

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

hira

H.I.R.A.
General Membership Meeting

Tuesday, March 23, 1976
2:00 p.m.

Wyandotte General Hospital
2333 Biddle Avenue
Wyandotte, Michigan
MULTIPURPOSE ROOM A

AGENDA

Election Results
C.H.I.R.P. Office Report
President's Report
Committee and Task Force Reports
Treasurer's Report
Michigan Health Science Libraries Conference
New Business

PROGRAM

MR. RICHARD PIEKARSKI of the Wayne State University College of Pharmacy and Allied Health will present his awarding-winning videotape production: "DRUG CONSULTATION and MONITORING as applied to the hypertensive patient".

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED
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H.I.R.A.
General Membership Meeting

Tuesday, May 18, 1976
2:00 p.m.

Harper Hospital
3990 John R.
Detroit, Michigan
2 WEBBER CENTER CONFERENCE ROOM

AGENDA

President's Report
Committee Reports
Treasurer's Report
New Business
C.H.I.R.P. Office Report

PROGRAM

Mr. Morton B. Miller, Director of Medical Communications at Wayne State University Medical School will speak on "Deadlines Deities, and Esprit de Corps."

*You, your family and friends
are cordially invited to the
Second Annual Banquet
of the
Health Instructional Resources Associated (HIRA)
to be held at the
Michigan Inn
16400 J. L. Hudson Drive
Southfield, Michigan
Friday, October 1st, 1976
Guest Speaker: Mac Jolliff
Business Communications Consultant
"Planning for Media Presentations:
A Writer's Perspective"*

Cash Bar 6:30 p.m.

Dinner 7:15 p.m.

R. S. V. P.

Choice of Entree:

Baked Filet of Whitefish, fines herbes \$12.00

Roast Prime Rib of Beef, au jus \$13.75

HIRA

Please respond on or before September 27

Make checks payable to

Health Instructional Resources Associated (HIRA)

No. reservations _____ \$Am't enclosed _____

No. of entrees () Fish () Beef

Signed _____ Tel. _____

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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H.I.R.A. Membership Memo No. 1

From: Jan Closurdo
Date: March 8, 1977

The next H.I.R.A. meeting will be held at 2:00 p.m., Tuesday, March 22, 1977, at St. Joseph Mercy Hospital, Pontiac (see attached map).

The agenda for the meeting will be as follows:

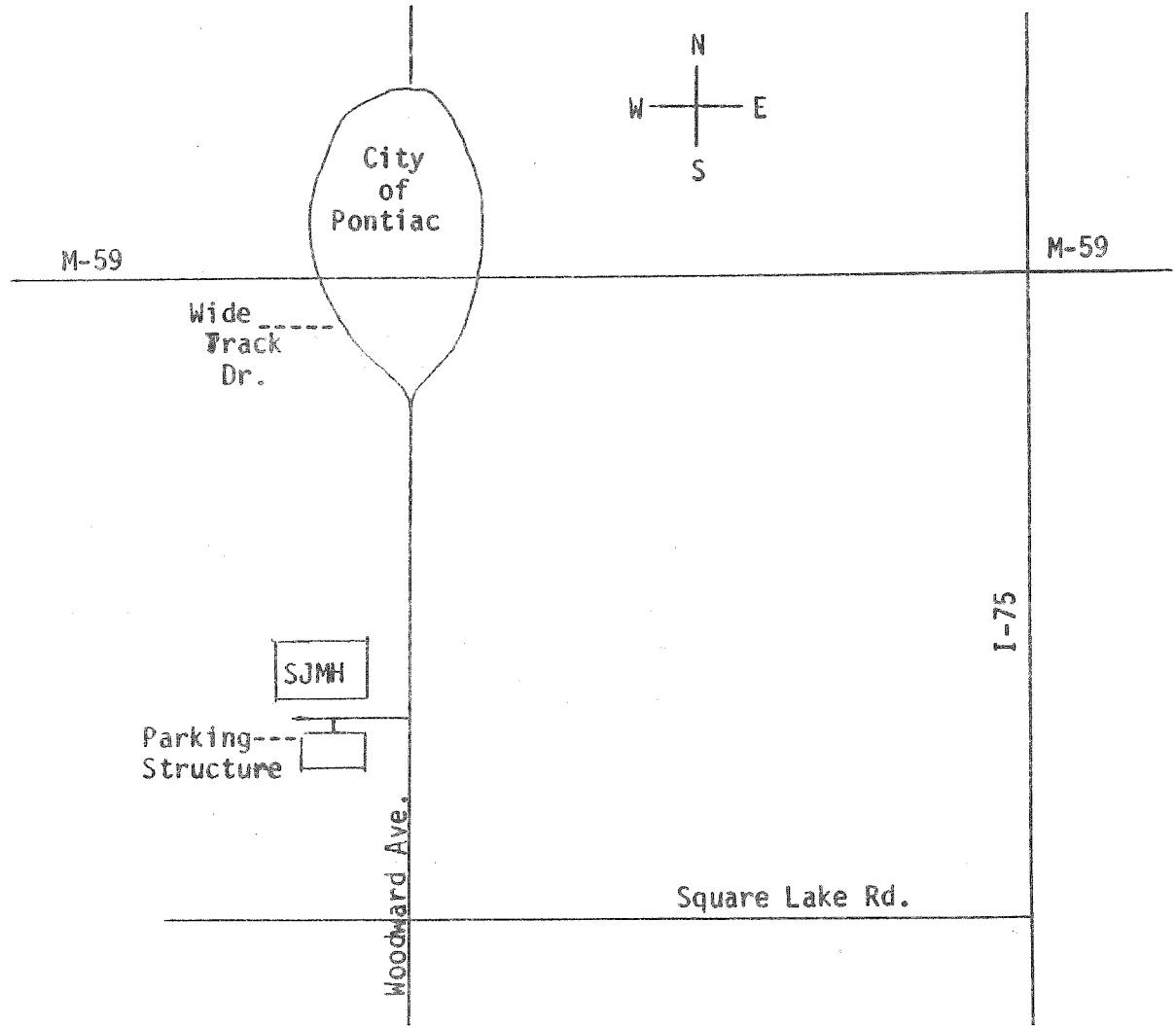
- 2:00 I. Brief Business meeting
A. announcements
B. Proposed constitutional changes
- 2:15 II. Break
- 2:30 III. Program--"Program of Programs"
A. Introduction: Ms. Helen Dimanin
Director,
Community Health Instructional Resources
Program
B. Speakers: Mr. John Walter
President
Legal Tapes, Inc.
Ms. Kitty Basco
Training Supervisor
Kelly Home Care
Ms. Brenda Austin
Staff Development
Harper-Grace Hospitals
Mr. Cass J. Glodeck
Librarian
Michigan Cancer Foundation
C. Description: the program will describe and illustrate the results of C.H.I.R.P.'s "Project Teach", a project in which trainers and educators produced community health education programs. Two videotapes produced through the project will be shown. The first concerns home health care, and the second is on nutrition for the Latino community.
- 4:00 IV. Refreshments

I am sure this is a program you will enjoy as well as a subject you will find interesting. The speakers are excellent and the videotape productions of Project Teach are quite impressive. Please try to attend.

For your information, our mini-survey on meeting preferences gave us the following information:

- 1) meetings should be held on varied days, but more often on Tuesdays and Thursdays. We will undertake this.
- 2) meetings should be held in the afternoon only. We will schedule all meetings for afternoons; we may occasionally add an optional lunch before the meeting.
- 3) meetings should be held in rotated locations of the state, but more often in the Detroit area. We will alternate out-lying areas with Detroit locations.
- 4) meetings should be supported by a combination of treasury funds and registration fees. We will designate part of the H.I.R.A. budget for meetings to pay speakers' fees, and will charge registration fees when necessary to support other meeting costs such as food or room rentals.

Thank you very much for your input. In all twenty-two replies were received and tabulated. We are trying very hard to revitalize what can be an excellent organization so that it is one in which you will want to actively participate.



HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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H.I.R.A. Membership Memo No. 2

From: Jan Closurdo
Date: April 6, 1977

The H.I.R.A. General Membership meeting scheduled for March 22, 1977 was cancelled due to inclement weather. THE MEETING HAS BEEN RESCHEDULED AND WILL BE HELD ON TUESDAY, APRIL 19, 1977 AT ST. JOSEPH MERCY HOSPITAL, PONTIAC (map attached).

The agenda for the meeting will be as follows:

- 1:45 p.m. I. Brief Business Meeting
- A. Announcements
 - B. Proposed Constitutional Changes
- 2:00 p.m. II. Break
- 2:15 p.m. III. "Program of Programs"
- A. Introduction:
 - Ms. Helen Dimanin
Director, Community Health Instructional Resources Program
 - B. Speakers:
 - Mr. John Walters
President
Legal Tapes, Inc.

 - Ms. Kitty Basco
Training Supervisor
Kelly Home Care

 - Ms. Brenda Austin
Staff Development
Harper - Grace Hospitals

 - Mr. Cass Glodek
Librarian
Michigan Cancer Foundation
 - C. Description: the program will describe and illustrate the results of C.H.I.R.P.'s "Project Teach", a project in which trainers and educators produced community health education programs. Two videotapes produced through the project will be shown. The first concerns home health care, and the second is on nutrition for the Latino community.
- 4:00 IV. Refreshments

I am sure this is a program you will enjoy as well as a subject you will find interesting. The speakers are excellent and the videotape productions of Project Teach are quite impressive. Please try to attend.

H.I.R.A. EXECUTIVE BOARD MEETING
Sept. 8, 1977 at 2 pm
St. Joseph Mercy Hospital, Pontiac
4 South Conference Room B

AGENDA

- I. Annual dinner meeting
- II. Fall program meeting
- III. Review of travel form
 - a. determine amount of mileage reimbursement
- IV. Review of possible grants
- V. Kodac workshop
- VI. Discuss possible meeting places

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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September 4, 1980
Luncheon--12:00
Meeting--1:15

Henry Ford Hospital

ACQUISITIONS OF AV MATERIALS

The next meeting will be September 4 at Henry Ford Hospital. There will be a luncheon available at 12:00 for those interested with the program beginning at 1:15. The program will deal with the acquisition of AV materials and will concern itself with such items of information as addresses, formats, subject material, audience level, company reliability and, where possible, a catalog from those companies discussed. Marilyn Schleg is organizing the program and anyone who would be willing to contribute to the program, please contact her.

The business meeting will follow the program.

The luncheon will cost \$3.00 and there will be a registration fee of \$1.00 for the program.

LUNCHEON MENU

fruit cup, spinach salad, roast beef, vegetable, potato, rolls & butter, sherbert, coffee or tea.

AS WE MUST HAVE AN ADVANCED FIGURE OF THE NUMBER OF PERSONS ATTENDING, PLEASE CONTACT VALERIE TIMSON, AT HENRY FORD HOSPITAL IF YOU PLAN TO ATTEND!!! PLEASE RESPOND AS SOON AS POSSIBLE!!! WE NEED A FINAL COUNT BY TUESDAY, SEPTEMBER 2!!!

I plan to attend the September 4, HIRA meeting	YES	NO
	\$1.00	
I plan to attend the luncheon	YES	NO
	\$3.00	

Name: _____

Institution: _____

Valerie Timson
Medical Library
Henry Ford Hospital
2799 W. Grand Blvd.
Detroit, MI
876 - 2550

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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July 10, 1980
1:00 pm-4:00 pm

St. Joseph Mercy, Ann Arbor
Education Center, Exhibit Room

HOW TO FIND "WHAT'S IT CALLED" BY "WHO'S IT BY"

OR

AUDIO-VISUAL VERIFICATION TOOLS

Participants:

Sister Bernita
Margo Dix
Marilyn Schleg
Lynn Sorenson
Valerie Timson

Tools Covered:

AVLINE
Comprehensive Nursing AV Resource List
Free Film Reference
Health Sciences AV Resource List
Hospital Training Health Care Media Profiles
Index to AV Serials in the Health Sciences
NAC Reference List of AV produced by U.S. Government
National Library of Medicine AV Catalog
Video Log

IN ADDITION

You will receive materials about these tools and you will be able to look over sample copies. There will be time for questions and comments.

Please BRING any verification tools not listed here that you find useful and SHARE them with all of us. We hope this will be an active working session. It will also serve as an introductory session to our Acquisitions Workshop in September at Henry Ford.

We will also briefly review our experiences with the draft preview/evaluation form we discussed at our May meeting. Please bring your comments.

If a business meeting is necessary it will be held after the program.

THE HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED



December 4, 1980
1:30 pm - 4:00 pm
Hurley Medical Center
Flint

Patient/Health Education and Audiovisuals

AGENDA:

Meet in the Hamady Health Sciences Library, 1st Floor of the North Building (see attached directions).

Quick visit to Hurley's Health Education Center, the library for health education.

Move to Dining Room 2 for remainder of meeting.

WE WILL DISCUSS:

Audiovisual companies who produce health education materials. BRING any lists of such companies, subject approaches, whatever. We'll have lists for you too.

Examples of health education programs. This is SHOW AND TELL time - bring your favorites along. Call Marilyn Schleg to let her know what you'll be bringing, and what equipment you need. (766-0427)

Also bring examples of written material you use, brochures, TV guides of CCTV, etc.

This is our first meeting on Health/Patient Education but it need not be our last. Come, share your ideas and problems, and we'll see where we want to go from here.

MEETING NOTICE

Date: July 13, 1981

Location: Learning Resource Center
University of Michigan
1135 East Catherine St.
Ann Arbor, Michigan 48109

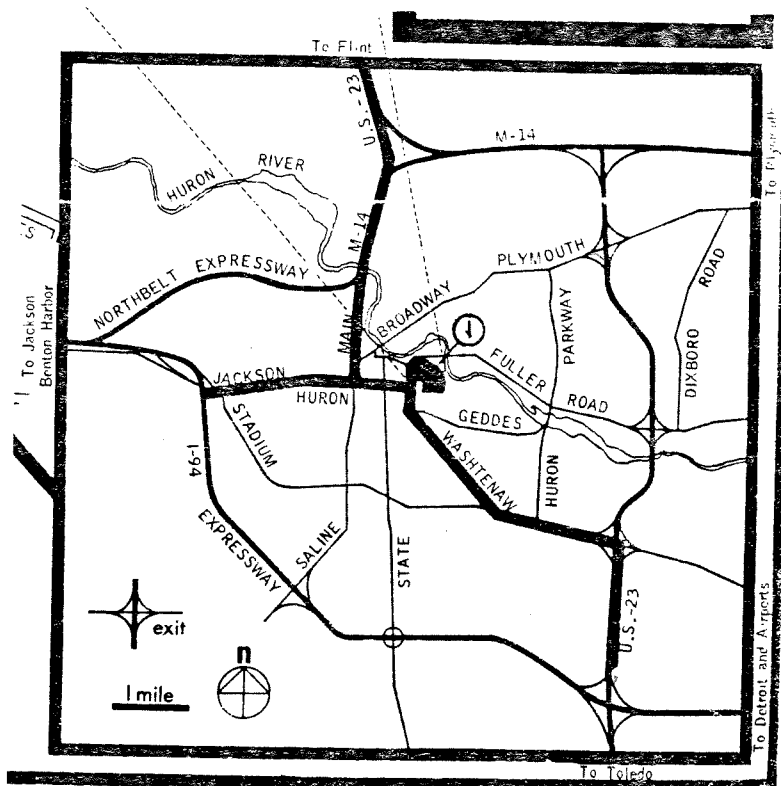
Meeting Time: 1:30

PROGRAM AGENDA

Introduction to the Learning Resource Center
Technology Demonstration
Tour

**Members who plan to attend should contact Barbara MacAdam (313) 763-6770

Map below and on reverse side.
Minutes of previous meeting enclosed.



HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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ANNUAL MEETING

MARCH 5, 1981

1:30 p.m.

Children's Hospital of Michigan

3901 Beaubien

Detroit, Mi

AGENDA

1. Approval of minutes
2. Treasurer's report
3. Committee reports
4. Old business
 - a. HIRA evaluation forms
 - b. Dues
 - c. Institutional memberships vs. personal memberships
5. Rap sessions
 - a. future directions for HIRA, new ideas for actions and activities
 - b. Ideas for future meetings
 - c. HIRA's role in the state library picture
6. New business
 - Discussion of results of rap sessions

SEPTEMBER 17, 1981

HIRA SPONSERS

AUDIOVISUAL CATALOGING

WORKSHOP

LOCATION: UNIV. CENTER
U OF M - FLINT CAMPUS
FLINT, MI

TIME: 9:30 AM - 3:30 PM

PROGRAM: AV CATALOGING FROM A - Z

PARTICIPANTS: PANEL OF HIRA "EXPERTS"
CAROLYN FROST, PHD
ASSOC. PROFESSOR
SCHOOL OF LIBRARY SCIENCE
U OF M

MORE INFORMATION AND REGISTRATION MATERIALS
WILL BE MAILED IN AUGUST.

QUESTIONS?

CALL MARILYN SCHLEG AT HURLEY MEDICAL CENTER,
FLINT: 313-766-0427

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED
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77 mailed
9/10/87

****MEETING ANNOUNCEMENT****

WHEN: March 4, 1982
WHERE: Henry Ford Hospital
2799 W. Grand Blvd.
Detroit
(those attending the luncheon should meet in the Medical Library
on the 17th floor of the Clinical Building at 11:45)

12:00--1:00	Lunch
1:15--2:15	Business Meeting (see agenda)
2:15--2:30	Coffee Break
2:30--3:30	Guest Speaker, Dr. Albert Stahl

Dr. Albert Stahl is an Associate Professor of Instructional Technology in the Department of Education at Wayne State University. He will be speaking to our group on the subject of the future technology of audiovisuals and will be concentrating on the immediate future (up to 1990). More specifically, he will focus on the changing function of the media center.

Luncheon will be a buffet and will include an entree, soup, salad or fruit cup, vegetable of the day, potato of the day, rolls and butter, beverages, and dessert. Cost of the luncheon will be \$4.50. Checks should be made out to Henry Ford Hospital and should accompany registration form.

I will be attending the meeting only _____

I will be present for the meeting and the luncheon _____

NAME: _____

AFFILIATION: _____

Forms should be returned to : Valerie Timson
Henry Ford Hospital
Medical Library
2799 W. Grand Blvd
Detroit, MI 48202

Amount enclosed: _____
\$4.50 per person attending the luncheon.

MEETING ADGENDA *** March 4, 1982

A. Committee Reports

1. Treasurer

2. PLAC

3. Catalog Committee

4. Program Committee

B. Constitutional Revisions

C. Nominating Committee---Election Results

D. Future Meeting Dates

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

HIRA MEETING

Date: Tuesday, October 20, 1982
(please note change in date)

Time: 1:30 - 4:00

Location: St. Joseph Hospital
302 Kensington Avenue
Flint, Michigan 48502
(313) 762-8519

PROGRAM

Innovative Strategies in Promoting Audiovisual Use in Patient Education

Speaker: Mr. James Schulz
Staff Development and Patient Education Coordinator
University of Michigan Hospitals

One of Mr. Schulz's responsibilities has been in planning the instructional program aspects of the television system for the Replacement Hospital Project at the University of Michigan. His talk will discuss various methods for making patient education resources available to hospital staff including: workshops, publicity, instructional design support, and a new on-line, patient education material data base presently being designed for the University of Michigan Hospital.

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED
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MEETING NOTICE

DATE Tuesday, March 22nd, 1983

TIME 1:30 p.m.---4:00 p.m.

PLACE William Beaumont Hospital-TROY
44201 Dequindre
Troy, Michigan 48098
(313) 828-5044

Classroom #2 (classroom is located off the Medical Office Bldg.
corridor. Use Medical Office Bldg. entrance.)

TOPIC COPYRIGHT AND AUDIOVISUALS: A PANEL DISCUSSION

Stuart White; Media Library and Current President of Hesca

Allen Krass; Krass, Young and Schivley, Troy-based law firm

Francie Sefildt; Media Library and Member of Hesca committee
on Copyright

Jeanette Trained - Channel 56

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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Minutes

General Membership Meeting
October 20, 1982

The meeting was called to order at 1:55 p.m. by Lucy Lee, President, at St. Joseph Hospital in Flint.

MEMBERS PRESENT: Bill Leavens; Terri Ocholik; Deborah Adams; Kathleen Carmichael; Valerie Timson; Laura Faut; Barbara Kormelink; Lucie Beard; Naim Sahyoun; Douglas Green; Ardis Bishop; David Keddle; Doris Blauet; Jeanne Breenan; Lucy Lee; Marilyn Schleg; Lorraine Obrzut; Daria Drobny Shackelford; Sr. Bernita; Gayle Williams

The minutes of the July 13, 1982 meeting were approved.

HAVC Lucy Lee reported that she contacted Karen Brewer regarding HAVC and has sent a follow up letter outlining the membership's questions. Ms. Brewer will attempt to answer the questions via mail.

Lorraine Obrzut noted that she has a copy of Manual of Cataloging Via Data Processing. (Michigan Intermediate Media Association) Those interested in obtaining a copy should contact Lorraine.

DIRECTORY

Lucy Lee indicated that the HIRA membership directories will be mailed to all members shortly.

CATALOGS

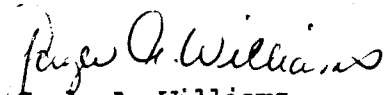
The 4th edition of the HIRA AV Catalog was distributed by Valerie Timson. Mollie Lynch distributed the HIRA AV Software Evaluations Catalog.

PROGRAM

The speaker for the HIRA program was Cathy Willis, PhD, Staff Development Associate at the University Hospital in Ann Arbor. Dr. Willis served as a facilitator for a discussion of marketing strategies.

The meeting was adjourned at 2:10 p.m.

Respectfully submitted,


Gayle A. Williams
HIRA Secretary

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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ANNOUNCEMENTS

CATALOGS

The 4th edition of the HIRA catalog is included in the price of the institutional membership, and therefore, the first copy is free of charge.

Institutional members may purchase additional copies for \$15.00. Individual members may purchase copies for \$15.00. The non-member price is \$25.00

Contact Valerie Timson, Henry Ford Hospital, 876-2550, for more information.

HIRA MEMBERSHIP DIRECTORY ADDITIONS

Please add the following entries to your list of HIRA members.

MERCY HOSPITAL
1100 Michigan Avenue
Grayling, Michigan 49738
(517) 348-5461
Sister Marjorie Koerner
Bruce King

SAMARITAN HEALTH CENTER
St. Joseph Mercy Hospital
660 Clinton St.
Detroit, Michigan 48226
(313) 496-8220
Elizabeth Gabhart
Louann Stewart

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

MEETING NOTICE

DATE Tuesday, July 26, 1983

TIME 1:30 p.m.-----4:00 p.m.

PLACE School of Education Bldg
Room 3014 (3rd floor)
University of Michigan
NOTE: See building #115 on attached map

Directions Take I-94 to State St. exit in Ann Arbor
Take State St. North to Hill St.
Turn Right on Hill St. to Hill St. Parking Structure
(Bldg #126 on attached map)

TOPIC INTERACTIVE VIDEO: MICROCOMPUTER MEETS THE VIDEODISC

Mr. Ed Saunders - Media Consultant
School of Education
University of Michigan

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED
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FALL MEETING

Wednesday November 16, 1-4 P.M., 1983

Place: St. Joseph Mercy Hospital
Educational Resources
900 Woodward Avenue
Pontiac, Michigan

Program: 1:00 Tour of Educational Resources Facility

1:30 Speakers

Barbara Young
Director of Patient Education
Hurley Hospital, Flint

Anne Esdale
Health Promotion Van Coordinator
St. Joseph Mercy Hospital, Ann Arbor

Topic: Use of Media by Health Educators

Hope to see you there!

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

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ANNOUNCEMENTS

Directory Updates

1) Committee Chair Appointments

- delete: Cathy Helbers; Barbara McAdams
- add: Patricia Martin

2) Institutional Membership

Children's Hospital of Michigan
-change: Janet Pelot to Janet Ehause

Hutzel Hospital
-delete: Delphine Sefcik
-add: Caryl Scheuer and Janet Brusoe

Metropolitan Hospital
-delete: William McQueen
-add: Carole Gilbert

Mt. Clemens General Hospital
-delete: Mark Layher
-add: Jim Perpich

St. Joseph Mercy Hospital (Ann Arbor)
-add: Julia Colvin

University of Michigan
Learning Resource Center
-add: Patricia Martin

-add: William Beaumont Hospital
Medical Library
3601 West 13 Mile Road
Royal Oak, Michigan 48072
313-288-7938
Joan Smith
Joan Emahiser

Wyandotte General Hospital
-add: Ken Nelson

3) Individual Membership

-add Gilbert, Carole M.
Metropolitan Hospital
Library
1800 Tuxedo
Detroit, Michigan 48206
313-252-1204

-add Holahan, Sr. Bernita
Bon Secours Hospital
Library
468 Cadieux
Grosse Pointe, Michigan 48230
313-343-1619

-add Whitney, Barbara
William Beaumont Hospital-Troy
Medical Library
44201 Dequindre
Troy, Michigan 48098
313-828-5044

March Meeting

Wednesday, March 21, 1:30-4:00 p.m.

Place: Crittenton Hospital
Medical Library
1101 W. University Drive
Rochester, Michigan 48063

Program:

1:30 Business Meeting

-Agenda

-Election of Officers

-Informal Discussion

Where is Hira going?

-Feedback from Hira survey (please note, send your responses to Patricia Martin by 3/12/84)

2:15 Poster Session

"Promoting Your Library's Audiovisual Programs and Library Services Within Your Institution"

Each of us is engaged in publicizing and encouraging use of media. We are asking for membership participation in this meeting. Please bring with you examples of your marketing strategies, whether it's a newsletter, memo to staff, publicity about previews, whatever. If you want to get fancy, prepare a display. But please bring something to share. We have much to learn from each other.

See you there!

MEETING NOTICE

Date: June 13, 1984

Location: Medical Library
Hurley Medical Center
#1 Hurley Plaza
Flint, Michigan 48502

Meeting Time: 1:30 p.m.

PROGRAM AGENDA

"Equipment: Audiovisual and Microcomputer--
Selection, Purchase, and Maintenance."

Speaker: Molly Lynch, St. Joseph
Mercy Hospital

Hostess: Marilyn Schleg

Map included
Minutes of previous meeting enclosed

MEETING NOTICE

Date: September 11, 1984
Location: Oakwood Hospital
Health Science Library
18101 Oakwood Blvd.
Dearborn, MI 48124
Meeting Time: 1:00 p.m. - 4:00 p.m.

PROGRAM AGENDA

"Free and Inexpensive Audiovisual Sources"

Speaker: Fran Bischoff
Past editor of Media News
and MLA News

Guests are welcome

MEETING NOTICE

Date: December 4, 1984
Location: McLaren General Hospital
414 Ballenger Highway
Flint, MI 48502
Meeting Time: 1:00 p.m. - 4:00 p.m.

PROGRAM AGENDA

"Patient Education Cable Television"

Speakers: Barbara Beath
Patient Education Coordinator and
Telecommunications Liaison for the
Replacement Hospital Project

Carol Wesolowski
Educational Coordinator in Radiology
University of Michigan Hospitals

Map Included
Minutes of previous meeting enclosed

MEETING NOTICE

Date: April 17, 1985
Location: St. Joseph Mercy Hospital
900 Woodward Ave.
Pontiac, MI 48053
Meeting Time: 1:00 - 4:00 p.m.

PROGRAM AGENDA

Annual Business Meeting

and

Refresher Course: AV Equipment Maintenance and Troubleshooting

Map included
Minutes of previous meeting enclosed

MEETING NOTICE

Date: Wednesday, June 12, 1985

Location: Flint Osteopathic Hospital
Classroom D
3921 Beecher Road
Flint, Michigan

Meeting Time: 1:00 - 4:00 PM

Program Agenda

Panel discussion on electronic mail. Speakers include:

Arlene Devlin, VA Medical Center, Allen Park - "Messaging"
aspects of electronic mail (EM)

Doris Blauet, Flint Osteopathic Hospital, Flint - Use of INTERACT
for interlibrary loan

Marie Bolanos, St. John Hospital, Detroit - How to evaluate an
EM system, What costs are involved? What is best EM system
for my library?

INTERACT

ONTYME II

Map included

Minutes of previous meeting enclosed (HIRA members only)

ALANET

EASYLINK

MCI MAIL

OCLC

MEETING NOTICE

DATE: Thursday, October 3, 1985

TIME: 1:30 P.M.

LOCATION: Hutzel Hospital, Library Conference Room
(Map enclosed)

TOPIC: "Copyright Implications for Production and
Distribution of Audiovisual Materials"

SPEAKER: Alvin L. Edelson, Ph.D.
Coordinator of Television
Wayne State University Libraries

GUESTS WELCOME!

For further information, contact Daria Shackelford (494-9860)

Notice to members: Minutes of June 12, 1985 meeting enclosed

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

MEETING NOTICE

DATE: Thursday, December 5, 1985

TIME: 1:30 PM - 4:00 PM

LOCATION: Crittenton Hospital (Map enclosed)

TOPIC: "Audiovisual Resources Available From Community Health Agencies"

PANEL: Valerie Bindschadler, Librarian
Tri-County Dental Health Council

Betty Schelling
Cranbrook Hospice

GUESTS WELCOME!

For further information, call Daria Shackelford at 494-9860

Enclosures: Directions to Crittenton Hospital
Minutes of October 3, 1985 meeting (Members only)
MDMLG article on HIRA
Factsheet on video formats
Treasurer's Report (Members only)

CONFUSION OVER VIDEO FORMATS

CONTINUES: At least a couple of times a day we have to deal with an order for a "16mm videocassette," a "3/4-inch Betamax," or similar nonexistent creature.

Or we have a phone conversation that goes something like this:

"Will your films play on our VCR?"

"Well, not the films themselves, but we can provide all of our programs on videocassette as well. What format do you need -- 3/4 inch, VHS or Beta?"

"It's a VCR."

"Right, but there are different kinds. We need to know what format you use."

"It's the kind that goes in the front."

Often, the confusion arises between the requesting faculty members or users -- who know what they need -- and purchasing department staff, who haven't been given sufficient information.

Whatever the cause, though, it's a continuing problem that, at the least, results in higher phone bills both for us and for our customers. If the confusion goes uncaught, it may result in customers receiving a cassette they can't play.

In the interest of clarification, we are offering here some non-technical definitions which may help out:

Film -- A medium in which the image is recorded as a visible picture by a photosensitive emulsion coated on a relatively thick plastic base. 16mm film is 16 millimeters wide. All the films we distribute are 16mm, and must be shown on a 16mm sound film projector.

Videotape/Videocassette -- Videotape is a medium in which the image is recorded electronically in a ferrous oxide coated on a thin plastic tape. No image is visible. **Videocassettes** are plastic cases containing **videotape**. They are designed to be inserted into VCR's for easy recording and playback.

VCR -- Video Cassette Recorder (most of them also play back). Any machine which records and plays back videocassettes. Any brand. Any format. This is a generic term.

Extracted from Fanlight Productions - News

Please write for entire newsletter and/or catalog to:

Fanlight Productions (617) 524-0980
47 Halifax
Boston MA 02130

Format -- There are several different sizes of videotape in current use, several different shapes and sizes of cassette, and several different electronic techniques for recording video and audio information on tape. The particular combination selected by a given manufacturer is referred to as a format. Tapes recorded in one format will not play in a machine (VCR) designed for a different format. The cassettes designed for one format will not even fit in a machine designed for a different format. It is VERY important to request video programs in the format needed by your equipment. **There are three formats in common use today:**

3/4" or U-Matic -- A format developed by Sony, but now also used by other manufacturers. Uses tape that is 3/4 of an inch wide and a relatively large cassette. A high quality format in common use in industrial and institutional settings. All U.S. 3/4" machines and cassettes are compatible. The majority of our video orders are for 3/4" cassettes.

VHS -- A format using half-inch tape and a smaller cassette. Manufactured by Panasonic, JVC, and a number of other companies. The second most common format in hospitals and other institutions, and also popular for "home video." Not compatible with the other half-inch format, Betamax.

Betamax (Beta) -- Also uses half-inch tape, but is otherwise totally incompatible with VHS. Developed by Sony and licensed to several other companies. Its cassette is the smallest of the three. Though considered by many "techies" to be of superior quality to VHS, it is much less widely used in industry and institutions, though it remains a popular home video format.

How can you figure out what kind of cassette you need? In most cases, it will say somewhere on the front or top of the machine -- 3/4" U-matic, VHS, or Betamax (sometimes symbolized by the Greek letter beta, a sort of a drooping capital B.) Or check the instruction manual. If you have a cassette that you know fits your machine, check its case or package, which are also usually marked with the format. As a last resort, you can compare your cassette to the pictures provided here. They are based on a very helpful wall chart available from Video Express, 581 Boylston Street, Boston, MA 02116.

Spotlight on HIRA

When asked about the history of HIRA current president, Jeanne Brennan replied "It used to be CHIRP, a million years ago." Actually it wasn't quite that bad. NLM funded HIRA (Health Instructional Resources Associated) to establish CHIRP in the spring of 1974. CHIRP was the Community Health Instructional Resources Program, an audiovisual project for the Detroit area health related institutions. Its objectives were to provide audio-visual consultation services, to conduct continuing educational seminars and workshops, and to review and assess commercially available media. Helen Dimanin was the first Director-President of HIRA. The grant was for a two year period. During this time, the first HIRA catalog was produced, various workshops were sponsored, CHIRP was dropped as the name and the group became known as just HIRA.

After a dormant spell, HIRA was reborn in the fall of 1979. Since then the original 20 hospital membership has grown to 38 institutions from health care facilities, health care associations and health related educational institutions. HIRA also has a few individual members — health professionals with an interest in audiovisuals.

The scope of HIRA is changing. Where it once concerned itself with the production and interloan of commercially produced AVs, it now covers computer software, in-house productions, satellite and teleconferencing, related books and journals, and more. The 'Good Ole' HIRA catalog will soon be available on computer disks.

Where is HIRA heading now? With much more competition for our time and money, HIRA has been looking very closely at ways to make itself more important to its members. Currently HIRA has 5 or 6 meetings a year, there is a proposal to the Executive Board to have fewer meetings, and possibly have the meetings in conjunction with other groups in order to reach more people. There is the possibility that HIRA will sponsor a Continuing Education course on on-line audio-visual searching in the spring. There is also the possibility that HIRA will affiliate with MHSLA and so become a statewide group.

The HIRA catalog will continue to be a valuable resource to our community. A new edition is already on the computer at St. Joseph Mercy Hospital Educational Resources Center in Pontiac and will be out in November. The catalog has grown to over 300 pages. As mentioned before, the catalog will also be available on computer disk. The catalog is free to HIRA members and at a small fee to others.

The current officers of HIRA are: Jeanne Brennan — President, Daria Shackleford — Vice-President, MaryJo Durivage — Secretary, and Kathleen Carmichael — Treasurer.

... Doris M. Blauet

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

MEETING ANNOUNCEMENT

Topic: "Satellite Programming and Teleconferencing"

Speakers: Frances M. Phillips, Director
Oscar LeSeure Professional Library
Grace Hospital

Candy Winfield, Media Specialist
Oscar LeSeure Professional Library
Grace Hospital

Date: Thursday, April 17, 1986

Time: 1:00 P.M.

Location: Grace Hospital - Auditorium - Ground Floor
18700 Meyers Road
(Map enclosed)

For further information, contact Daria Shackelford at 494-9860

Note: Minutes of December 12, 1985 meeting enclosed for members.

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

ANNUAL MEETING ANNOUNCEMENT

Date: Wednesday, June 11, 1986

Time: 1:00 - 4:00 P.M.

Location: William Beaumont Hospital, Classrooms A and B (See enclosed maps)

Agenda

1. Lunch
2. Announcement of election results
3. Discussion of the future direction of HIRA
 - Is HIRA more than a catalog?
 - What are "down-the-road" goals?
 - Should we remain independent or become a unit of a larger group such as MHSIA?

LUNCHEON SERVED!

In appreciation of all the hard work by the current membership and in anticipation of future participation by even more HIRA members, a COMPLIMENTARY lunccheon will be served at the beginning of the meeting. Lunch will include a chicken or crab meat salad, a fruit tray and a vegetable tray. Members are asked to RSVP by Friday, May 28. (See form below) Please join us and help shape the future of HIRA.

For further information, call Daria Shackelford at 745-9700

Note: Minutes of April 17, 1986 enclosed.

Yes, I am looking forward to attending the annual meeting of HIRA on June 11, 1986.
My selection for lunch is: _____ chicken salad _____ crab meat salad

Name _____ Institution _____

Send form to: Mary Jo Durivage 562-6000 x380-381
Medical Library (142D)
VA Medical Center Please RSVP by May 28, 1986
Allen Park MI 48101

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

WORKSHOP ANNOUNCEMENT

The Michigan Health Sciences Libraries Association (MHSIA) and HIRA are co-sponsoring a workshop at MHSIA's 13th Annual Educational Retreat being held in St. Clair, Michigan October 7, 1986 through October 10, 1986.

Topic: SELECTING AUDIOVISUAL SOFTWARE THAT WORKS FOR YOU

Panelists: Patricia Barr, Manager, Special Projects
Biomedical Communications Unit, U of M Medical Center
Frances M. Seefeld, Manager of Marketing
Biomedical Communications Unit, U of M Medical Center

Date: Wednesday, October 8, 1986

Time: 1:15 P.M. - 4:15 P.M.

Location: St. Clair Inn, 500 N. Riverside, St. Clair, Michigan

This presentation will provide an overview of the selection process, highlighting elements essential for assurance of quality materials. Criteria for selection of audiovisual software will be emphasized, including format, length, audience level and distributors' credentials and policies. Evaluation of programs will be discussed and samples of evaluation forms will be provided.

A MEDIA FESTIVAL follows the panel and will provide concurrent viewing of 10-15 audiovisual programs focusing on consumer health education, management issues and library-related activities.

NOTE: Because this workshop is being presented as a part of the 1986 MHSIA Conference, attendees of the workshop, including HIRA members, need to register for the Conference. If you have not received information on the Conference, please call Daria Shackelford at 745-9860. No HIRA business will be conducted at this program.

DIRECTIONS: From points south: Take I-94 to Exit 257 (the St. Clair Exit). Drive east into the town of St. Clair on the Fred Moore Highway (7.5 Mi.). Turn right onto Clinton Avenue. At the traffic light, turn left onto Riverside Drive. Follow Riverside Drive to the St. Clair Inn.

From points west: Take I-69 east from Lansing or Flint to I-94 west. Take I-94 to Exit 257 and follow above directions.

From points north: Take I-75 south to I-69 east to I-94 west and follow above directions.

Parking: Parking is available directly in front of the St. Clair Inn or in several lots across the street.

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

GENERAL MEMBERSHIP MEETING ANNOUNCEMENT

DATE: Thursday, January 29, 1987

PLACE: Samaritan Hospital - Conference rooms 5 and 6
(See maps enclosed)

TIME: 1:00 P.M. - 4:00 P.M.

There will be no special program planned so that the entire meeting can be devoted to HIRA business. The emphasis of the meeting will be on planning ways to implement suggestions and ideas offered at last June's Annual Meeting. Committee chairs will report on the progress of their committees thus far. Discussion will continue on the "future direction" of HIRA.

Please join us and make this meeting a very constructive one!

Light refreshments will be served.

Contact person: Mary Jo Wyels - (313) 579-4061

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED hira

MEETING NOTICE

WHEN: Tuesday, March 31, 1987
1:00 - 4:00 PM

WHERE: Rehabilitation Institute
Eighth Floor, Room 828

AGENDA: Program (1:00 - 2:30 PM)

"Providing Guidelines for Effective Presentations
Using Audiovisual Support Materials"

Presented by Joyce Puls, Senior Account Representative
3M Corporation

Break (2:30 - 2:45 PM)

Light refreshments will be served

Business Meeting (2:45 - 4:00 PM)

1. Nominating Committee Report
2. Report from Audiovisual Sub-Committee
 - directory compilation/survey tool presented
 - networking activities
3. Announcements

PARKING INFORMATION: Parking is available diagonally across from
Rehabilitation Institute (map enclosed)

For further information, call Daria Shackelford at 745-9860

HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

hira

ANNUAL MEETING NOTICE

DATE: Thursday, June 18, 1987

LOCATION: Botsford Hospital
Administration and Education Building
Community Room
(maps enclosed)

TIME: 12:30 PM - 4:00 PM

AGENDA: Hot lunch (12:30 PM - 1:30 PM)
Business Meeting

- Officer election results
- Update on AV Resource Information Survey
- Vote on continuance of HIRA Catalog
Results of survey

For more information, call Daria Shackelford at 745-9860

PLEASE RETURN BY JUNE 10 to:

Daria Shackelford
Learning Resources Center
Rehabilitation Institute
261 Mack Blvd.
Detroit MI 48201

_____ Yes, I will be attending the Annual HIRA Meeting, including lunch

_____ Yes, I will be attending the Annual HIRA Meeting but cannot make lunch

NAME _____ INSTITUTION _____