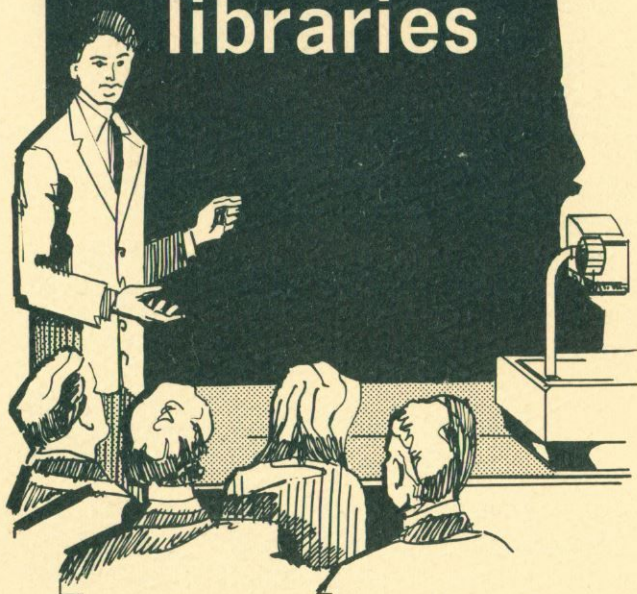


multimedia and medical libraries



UPSTATE NEW YORK - ONTARIO REGIONAL GROUP
MEDICAL LIBRARY ASSOCIATION

HOTEL SYRACUSE
OCTOBER 18-19, 1974

THURSDAY, OCTOBER 17

6:00 p.m. - 7:45 p.m.	Registration	Main Lobby, Hotel Syracuse
8:00 p.m. - 10:00 p.m.	Wine and Cheese Welcoming Party	Bird Library, 1916 Room, Syracuse University

FRIDAY, OCTOBER 18

8:30 a.m. - 5:30 p.m.	Exhibits	Empire Room, 10th Floor, Hotel Syracuse
8:30 a.m. - 3:00 p.m.	Registration	Tenth floor lobby
9:30 a.m. - 10:45 a.m.	Business Meeting	Empire Room
10:45 a.m. - 11:00 a.m.	Morning Break	Empire Room
11:00 a.m. - 11:15 a.m.	Welcome and Introductory Remarks Mrs. Evelyn Hoey	Empire Room
11:15 a.m. - 12:00 noon	Keynote Address	Empire Room

"APPLICATIONS OF MEDIA IN HEALTH SCIENCES EDUCATION"
Margaret Brooks, Special Assistant to the Director,
National Medical Audiovisual Center, Atlanta, Georgia.

12:00 noon - 12:30 p.m.	Dutch Treat Cocktails	Executive Room
12:30 p.m. - 2:00 p.m.	Luncheon	Empire Room
2:00 p.m. - 4:30 p.m.	Afternoon Seminar	Empire Room

"INFORMATION AND GUIDELINES FOR GRANT APPLICATIONS"
Doris Doran, Extramural Programs, Resources Division
of the National Library of Medicine.

"WHAT'S A NICE LIBRARIAN LIKE YOU DOING IN A PLACE LIKE THIS?"
Margaret Brooks, National Medical Audiovisual Center

6:00 p.m. - 7:00 p.m.	Cocktail Hour	Caravan Room
7:00 p.m. - 9:00 p.m.	Banquet	Persian Terrace, Lobby Floor

Honorary Membership Presentation to Mr. Irwin H. Pizer
Drawing to benefit MLA scholarship fund - 1200 Years of Italian Sculpture

SATURDAY, OCTOBER 19

9:00 a.m. - 12:00 noon	Seminar	Persian Room
(Morning break 10:30 - 10:45 a.m.)		

"HOW CAN LIBRARY INSTRUCTION BE MORE EFFECTIVE?"
--INSTRUCTING THROUGH OBJECTIVES
--DESIGNING LEARNING ACTIVITIES
--IMPROVING USER EDUCATION WITH AUDIO-VISUAL MEDIA

Dr. Olcott Gardner, Director of Research for the Jamesville-DeWitt System

PLANNING COMMITTEE
Evelyn L. Hoey, Chairman
Upstate Medical Center Library

HOSPITALITY

Kay Williams and June Mitchell
Syracuse V.A. Hospital Library

REGISTRATION

Ellen Bennink and Conni Greco
Upstate Medical Center Library

CONTINUING EDUCATION

Ann Wiley, Auburn Memorial Hospital - Upstate New York Coordinator, New York and Northern
New Jersey Regional Medical Library Program.

PROGRAM

Suzanne Murray & Catherine Seeley
Upstate Medical Center Library

EXHIBITS

Sylvia Churgin & Evamaria McMillen
Upstate Medical Center Library

ACKNOWLEDGEMENTS

The Planning Committee wishes to thank:

BALLEN BOOKSELLERS INTERNATIONAL for donating the book to be raffled,
1200 Years of Italian Sculpture

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and graphic support

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hospitality functions

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READ-MORE PUBLISHERS, for their contribution to hospitality functions

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Collection of Engravings, George Arents Research Library,
Syracuse University

TAYLOR WINE COMPANY for its contribution to the Wine and Cheese Party.

XEROX CORPORATION for supplying a xerox machine

EXHIBITORS

Baker and Taylor Co.
Ballen Booksellers International
Gaylord Brothers, Inc.
McMasters University

National Medical Audiovisual Center
Nichols Business Equipment, Inc.
Salina Audio Visual Company, Inc.
University of Arizona