

# hiraglyphics

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

VOLUME 1, NUMBER 1, JANUARY, 1975

EDITOR: Dick Piekarski, Pharmacy, WSU, Detroit, MI. 48202, (313) 577-4804

## HIRAGLYPHICS vs. HIEROGLYPHICS



Far from the mystery and enigma that its name evokes, HIRAglyphics is an effort to establish open and informative communications among the members of Health Instructional Resources Associated (HIRA).

Then why a title that echoes an ancient undecipherable code? It's the Egyptians and their hieroglyphics (sacred carvings) that provide us with the first known treatise on surgery. The practice of medicine figured prominently in their lives. And, just as hieroglyphics recorded their medical progress, HIRAglyphics will record and stimulate HIRA's progress in medical communications - an endeavor that figures prominently in our lives. This newsletter belongs to you, and its value lies in the contributions you make to it. Only by sharing your knowledge, thoughts and ideas with the HIRA membership can the cooperative goals of this organization be attained. Whether it's an item of news, a short article, a new development or a problem that needs solving, HIRAglyphics welcomes and depends on your contributions.

## JOIN HIRA

Health Instructional Resources Associated (HIRA) is an organization of 27 health care and related educational institutions in the Detroit-Tri-County area. HIRA is devoted to the cooperative and collective production and sharing of instructional media among its members. To promote and accomplish this it draws on the expertise of its member-representatives who include librarians, media specialists, instructional technologists, educators, and administrators in the health sciences. HIRA programs are supported in part by a grant from the National Library of Medicine (NLM) under the Community Health Instructional Resources Program (CHIRP). Through CHIRP, HIRA offers its members free seminars, workshops, and consultation services. HIRA members pay \$25 annual dues. To join HIRA contact Membership Chairman BAYARD LAWES, William Beaumont Hospital, 3601 West 13 Mile Road, Royal Oak, MI. 48072, (313) 549-7000.

## HIRA'S LOSS

TOM ANTHONY, who served as associate director of the Community Health Instructional Resources Program since last July, has recently accepted the position of audiovisual coordinator at Martin Place Hospital-East in Madison Heights. HIRAglyphics joins with all HIRA members in wishing him well. When will Martin Place East join HIRA, Tom?



## FREE SEMINAR SCHEDULED

"Integration of Non-print Materials in the Library," is the subject of a free continuing education seminar scheduled for the McGregor Memorial Conference Center, Wayne State University, Fri., Feb. 14, 9:30 a.m. - 3:00 p.m. Sponsored by the Community Health Instructional Resources Program (CHIRP), the seminar will feature two presentations: "Setting up a Learning Resources Center," by THOMAS DIXON, A-V resources coordinator, Macomb County Community College; and, "Cataloging of Non-print Materials," by ANACLARE EVANS, cataloger, Shiffman Medical Library, WSU. A luncheon is available at \$6.00 by reservation only. Call (313) 577-1246 for additional information and luncheon reservations (by Feb. 12).

## ACRONYMS OF NOTE



Anyone interested in, "the application of communications technology to meet educational and related needs in the health sciences," and, "foster(ing) the appropriate design, production, use and evaluation of communication media in health sciences education," should be acquainted with the Health Sciences Communications Association (HeSCA) and the Health Education Media Association (HEMA). The quotes are their respective, "chief concern," and, "primary purpose and objective." HEMA, the youngster, is in its third year while HeSCA originated as the Council on Medical Television in 1959. Both organizations are subdivided into disciplinary or functional sections. Both hold an annual conference, charge annual dues (HeSCA/\$40 & HEMA/\$25), and publish a newsletter (HeSCA FEEDBACK and HEMAGRAMS). HeSCA also publishes the quarterly JOURNAL OF BIOCOMMUNICATION for its members while HEMA provides members with BIOMEDICAL COMMUNICATIONS, a bi-monthly publication. Join one, both or none, the choice is yours (see DOUBLE FEATURE, pg. 4). Write: HeSCA, Box 3163, Duke University Medical Center, Durham, N.C. 27710; HEMA P.O. Drawer 54189, Atlanta, GA. 30308.

## BLUE DIAZO SLIDES

Kodalith film is often used in the production of 35mm, black & white, high contrast (no shades of gray, no colors) slides. The diazo process, in which ultraviolet light and ammonia vapors act on chemically coated (with diazo salts and color couplers) acetate sheets, is most often used to produce overhead transparencies. Combined, the two processes can produce a 35mm slide that is easy on the eyes and more appealing than black & white. If you use Kodalith and have a diazo unit, try this next time you need lecture slides of typed copy, graphs, charts, or other high contrast line art. Shoot the items on 35mm Kodalith and process accordingly. Then use these negatives to produce a diazo transparency. Cut and mount the results. A variety of diazo colors is available but blue seems to be the most acceptable. The resulting blue diazo slides will look like blue and white negatives. The projected image will have white (clear) lettering and lines on a blue field. It's not as harsh as positive black & white slides nor as dark as the negative variety. Try 'em - they'll like 'em.



## READING, MATTERS

While hardback books may give you the basics of A-V utilization and instructional technology, only the journals and periodicals can keep you from being left at the gate in these fast-moving and ever-changing fields. It's in the current literature that the latest developments are reviewed and new ideas generated. Depending on your specific area of interest you may want to subscribe to one or more of the following: AUDIO-VISUAL COMMUNICATIONS; AUDIO VISUAL COMMUNICATIONS REVIEW; AUDIOVISUAL INSTRUCTION; BIOMEDICAL COMMUNICATIONS; EDUCATIONAL & INDUSTRIAL TECHNOLOGY; INDUSTRIAL PHOTOGRAPHY; PHOTOGRAPHIC TECHNOLOGY & MEDICINE; PHOTOREPRODUCTIONS REVIEW & METHODS. Your librarian can provide you with addresses and subscription rates if not with the publications. An alternative is to subscribe to a service like MEDIA NEWS CLIPS (1513 Maple Hills Ct., Naperville, Illinois 60540) which reviews media periodicals and publishes a monthly index of their articles and contents. The service costs \$20/year. Because many articles relating to specialized A-V applications appear in non-media-related medical journals, anyone researching a particular media application should contact the National Library of Medicine (NLM) and request a current Literature Search in the area of interest. Literature Searches are computer-generated bibliographies produced by NLM's Medical Literature Analysis and Retrieval System (MEDLARS). Four of interest to HIRA members are titled, "AUDIO-VISUAL AIDS AND COMPUTER ASSISTED AND PROGRAMMED INSTRUCTION IN MEDICAL (DENTAL; ALLIED HEALTH OCCUPATION; or NURSING) EDUCATION." For these and a list of other Literature Searches, write: Literature Search Program, Reference Section, Reference Services Division, National Library of Medicine, 8600 Rockville Pike, Bethesda, Maryland 20014.



## PLAN TO ATTEND

Dr. THOMAS E. BURFORD, Jr., Ed. D., chairman, Instructional Technology Department, College of Education, WSU, will be the guest speaker at the next HIRA general membership meeting, Tuesday, February 18th, 1:30 p.m., at the American Lung Association, 153 E. Elizabeth, Detroit. His topic will be, "The Choice and Creation of Audiovisual Materials." At this meeting the constitution, by-laws, and loan procedure agreement will be presented and voted on. For parking info and directions to the American Lung Association contact SUSAN GIBSON, (313) 961-1697.

## WATCH IT

"MEDIX," a weekly 30-minute television series designed to provide people with health care information that will help them live a normal and healthy life, begins Sunday, January 19th, at 1:00 p.m., on WWJ-TV (NBC), Channel 4. The series is sponsored by the Burroughs Wellcome Company. MEDIX has been broadcast in Los Angeles for the past two years and was awarded an Emmy by the Academy of Television Arts and Sciences, Hollywood Chapter, for achievement in a community affairs series.



## DOUBLE FEATURE



The Health Education Media Association (HEMA) and the Health Sciences Communications Association (HeSCA) will hold their annual conferences jointly this year in Atlanta, Georgia, April 12-16. Conference theme is, "Health Sciences Communication Team Target: the Learner." The conference will feature exhibits of software and hardware; displays of member-produced media and instructional materials; presentations on current trends, applications and techniques; a number of social activities; and several one-day workshops in which conferees may enroll. The joint conference is just what the doctor ordered in this time of waning travel budgets, allowing non-members to view and judge the relative merits of both organizations in one trip. Atlanta is a good location since it's the home of the National Medical Audiovisual Center (NMAC) and tours of its facilities are scheduled. Non-member registration is \$45 by March 1, or \$60 at the door. Conference headquarters will be the Sheraton Biltmore Hotel. Write: Joint Conference 1975, Drawer 54189, Atlanta, Georgia 30308.

## ONE DOWN

They say the first one is always the hardest. There's a format and procedure to establish and then there's the logistics of printing and distribution to arrange. But, even now, with the first issue being read, the work is just beginning. It can be light work though, if you will take the time to tell us the WHAT - WHEN - WHERE - WHY & HOW of an item for the next issue of HIRAglyphics. Send or call your material to Dick Piekarski, College of Pharmacy & Allied Health Professions, Wayne State University, Detroit, MI. 48202, (313) 577-4804; or to HIRA, c/o Community Health Instructional Resources Program, Shiffman Medical Library, Wayne State University, 4325 Brush, Detroit, MI. 48201, (313) 577-1246. And finally, a word of thanks to JOYCE BERGEN, Division of Medical Communication, WSU, for the graphics that appear in this issue.

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 c/o Community Health Instructional Resources Program  
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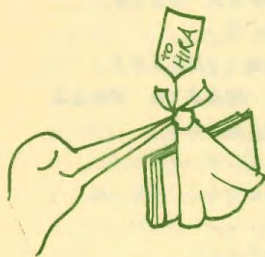
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## ANNOUNCING A CATALOG



What weighs 1.5 pounds, has 188 pages and represents two years of labor? The answer now should be in the hands of all HIRA members. The HIRA Catalog, listing the audiovisual holdings of the organization's first fifteen members, has been completed. The catalog includes a listing of participating institutions and their representatives, loan procedures, a sample loan form, a list of member-owned hardware, and more than 1,000 software items listed alphabetically under a combination of National Library of Medicine Medical Subject Headings (MeSH) and lay medical terminology. With few exceptions the software listed is available on free loan to all HIRA members. While the catalog lists no credits, it owes its existence along with a vote of thanks from the membership to the diligent and devoted efforts of HELENE BROWN, SUSAN GIBSON, BOB GRAHAM, SUSAN HURST, LAURA KOHLEMAINEN, CHARLIE LUNDGREN, BILL MCQUEEN, VIRGINIA SINKLER, JIM SLAYDEN, CAROL TISCHLER, and MEGAN TRELAWNEY. The catalog committee now turns its attention to incorporating the holdings of new HIRA members. A form for submitting entries to the catalog is available and future prospects include a computer stored catalog to facilitate addition and deletion of entries and provide ready access and rapid retrieval of information of current holdings. The new HIRA Catalog is available from the HIRA/CHIRP Office, at \$10 payable to "H.I.R.A." Members receive one copy of the catalog free.

## LOAN PROCEDURE VOTE

The HIRA Loan Committee's proposed procedures for inter-institutional resource loans has been mailed to the membership and will be voted on at the next general membership meeting, June 17th, 2:30p.m., at the Rochester Crittenton Hospital Medical Library, 1101 W. University Dr., Rochester. Members attending the meeting will preview the recently completed slide-sound program, "COOPERATION - THE STORY OF HIRA." The production explains the purpose, history, organization, and operation of HIRA. It can be borrowed free from the HIRA/CHIRP Office.

## PHOTOGS TO MEET



"Image '75" is what the Biological Photographic Association is calling its 45th annual meeting, July 13-17, at the Camelback Inn, Phoenix, AZ. A photographic salon, film and videotape showings, and commercial exhibits complement the four day schedule of general scientific sessions and special topic presentations. For additional info and registration forms write:

Image '75, Registration Chairman, P.O. Box 26326, Phoenix, AZ 85068.



## RETROSPECTIVELY

Sixty people, some from as far as Battle Creek and Muskegon, attended the HIRA/CHIRP "Integration of Non-print Materials" Seminar at Wayne State University (WSU) in February....Members attending the April 15th general membership meeting at the Oakland County Health Department, heard MATT LUCAS, technical supervisor, WSU Systems Distribution and Utilization Department, speak about the "Selection and Purchase of A-V Equipment." ....Three HIRA members had reps at the HeSCA-HEMA Joint Conference in Atlanta in April. BILL ABELE, associate director, WSU Division of Medical Communications (DMC), presented a paper on the team concept in program development and production. CHUCK PEHKONEN, attending for Pontiac's St. Joseph Mercy Hospital (SJM), noted that few health care providers made presentations, most being made by educational institutions. DICK PIEKARSKI, WSU College of Pharmacy and Allied Health Professions (PAHP), observed with regret that, although the joint conference format was a well attended improvement over either HeSCA or HEMA's previous individual conferences, the two organizations will not meet jointly again for at least two years....HIRA's new constitution and by-laws won approval by a vote of 39 to 1, with 20 members responding to the mail ballot....Latest members to join HIRA and their reps are: Detroit Memorial Hospital, BETH PACK; Detroit Maternity and Infant Care-PRESCAD Project, F. JOSEPH SMART; Harper Hospital, Detroit, MARYANN SKOLD; Marygrove College, Detroit, SR. FRANCES GABRIELLE HESS. The 27 oldtimers welcome the four newcomers. ...MARY MCNAMARA, associate medical librarian, Shiffman Library, WSU, has joined the CHIRP office staff on a part-time basis as associate director, to assist in the development of workshops and programs.

## WE'RE NOT COMMUNICATING



While interest in HIRAglyphics has been keen, contributions have been lean. Please take a minute to tell us what's NEWS with you. The faster your items of interest fill up our "IN" basket the more frequently HIRAglyphics will show up in yours. We're interested in hearing of any recent developments in medical

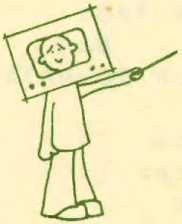
communications at your institution or elsewhere. Heard of an interesting conference, seminar, or training session? Pass it on. Just because you've heard doesn't mean we have. Contact the HIRA/CHIRP Office or the Editor with whatever details you have. We'll do the rest. Original short informative articles, photos, or cartoons of interest to the HIRA membership will also find a place on the pages of HIRAglyphics. That is, they will, if you'll submit them.

## FOR TECHNICIANS ONLY

SONY Corporation of America, through their VTR Service School is offering three courses for technicians who maintain and service SONY equipment: B&W VTR AND CAMERA (July 7-11 or Aug. 4-8); COLOR VTR (July 21-25 or Sept. 8-12); U-MATIC VIDEOCASSETTE (Aug. 18-22 or Sept. 22-26). The courses cover theory in terms of actual circuits, with emphasis on the practical aspects of machine maintenance and the recognition and isolation of common troubles. Each course costs \$150 (\$200 after July 1) and is conducted at the SONY Technical Training Dept., 47-47 Van Dam St., Long Island City, NY 11101, (212) 361-8600, Ext. 536, 650, or 651. SONY will arrange hotel accommodations upon request.



## GETTING INTO TELEVISION



You won't compete with "MEDIX" or "FEELING GOOD" but for as little as \$2185 you can move into the wonderful world of television production. At HIRAglyphics' request Randy Hippler, president of General Television Network, 520 W. 8 Mile Road, Ferndale, MI, came up with that figure for what might be considered a poor man's production kit. It contains the following: SONY Mdl. 3600, 1/2 inch B&W Videotape Recorder (\$895); Panasonic Mdl. 341 B&W Camera Kit with Camera, Zoom Lens, Tripod and Microphone (\$880); Panasonic Mdl. 513, 13 inch B&W Monitor (\$250); Smith Victor K-2 Light Kit with three 600W lights and stands (\$160). If you have \$2719 more to spend you can begin with color by substituting the following items: JVC Mdl. 6000 3/4 inch Videocassette Recorder (\$1645); Magnavox Mdl. 400 Color Camera with Zoom Lens (\$2750); SONY Mdl. 20 Tripod (\$54); SONY Mdl. F27 Microphone (\$15); SONY 15 inch Trinitron Monitor (\$440).

HIRAglyphics offers no recommendation or endorsement of the particular items listed. Nor does Mr. Hippler guarantee these are the items he will attempt to sell you should you shop at GTN.

To find out how you can maximize use of a single camera you might seek out one or more of the following: SMALL-STUDIO VIDEO TAPE PRODUCTION by Quick and Wolff, Addison-Wesley Publishing, Reading, MA 01867, (\$11.95); THE VIDEO PRIMER by Richard Robinson, Link Books, 33 W. 60 St., NY 10023, (\$7.95); or INTRODUCING THE SINGLE-CAMERA VTR SYSTEM by Smith and Mattingly (S-M), Charles Scribners Sons, sold by S-M Productions, 310 South Fairfax St., Alexandria, VA 22314, (\$8.95).

Before you buy anything seek out the person or persons, trained or trainable, to serve as writer-producer-director-lightman-soundman-cameraman. If training is required Moss Communications Inc., 160 E. 38th St., Suite 6A, NY 10016, will set up a five (\$3000), two (\$2000), or one (\$1,250) day VTR-PRODUCTION SEMINAR for you in New York. Pay their travel expenses and they'll bring it to you.

The Bell & Howell Communications Group, Dept. 7623, 7100 McCormick Rd., Chicago 60645, offers a two day seminar entitled TELEVISION WITHOUT A STUDIO for \$195, which they schedule periodically.

S-M Productions has a MODULAR VTR WORKSHOP which consists of eight three-hour-sessions (modules) covering various aspects of VTR production. Attend the entire workshop for \$230 or selected modules at \$40 each. The workshop is held in Alexandria, VA and at various video conferences and expositions in Canada and the U.S. throughout the year. If you can't attend in person you can order (\$1000) or rent (\$380/week) the Workshop on videotape complete with workbooks, text, and 276 minutes of recorded videotape instruction.

Local area colleges offer courses in television (tuitions vary) and of course there is always the library (free).

If you're interested but still a bit perplexed you can enlist the aid of a consultant (free) through the HIRA/CHIRP Office (313) 577-1246. Perplexed or not that's a good place to start getting into television.

## HELP!

HIRAglyphics is looking for any good resource material (texts, booklets, articles, personal experiences) dealing with the audible and inaudible cueing of audiotape for slide-sound programs. Send your info to the editor.



## AVAILABLE

...for those who seek enlightenment on the self instructional package without the mire of educational jargon, EDU-PAC of Minnesota, P.O. Box 27101, Minneapolis 55427, offers, AN INSTRUCTIONAL PACKAGE ON HOW TO MAKE AN INSTRUCTIONAL PACKAGE, at \$3.50.

...free for the asking from NMAC, 1600 Clifton Road N.E., Atlanta, GA 30333, nine valuable guides. PRIMER FOR MEDIA RESOURCES LIBRARIANS. CATALOGING NON-PRINT AT NMAC - A GUIDE FOR THE MEDICAL LIBRARIAN. ESTABLISHING A LEARNING RESOURCE CENTER IN A MEDICAL LIBRARY. A GUIDE TO ORGANIZING...AN INSTRUCTIONAL DEVELOPMENT UNIT;...A MEDICAL AND GRAPHIC ARTS UNIT;...A MEDICAL TELEVISION CENTER;...AND FINANCING A BIOMEDICAL COMMUNICATIONS PROGRAM;...A BIOLOGICAL PHOTOGRAPHY UNIT;...AND DEVELOPING A LEARNING RESOURCES CENTER. The last six entries are a series of monographs.

...to practising community and hospital pharmacists, a continuing education program entitled, DRUG CONSULTATION AND MONITORING AS APPLIED TO THE HYPERTENSIVE PATIENT. The 44 minute, color, 3/4" video cassette program recently produced by the College of Pharmacy and Allied Health Professions, WSU, Detroit 48202, can be borrowed free of charge or viewed at the College Media Library, Shaperó Hall. Contact Dick Piekarski (313) 577-4804 for additional info.

...from Spindler & Sauppe, 13034 Saticoy St., N. Hollywood, CA 91605, a two day seminar MULTI-IMAGE PROGRAMMING, August 12-13, 1975, at the Hilton Inn, Detroit Metropolitan Airport, for \$95. Registration is limited to 35 and required in advance.

## IN CLOSING



The breath sensitive patch at left is something we found in the December issue of ATLANTA magazine. Breathe on it. If it turns yellow, consult a G.P.; blue, a psychiatrist; pink, an obstetrician; or if green, a dentist. If it doesn't change color, you're fine and we'll expect to see you at HIRA meetings, more often. Members will soon be receiving their invoice for next year's dues, still \$25 and payable to

"H.I.R.A." July 1st. This issue again, a word of thanks to JOYCE BERGEN, WSU-DMC, whose sketches enliven the copy. Thanks also to EVELYN WILLIAMS, WSU-PAHP for (wo)manning the typewriter to make the copy presentable, to VIRGINIA SINKLER, CHARLIE LUNDGREN and BOB GRAHAM, SJMH, for the skillful presswork that makes the content acceptable, and to HIRA/CHIRP Secretary MEGAN TRELAWNY our one-woman distribution department.

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