

The Cure for Flip-Chart Charlie

The ASTD-NAVA Institute,
of Course, But Read on . . .

Robert L. Shoemaker

"You can't drive nails with a screwdriver and you can't communicate with the wrong tools," Glen Kerfoot points out on page 19 of the January issue of the *Training and Development Journal*. "Audio-visuals should help an audience grasp facts more readily, but if people cannot see or hear the aids, their purpose is defeated," he continues in his article "*The Search for Flip-Chart Charlie*."

Flip-Chart Charlie is described as the man—maybe you—who uses flip-charts as his only form of visual aid. "There is nothing wrong with good flip-charts," writes Kerfoot, "if the group is small and the acoustics good." And then suggests for larger groups other possibilities such as "filmstrips, color slides, overhead projector transparencies, and opaque projection."

**Who, What, Where, When,
Why ? ? ? ? ?**

But suppose you, or your Flip-Chart Charlie, have a magnificent background in everything but audio-visual aids? You are mystified by the ter-

minology, overwhelmed by the wealth of tools available, uncertain about how to procure and utilize what you do know about?

The Institute for Charlie

ASTD, in conjunction with the National Audio-Visual Association, has a solution for your problem. The Audio-Visual Institute is again planned to help the training director find and fit the most useful communications tool to the task. The Institute Board, consisting of representatives from ASTD, the audio-visual industry, the National Audio-Visual Association, and the Indiana University have designed an intensive one-week course to take place November 6-11, 1966, at Indiana University.

Flipcharts for Flip-Chart Charlie

The Graphics section will again help Charlie to enhance his favorite medium. It will explain the making of various types of flipcharts, displays, slides, overhead transparencies from simple materials. It will establish the criteria

for directing the procurement of the whole existing galaxy of graphic materials. The Board felt that while some training directors make or direct the making of their own material, others obtain theirs from external sources: that the knowledge of what is available and how to specify it is equally valuable. Workshops in graphics will teach both the maker and the user the techniques of production.

Now Hear This!

Both the theoretical aspects of the application of sound and sound recording and workshops in its actual production and use will be part of the experience. This includes the selection and positioning of microphones and speakers for both recorded and direct speech and room arrangement to obtain the best hearing and sight for all participants in meetings. The actual making of tape recordings with methods of achieving clarity and legibility and of mixing voices, music and sound effects will be demonstrated and practiced. The effective use of both pre-recorded and instant sound recording will be emphasized.

Movies

All the aspects of motion pictures usable in training will be fully covered including production, projection and utilization. From the making of in-plant productions, the use of camera, lights, etc. to the selection and purchases or rental of ready-made training films.

The new Super 8 and optical sound track will be featured. Rear and front screen projection problems will be reviewed.

Slides and Filmstrips

The making and use of slides, from the simplest to the most sophisticated, will be explained. Special effects, double exposure, a variety of titling

methods will be demonstrated using various cameras and types of film. Purchase of existing slides and the criteria for the procurement of custom made slides will be discussed. The transfer to filmstrip and the addition of sound to slide and filmstrip programs will be described and demonstrated.

Hardware for Charlie

An audio-visual made specially for the Institute will present a panorama of all the equipment available for audio-visual use with recorded narration explaining the application of each to the training function. With hundreds of separate items to choose from, this will give the training director an overview of the lexicon of audio-visual tools for his selection.

Closed Circuit Television

Closed circuit television is now coming into its own as a training tool. Demonstration of its use and practical practice in using it will be an integral part of the program.

Video Tape Recording

Low cost equipment for video tape recording has just come on the scene. This advent opens dramatic possibilities for use by the training director. The newest equipment will be demonstrated. Examples of its use and opportunities to use it will be part of Charlie's experience at the Institute.

What's In It for Charlie?

If the experience of the other Institutes holds true to form, Charlie will return to his bailiwick with a familiarity in the audio-visual realm which will ease his communications burden while it helps him get the message through.

If you know Charlie, or you are Charlie, maybe you ought to send him.