in the cooperative, as is with many cooperatives the handful of large districts carry the cooperative.

We are in the process of reorganizing and re-prioritizing our cooperative and feel stronger than ever that we will continue to make this cooperative a vital source of media and technology for staff development and classroom instruction. We are meeting with other departments at the ESD such as the Technology Department, Math/Science Department, Americore etc. to consciously find ways to collaborate and provide a more seamless method of service delivery to our schools.

John Bailey, U.S. Dept. of Education recognizes that for technology to have a dramatic impact on education, teachers need to appreciate its value. "It's often been something that is done to them rather than for them." (School Library Journal, June 2002 Walter Minkel)

Whatever format instructional media/technology is presented in; video, DVD or on-line I believe it has had a positive impact on student achievement and can have an even greater impact in the future. I think we all need to do a better job making sure the TEACHER IN THE CLASSROOM KNOWS WHAT WE

HAVE and HOW TO ACCESS IT so that they will have a sense that the materials we provide and the delivery method we provide them in is FOR them.

Olympic ESD 114, Bremerton

Our focus this year is Customer Service. By focusing on each individual client and each order, we are increasing our support to the teachers and districts that we serve. Each client is important to us and necessary for our survival as a center. We offer training to small, medium, and large groups and cater training to fit client needs. To meet teachers' busy schedules, we will even train teachers one-on-one at their convenience.

Although our website is designed to be "user friendly", a telephone call to any building Media Specialists will gain you a wealth of information and assistance. Our clients' needs are great. Being prompt and receptive is key to providing them the tools and resources their district demand. Our Instructional Materials Cooperative belongs to its members. Concentrating on extensive customer service is essential to our continued success in to the future.

Jennifer Maydole, Washington State Representative,
jenniferm@ncesd.org

Washington and Oregon NAMTC Members Meet at the Columbia Basin Media/Technology Preview Seminar

April 29-30, 2002

Nearly 20 Washington and Oregon NAMTC members met together for an hour of 'round table discussions about the state or our Media and Technology Centers. Comments ranged from, "Things are going well, we are moving into the digital delivery and we are maintaining all our current school district members", to "We may be closing our doors." Oregon and Washington are realizing the impact of huge state budget shortfalls. School district budgets have been slashed as well as Educational Service District core funding budgets.

The group came to the conclusion that we need to work together even more, find more ways to collaborate, get consortium deals on instructional media and equipment, stay on the cutting edge of technology and do a better job of marketing our products and services.

We also had the opportunity to meet with Peter Mason of Dymaxion for about an hour to discuss the latest upgrades and new releases with Medianet.

All had an enjoyable time as we met with each of the distributors regarding their newest releases, previews and purchases.

NAMTC Member/Attendees

Nancy Powell, Linn Benton ESD
Debby Hale and Jane Preppernau, ESD 113
Gary Ross and Lori Wollenweber, Lane ESD
Jennifer Maydole, North Central ESD
Mary Rickerd, ESD 101
Mary Lou Bayless, Clackamas ESD
Rick Faaberg, NW Regional ESD
Ron Enger and Kelley Bryant, Jackson ESD
Ronnie Campos and Shirley Pasley, Douglas ESD
Tracey Vukovich, ESD 112
Eileen Chapman, Olympic ESD
Peggy Main, ESD 123
Jerry Williams, Jefferson County ESD

Corporate Members/Distributors:

Charlene Bunger, HRM/Spoken Arts
Allen Dohra, Ambrose Video
Ken Bunger, SVE/Churchill/Weston Woods
Priscilla Forence, Annenberg/CPB
Mike Collins, Film Ideas
George Lillyman, GPN
Tamara Chilla, Aims Multimedia
Peter Mason, Medianet/Dymaxion
George Christoff, Filmwest
Robert Newhouse, Rainbow Ed. Media
Andy Schaefer, United Learning
Mike Solin, Benchmark Media
James Stanton, Stanton Films
Gale Livingood Chip Taylor
Frank Visco, Lucerne Media
Antoinette Montegrando, Alfred Higgins, Pyramid,
Phoenix/BFA

Jennifer Maydole, North Central ESD,
jenniferm@ncesd.org

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NAMTC is asking all Corporate and Institutional Members to show their support of our organization by wearing a NAMTC monogrammed shirt on Thursday, October 17, 2002, during the upcoming National Media Market. It will be our way of promoting our 2003 Leadership Summit that will be held at the Alexis Park in Las Vegas just prior to the National Media Market (September 23-26, 2003). The NAMTC Board also hopes you will wear your NAMTC shirt to various other conferences as a way of marketing our group.

Shirts may be purchased via this order form, or at the NAMTC Board Meeting on Wednesday, October 16, 2002 in Las Vegas.

Colors Available:

Navy Twill
Natural (tan) Twill
7 oz. Denim

Sizes Available:

Men's Large
Men's X Large
Women's Medium
Women's Large
Women's X Large
Women's XX Large
Other sizes available
on special order.



NAMTC Monogrammed Long-Sleeved Shirt Order Form

Purchase Orders and checks accepted.

Cost: \$25 each, plus shipping. 1 shirt, \$5 shipping. 2-4 shirts, \$10 shipping
5+ shirts, \$15 shipping. Make checks payable to NAMTC.

Name: _____
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Phone: _____ Email: _____

Quantity:	Sizes (Indicate Men's or Women's):	Color:
_____	_____	_____
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_____	_____	_____