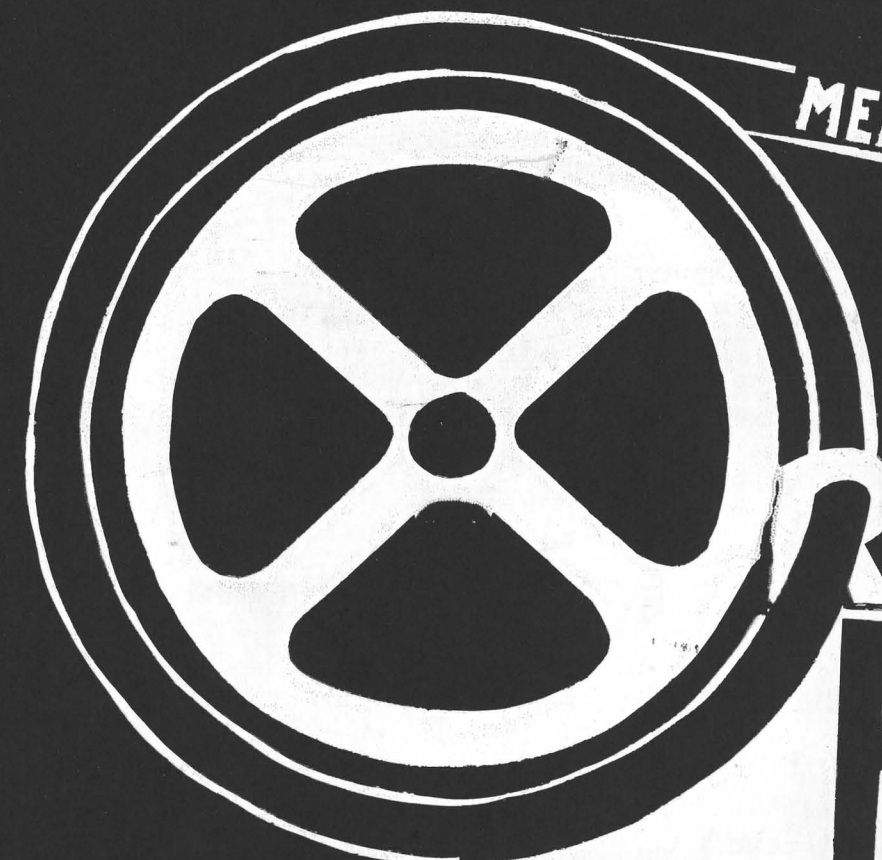
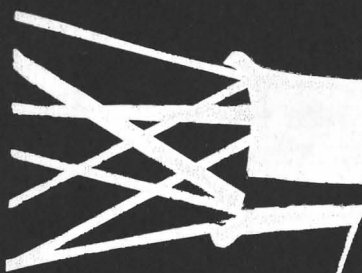


MEMORIAL LIBRARY



ORIENTATION  
FILM



OCTOBER 18, 10 PM

CHANNEL 21



The video tape made for library orientation was used for the first time at New Student Week.

It was broadcast 9 times on September 8 and 9 to three campus locations, Union Play Circle, Wisconsin Center, and Psychology Building. Approximately 2,000 students saw the tape. (See table following pages for exact statistics.) This compares with 1,500 to 1,800 in previous years attendance.

Preliminary evaluation of the tape indicates that it was satisfactory. Designed primarily as an introduction for incoming new students, the tape stressed both location of the building itself and that of books and services within the building. Responding to previous student suggestion, the production utilized student participation in the narration. A half hour tape was produced, estimated as student attention span for this material. Obvious time limitation precluded any attempt to deal in depth with use of books or special services. Further evaluation will be made on the basis of suggestion of library staff, ITV staff, and student, and Student Affairs members.

Organization of the showings had both positive and negative features. Multiple showings in time and place are feasible as demonstrated by total attendance figures. To this end the publicity of the NSW committee on loud speakers, etc. was very effective. Negative aspects would include:-- some confusion on time and place due to changes made after preliminary publicity was out, overcrowding at the Union Play Circle and Wisconsin Center while the Psychology Building was under-used, scheduling too close to allow for chairman announcements, questions, etc.

Suggestions on organization for next year would include the following:

1. Broadcast time on the hour.

- a) This would be easily remembered and avoid the problem of students coming in late for the showing, staying through and leaving in the middle of the next.
- b) Since the tape runs 28 1/2 minutes with 2--5 minutes of rewinding and reloading time, a half hour scheduling is impossible.
- c) The longer time interval would allow for chairmen announcements, distribution of guides, direct questioning from the floor which gives all students the benefit of clearing up misunderstandings. It would also allow for clearing the the rooms and allowing the students for the next showing to get in and be seated.

## 2. Hall arrangements.

- a) It is apparent that the Psychology Building is comparatively unknown to incoming students and too far to get an equal share of the attendance. 300 students did see the tape here under excellent conditions, and the audience was serious and attentive.
- b) The Union Play Circle should not be used again unless more sets are installed or the audience size is severely restricted at each showing to the number adapted to viewing on two receivers (estimated at 50--70). Since the Play Circle seats about 170 and since <sup>at</sup> the showings this year, all seats were taken, with up to 70 standing in the back and aisles, this would require strict regulation. The possibility of more showing places in the Union to which the overflow could be sent might be investigated. Union showings have the obvious advantages of accessibility for new students. A disadvantage is the extent of other activities in the area, creating noise, confusion, and a certain lack of serious attention to the tape itself by restless students in crowded conditions.
- c) The Wisconsin Center lent itself very well to the broadcast both for accessibility and flexibility. As it became apparent that one room, 224, was not large enough, Mr. Lee opened up an additional viewing room in the lounge for all broadcasts.

It would seem that this pattern should be seriously considered -- specific viewing rooms designated in publicity with stand-by rooms which could be used for overflow crowds.

## 3. Students in charge of showings.

Student chairmen and any assistants should be briefed on their assignment. With a couple of exceptions, student chairmen at the showings were uninformed about the procedure and the tape itself, disappeared after one or two showings, etc. It would seem that library staff should be available for questions, not presiding as chairmen, checking hall arrangements, passing out guides, etc.

## 4. Continuing use beyond New Student Week.

The possibility of further showings to try to reach new students

who did not see the tape can be investigated. WHA-ITV will suggest to us a limited number of times and places to which the tape can again be broadcast. A letter could be sent to selected departments with large freshman classes suggesting the possibility of using part of a class session for such a showing. If there is any significant response, these could be scheduled.

Note should be made of the fine performance of Frank Bright in narrating the film.

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Number of students who signed up for library tours at film showings:

Monday, 12th	4:00 PM	14
Tuesday, 13th	4:00 PM	8
Wednesday, 14th	4:00 PM	2
Thursday, 15th	4:00 PM	3
Friday, 16th	4:00 PM	5
Saturday, 17th	9:00 AM	10
	10:00	10
	11:00	5
	1:00 PM	2
		<u>60</u>

Psychology Bldg.Wisconsin CenterU. Play Circle

		Rm 224	Lounge	
Thursday				
10:00	59	75	43	200
10:35	41	75	37	236
11:10	30	67	32	198
Friday				
12:00	27	60	--	
12:35	25	90	80	
1:10	34	70	120	
1:45	33	80	50	
2:20	41	59	100	
2:55	15	11	120	
	<u>305</u>	<u>587</u>	<u>582</u>	<u>634</u>

Total 2108

Number of students who signed up for library tours at film showings:

Monday, 12th	4:00 PM	14
Tuesday, 13th	4:00 PM	6
Wednesday, 14th	4:00 PM	2
Thursday, 15th	4:00 PM	3
Friday, 16th	4:00 PM	5
Saturday, 17th	9:00 AM	10
	10:00	10
	11:30	8
	1:00 PM	<u>2</u>
		60