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## ABSTRACT

In describing this wedia maragement system, which curcentiv serves 84 public schools ( $K-12$ ) in four rural counties east. of sacramento, this report suggesta that the ccmputer is a practical solution for film libraries trying to keep face with increased use while not reducing their expenditures for purchasing and refairing fill stock, The major parts of the degcriftion include the creation of itsfilm catalog, fila booking procedures and conputer programg, equipment (present and future), and afive-year projectior (1978-1983). A1so discussed are the main entry andjor recordsize. the alliance of the system with the coinputer departifnt, the potential for interfacing with the syster, cther computerized film bookinq operations, and the secrets of financing this corfuterized managenent system. Appendices present input worksheets, the subject headings used, the system's media catalogs, various examples of ICR (input, confirmaticn, and rejection) reforts, and cther data sheets. (JD)


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# THE PLACER MEDIA MANAGEMENT SYSTEM 

## or <br> USING THE COMPUTER IN THE SMALL FILM LIBRARY

## Background

The Educational Film Center, as a unit of the Placer County office of Education in Auburn, California, currently serves 84 public schools ( $\mathrm{K}-12$ ) in four tural counties east of Sacramento. It operates under a Joint powers agreement with Nevada, Sierra and Alpine counties. It has a. separate agreement to exchange high school films with film libraries in El Dorado, Amador and Calaveras counties to serve high schools.

The potential number of teacher borrowers is approximately 1,500 for the counties of Placer, Nevada, Sierra and Alpine. In order to keep the file size as small as possible, not all teacher's names are entered, just those who actually do borrow, or about 1,300 .

The original file for film titles was estimated to be bbout 2,500 entries, but has increased to about 4,500 due to duplicate copies, the need to oupply books that accompany children's literature films, and the nead to inventory three-dimensional models and a-v hardware for loans and insupance purposes.

The origin of the Placer County Office media collection began about 1953, when state funding made possible the establishment of a large regional collection of library books, media (including films), a-v equipment, repsir services, and'professional and clerical staffing to serve public.school students. Federal funding beginning with NDEA Title III in 1958, and with ESEA Title III in 1965, made possible the enlargement of the materials base even with the increase in student population. State funds dried up in 1964-5. Districts had been contributing only a small portion to this service, and were unwilling to replace the entire amount needed when federal funds were being diminished in the late 1960's.

When the impact of increased labor costs and inflation in cost of materials was put with the lessened funding base, county office media collections throughout California began collapsing. Again and again the
low cost items (children's books, filmstrips, records, study prints) were placed in schools, and staff was reduced in county offices. The demise of such a major service caused serious thinking to occur. about the continuance of regional or county-wide 16 mm film collections. Districts began increasing contributions -- but invariably staff salary freases and increased purchase costs chewed into and exceeded the increased contribution. When school populations and film use ascended; and labor was needed to supply service to them, it was rapidly seen that one new employee's salary and benefit package could draatically reduce the funds available for purchasing and repairing film stock.

The problems of keeping a film collection and serving an increased audience had to be examined. The bulk of tasks in a film library are repetitive, monotonous, and can be readily time-studied. So growth of clerical staffing can be projected. Some tasks may be unnecessary and eliminated, and some staff may be 'featherbedding,' but when these items have been halted, staff will have to increase as circulation services increase, if tasks are done manually. The computer can allow an escape from this truism - at least fora while. Therefore, if a new employee would consume a $\$ 10,000$ salary outlay, why not consider what $\$ 10,000$ could purchase in computer development to perhaps halt future additional staff growth.

## The Placer Media Management System

The only computer around the Placer County Office of Education in 1968 was a fairly new one, an NCR 100, replacing financial posting machines; checkwriters, ledger cards in boats, etc. It had a 16 k capacity (we now have a 32 k capacity). It could use (paper/card stock of various sizes and carbons. It was 300 baud to keep us on inexpensive phone lines, and to make allowance for the unknown quality of many-year-old phone 11nes and diverse small phone companies criss-crossing the mountain area of these rural counties. (Baud is a unit of one/dot per second used in measuring the speed of signaling in telegraphic code.)

When a programmer and a data console operator began work there was so much to do in the business office they were swamped for two years. Staff was added -- who were able to clear up the excess work, and when they appeared ready for another task, that's when they were contacted. about putting the film catalog data into the computer. They agreed that
when the catalog was in a brand-new issue; that was the time to input it on to a computer tape. (The reader can see right here that the keypunch card was out-of-date.)

## The Main Entry and/or Record Size

This is the crux of your planning. You have to put into, the computeer everything youlexpect to ever get back to you on a printed form. The programmer will say he has a 'record length' of 180 digits or some number'; so you begin using these digits up, with 47 or for title, 6 for each献 subject heading, etc. The annotation and the vendor information will take you well past the first 180 , the second 180 , and into the third 180. We determined, to keep the bulk of the finished catalog within reason, to limit the annotation to five lines. A sample of the min entry we ended with, and have befit satisfied with for five years is shown in APPENDIX A, page AA, (buffy). The fist Record listing is illustrated on page Ba.

What the library world calls 'main entry, the programmer calls 'first record,' so hence forth the words will be used interchangeably. The list retordisize is such that it can be used for library books, and small media, too, so readers should not exclude thathersibility. The 'main entry' contains fields (empty spaces, for you initiates) for:
o 6 numbers which alphabetize the item,
o a letter to denote which county film library has the 1 lem,
'o . a letter to allow 'restriction' to certain borrowers,

- 6 numbers to give the 'call number,'
o a number to give copy number,
o a number to give 'how many items make up the set' (as $\underline{2}$ reels, or 4 filmstrips),
- 6 field is of subject numbers each is 6 digits long. These are further coded (see SUBJECT HEADINGS),
o 3 numbers for time, 1 letter for color, 2 numbers for production date (last two digits of year),
o a title line, 49 characters long,
- 5 lines of annotation, each 47 characters long,
- 4 numbers for Purchase Order detail,
- 6 letters for Vendor name,
- 4 numbers for Cost of item,
o 4 numbers for month/year of purchase,
o and several other fields which are being reexamined. Originally planned to show replacement/repair costs, damage count etc., these have not been meaningful. Plans now call for noting a) burchased under special funding (as 92-142), or b) ESEA Title IV-B (and thus available to parochial schools), " c) 1atent-edge numbered items, and d) video-taping rights were purchased, etc.

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## From this main entry the computer can take' any of the above fielda (asauming you would want to have programing done for it) and nort it

 Into an array. Rpporta requested to date include:o. Alpha list of titiel (sorted by a number (computer number), due to the unubable abc arrangement when * computers do their om alphabetiting and come to. comman, apostrophea, dabhea, etc.).
o number liat of call numbera, 1
0 number liet of call numbet, showing all copien, for taking ahelf-rack inventory.
O Alpha liat, aorted by which rounty film library holds the title,
o number list, sorted by which county film library holds the title,
0 number list of production dates (are holdinga relevant to achool aubjects).
o number list of subject heads.
$o$ number ligt of sublect heada, aorbed by lirat digit code (see SUB.JECT HEADINGS),
) o alpha list ahowing every fleld (called first RECORD
0 rall-number list alowing evely flold,
O alphai list, ahowing all coptea, with rost, vondor, date of purchase.

- summary report of total number of ltome th the library, and the total dollar inventment.

The First Program: The Fitm Catith
Once the fieldis and record lengih of the lat weord wera mablithed, one film center cmployed (who wan not a tralned typtat, nor with any Interest in computers) begar typing the catalog onto the console (a typewriter that uned what looked like a 7 -inch audto tape fatend of paper). That tape was thengtmanteted, at high apeed, foto the computar and afted up on a dioc pack. This disu wat purchased ( $\$ 400$ ) and the tipe too ( 9.0 ), by the fllm eenter. They will, hold data, lor many yeara. The tape fa Hed wer and over, wherems the dhac in updated for spot:
 computer to sort on the Control Number (which alphabetizes it), and then
 HEADINSS), (atalos: ean be penerated tor varlous Mrade lovels, or tor inturecounty use.

Sublect hadfugs. The fiold tor one sublect heading tis six digits long. The first digit ts assigned to be the ow whth triggers the veriston of the catalog fo which the film gets printed. A 'l' peta angigned to the $K-8$ catalog, a ' 2 ' gets proted in the $k-8$ and $9-12$ catalog, a $\quad 3$ ' get:

4il)
printed in on if the $9-12$ catalog. The agreement with El Dorado, Amador and Calaveras ta for the loan of only high achoo critic.

The next two digital trigger a new heading to appear on the topycenter of the page. This noted major 'chapter' breakdown in the nutlet action of the catalog. The next two digits note the sub-topfosalong the loft margin, under which flame are listed. The last digit allow opportunity for valona dies. Then can be atodiod by referring to APpendix $A_{i}$ page AB, (pink).
 appendix b, page an. Waruged quick manalve input system to get all abbforty tied down thetreapproprinte film titles. A ample of that form is not included. A simitar one we now use in ahown In APPENDIX A, pare AC, (buff).

Inter-county film. As mentioned earlier, the film libration in Amadou, Calaveran and El Dorado county offices of edifation share the ir ancondary=lavel films with placer, dethelfaes the films duplicate tit lea held by Placer. In that event, the rall-nimber for the ae holdings need to be Input. And need to be extracted onto the master for printing the. secondary catalog. The Input sheet in shown in Appendy in mope Ab. (green). The med ta catalog pare show ling the ne toteranome film codes in shown In APPFNDCX B, pap: :".
 out-nt-date content, and low usage. films at removed from the collect lon (4) allow room on the rack for new lems. Only acorn digits need to be Input the the computer to remove all trace ot the film out of the catalog program and out of the book log program. The foput sheet is shown in APGENDIX A. Page AE, (canary).

Judie rout ing the programmer wrote motive and it rout men fino the
 Ot them have been le fa empty. 10 will mumpot this film on a report for 'staff to examine and mitheyeded remedies This and t eliminates the


 In any school catalog, as the che thomson emergency childbirth procedures; In this case you deltherately du met fill In any subject heading fields. The film does not get printed fin g show catalog, but is printed on all

In-houne reports for shelf inventory, for vendor/cost insurance policies, etc.).

Another audit routine checks the annotation field, and if one has not been entered, the notation "NO ANNOTATION" is printed in its place. When editing the annotated section prior to having masters printed for the press, these ines are noted and annotations are prepared whenever possible.

Printing the catalog masters. Once the data was in, and masters for the print $\ln 8$ room were possible, (it took only 15 minutes for a 200 -page catalog of maters to be printed), there was no way to stop dreaming about what other wonder f the computer could do for the film center. To compare: the task of hand typing such a catalog, would take weeks, and be riddled with transposed call numbers, dropped lines, films listed in no subject categories at in 11 , etc., see APPENDIX B, pages BC and BD.

Printing can-11d labels. The catalog printing program allowed printIng 'data onto formats other than just-a paper list.

Self-adhesive labels, with permanent sticking ability, were printed for each film can lid. The label repeated the full title, order number, annotation, producer, time; production date, and grade, level (all of which are also printed in the catalog); it proved, to be very valuable' in answering questions at the muter, ind in informing teachers as to the H1m'n content when a, can had no descriptive matter from' the producer, or had the can bent $s$ a badly it was replaced: A sample is illustrated below.


Sow APPENDIX A, AF, for the Input sheet for can-lid labels.

Printing wheeldex cards. Using the same data as for the catalog and labels, and using card stock from the Wheeldex Company with computer-drive (holes) edges perforated along the right and left edge, Wheeldex cards. were printed with the full annotation data. This was valuable in allowing staff to know a film's content, and time, and grade level, without having tic spend hours typing such data on cards. This card was rubber stamped. to allow the recording of number of copies owned, and annual circulation. A sample is illustrated below. See input shedt in APPENDIX A, AG, (buff).


## The Second Program: Film Booking

If all the titles were in and all the all numbers, wouldn't that be a lot of data that could be matched up with schoolg and teacher names -If a booking program were available? No repeating of the titles would have to be done; fust enter the efghty-four schools, the 1500 -teachers and . $\because$ RIGHT? And by jove, there ia a NCR booking program just a $\$ 50$ plane fare away.

A day's trip for the programmer, his boss, and the author brought them face to face with a modest flln booktng l"igram, written ln the desired language (NEAT ITI), utud run on whitin equipment. Their program
and tapes were obtained free, in exchange for a finance program of Placer's. Because they were not complex, nor tuned to third or fourth generation equipment, nor using terminals in off-site buildings, the programs were not usable. The programmer's summer vacation through Oregon, and a days per diem to stop by OTIS (Oregon's Total Information System) brought back a goal. A, $\$ 50$ Investment obtained their programs, with language in something unusuable. A swap of work with another programmer brought a vague translation $=$ and two years later serious results were on a trial piece of paper.

The original planing looked to the future -- of using light pens to check films back in to the library, of off-site terminals, of additional small-county inter-ilbrary loans and union catalog needs; of changing delivery schedule annually; of changing length of loan periods ( 1 day to 14 at present); of creating innumerable documents for governing board reporting; for maintaining history files of loan activities and allowing on-line inquiry into innumberable sub= programs; of security systems to five only valid inquirers access into management' programs. Also, input from computer and curriculum personnel and the author considered:
the ability to print via terminal, via a small local printer, and at the main computer, as report length, and paper format dictate;
the capacity to use opscan forms direct from teacher (bypass labor needs at film center);
that horizons may call for serving: junior colleges, parochial schools, and/or participate in large multi-agency loan agreements;
the potent final for pupil self-melection of learning materials;
*
the ably to input holdings of other libraries (as the collections of El Dorado, Amador and Calaveras, which are 1 tested tu the printed catalog, and appear In some inquiry programs, even though the booking operation is not presently conducted on films from
; other libraries. If those librates so desired, however, it would be a simple matter to open their filum titles to the booking program, and a terminal at their sites would allow all to use the date base, and the programs of the pmMe. The fled lengths of the min in entices, the call numbers, sud the subject. headlines have considered this possibility.)

The computer wat too loaded down with ilnanctal volume to add the film
booking work, so the Educational Film Center staff prepared input sheets with school names, teacher names, delivery day schedules, route sequences, etc., and ducing some weeks the computer staff found an hour to get it on to tape and disc. See APPENDIX A, page All, (pink), and APPENDIX B, pages BE and BF . Input for number of copies of each title owned, and vendor cost, was made.

- There was at least a year delay, and no known date was stated for resolution. A major confab of the programmer, his boss, the author and her boss brought about a new appreciation -- the programming of the calendar and how it would function was stymieing the programmer. It was agreed to contact an expert, to foot a $\$ 200$ or so consultation; this got us roll ing, and booking began.

A parallel manual operation was planned, work steps were PERTed, but somehow we couldn't figure out how to locate the labor to get all the data that was captured on the Wheeldex system on to the computer, and still operate our dafly runs and shipments. The decision was made to just begin in March -- and we did. When the manual system said to ship this, and the computer said to ship it somewhere else, we followed the manual system. We looked forward to the beginning of June and the end of school, for we knew we could get on the same track if we could get the computer to have al1 the teacher requests. The March-June experience allowed us to see the accuracy of the programs, the printing of labels, of dellvery reports, of overdue reports, etc. -- and to find out the labor that was needed for the new system.

By August, 1977, we had input our new purchases, deleted old items, run masters, printed new çatalogs, signed up new borrowers, and begun a new school year totally on computer.

Ordering a film. The programmer developed a sample order form outlintig the data that would be needed to activate the booking process. It was felt it would be gimllar to an opscan order sheet when we would be switching to that and that training of teachers would be a simple task. A copy of the order form, the MEDIA BOOKING WORKSHEET can be found on the next page.

Many meetings were held to train one person at each site. 'Attendance was voluntary and sporatic. Trips were made to locations throughout the several counties to trafn, plead, answer inquiries, etc. Staff at the film center did massive editing of the worksheets. After more craining

# MEDIA BOOKING WORKSHEET 



## ERIC

sessions and returning all worksheets to teachers (to haye them scan the corrections just as they expect their students to (do) to prompt them to improve, we finally halted editing $=-$ to let them get the built-in responses that they had used a weekend date, or a holiday, or a wrong film number, or a wrong school number, etc.

Frustration was high -- but somewhat successful. Staff returned to editing sheets and contemplates another weaning period immediately.

The data on each sheet is typed at the terminal onto a cassette tape, later sent via phone to the computer and the answers get pumped out immediately on to the paper scroll on the terminal. This is a terminal. ' =


The on-line time to send the tape and get the responses is about 7 seconds per film requested. The computer has so much activity going on it that we are not currently on-line for many hours a day. By fall 1978, with the computer update that is planned, we will be on-line much more.

Ordering a film and a book. A small number of children's picture books have been filmed directly from the pages. These books are usually the outstanding award winners for the year (the Caldecott Award). Due to the quality of these books, and their sizeable motivation in the early grades in interesting children in.reading, or in seeing that tales can be put on paper with words, these books have been greatiy used in schools. . Now that films are avallable it is posstble for a teacher to interest an pntire class in wanting to read, or to repeat through reading, the lovely fly experience. The Educational Film Center has made it a practice when A purchasing such a film, to also purchase several books that match it, and to ship both to a teacher. Originally the teacher needed to make two separate orders to receive both. Now, a computer program will automatically schedule the book, when the film is ordered.

The individual confirmation card to the teacher for the book carries the note 'AUTO BOOKING.'

Inquiry programs. The programmer has created many inquiry programs for use on-line, to locate answers to phone and walk-in traffic. To ob= tain access to one of these programs requires three keys be depressed on the terminal's keyboard, usually memonic to the topic of interest. Typing MBK, for 'media booking; keyboard,' allows a film to be booked instantly. The program 3-letter codes, the input requested (usually the film's call number or a date, or a school and teacher number), and the cayputer's instant response on to the paper scroll are demonstrated on the following five pages.


Samples of these inquiry programs (the key strokes the film-staff types into the terminal are underlined), as they are printed out on the paper scroll of the terminal, follow this page. These could also be printed on cathode-ray tube, and save the expense of the thermal paper.

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Each film requested has, a reaponse back to the teacher placing the ofder. The manual system had provided this one-to-one response, and teachers found they relled on it to develop their day's lesson. They would insert the confirmation in their lesson=plan book, as a reminder to piek it up, to schedule the projector and sereen, ete. The programer had not expected to have individual repiles, thinking the one long
listing per ehool (see the ICR, in APPENDIX $B$, page $B G$ ) would be sufficient; however teachers indleated they dil toi need individual responses. The individual reply is shown below:


The delivery label. An films are pulled from the racks to be aent to $h^{\text {achool, ataff hat two mathing seta of documenta, the Delivery Report }}$ (ench achool for the day har one), and the Dellvery Labela. The film ia pulled, the belivery tabel $t a$ ntick on the can lid. This label, in contrat to the Larger one ment loned earller, has aemi-permanent adheaive, ahd tis mude of a rubber-type matorlal =- all of what la, deaigned to make removal a one-step operation. It utays on the can only for the duration of the loan.


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\because i
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- Dite on this card, again, includes everything needed to type into the terminal, should a loan need to be cancelled, or extended to the borrower. The label also, has a 'usage' count, which increments by one for each loan. At the end of 9 loans, staff/puts this film through the electronic inspection and cleaning machine.

The computer resets the counter to ' 0 ' and begins to increment again. Reports the school recelves. Samples of the reports mentioned below are of APPEND'tX "b.

APPENDIX
"! Page


BG
(by school). This is the carbon of the one kept in-house.
o pellvery Report BH
This is the carbon of the one kept in-house.
0 Roturn Report BI
This is the carbon of the one kept in-house.
o Medfa Activity Report (by school)
This is not avallable yet, but will show
film use per teacher.
Reports found to be useful in-house. Samples of the reports mentioned below are in APPENDIX B.
(1nput, Contimation and Rejections - Recelved sequence. This lists all items as typed on to one day's tape. ? ICR - Medfa Number Sequence BJ This sorts the items into an orderly array.

- $\mathrm{ICR}=$ This is a tally of the day's input. BL
o ICR - This sorts the above ICR's into BG individual schools by route sequence of our matl slots. A copy goes to each school that placed an order. This is printed in carbon, one to the school, one for m-house.
o Delivery Report - Thts lists what is being. BH shtpped to a school on a given day, Staff pleks the shelves the day before dellvery, using this list. This is printed in carbon, one to the school, one for in-house.
O Overdue Report - Thts summarizes all ftems BM that are overdue:
o Return Report - This lists what is to be pickedup at a school on a given day. Thl: is printed in carbon, one to the - sehool, one for fn-house.

0 Unavatabllity = Lit:t:; which films are not BN able to be booked, and why.
o Extract Error - An audit program to keep us alert to upeoming bookings that need to be cancelled.

- Spool File Ligting - The tape of a day's
shipments, which the computer types out on to the terminal's casgette tape. It is kept; unt11 the films are returned.
- Cancel Bookitigs
BQ
o Media Activity Report - This monthly per title (or per copy).


## Labor Comparispns

1
To manually book, in alpha order, on Wheeldex, approximately 30,009 to 36,000 items during the months of mid-August through May 30, took about 8 hours of labor a day. This would include locating the Wheeldex card, determining if there was an avallable date within the teacher's time constraints, recording the transaction twice, splitting the multi-carbon form, filing its parts in drawers or envelopes, and distributing envelopes on to mall slots.

To do this work on the computer takes 2 hours of typing on to a. cassette tape at a terminal (low volume days might take orly 30 minutes), and 20 to 45 minutes of 'on line' (on the phone with the cassette talking to the computer, with responses being typed out on the terminal's paper scro11). The format work is done in the a.m., the latter in the p.m.

The paper products (the Delivery Reports (pick lists), the individual teacher confirmation cards, the Overdue Report) are printed the following a.m. Because the pick lists are all sorted by the computer into school; route, and film number, labor is saved over the manual system. The clerical staff indicates the remalning work of pulling films from the racks is able to be accomplished even faster and more accurately due to Delivery Reports being typed (not hand-written numbers and letters). Samples of these are in APPENDIX B, pages $\mathrm{BH}, \mathrm{BI}$, and BJ.

The individual conffrmation cards are sorted (by the computer) by day of week/and route sequence (the satie as the mall slots are). This job of putting confirmations on shelves is less than in the past due to a) automatic sorting, and b) elimination of envelopes and labeling ,them. Each gchool recelves a summarized list of their teacher confirmation cards. See APPENDIX B, page $B K$.

A task that has been added is that of daling the computer, running
the casiefte tape of requesta for filme into $1 t$ and obtaining a yes or no response. This is done in the $p, m$ and consumes anywhere from 20 to 50 minutes, for 200 to 500 individual film requests.

Other tasks and their estimated time of completion are: 1) Scanning all teacher-written orderg (there are a great number of errora due to teachers' orders not adhering to the exact'week day that theit achool gets delfvery. Much training has been given, but as the delivery day is changed yearly (to rotate the Monday achool holidays and the resultant lack of film delivérieg), teachers need assistance. Thy old manual booking system had this same problem. This task takes 20 minuges daily. 2) Checking Return Reports for items which have not been returned from schools, in= serting the spool listing tape on to the terminal and typing a caret before those few items which were not returned. The tape then is run onIine to the computer and all film lonns are canceled except those with the caret. While on 1 ine, the filus which have been damaged, lost, newly recelved, overdue, etc. are coded into the computer, to immediately alert it to whether or not a film is 'available' to be booked, or not. The Overdue Report is cumulated daily in the computer, and printed, Individual overdue notices to schools, teachers, principals, etc, are still being prepared manually, This new pattern of checking Return Reports never takes as long as the old way of matching the carbon sifp on the film can to the original slip in our file. All of the sorting and filing tasks associated with the old slips have been ellminated. We keep the Return Reports in a notebook, as sorted by the computer (in route sequence). These tasks take about 2 hours daily, almost precisely what the tasks of checking the paper-work for returned films took by the manual system.

The film staff find the computer is valuable in that every transacElon is avallable on compiter sheets, readily seen by any of them. Everyone is able to answer telephone calls and personal inquirles; having access to the same data.

All told, what has the work load done to staffing. It has reduced it by one-half an employee. Four and a half employees used to be involved in purchasing, booking, shipping, recelving and previewing for 36,000 to 40,000 circulation (as well as preparing all input for the computer). Staffing is now four employees, and equalling or bettering the circulation. The circulation could be increased by 5,000 or 10,000 items with only parttime staff need occurring in the inspection/rewinding operation. Films
are returned with or without rewinding; those needing it are rewound and aimultaneously inspected, taking an average of 3 minutes each. As the optical scanner will be used for inpatting teacher requests for films, the typing of orders on to tape should lessen labor needs, depending upon the breadth of teacher acceptance of preparing the opscan forms.

## Alliance With the Computer Department

The computer that serves the financial reporting needs for the 29 school districts in Placer County, and will be gerving the class schedulIng, attendance and test-scoring needs, is the one that sarves the Educational Film Center. How did the Center capture the attention of the computer personne1, when other needs were pressing their time? By being like a grain of sand in an oyster -- beginning years before these other interests began expressing their need; by entering the clattering domain of the computer room when other groups felt excluded by the noise, the language, and the personnel; by providing the computer programmer with transportation to sites where similar computer equipment is doing a lousy effort of the job you want done, or where much more exotic equipment is, doing an outstanding job of the sort you want done; by ta'ing a basic course in programming in the language used by the computer in your building; by having a programmer who likes to be challenged to get his small computer to work so efficiently that it handles a large job that others thought couldn't be handled; by writing letters to a few agencies that are doing work similar to your desired end product and asking for programs to be donated or sold, and then having some genius translate the language of those programs to the language you need; by being patient -- walting six years for fruition of the goal. Why so long? You must remember that your film center is far down on the list of priorities of your employer, and you have no dollars to pave the way. What you get, for months on end, is actually the moonlight hours of a dedicated programmer who is much more challenged by the intriguing problems of your film center than he is by the worn-out and repetitive problems of budgets which he has spent twenty years on already. So, your needs are the ones which he wants to work on: But moonlight hours are few, and unpaid, so it will take a long time. Again. Be patient.

Expect days when your programmer is depressed. His boss will have clamped down on this time, and restructured other office priorities which

- ensure that programing work on your film booking is firmiy deemphasized. This will especially be true when the federal or state government alters Social Security formulas, hourly wage scales, demands W-2 forms, etc., and he has to draft line after line of changes into his once perfect budget programe.

The Dedicated vs. Non-Dedicated Computer
Remember that the dedicated computer can do your one present task, but that it is the non-dedicated computer that can take on new taiks (which will no doubt arise in the future), and that probably costs less even in the short run. The dedicated computer has a limited number of push buttons, and they do only set tasks. The non-dedicated computer has a full typewriter and calculator keyboard and has the potential of Bach for developing/solving tasks that can be performed.

The qualities to look for in a computer operation to the author's way of thinking, are: a) time allotments per work day that you will be on the computer (this need not be rigid though, as 9:02 a.m. daily); b) time allotments per work day for the printer to print your work; c) easy rapid communication, and phygical presence, if needed, of the programiner and your staff; d) short time span of 'nu man's land' (this is the gap between when a teacher orders and when the film can be delivered. The PMMS gap is two days; e) fast repairs on computer equipment; f) fast remedies on flaws in the programs (during the first year of operation small amazing things arise. No doubt, with a less capable programmer, or one who tries to invent all of his own programs rather than working from: other well-developed programs (as OTIS, which we used), there would be a lot of teeth-gnashing problems which would be major operations to remedy.

These several qualities are seen to not be just the piece of equip= ment, but the people and the programs as well.

## Equipment $=$ Present and Future

Optical scannex. The intent of the computer department in the Placer County office of education is to capture data at school sites, and have it go through very few human operations which might alter or eliminate data: The film order form developed to replace the old manual multi-carboned form is a printed form that the teacher will print numbers on (somewhat, similar to arabic numbers) in set areas, and which will then be fed into the optical scanning" machine. It will 'read' where pencil lead has been
deposited and translate this into the computer as a request for a film. Schools have many student's tests graded this way. The machine can switch from doing one $j o b$ to another rapidy, so that it can be shared for a number of functions with other educational departments.

The CRT. The terminal presently in use is the NCR 260 , which has one tape drive, one full keyboard, and a thermal paper roll (scroli) like a desk-top adding machine. The paper can be halted from being printed on, if a written reply is not needed, yet a scroll a day is being consumed; currently. At a cost of $\$ 2.50$ a scroll, a television-tube display machine (called a CRT, for cathode-ray tube) is being considered for those jobs where no hard-copy is needed as it could pay for itself in two years. The terminal has capacity for a second tape drive to be inatalled. This could allow the computer to quickly dump a lot of data on to a cassette tape, and then allow film staff time to examine the data, slowly - and not the up the computer in an 'on-1ine' 'state.

The light pen. Checking films back in, after they have completed a loan, was a several hour operation under the manual system. Under the computer system, the capacity to have a light pen glance over a printed tape and release a loan is appealing for its labor-saving qualities... To date, neither the program nor the equipment is operational in PMMS.

The on-site terminal. Districts in Placer County are beginning to obtain computer terminals using regular phone lines that makes possible immediate response to a teacher who types in a requested film order. It also makes possible the individualized instruction of pupils, who may soon be selecting their own materials for instruction by typing in requests. Additionaliy, at a time when printing costs are making film catalogs in printed form cost from $\$ 6$ to $\$ 10$ each, and when a microfiche catalog is difficult to retrieve items from rapidly, the computer termínal can display catalog data; in video or printed form, and only those portions called for need to be displayed. That makes for a savings of many thousands of dollars in print costs. Because districts are purchasing terminals to have access to budget, attendance accounting and test-scoring data that is stored in the same computer, districts are not having to purchase a terminal just to ask about one "Film.

## Potential For Interfacing With The Placer Media Management System

; The rural counties north and south of Placer County are smaller, and
less developed in computer sophistication. "Several of them are now considering obtaining small computers. If they settle on an NCR théy would have access immediately to all the programs on school financial record keeping, on class bcheduling, on attendance accounting, on test acoring; and on film booking. These programs were written under tax-payer's money, so they are free to other agencles supported by tax'payers' dollars. That makes it desirable to seriously consider adopting a computer that has a battery of programs that will oet a computer facility up quickly: Districts can be guaranteed a bug=proof service rather quickly, and inexpensively, provided the county can hire capable employees to be in charge of the operation.

Other rural counties, without the need for a amall computer, could, with a terminal and a smail printer, phone in to get access to data in Placer's file of films (after input of thefr own unique ahelving number) and could obtain masters for printing their film catalog; or could even obtain film booking of films in their own collection. This time-sharing is difficult to agree to, for the educational structure provides dollars for your own body of students, and does not allow dollhrs to explore how to serve other bodies of students.

## Other Computerized Film Booking Operations in Calffornia or The West

When the author began to be interested in computers for library operations, the literature was scarce. One Australian had toured U.S. 1ibraries and came to the miserable opinion that computers used in library settings were few and ineptiy conceived. During the DAVI Convention in Portland (1969) the computer bookipg operation at Multnoma County, Oregon, was toured.

Late in 1973, LARC held a seminar at the Kellogg Center at Pomona where the programs at Shawnee Mission, Kansas (school 1ibrary and book processing) and at OTIS (Oregon's Total Information Service, including film booking) were described along with an unexecuted program for the Los Angeles Uniffed School District. This drew four attendees. Since then, however, Alameda and San Mateo County Offices of Education have a program for film booking on a time-shared Honeywell computer. It does not prepare the masters for the catalog nor does it share that data with the booking program.

The Anahei而, California, Union High School District has a shared booking and a catalog program on computer. The Sacramento County office
of Education houses a regional computer center which hopes to include media booking for a lage number of educational agencies in the future.

The vendors RTI and paulmar (both in Illinois) have dedicated computers designed to do littie more than film/media booking. At a cost of over $\$ 12,000$ a year rental, these do not appear to be the low-cost item the amall library is aeeking.

The Monterey (California) County Office of Education has recently 'acquired the RTI equipment.

The Placer County Office of Education is proud of ita Placer Management System because it has prepared sophisticated programe for a small computer making it capable of executing problems which others eaid could not"be done. It is confident that the original problem solving conception, and the initial plans taking into account needs five years into the future, and ite programe considering future equipment (as opscan, 1ighk pens, etc.) will be the criteria which keeps PMMS away from obsolescence, away from massive reprograming costs, and away frof user discontent.

Those of you who prefer to work in rural areas don't have to be satlsfied with out-of-date technology. In fact, keep your eyes open, for the new home mini computers may just be the answer to your office needs in a year to two. The programmer here says the developmento are truly amazing. He (1ike the rest of us?) wishes he were a young man just starting out, to be able to be involved with it all, with a. fresh brain. The Secrets of Financing The Computerized PMMS
[This portion of the report may only be comprehensible to a few county school office employees, and may apply only to California at that, and maybe only to small counties.]

The budget for a county office of education, in Callfornia, is made up of various parts. One includes income and expense of film inbraries. Another covers income and expenses of adminfstrative services. Because the computer portions of the office are covered under the administrative services"part, it is possible to blanket a greatmany things under that, which remove them from having to be covered under mike film library part. The income for the film library part is diffieult to Nrcrease. The income for the administrative services can be a levied county-wide tax.

So, when all is said and done, if your film library budget no longer can cover employee costs and survive, look for a way to get the job done

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In some other budget. It makes for rollicking fun.
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The Five-Year Projection - 1978-1983
The lst Record program will continue to serve our needs for the foreseable future with few changes. It needs to automatically count and reset the numberical value. In box 25 of the lst Record input sheet (see APPENDIX A, page AA, buff) for all the remafning copies of the title, when copies are added or deleted as "shown by input in box 8 .

Mirror. The 1at Record program 'mirrors' the annotation on the first copy entered, and duplicates it on to the next copy (if any) that is added. Occasionally a problem arises when we own a copy, buy a second, delete the first, keep the second (because of the 'mirror' effect, the annotation of the first copy will apppear in the catalog and on the lst . Record), replace the first (and find there is now no annotation showing s in the catalog nof on the lst Record, because the 'mirror' only works one direction -- down - it does not mirror up.) To solve this missing annotation, we have to input a change - which calls for reentering the entire annotation, even though the very data needed is in the computer under the second copy.

Annotation. The five-1ine annotation is adequate; having originaliy been only four lines, staff is adept in extracting the essence of films into the five lines. As we do not have photo-reduction equipment we do not want the catalog to be too bulky. Too, another paper shortage, or price hike in paper could occur again.

Changing fields. Plans call for changing the array of fields on the 1st Record denoting replacement, repair, damage, to show latent-edge numbertng, source of funding for purchase, etc.

Statistic reports. The booking program will have a number of statistical reports available, which are just now beling created. These will tally number of films used, number of teacher borrowers; number of films turned down; number of films unavailable (and the reason therefore); number of films at start of year, avallable for booking, and at end of year; number of copies deleted, lost, or added; etc. Schools will be able to receive a listing of all films shipped, by teacher, to inform administrators of instructional practices, and curriculum coverage; or a listing by film title, perhaps showing it has been in their school again and again, perhaps necessitating some grade-level planning; films out to inter-agency loans causing conflicts with requests from school, users, etc.

Opscan order form. The use of the optical-scan order form will be optional; this is because teachers have limited capacity for accepting change, and are undergoing trauma at accepting the current modifications to the 'traditional' manual booking system. 'It is hoped they will use the new form, through the encouragement that those orders will be processed first each day; before the tape input orders, are. Some of the districts are purchasing a terminal in order to have access to the budget, the class scheduling, and the attendance accounting programg, and they will be urged to access filmg for their teacherg via thelr terminal.

Alphabetizing multiple copies. Another problem which has begun : occurring since we began booking $1 s$ when we need to change the sequence of alphabetization of a film title, Formerly a change occurred, for all copies, with a single input record establishing a new Control Number. Now this change occurs, but only for one copy, which is not easy to edit, for most reports do not list, all the copies owned of each film. Months down the line, a report of all copies will be listed, line-by-1ine, and the evidence shows that only one copy was moved to a new location.

Overdue problems. The manual work involved in locating overdues, Inputting that data, and canceliling orders for teachers following the overdue user, and drafting the follow up correspondence to both the over= . due uger, the principal; and the teachers following up the overdue user had not decreased through $\sqrt{ }$ the use of the computer. It comprises an hour or two daily, Plans call for programming changes toward not halting all y bookinge for an overdue, but to halt only for the period of one additional delivery sequence. The bulk of overdues will take care of themselves with this action, lessening manual input efforts. Notices to the teachers who will not be receiving the film due to its being overdue from the last user could be dssued on the same card stock as the individual confirmation cards, lessening manual efforts. The same card stock could be used to print notices to borrowers that the item they were to have received has in fact become unavallable $-=$ and the reason could be given, using the code messages currently in the program.

Inter-county posting system. Thought has been given to creating a posting system to allow those films coming in to the Educational Film Center from Amador, Calaveras and El Dorado to appear on the Delivery and Return Reports of the specific high school, and to appear on the Media Activity Report as a circulation. This would not be similar to the decision-
making role which the computer makes when booking a film, but would be a. lesser transaction,

Checking films back in. Consideration of using the light pen to check films back into the collection needs to be continued. Staff currentiy takes the Return Report, manually checks each item as returned or not', and. tranamits this information to another staff who compares this information with the printed spool 11st, and undertakes to alter the spool tape to agree and transmit this data to the computer. This area of checking items back into the system may be the biggest time consuming task left in the film 1ibrary process. A single slip of one key stroke on the spool tape and an item that is overdue is cancelled, and that usually means it is immediately booked to another borrower and then a chain of correcting operations has to be implemented. There seems to be no way to reinstitute the loan that, in truth, is overdue.

Printing on exception basis. Some of the in-house reports may need to be pfinted on an exception basis. In place of printing stacks of paper about all films, or all borrowers, efforts need to be spent on extracting the data only on films or borrowers with exceptional traits. Traits to be

- considered are:
o Films with less than five uses, in a 6 -month period.
o Films with more than five uses, in a 6 -month period.
$\because \quad o^{\circ}$ Films with more than 11 turn-downs in a 3 month period.
- Films on the Unavailability Report for more than a 1-month period, and the reason.
o Borrowers who borrow 5 films or more, per week, 3 weeks in a row.
o Schools which appear on the Overdue Report 3-weeks. in-a-row or more.
o The number of films booked monthly to '0500000' (the $A-V$ Coordinator):
o. The films loaned to inter-county (Amador, Calavexas, El Dorado) which have caused turn=downs to E.F.C. regional borrowers.
o Effectiveness of subject headings -- which films are blocked from use due to placement in a poor sub= ject heading.
o Effectiveness of annotations -- which films are iittle used due to unmeaningful paragraph.
o Effectiveness of grade level placement -- are the ) . actual borrowers above, below, or right at, the claimed grade level.

Preview system. A program̆ for accomodating preview films, their correspondence, their bookings out to schools, their appearance on

Delivery and Return Reporta, and on the Media Activity Report as a circulation needs to be considered. The RTI'program in operation at the Monterey County Office of Education has the capacity for a preview program, thaugh it is not in operation as of spring 1978.

Operating manual. A manual for the Educational Film Center perionnel responsible for computer input to the PMMS program needs to be prepared, Indicating each specific field on each input sheet, and what does occur when itema are input correctly, and incorrectly. There is no computer programing knowledge in any of the Educationai Film Center gtaff, thus input must be done by rote. Done in episodes, once or twice a year, it is difficult to retain the rote learning, and sometime knotty situations a, oecur as a result.

## Conclusion

The imediate prospect of fall 1978 is to have a larger capacity NCR computer, with four partitions, serving the needs of the sichool districts In Placer County. One of these partitions will be serving the film booking program almost full-time, so PMMS will be on-line much of the day. That will ease the get-ready-and-wait stance in use this year while waiting for our program to be 'brought up' in the computer room, or waiting until payroll warrante were, processed to get time to go on-1ine,

All the toptes considered in the section on FIVE-VEAR. PROJECTION may not come to pass; and other 'unthoughţ=of-yet topics may arise. But when we have considered some possible paths, we are more competent in making decisions about whether the path we are on is going where we want to go, or whether we are in need of a new path to follow, or maybe whether we need to be the trailblazer.


AA let RECORD (Buff)
N" Subject. heading (Pink)
AC MASSIVE SUBJECT HEADS (Buff)
AD INTER-COUNTY FILM NUMBERS (Green)
aE DELETES (Canary)
AF CAN-LID.LABEL (Canary)
ag wheeldex cards ( (Muff)
ah personnel authorization (pink)

## APPENDLX A

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4

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T3Tu (4x)



CMure


## Subject hiviwl $1 * k-8,2: k-12,3=9-12$




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h. Anthar ' $\$$ ' headine contipol no. is encointered
c. A new tonle 'i control no. Is aroountered.



3 - NO HDG INFO. STABTS NFA PAGE only for nen topic.
llay to clear e 'pr' '1', '?' eontrol no.
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4- VDg, Titme. Deesent siactanedpage. This is a-
ste' Refedince. fias do Not rablow.


MEDIA MASTER COUNT ODE-MEDIA NO. CHANGES (R- $\phi 8$

Contrib No,
112.34566

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# MEDIA LABEL REQUESTS <br> ( $R-\phi B \phi$ ) 



* If the COPY CODE is blank, labele will be printed for all copies


# WHEELDEX REQUESTS <br> ( $R-\phi B \phi$ ) 




PERSONNEL AUTHORIZATION WORKSHEET Educational Film. Center 1228 High St., Auburn. Ca. os0g3
CNTY DIST SCHOOL MEDA BOOKING R-08O




## APPENDIX B

```
            BA SUBJECT HEADINGS
            BB MEDIA CATALOG -- 9-12 with inter-county titles
            BC MEDIA CATALOG -- K-8 - SUBJECT
            BD MEDIA CATALOG =- K-8 - TITLE
            BE DELIVERY AUTHORIZATION LISTING
            BF DELIVERY SCHEDULE LISTING
            BG ICR -= BY SCHOOL
            BH DELIVVERY REPORT
            BI RETURN REPORT
            BJ IN-HOUSE -- ICR =- RECEIVED SEQUENCE
            BK IN-HOUSE -- ICR -- MEDIA SEQUENCE
            BL IN-HOUSE =- ICR -- TALLY OF DAYS INPUT
BM - OVERDUE
BN UNAVAILABILITY
BO EXTRACT ERROR
BP SPOOL FILE LISTING
BQ CANCEL BOOKINGS
BR MEDIA ACTIVİTY REPORT
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|  | EXERCISE AND REST FOR PROPER FUNCTIONING. CF |  |  |
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| C C - 1204 | G. ITY GOVERNMENT: CLOSEST TO THE PEOPLE <br> LLLUSTRATES SUME OF THE STEPS CITY GOVERNMENTS AKE TAKING TOUAY TO MEET THE NEEDS OF THE PEOPLE THEY SERVE ANO SHOWS THE SIMILARITY. OF PHOBLEMS FACED BY CITY GOVERNMENT IN VARIOUS URGAN SETIINGS. | $20-c-76$ | $9-12$ |
| $E$ E -6.781 | CITY OF GOLD <br> THE FRENZIED STAMPEDE INTO THE KLONDIKE IN THE LATE 1890'S. | 23-8-58 | 9-12 |
| $\varepsilon$ t. $=6733$ | CITY OF NECESSITY <br> VIVIU IMPRESSIONS OF CHICAGO ITS BEAUYIFUL FACADE, ITS MANY SERIOUS PROBLEMS CONGEGTION, CONFUSIUN, INADEQUATE HOUSING, SEGREGATION AND ANONYMITY.:. MASSIVE EFFECT OF UREAN REVOLUTION. | 25-c-63 | $9-12$ |
| Et - 2238 | CITY OUT OF WILULRNESS <br> GIVES THE STORY OF NASHINGTON, D.C., FROM LAY OUT TO PKESENT, ANU INCLUUES MANY HISTORICAL EVENTS. | 30-C-74 | $9-12$ |
| P 11-2235 | city under the ice BENEATH AN ICE CAP IN GBEENLAND: CA CIYY IS BURIED. AMERICA'S POLAR RESEARCH AND DEVELOPMENT PROGKAM PROBE THE SECRETS OF THE ARCTIC. CBS | 15-8-64 | 7-12 |
| E $C$ $C$ | CIVIL WAR <br> USING ANIMATED DRAWINUS, PICTURES IMPORTANT <br> MILITARY EVENTS OF THE WAR, STRESSING SOCIAL, ECONOMIC AND GEOGRAPHICAL FACTORS. | $16-C-54$ | $9 * 12$ |
| $\triangle A-2404$ | CIVIL WAR ANU INVASION, 192.7-41 <br> CHINA'S PHOBLEMS: JAPAN INVADES MANCHURIA, AND MAO'S COMMUNISTS CHALLENGE THE NATIONALISTS. CHAING TURNS TO THE U.S. | 22-E-6 7 | 9-1.2 |
| $\begin{aligned} & \mathrm{P} .11-3350 \\ & t E^{\prime}-809 ? \end{aligned}$ | CIVIL WAR: ANGUISH OF EMANCIPATION EXPLORES THE CONSTITUTIONALITY, ECONOMICS AND SOCIAL IMPLICATIONS OF SLAVERY AND LINCDLN'S DILEMMA IN DEALING WITH THE PROGLEMS. LCA | $28-C-72$ | $8 * 12$ |
| c c -0772 | CIVIL WAR - BACKGROUNO ISSUES '1820-18601 <br> STUDIES THE COMPRUMISES FORMULATEO TO HELE <br> REDUCE TENSION BETWEEN THE NORTH ANO SOUTH: <br> THE MISSOURI CUMPROMISE, WILMOT PROVISO, COMm <br> PROMISE OF 1850 , KANSAS-NEBRASKA ACT AND DREO <br> SCOTT DECISIONG | 16-8-6.3 | 9*12 |
| $\begin{aligned} & \mathrm{PC}, 11=3357 \\ & \mathrm{C} \cdot \mathrm{C} 135 \end{aligned}$ | CIVIL WAR: PROMISE OF RECONSTRUCTION <br> EXAMINES THE UNION GOVERNMENTIS PORT ROYAL EXM FERIMENT FOR EDUCATING AND AIDING TME SLAVE TQ BECOME A FREEDMAN. | $28-C-72$ | 8-12 |
| F 11-3639 | CIVILILATIONS OF ANCIENTAMERICA <br> al Though the mayan number and dating system has FINALLY HEEN DECIPHERED. THE FATE OF THE MAYAN CIVILIZATION STILL REMAINS UNRESOLVED. THE OLMEC CUL TURE OLUER THAN THEMAYAN IS BELIEVEO | $22-C-72$ | $6-12$ |
| P 11.3040 | CLASSIFYING ANIMALS: AND OUR PLACE IN THE... <br> DESJGNE TO HELP CHILDREN UNOERSTANO THE GASIC SYSTEM OF CLASSIFICATION THAT IS USED TO IDEN世. TIFY ALL LIVING THINGS ANO TO, SHOW HOW HUMAN BEINGS RELATE TO THE OTHER LTVING CREATURES OF THE EARTH: | $13-6073$ | 7-12 |
| P 11-0520 | CLASSIFYING PLANTS AND ANIMALS <br> INTRODUCES LINNAEUS: SYSTEM OF BINOMIAL NOMEN. Clature. | 11-c-61 | $\cdots 12$ |
| 11-2077 |  | 15-c-6) | -9 |



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11=C 874 \text { PLAYING SOFTEALL, } \quad, \quad 11-C=75 \quad 3-6
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HASKETBALU


UANCING

## 11-2546 BALLET WITH EOWARO VILLELLA

11-1067 SUUARE DANCING FUNDAMENTALS: (2 REELS)

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26-C-70 & 2-12 \\
36-C-74 & 5-8
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I AM FREEDOM'S CHILD
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IMPROVING YOUR POSTURE (2ND ED)
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$11-3008$
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FOUTBALL

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11-3329 FOUTBALL TODAY
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$25-C-70 \quad 10-12$

GYMAASTICS

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GYMNASTICS FUNDAMENTALS FOR GIRLS
$15-C-67 \quad 8-12$ WIMEN'S GYMNASTICS: FLOOR EXOERCISE FUNDAMENTALS:

$8=12$
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SWIMMING
$11-3537$
$11=3555$
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$11-3576$

TENNIS AND BADMINTON

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BAUMINTON FUNUAMENTALS
$11=3324$ GRUUNU STROKES WITH BILLIE JEAN KING
$11-3324$ SERVE (TENNIS WITH BILLIE JEAN KING)
11-2328
$\begin{array}{ll}16=C-75 & 5-9 \\ 17-C-73 & 10-12\end{array}$

SCUBA
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| $22-C-75$ | $7-12$ |
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