

2011 EDUCATION

Learning Something New

DVD Catalogue

IN THIS ISSUE...

CONFLICT, BULLYING, VIOLENCE,
SELF-ESTEEM, PREJUDICE Pages 1 to 3

CHARACTER DEVELOPMENT,
LIFE SKILLS, ETHICS & VALUES Pages 3 to 5

ABUSIVE RELATIONSHIPS, DATING
VIOLENCE, SAFETY ISSUES Pages 5 to 7

SEX EDUCATION, GENDER ISSUES Page 7 & 8

CHILD WELFARE Page 9

COMMUNICATION (Listening,
Speaking, Writing, Reading) Pages 10 & 11

PARENTING, DIVORCE Page 11 & 12

CHILDCARE & DEVELOPMENT Page 12 to 15

NATIVE ISSUES Pages 1 to 17

CELL PHONE, INTERNET Dangers Page 18

YOUTH & SUBSTANCE ABUSE Pages 19 & 20

HEALTH, ANATOMY, HEALING Pages 20 to 24

DEATH & DYING Page 25

DISABILITIES: Learning & Otherwise Pages 25 & 26

FOOD, NUTRITION, COOKING Pages 26 to 32

BODY/SELF IMAGE, WOMEN'S
ISSUES Pages 32 & 33

MENTAL HEALTH (Depression,
Anger, Stress, etc) Pages 33 to 37

CAREERS, JOBS & WORK Pages 37 to 41

TRADES, GREEN ARCHITECTURE Pages 41 to 43

DESIGN, CLOTHING, SEWING,
FASHION Page 43 to 45

COSMETOLOGY, MODELING Page 45 & 46

THE ENVIRONMENT Pages 46 to 48

HISTORY & RELATED TOPICS Pages 49 to 51

STUDY SKILLS & RESEARCH Pages 52 & 52

MEDIA LITERACY & CULTURE Pages 52 to 54

MEDIA PRODUCTION
(Drama, Film, Digital) Pages 54 & 55

MUSIC, ARTS & CRAFTS Pages 56 to 59

MONEY, BANKING, CREDIT
& SHOPPING Pages 59 & 60

TEACHING (Professional
Development) Pages 61 & 62

FITNESS & SPORTS FOR KIDS Pages 63 & 64

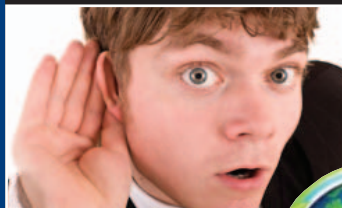
MATHEMATICS Page 64 & 65

PHENOMENAL WORLD OF SCIENCE Pages 65 to 68

BUSINESS Pages 69 to 72

POLICIES & INDEX Pages 73 & 74

- * *ALL of the programs we sell include PPR*
- * *Titles available for STREAMING are indicated with an asterisk (*) at the beginning of the title - ask about our extra special Media Education streaming prices!*
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CONFLICT / BULLYING / VIOLENCE / SELF-ESTEEM / PREJUDICE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***CONFLICT RESOLUTION: Thinking It Through**

Follow a group of high school students as they participate in a conflict resolution workshop led by an experienced facilitator and social worker who encourages them develop their own solutions. This program is a great way to open discussion on conflict resolution and communication. Can also be used to train teachers and others in conducting similar workshops.

#13288/0425 17 minutes 2009 \$99.95 Grades 7 to 12

***PEER MEDIATION: A Process of Respect**

The aim of this program is to raise awareness among students about peer mediation, encouraging those in a conflict to choose this option, as well as those interested in becoming mediators. Also provides a training tool for counselors and others starting peer mediation programs. #13287/0425 14 minutes 2009 \$99.95 Grades 7 to 12

***New! BULLYING INTRODUCTORY VIDEOS FOR ELEMENTARY STUDENTS, TEACHERS AND PARENTS**

This package consists of two introductory videos and a guide for elementary school students, teachers, and parents. The engaging video for students introduces the topic of bullying and bullying prevention strategies using age-appropriate language and grade-specific concepts. The video for adults describes what bullying is and how bullying prevention works. #13753/0795 Two programs on one DVD 2010 Includes Guide \$99.95 *Grades K to 5

***New! BULLYING INTRODUCTORY VIDEOS FOR MIDDLE SCHOOL STUDENTS, TEACHERS AND PARENTS**

This package consists of two introductory videos and a guide for middle school students, teachers, and parents. The engaging video for students introduces the topic of bullying and bullying prevention strategies using age-appropriate language and grade-specific concepts. The video for adults describes what bullying is and how bullying prevention works. #13796 Two videos 8 and 16 minutes on one DVD with Guide \$99.95 *Grades 6 to 8

***CYBERSAFE: Identifying and Combating Cyber Bullies**

Bullying has long been an unfortunate aspect of schooling, but today it is no longer confined to the real world. Cyber bullies are making their presence felt, and, while their motivations are the same as those of the schoolyard bully, the way they operate is quite different. This essential program looks at what cyber bullying is; cyber stalking and the law; and what students can do to protect themselves from this ever increasing threat. Education for parents and school communities is also examined, with strategies on how to deal with cyber bullying and positive school-wide solutions. #13296/0545 27 minutes 2007 \$129.95 Grades 8 to A

***HATING TAMI: A Look at Female Bullying**

Why do some adolescent girls bully their peers? Are their motives the same as those of boy bullies? Are their methods? What can and should parents, teachers, and other teens do stop this Malicious and often dangerous activity?

#12468/0145 26 minutes 2008 \$89.95

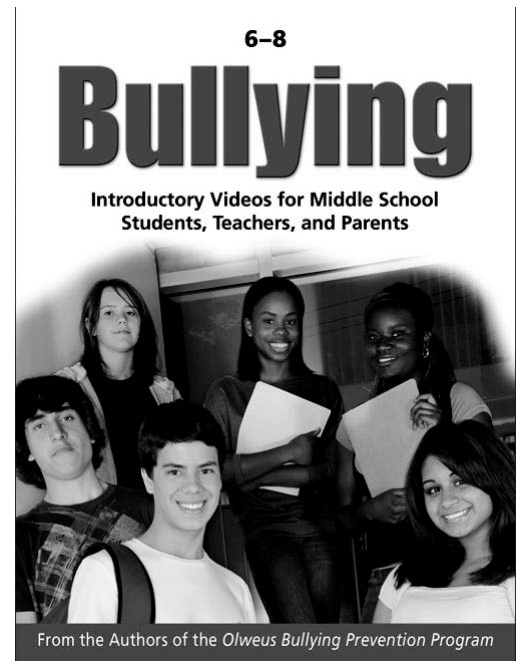
***Best-seller! SEVEN WAYS TO BLOCK A CYBERBULLY!**

Cyber bullies don't shove kids on the playground or steal lunch money, but they are just as dangerous. They stay hidden behind technology and target students on the Internet and through cell phones. This program teaches students how to be smart and stay safe in a cyber bully situation. Details seven effective strategies for dealing with a digital bully: understanding the e-bully; protecting your passwords; guarding personal information; using safety software; cutting off communications; saying "no" to revenge; and, telling someone. BONUS SECTION: "Cyberbully: The Adult Role" is an added section in the video that outlines seven ways parents and educators can work to stop cyber bullying. Student Section 15 minutes, Adult Section 10 minutes. *Includes Teaching Materials #11793/1290 15 minutes 2008 \$79.95 Grades 6 to A *CC

***SELF ESTEEM AND IDENTITY IN THE DIGITAL AGE**

Today's media is often criticized for projecting unrealistic images of what we ought to be and the examples set by magazines and television can hinder the development of a positive self esteem in many young people. In this DVD we examine how we develop our own identity, what influences the development of our identity and the key factors in the development of positive and negative self esteem. Empowers and educates students in the face of a powerful and influential cultural force.

#13322/0545 27 minutes 2007 \$129.95 Grades 8 to A



***GANGS: IT'S YOUR LIFE**

"The best video for gang prevention I have seen. Very real and accurate information."

Capt. E. Maes, Gang Unit, Denver County Jail

Through revealing interviews with gang members and unflinching images of gang life, this bestselling program provides a hard-hitting introduction to the realities of gang life for young viewers who may have only been exposed to a media fantasy. **GANGS: It's Your Life** examines the complex reasons why youth join gangs, the frequently unforeseen and tragic consequences of gang activity, and the ways in which young people can find viable alternatives and make more positive choices.

Part I, **Understanding Gang Life** explores the many reasons youth are attracted to gang life, vividly demonstrating the journey from the fantasy of joining the gang to the nightmare of trying to get out.

Part II, **Consequences of Gang Life** portrays the hidden consequences of gang involvement: fear, violence, trauma, abuse, manipulation, addiction, prison, death, and tragedy for loved ones.

Part III, **Alternatives to Gangs** discusses the feelings of anger and hurt that underlie much of the negative behavior of at risk youth and outlines programs and approaches that are constructive and viable alternatives to gang membership.

#13630/0395 *Three 20-minute programs on one DVD with Workbook \$129.95 *Ages 12 and up*

***BUILDING SELF ESTEEM: You've Got the Power!**

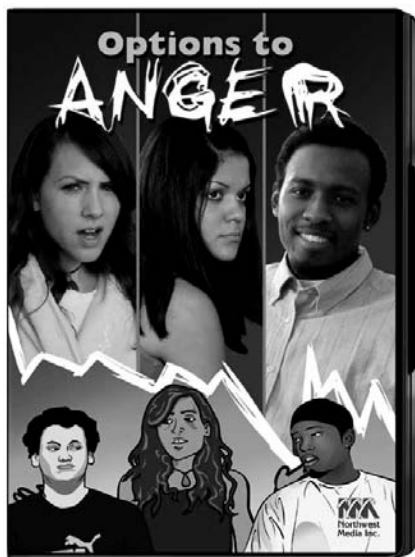
2009 COMMUNICATOR AWARD! Award of Excellence in Education Category & Awarded ***1/2 Stars from Video Librarian

Good self-esteem gives you the power to deal with changes, pressures and influences in your life. A positive self image also means healthier relationships and better success in school or on the job. In other words, the better you feel about yourself, the better your life will be. Viewers will learn nine steps to building self-esteem, including Clarifying values, Building positive relationships, Setting goals and Accepting and liking yourself just the way you are.

**Includes Instructor's Guide #12988/1280 27 minutes 2008 \$109.95 Grades 7 to Adult*

A GIRL'S LIFE with Rachel Simmons

Researcher and author Rachel Simmons examines the challenges facing young women as they surf the waves of 21st century adolescence. Simmons interviews parents, psychologists, teachers, and social workers who are helping nurture girls into capable, resilient adults. She also talks with four very special girls who tell their own deeply personal tales of dealing with issues like cyber bullying, body image, and violence. #13583/1725 *60 minutes 2009 \$89.95 *CC*



***TEENS TAKE CHARGE SERIES**

Excellent training alone, even better together, these engaging programs provide a complete curriculum on making choices.

OPTIONS TO ANGER: Tactics for Anger Management

A unique multi-media curriculum that empowers youth to understand and manage anger. A proven message with innovative delivery, the 19 sessions include entertaining but realistic animated segments, group discussion and exercises, homework assignments, role-play sessions, and finally, graduation. The facilitator's guide provides step-by-step instruction that's clear, complete, and inspiring.

EFFICACY: Your Secret Power for Decision-Making

This program serves as a model for teens on how to solve problems and accomplish their goals in life. The Efficacy curriculum offers versatility as it weaves DVD and CD interactive activities with group sessions in 11 meetings of instruction and 3 additional meetings involving extended role-playing exercises. The included curriculum guide provides step-by-step descriptions for all the instructional activities, along with supporting notes, and appendixes with supplemental material. *Each program entails about one hour of instruction and 10-30 minutes of activity on the Web. The content builds on itself and classes are presented in order. Includes the DVDs, curriculum guides with reproducible masters.

**Available in bleeped (#12895) or unbleeped versions (#12890)*

#12890/1470 Two programs 2008 \$499.95 each or Series \$899.95 Grades 8 to 12

New! BLIND SPOTS AND BIASES: Hidden Forces that Shape Your Decision

We use mental shortcuts every day to help us make decisions, and often we don't even realize it. This program explores five mental shortcuts, or "blind spots": Expectation, Belief, Availability, Anchors, and Imitation. Learn why optical illusions and magic tricks surprise us, and how our need to confirm our beliefs often prevent a cold. Understand how availability affects purchasing habits, how a bias can make a normal price seem like a great sale, and what causes laughter to be so contagious.

*#13034/1120 24 minutes 2010 \$99.95 Grades 8 to Adult *CC*

***UNDERSTANDING PREJUDICE**

Whether it's racial assumptions, views on gender, income, vocation, clothing, even whole cities or suburbs, all of us hold prejudicial thoughts. In this intelligent and thought-provoking program we explore some of the reasons why society chooses to "accept" some people, but excludes and rejects others. Including a brief historical look at groups of people who have experienced prejudice, and why these views differ today, this is an excellent discussion starter for your classroom. Leading psychologist Andrew Fuller provides commentary on the impact of prejudice on individuals, how prejudice is perpetuated, what to do in the face of injustice and how to embrace and accept differences. Divided into seven chapters: #13057/2137 *29 minutes 2008 \$129.95 Grades 8 to A*

***THE POWER OF FAMILY**

Traditional, single parent, blended or extended - there are many ways to define a 'family'. Our families help make us the people that we are. Kids learn the different types of families and the developmental roles they play; including physical, emotional, intellectual, social and moral development. *Teaching materials included
#12160/1290 18 minutes 2008 \$79.95 Grades 6 to 12 *CC

***BEYOND THE NUCLEAR FAMILY**

What is a family? A generation ago, maybe the answer was unambiguous, but today the word evokes a whole range of possibilities. This program is a thought-provoking and intelligent look at the changing roles, structures and functions of the family throughout time and up to the present day. Featuring expert opinion, surprising statistics and the honest, heart-felt thoughts of four very different families, this is an insightful examination of what it means to belong to a family and the range of possible social, emotional, environmental, and economic and health considerations that have shaped family structures. The program finishes with a look at the family of the future - are we heading towards "virtual families"? This is a terrific resource to engage questioning young minds on this vital aspect of a healthy, modern and diverse society. #13323/0545 25 minutes 2008 \$129.95 Grades 8 to A

***DROP OUT PREVENTION SERIES**

Based on real-life, recognizable dramatizations, this series shows how making good decisions, setting goals, establishing healthy relationships and using available school and community resources to deal with family problems can help teens stay in school and graduate. Emphasizes that dropping out in today's job market will have serious economic and social consequences in the future. The four programs in the series can be presented as an on-going drama, or each program can be used individually. Students will: Realize the critical importance of staying in school and graduating; Understand that dropping out of school is a process that begins early; Learn key strategies to use to make good decisions, set goals, develop healthy relationships, and solve problems; and, Use self-management skills, and available community resources to help them stay in school and graduate.

MAKING GOOD DECISIONS - Three stories focus on the importance of making good decisions by considering the affect on the future. 19 minutes

BUILDING RELATIONSHIPS FOR SUCCESS - Three stories explore relationships with friends, teachers, and boyfriends or girlfriends. 17 minutes

COPING WITH FAMILY STRESS - tells the story of three teens whose family stress is affecting their academic performance and threatening their ability to stay in school. 18 minutes

HOW TO SET GOALS - shows how setting realistic goals can help motivate students and build self-esteem. 20 minutes

#11444/0235 Four programs 2007 \$79.95 each or Series \$259.95 *Includes Guides Grades 7 to 12

ANATOMY OF PREJUDICE: Jane Elliott's Seminar on Race

She may be an overzealous crusader. She may be on a power trip. Then again, maybe Jane Elliott has pioneered a truly honest and viable way to talk about racial prejudice - a way in which white people and people of color can explore the subject together.

#13378/0635 48 minutes 2009 \$169.95

CHARACTER DEVELOPMENT / LIFE SKILLS / ETHICS & VALUES

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**



***THE CHARACTER SERIES:**

Self-Esteem, Communication, Friendship

Three new 18-minute programs guide viewers through all-important self-esteem, communication and friendship basics!

SELF-ESTEEM BASICS

How you see and value yourself is an important part of who you are -- your character. Host and student, McKenna, guides viewers through important questions like: "Why is good self-esteem so important?" and "What can I do to improve mine?" to discover that how we see ourselves influences who we are. Through interviews with a developmental psychology expert and a high school basketball starter, discover why good self-esteem is so important to have.

COMMUNICATION BASICS

Join hosts Anne and Ben as they learn about the basics of communication! They speak with a communication professor and professional actors demonstrate the importance of body language and non-verbal communication. Anne and Ben discover how to communicate clearly through learning communication basics, active listening, non-verbal communication, and how we communicate online.

FRIENDSHIP BASICS

Navigating your way through changing friendships might seem daunting. Host Wes Halula and a group of students use humor and captivating visuals to talk about friendships. Discover how to make new friends, keep them, and end friendships in a positive way.

#12465/1290 Three programs 2009 \$49.95 each or Series \$119.95

*Includes Teaching Materials Grades 4 to 10 *CC

*THE CHARACTER CHRONICLES SERIES

"Superbly produced, The Character Chronicles is an effective and highly recommended supplemental addition to public, private, parochial and home-schooling curriculums." The Midwest Book Review

*WINNER! Houston International Film Festival Platinum REMI and CINE Golden Eagle

This series brings character education alive for upper elementary and middle school students. Presented from the point of view of six middle school video bloggers, this series explores the six pillars of character through the thoughts and personal experiences of young people. Contains a variety of entertaining and provocative elements including inspiring documentaries, humorous vignettes, and insightful teen discussions about each of the pillars. These compelling chronicles sparkle with a current, energetic style that young viewers will love to watch. Each program is 28 minutes.

THE TRUST CONNECTION - Blogger Judy explores the role of trust in everyday life, how trust is gained and lost among friends and family, and the consequences of lying to fit in.

THE RESPECT CONNECTION - This program reinforces the importance of respect in everything we do, from our interactions with our peers to the way we treat the planet on which we live.

THE RESPONSIBILITY CONNECTION - This dynamic combination of kids' discussions and two inspiring documentaries shows both personal and social responsibility in action.

THE FAIRNESS CONNECTION - Chloe focuses her blog on the concept of fairness, presenting insightful discussions among her peers, and documentaries about two groups of teens whose actions exemplify this important pillar of character.

THE CARING CONNECTION - The young people in this video explore the idea that caring is about actions, not simply feelings. The documentaries tell the stories of a cancer survivor who helps other children through hard times, and a group of kids who make gifts for foster children.

THE CITIZENSHIP CONNECTION - Blogger Malik goes on a search to discover how kids can be good citizens, and finds that he and his peers can make a difference by doing their share for the common good.

*Facilitator's Guide included with each video! Includes discussion questions, writing assignments, and follow up activities.

#12275/1275 Six programs 2008 \$69.95 each or Series \$359.95 Grades 4 to 8 *CC

New! ON YOUR OWN: Independent Living Skills

Help young adults jump out of the family nest with this practical six-part series! Quick and to the point, each video focuses on a key area of independent living. Whether it's finding the right apartment, managing cash and credit, stocking the pantry, making meals, doing housekeeping, or building a wardrobe that sends the appropriate message in every situation, "On Your Own" will leave viewers feeling more confident about making important life decisions as they prepare to take responsibility for their futures.

FINDING AN APARTMENT - What are the expenses of living in an apartment? What obligations come with signing on the dotted line? Is it good to have roommates? This video explains to first-time renters how to locate, lease, and set up an apartment while avoiding common problems. They'll learn about dealing with rental agents, evaluating a unit's condition, reading leases, getting renters' insurance, having the utilities turned on, and handling the roommate option. Information on moving and finding furniture on a budget is also included.

MANAGING YOUR MONEY - Money management is the key to independent living. This video puts money under a microscope as it looks at budgeting it, spending it wisely, and protecting it (and, by extension, that all-important credit rating). Specifics include opening a checking account, writing checks, making deposits, and balancing a checkbook; using ATM and debit cards; applying for a loan; and deciding whether to opt for a credit card - and if so, how to use it responsibly. A smart investment!

PRACTICAL, HEALTHY COOKING - Moving away from home means moving away from home-cooking, too - a fact that, surprisingly, escapes many young adults new to life on their own. After watching this video, viewers will see how easy it can be to read a recipe, measure out ingredients, prepare all sorts of meats and vegetables, package up and store leftovers, and clean up the kitchen so everything is sanitary and neat. Kitchen safety is stressed. Practice makes perfect!

SHOPPING SMART - There's no question about it: the grocery-shopping experience can be overwhelming! This video will guide viewers smoothly through the process of planning balanced meals, making a shopping list, clipping coupons, and setting (and sticking to!) a budget. Helpful tips on stretching a dollar and sidestepping supermarket gimmicks are included, and food safety is emphasized. Essential viewing for first-time shoppers!

HOUSEKEEPING HOW-TOS - From a dust mop and other necessary equipment, to cleaning supplies, to making (and following!) a what-and-when cleaning schedule, this video provides a step-by-step look at housekeeping. How to do laundry is also included, as well as a segment on how to clean a computer. Even viewers who have seldom straightened a room will learn how to maintain an entire apartment a mother would be proud to visit!

BUILDING THE RIGHT WARDROBE - Every outfit sends a message. This video shows how to send the right one at the appropriate time - without breaking the budget. Topics include the functional and social characteristics of clothes; the concepts of style and fashion; planning a wardrobe that accommodates work, school, and leisure; and shopping for value and price.

Indispensable! #13520/0405 Six 20-minute programs 2010 \$99.95 each or Series \$559.95



*GOAL SETTING: Define and Achieve Your Dream Life

Shannon Miller, the most decorated American Gymnast in history, hosts this important video on goal setting. Shannon guides viewers in a six-step process to clearly identify and set goals. She also helps viewers identify and eliminate the obstacles keeping them from achieving their dream life. Throughout the video we follow two young people, Andy and Stephanie, as they take Shannon's advice and work through each step, achieving their own success in the end. This video makes goal setting an attainable, step-by-step process. #12214/1280 20 minutes 2008 \$109.95 Grades 7 to 12

*THE SCHOOL MANNERS ADVENTURE (Extreme Etiquette Series)

Every day is an adventure at school, with a maze of environments and interactions waiting for students. How do they maintain good manners and composure through it all? Covers classroom expectations, hallway behavior, lunchroom etiquette, bully prevention and peer interaction. #13339/1290 20 minutes 2007 \$79.95 *Includes Teaching Materials *CC

*New! PERSONAL POTENTIAL: The Influence of One

Many teens may not think of themselves as leaders, but they are indeed leading something ... their own lives. An interview with Dr. Verna Price, founder of the leadership program "Girls in Action", is teamed with a powerful vignette that dives into the topic of personal leadership. Dr. Verna challenges viewers to think critically about the power to influence, create change, and lead in your own life and in the world. Ideas explored include: Positional leadership vs. personal leadership; What is personal power? and, Are you an "adder" or "subtractor"? *Includes Teaching Materials. #13313/1290 20 minutes 2010 \$49.95 Grades 6 to 12 *CC

New! THE SOCIAL SENSIBILITIES SERIES

Each DVD in this series includes two videos about teen social issues - a classroom program for students, and a professional development program for educators. Also includes a printable PARENT HANDOUT and a TEACHING GUIDE to assist teachers in lesson plan development.

*DVD ONE - GENERATION CYBERBULLY: Bullying Without Borders

Learn what cyberbullying is, why people do it, and positive ways to resolve conflict. This DVD includes two videos.

THE STUDENT PROGRAM - What is cyberbullying and how is it different than regular bullying? What should students do if it happens to them, or someone they know? Learn why bullies do what they do, and hear a social media expert discuss the effects of cyberbullying. 27 minutes

THE EDUCATOR PROGRAM - In this supplementary program we describe specific forms of cyberbullying and how to detect warning signs. Educators learn how to handle an attack once it has been reported and to establish a course of action to deal with and prevent cyberbullying. 14 minutes

*DVD TWO - THE REALITIES OF SEXTING: You Can't Unsend!

Learn what a "sex" is, what to do if you've sent or received one, and possible consequences

THE STUDENT PROGRAM - Is it ever safe to send an intimate photo or explicit message on your cell phone? This program teaches students what actions are defined as "sexting" and the real consequences. Learn the motivations for sexting and practical alternatives. 24 minutes

EDUCATOR PROGRAM - Do you know what to do if a student shows you a sext they received? This feature video looks at sexting from an educator's point of view. How do you deal with students who are sexting? What policy and legal issues must you know and address? 15 minutes

*DVD THREE - SEXUAL HARASSMENT AT SCHOOL: Hostile Environments

See how to identify harassment, how to stop it, and positive coping strategies.

STUDENT PROGRAM - Do students really understand what sexual harassment is? Helps identify when actions may constitute harassment and how to differentiate them from flirting. Learn why harassers do it and how it usually occurs at school. 25 minutes

EDUCATOR PROGRAM - Provides crucial information to help educators define their role in preventing and responding to sexual harassment. Viewers learn the role of Title IX policies, a method of reporting harassment, and ways to prevent it at school. 14 min.

#13727/1120 Three programs 2010 \$149.95 each or Series \$369.95

*ZONE IN SERIES

Viewers get age-related and appropriate guidance from this series!

ZONE IN ON FEAR - There are many things people are afraid of - from small bugs to world-wide problems. This program discovers why people have fear, how fear affects you physically and emotionally, how to fight fear, and feeling safe with your fears.

ZONE IN ON PEACE - This program explores peace on the playground, at home, in school, and all over the world. It investigates the meaning of peace, why people fight, how to solve problems peacefully, understanding your conscience and having peace of mind.

ZONE IN ON VIOLENCE - The consequences and fears associated with violence at home, in school, and in everyday life are explored, as well as how to cope with violence and where to seek help.

ZONE IN ON PREJUDICE - The meaning of prejudice is discussed, as well as how to cope when someone judges you without knowing you. Children will learn how to develop their own opinions and not be influenced by the beliefs of others.

ZONE IN ON PERSONAL POWER - Teaches children the meaning of personal power and ways to use their own power to make smart and healthy decisions.

ZONE IN ON GANGS - Emphasizes gang members as negative role models who get involved in using drugs, fighting, using guns, and committing crimes. Students explore reasons why not to join gangs and alternatives to gang membership.

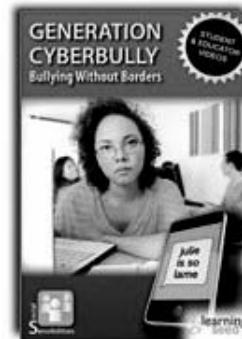
ZONE IN ON HEROES AND ROLE MODELS - Children will discover that ordinary people can be heroes, and not just celebrities or mythical superheroes. Students also examine ways to handle heroes who don't live up to their image.

ZONE IN ON SCHOOL PRESSURES - A wide range of issues students face are covered, including peer pressure, bullying, teasing, popularity, violence, and cheating.

#12300/0235 Eight 25-minute programs 2008 \$79.95 each or series \$549.95 Grades 2 to 5

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ABUSIVE RELATIONSHIPS / DATING VIOLENCE / SAFETY ISSUES

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***DRINK SPIKING: Awareness and Avoidance**

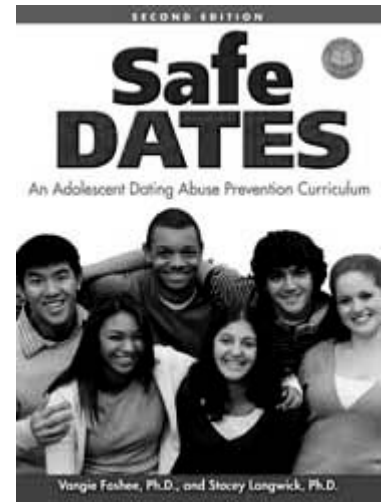
Drink spiking has become an increasingly disturbing health issue. The immediate effects of these incidents range from mild sickness to temporary loss of consciousness but their hidden effects can linger for a long time. This informative and practical program explains what drink spiking is and how to recognize and avoid situations that may increase susceptibility to drink spiking. Explores the prevalence and nature of drink spiking, situations where it is likely to occur, the people who do it (including friends!) and how victims are chosen. Using expert opinion, narration and dramatized scenarios, the program delivers balanced information about the substances commonly used in drink spiking, potential health consequences to the victim and strategies to minimize the risks of it occurring. An empowering program about health in a young person's world. CHAPTERS: Introduction; What is Drink Spiking?; Consequences for the Victim; Drugs and their Effects Part 1; Drugs and their Effects Part 2; Awareness and Prevention; and, Consequences for the Perpetrator. #13210/0545 29 minutes 2008 \$129.95 Grades 8 to A

***New! SAFE DATES: An Adolescent Dating Abuse Prevention Program, 2nd Edition**

Highly engaging and interactive, SAFE DATES helps teens recognize the difference between caring, supportive relationships and controlling, manipulative, or abusive dating relationships. Has updated storylines and role plays that reflect current topics such as electronic abuse and encourages parental participation with a component that has shown positive test outcomes. Also includes a new parental section "Families for Safe Dates". There are other dating abuse prevention resources available but they're not evidence-based and don't have NREPP status.

*Includes a CD-ROM with PDFs containing the reproducible Parental Booklets and Student Handouts. The five brief, reproducible booklets have been tested for outcomes with positive results. They address the following topics: Talking About Dating; Skills for Handling Conflicts; Recognizing Dating Abuse; Preventing Date Rape; and, Planning for the Future.

#13460/0795 2010 \$229.95 Grades 7 to 12



***DATING AND SEXUAL RESPONSIBILITY**

This series is a high-quality well-researched, mini-curriculum, designed for high school health classes or small training groups. It can be readily adapted to any busy class schedule. The instruction incorporates role-playing and discussion to build awareness about coercive sexual behavior and how to prevent it.

COERCION: What Is It? The purpose of this program is to create more awareness among teens about coercive sexual behavior.

BELIEFS, ATTITUDES, AND EXPECTATIONS - The purpose of this program is to explore and understand teens' underlying attitudes, beliefs, and expectations about coercive sexual behavior.

REFUSALS AND RESPONSES - Build positive social skills for refusing sexual advances and responding to refusals.

THE VIRTUAL DATE CD - It is virtual because the viewer takes the perspective of the person going on a date - what that person sees, thinks, and does. And yes, this activity is for everyone. There is a story version for guys and for girls.

It is interactive because the viewer plays a key role in directing the events of the story. At certain points, the story stops and the viewer has to decide what he or she will do next on the date. Choices lead cooperative or coercive outcomes.

It is educational because the viewer receives feedback from the actors about the particular outcome he or she created.

#12810/1470 Three programs and One CD 2002 \$269.95 *Includes 95-page Leader's Guide

DATE RAPE: A Violation of Trust

To the average student, the definitions of date rape and sexual assault are notoriously unclear. Use this program to eliminate the confusion so young adults understand exactly what these things are - and the attitudes and biases that typically accompany them - before anyone gets hurt. The video firmly reinforces the concepts that rape has its roots in hate crime; date rape is just as wrong as rape by a stranger; a victim is never "asking for it", no matter how the person dresses; and no one ever "deserves it". The video also underscores the rules of the dating game: a date is not an invitation for sex; No means No; and the inability to give consent doesn't mean Yes. Interviews with rape survivors and mental health professionals shed additional light on the trauma caused by rape, the process of post-rape emotional recovery, and the importance of post-rape support by family and friends. Date rape drugs are given special attention, and tips on safer dating are provided. *A viewable/printable instructor's guide is available online.

#11371/0635 29 minutes 2008 \$89.95 *CC

***New! ASKING FOR IT: The Ethics and Erotics of Sexual Consent**

The line between sexual consent and sexual coercion is not always as clear as it seems -- and according to Harry Brod, this is exactly why we should approach our sexual interactions with great care. Brod, a professor of philosophy and leader in the pro-feminist men's movement, offers a unique take on the problem of sexual assault, one that complicates the issue even as it clarifies the bottom-line principle that consent must always be explicitly granted, never simply assumed. In a nonthreatening, non-hectoring discussion that ranges from the meanings of "yes" and "no" to the indeterminacy of silence to the way alcohol affects our ethical responsibilities, Brod challenges young people to envision a model of sexual interaction that is most erotic precisely when it is most thoughtful and empathetic. Ideal for classes in gender studies, communication, and sociology, and especially useful for extracurricular programs and workshops. #13749/0685 38 minutes 2010 \$99.95 (Colleges & Universities \$129.95)

***THE LINE: Where is the Line of Consent?**

A one-night stand far from home goes terribly wrong. A young woman is raped. As she struggles to make sense of what happened, she decides to make a film about the relationship between her own experience and the tangle of political, legal, and cultural questions that surround issues of sex and consent. Using a hidden camera, filmmaker Nancy Schwartzman goes head-to-head with the man who assaulted her, recording their conversation in an attempt to move through the trauma of her experience and achieve a better understanding of the sometimes ambiguous line between consent and coercion. The result is a powerful documentary about the terrible personal reality of rape and sexual violence - and the more complicated and ambivalent ways sexual assault is often framed and understood in the wider culture. Schwartzman, as the prismatic main character, is likeable, while embodying the needs, desires, and inner conflicts common among young sexually active women. Completed after being presented in classrooms on dozens of college campuses, THE LINE is structured to invite and reward students' trust, making them comfortable enough to discuss sex, consent, legal rights, and the politics surrounding gender violence while examining issues too often deemed embarrassing, shameful, or taboo.

#13407/0685 24 minutes 2009 \$99.95 (College & University \$199.95) Grades 9 to A

***Best-seller! THE TEEN SAFETY SERIES**

Teens, as well as adults, harbor misinformation regarding personal safety. Whether abuse, sexual violence or abduction, knowledge is the key to keeping teens safe with friends, dates, strangers, and others. These programs help provide that necessary knowledge.

TEEN SAFETY: MYTHS vs. REALITY

What a teen doesn't know about abuse, sexual violence and abductions can have dire consequences. In this program, teens will learn: dangerous times and situations and how to avoid them; the case against cooperation; five ways in which boys and girls have different risks; ten abuse and abduction prevention tips; and what to do if something 'bad' happens.

TEEN SAFETY: DATING AND RELATIONSHIPS

This program uses realistic scenarios and interviews to: give information about date rape drugs and how they work; demonstrate six strategies to prevent date rape; illustrate the common warning signs of an unhealthy relationship; introduce/reinforce the concept of "inappropriate touch"; and provide teens with resources if abuse or occurring at home or school.

TEEN SAFETY: WHEN YOU ARE ALONE

Prevention is the key to stopping abuse, sexual violence or abduction. This program uses realistic scenarios and interviews with experts to: provide realistic strategies for a teen home alone; demonstrate safety strategies for a teen walking or driving alone; tips to keep yourself safe while on the Internet; demonstrate strategies for a teen in charge of young children; and personal safety statistics to which teens will pay attention.

*Includes Teaching Materials for each program

#11790/1290 Three programs 2008 \$79.95 each or Series \$169.95 Grades 6 to 12 *CC

RAGE BEHIND THE WHEEL: A Look at Teen Drivers and Road Rage

What exactly is road rage? What can trigger it? And, most important of all, how can it be avoided? Experts in law enforcement and youth psychology answer those and other questions as the camera captures actual road rage incidents involving teen drivers. These same teens are also filmed in a group setting where they honestly express their points of view as frustrated drivers while openly taking responsibility for their inappropriate anger. Potential life-changing consequences of road rage ranging from a revoked license to a criminal conviction for aggravated assault or death by auto are hammered home. * A viewable/printable instructor's guide is available online #12169/0635 19 minutes 2008 \$99.95 *Grades 10 to 12

SEX EDUCATION / GENDER ISSUES

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**



***New! THE GLOUCESTER 18: The Realities of Teen Pregnancy**

"This film ... should be mandatory viewing for every teen in the country."

Yvonne Abraham, *The Boston Globe*

In 2008, eighteen high school girls from Gloucester, Massachusetts were accused of making a pact to become pregnant. The mainstream media perpetuated and sensationalized the story, with reporters flying in from as far away as Australia, the UK, and Brazil. The Gloucester 18 looks behind all the headlines and hype to tell the real stories of these girls, and in the process puts a human face on a startling statistic: that the United States has the highest teen pregnancy rate in the developed world. The filmmakers draw on interviews with the girls, their families, high school counselors, physicians, and media personalities to unpack what really happened, and explore the complicated emotional and practical challenges faced by teens on the brink of motherhood. An excellent resource for high school health classes, teen pregnancy prevention programs, and courses in psychology, adolescent development, public health, and education.

#13752/0685 67 minutes 2010 \$99.95 (Colleges & Universities \$199.95) Grades 9 to Adult

SEX AND CONSEQUENCES

How can adolescents cope with the pressure to have sex, and what are the potential consequences of teen sex? Presented primarily from the teenager's point of view, this program explains why many young adults are choosing to abstain and how they maintain this choice: by talking openly about their sex-related concerns with their significant other, by going on group dates, and by staying focused on their academic, career, and life goals. In addition, the realities of teen pregnancy and parenthood are presented. Contains mature themes. A Discovery Channel Production. #13259/0635 32 minutes 2005 \$99.95

***THE SEXUAL AWARENESS SERIES**

Effective sexuality education and sexual health education acknowledges the critical role of people's values, moral beliefs, cultural and religious background, sexuality and gender as does this series of four programs.

SEXUALITY - Focuses on issues related to sexuality, identity and discrimination. Acknowledging and accepting the broad range of differences amongst students is vital in the recognition that young people are not a homogenous group. Effective sexuality education and sexual health education acknowledges the critical role of peoples' values, moral beliefs, cultural and religious background, sexuality and gender.

TRUST, RESPONSIBILITY AND NEGOTIATION IN RELATIONSHIPS - Focuses on issues related to trust, responsibility and communication in relationships, including sexual partnerships. As in the two previous programs it is vital to acknowledge and accept the broad range of differences amongst people.

HEALTH, PROTECTION AND INFORMED DECISION-MAKING - This program is all about knowing more about sexual activity to help us make better informed decisions. It explores the emotional issues involved in commencing a sexual relationship, at ways sexual attraction is expressed, at preventing sexually transmitted infections, at various forms of contraception and also at some of the myths about sex that can confuse us. The program also discusses the fact that there are many alternatives to sexual intercourse that can enhance and develop a relationship.

THE IMPACT OF PARENTHOOD - Explores the options available to young women who are, or think they might be pregnant. Issues addressed in the program include: how pregnancy occurs, including common myths; early signs and how to confirm a pregnancy; options available; physiological and social impacts of pregnancy; the birth experience; at home with a small baby.

#13360/0545 Four 30-minute programs 2003 \$129.95 each or Series \$389.95 Grades 10 to 12

SEXUAL RESPONSIBILITY: Real Life Teens

Today's often inadequate teaching of sexual knowledge in a generally sex-obsessed media driven society is one of the major reasons teens engage in sexual activity without fully understanding the consequences and the impact of poor decision making where sexual matters are concerned. Teens are too often motivated by curiosity and the pressure to perform sexually as expressed by friends, love and the media rather than a healthy conscious desire and understanding of their sexual behaviors. Teens need to learn how to manage their sexual feelings responsibly and be able to select a partner who will respect them and avoid unwanted sexual outcomes. Hear from Real Teens as they discuss how they feel about Sexual Responsibility.

#12453/2003 20 minutes 2008 \$99.95

***THE WISDOM OF GIRLS: Teens, Sex and Truth**

This unique, evidenced-based, documentary-style video with real teens, whose sexual experience spans from virginity to teen motherhood, gives the audience a very personal view of the complexities of sex in the lives of teen girls and an impassioned plea to wait until they, as individuals, are ready to have sex. *#12852/0235 36 minutes 2009 \$69.95 Grades 7 to 12 *Includes Guide*

***OUT TO THE FAMILY**

As teenagers develop into adults, it is natural for them to question their sexuality. If they are attracted to someone of their own sex, they may be very anxious that people will discriminate against them. Any worries about gender identity, which may be present from an early age, become even more disturbing as children enter their teens. Parents' support is vital for these young people, who are often lonely, isolated and afraid. But many parents who discover their children are lesbian, gay, bisexual or transgender (LGBT) are shocked, confused and upset. This animated video shows six families, from a wide range of backgrounds, coming to terms with the developing identity of a son or daughter. Shows how family acceptance and support can make all the difference for young people who may be at risk of serious - even life-threatening - social or mental health problems. *#13666/1120 15 minutes 2008 \$89.95*

SEXUAL ORIENTATION: Portraits of Human Sexuality

Geoffrey and Mark and Lisa and Allison are a pair of gay couples who are co-parenting biological children they conceived together. In this program, the four discuss when they first discovered they are gay; how they met their partners; major issues they have faced as gay couples; their children, ages 2 and 4, and the co-parenting experience; and what it means to them all to be a family. In addition, an overview on HIV/AIDS given by a healthcare professional distinguishes the virus from the syndrome, explains how HIV is contracted and transmitted, and promotes protected and informed sex for sexually active students, debunking a variety of myths along the way. *#10405 37 minutes 2006 \$149.95*

WHEN I KNEW I WAS GAY

Inspired by the book of the same name - co-directed by filmmakers Fenton Bailey and Randy Barbato - asks one simple question: when did you know that you were gay? The film opens with Bailey and Barbato describing their own "aha!" moments and then brings together 16 interviewees for an intimate group discussion. Though some of the stories are told with a sense of loss, most are proud affirmations of sexual identity, supporting the conviction that recognizing and embracing one's sexual orientation is essential to being true to oneself. Illuminating and moving. An HBO Production. *#12329/0405 35 minutes 2008 \$99.95 Grades 9 to 12*

***SHADES OF GAY**

The term gay as a reference for homosexual has been well established for many years now; however, gay people still struggle for acceptance in many parts of society. This is especially true in most religious communities. Just as life is not always black and white, there can be many shades of gray; this documentary speaks to people about openness, acceptance and understanding, and in doing so we discover there are many shades of gay. This documentary explores the diversity within the gay community and covers such topics as the coming out process, media stereotypes, and religious perspectives on homosexuality.

#13382/0450 50 minutes 2009 \$189.95

CHILD WELFARE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

CHILDREN ARE WATCHING

Explores how a parent's own behaviors serve as examples and influence their children by examining the relationships of four families with teenagers. Disturbing connections arise for: an absentee father facing his son's rage (the Lauingers); a mother whose repressed anger turns her daughter violent (the Parlows); a fast-driving father and his equally aggressive son (the Moyers); and a single mother whose destructive relationships haunt her daughter (the Martins). #12613/1725 60 minutes \$89.95

LISTENING TO CHILDREN: A Moral Journey

How does a child grow up to become a good person? What values guide a child through life's challenges? How do parents pass on inner strength to children? Child psychiatrist Robert Coles explores such questions in a penetrating study of the lives of eight children facing problems of modern life: family breakdown, AIDS, racism, and riots. Each child's pictures define their feelings and quest for sources of strength in their families.

#12931/1725 90 minutes \$89.95



***CHILD ABUSE AND NEGLECT SERIES**

This award-winning series provides professionals with the tools to identify and intervene on behalf of children and families in crisis to ensure that appropriate referrals and interventions can be quickly initiated. The programs utilize case studies in which the environment of the child is explored, the characteristics of the perpetrators and victims are discussed, the signs and symptoms of abuse and/or neglect are delineated, and resources for professionals are provided.

THE VULNERABLE YOUNG CHILD - Discusses factors in the child, the family, the environment, and in the culture itself that cause young children to be vulnerable to inadequate parenting, abuse and neglect. Discusses resiliency in children. Details measures that professionals can take to assist children who are at risk. 29 minutes

NEGLECT AND SEXUAL ABUSE - Defines neglect and discusses characteristics of negligent parents or guardians. Discusses effects of neglect on children of different ages, and describes the nonorganic failure-to-thrive syndrome. Delineates activities that are deemed sexually abusive, the characteristics of perpetrators and victims, the phases of sexual abuse, and the physical and behavioral signs. Concludes by discussing the many-faceted and catastrophic effects of sexual abuse on children. 28 minutes

EFFECTS OF DIVORCE - Discusses the negative effects of divorce on children such as reduced parenting and changes in life style. Describes signs of emotional trauma in children at various ages, and discusses the harmful effects on them of parental conflict.

Offers professionals guidelines for advising parents on how to lessen the adverse effects of the divorce on their children. 20 minutes

PSYCHOLOGICAL AND PHYSICAL ABUSE - Defines psychological abuse and discusses its effects on children. Discusses characteristics of adults who physically abuse children and illustrates common physical signs of adult-inflicted injuries. Discusses effects of physical abuse on children's emotional and social development. Concludes by identifying women during pregnancy and in the postpartum period who may be at risk for maltreating their children. 24 minutes

#11680 /0430 Four programs 2005 \$329.95 each or Series \$969.95 *Closed Captioned

***GENERATION NOW**

Demonstrates how parental emotional neglect, not unlike physical abuse, can have life-long repercussions when experienced by children of any age, socioeconomic, or cultural/ethnic backgrounds. But what constitutes emotional child abuse? Viewers learn that this neglect can take many forms: parent absenteeism; demonstrations of apathy or hostility towards the individual child, the family or even the community in general; no verbal or physical demonstrations of affection like hugs, kisses, compliments and encouragement; constant badgering and criticism. When children do not feel loved, they develop low self-esteem which leads to future unhealthy coping mechanisms such as self-harm, substance abuse, or delinquency. An important program for pre-teens, teens, and parents. #12486/0235 Six 15-minute segments 2009 Includes Leader's Guide & Discussion Questions \$149.95

RECOGNIZING CHILD ABUSE

"Highly Recommended!" Teacher Librarian and Video Librarian

Unfortunately, kids who grow up facing brutality and neglect are lucky if a teacher or daycare provider catches on. Tragically, child abuse often goes unnoticed - and if a first-responder does detect it, he or she may not understand what measures must be taken. This program spells out the Four Rs of child abuse - the harsh Reality of its presence in our society, the Results it leads to, the many ways to Recognize it, and the proper channels for Reporting it. Each of these concepts is explained through eye-opening dramatizations and supported by interviews with education and child welfare experts. By following the program's clearly illustrated steps to awareness and action, viewers will become better equipped to recognize and intervene in cases of neglect and abuse - while there's still time to help. *A viewable/printable workbook is available. #10741/0635 25 minutes 2007 \$89.95 *CC

***SEXUAL ABUSE: In the Family** Finalist-CINDY Awards, Honorable Mention -Chris Awards, Bronze Award -Worldfest!

Sexual abuse of children can occur with "the family", be it nuclear, extended or "friend" of the family. This compelling documentary introduces viewers to ten women and two men, adult "survivors" of child sexual abuse, who relate how that experience has affected their lives. Each reveals the personal anguish, guilt and recrimination they have experienced; also we learn of the possible long-term ramifications of this often suppressed subject. #13399/0450 52 minutes 2009 \$159.95

COMMUNICATION, WRITING & PROBLEM-SOLVING

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***HOW TO WRITE AND DELIVER GREAT SPEECHES**

Become a poised, confident and eloquent speaker! One of the most powerful skills you'll ever use is your ability to inform, persuade and lead other people through public speaking. And the good news is... anyone can do it! This program teaches you how to write and deliver great speeches. Whether you'll be speaking to a large crowd in a huge auditorium, or to a select few in the confines of a business meeting or boardroom, you'll learn the techniques used by exceptional speakers. Techniques that will capture the attention and respect of your audience. You'll also learn how to overcome the all-too-common feelings of stage fright that might otherwise take the fun out of public speaking. *Includes 38-page Study. A 60-page Instructor's Manual is available for purchase separately. #10318/1005 35 minutes 2006 \$159.95 *Includes Leader Guide

***WRITING ABOUT MEDIA with Peter Elbow (DVD & Curriculum Kit)**

Combining focused writing instruction with a media literacy perspective, this program serves as an invaluable tool for college and upper-level high school writing and composition teachers. This package includes a double DVD set featuring more than four hours of clips selected from a range of Media Education Foundation's films, and a detailed curriculum containing dozens of exercises developed in consultation with composition theorist Peter Elbow, acclaimed author of *Writing With Power* and Professor of English and director of the writing program at the University of Massachusetts, Amherst. #11887/0685 50 minutes 2008 \$69.95 (Colleges & Universities \$119.95)

THE ART OF LISTENING

We spend more time listening than any activity except breathing, yet we listen at only a fraction of our potential. This engaging program teaches practical techniques to use immediately and presents listening as a skill your students can learn, practice, and perfect. Illustrates the surprising value of attentive silence, the need to find something of interest in the person speaking, and the importance of staying out of the speaker's way. The techniques suggest how and when to take notes, the role of body language in listening, and the need to "listen between the words" for feelings. Explores how people use different "filtering systems" to give the same message completely different meanings. Each "law" is a key toward improved listening and communication. #10368/1120 27 minutes 2007 \$99.95 Includes Guide *CC



THE BODY LANGUAGE Series

Some of your students may be bilingual and some may have taken a course in Spanish, Latin, or Japanese. But are any of them fluent in Kinesics? Kinesics is the study of body language as a form of communication. When we read a billboard, its message is usually larger than life and quite clear. Is it possible to read people's thoughts and feelings just by looking at them? Well, we can get pretty close if we learn to identify the silent signals they send. These two programs go "beyond words" and help us "read people".

BODY LANGUAGE I: Beyond Words - People engaged in a conversation may exchange 200 words per minute, but more than half of their communication is nonverbal. This program is an informative look into the fascinating world of nonverbal communication and guides viewers through the land of space wars, tongue showing, mirrored postures and the many layers that make up unspoken communication. 22 minutes

BODY LANGUAGE II: Reading People - We send signals all the time and may not even be aware of it. Gestures we use and faces we make send signals. The volume, speed and inflections of our voices communicate in ways that we many not intend. Through the study of emblems, illustrators, affect displays and eye behavior, a student of body language can gain insight to what people express beyond the words that they use. When people do use words, students can learn to identify and interpret paralanguage. This program provides valuable information about interpreting body language by presenting fun, easy to understand and real life examples. If your students apply this information and do some intelligent people watching, they'll see a whole new world of communication they may never have noticed. 22 minutes

#11785/1120 44 minutes 2008 Two programs \$99.95 each or Series \$179.95 Includes Guides *CC

GENDER AND COMMUNICATION: Styles and Stereotypes

The moment someone declares, "It's a boy!" or "It's a girl!" the biological make up of that child isn't the only thing established - a process of gendering begins and continues throughout that person's life. One aspect of that process is how we learn to communicate. Based on the premise that males and females learn different ways to relate, this program investigates how communication styles fall onto a continuum of what society deems as masculine and feminine and what it means to deviate from the norm. #5101/1120 21 minutes 2009 \$99.95 Grades 8 to Adult

***MICHAEL KIMMEL ON GENDER: Mars, Venus or Planet Earth? Women & Men in New Millennium**

Do gender generalizations have any relevance any more? In this powerful new lecture, renowned speaker and bestselling author Michael Kimmel (*The Gendered Society*, *Manhood in America*) moves beyond the popular inter-planetary notion that "men are from Mars and women are from Venus" to advance a decidedly more earth-bound and inter-connected view of the things men and women have in common. #11996/0685 54 minutes 2008 \$69.95 (Colleges & Universities \$129.95)

COMMUNICATING WITH TACT, CANDOR, AND CREDIBILITY

This engaging program shows you how to connect with co-workers, team members and supervisors and gives you a four-step method to present your point of view with tact and diplomacy. Learn how to say "no" to the boss while minimizing conflict, maintain your composure with the coworker who's "in your face" and use "prompt and paraphrase" when the boss issues a vague angry criticism. Covers topics including: rephrasing; making "talking points" tactfully; what to say: the art of scripting; lightweight speech patterns; and jargon-filled corporate speak. #11786/1120 19 minutes 2008 \$99.95 Includes Guide *CC

*FIVE COMMUNICATION SECRETS THAT SWEPT OBAMA TO THE PRESIDENCY

World-renowned communication expert Richard Greene was called the "Master of Charisma" by the British press after he traveled to England to coach Princess Diana on how to be more effective in public appearances. Now he reveals the five communication skill secrets that ignited Barack Obama's campaign. In easy, step-by-step lessons, illustrated by videos of President Obama's own speeches, Greene shows how you can use these powerful techniques to transform your career and your personal relationships.

*Includes a 23-page practical workbook you can download and view on your computer or print out to use while watching the DVD!
#12674/0133 48 minutes 2009 \$69.95

New! COMMUNICATION ESSENTIALS

Talent, ambition, and great ideas won't amount to much if they're not supported by good communication. This four-part series helps high school and college students improve their communication skills in four critical areas: listening, speaking, writing, and reading. Viewers are challenged to improve their habits and aim for several concrete goals - such as the ability to actively participate in discussions and meetings, to craft effective messages in speech or text, to process and understand workplace communication, and more. Viewable/printable discussion questions are available online.

LISTENING ESSENTIALS - Highlighting the idea that a major part of good communication is good listening, this program enables students to improve their listening skills and absorb valuable information. The video identifies the best methods for giving coworkers the attention they deserve and provides eight simple tips that viewers can use to sharpen concentration. These include learning to focus, taking proper notes, putting emotions on hold, avoiding biases and stereotypes, finding a point of interest in a dull but important conversation, and more.

SPEAKING ESSENTIALS - Does giving a typical business presentation put a person in mortal danger? Of course not, but statistics suggest that many people dread public speaking more than they fear death. This program shows students ways to overcome that kind of paralysis and transform it into positive energy. These include thorough preparation (from learning the wants and needs of the audience to scoping out the location at which the speech will take place) as well as starting with a strong opener, finding the right pace, using nonverbal communication, and more.

WRITING ESSENTIALS - Students who've had a hard time with term papers and essay questions may be shocked to learn how much their post-graduation world revolves around writing. This program shows how effective written communication is possible for anyone, even those who struggle to complete a simple fax or e-mail. Methods for improvement include gauging the needs of the reader, keeping prose short and simple, emphasizing benefits, avoiding jargon and overblown language, employing a confident yet respectful tone, and more.

READING ESSENTIALS - A torrent of e-mails, faxes, memos, reports, contracts, and newsletters threatens to drown the typical new hire in a sea of paper and text. With simple methods for tackling an immense volume of content, this program helps students manage workplace reading tasks quickly and efficiently without overlooking important information. Featured tips show viewers how to stay focused, prioritize reading matter, and create a comfortable reading environment - while making the best use of tables of contents, indexes, sub-headings, and more.

*Viewable/printable discussion questions are available online

#13320/0635 Four 20-minute programs 2010 \$99.95 each or Series \$379.95

PARENTING & DIVORCE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

*DAD'S HOME: New Trends in Parenting Stay-At-Home Dads

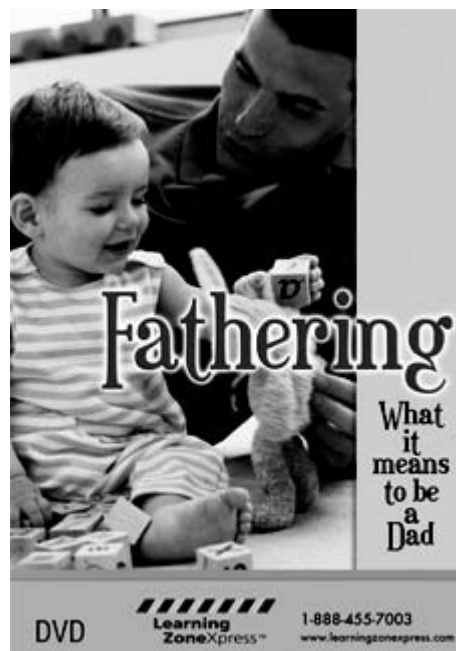
Perhaps one of the best results of society's changing image of men is that being a good father goes far beyond making money. Today the ranks of stay at home dads are growing as more moms go back to the workforce. Take a look at three unique and different men who gave up their careers for three very different reasons to become stay at home dads, with surprising results.

#12394/0145 28 minutes 2004 \$149.95 *CC

*FATHERING: What It Means to be a Dad

Being a father is a lifetime commitment that requires a lot of love, time, and energy. An interview with fathering expert Steve Onell is painted with interviews of young fathers to explain the impact and importance of a father in a child's life. Divided into four chapters that offer sound advice to new dads: DADS MATTER: A Lot ; BE THERE: Show Up and Be Involved; BE CONSISTENT: Provide Structure and Discipline; and, BE A ROLE MODEL: Demonstrate Healthy Behavior.

#12829/1290 20 minutes 2009 \$79.95 Includes Teaching Materials *CC



***GRANDPA DOESN'T KNOW IT'S ME (Alzheimer's)**

"Highly Recommended. A clear and sensitive portrayal of Alzheimer's disease from a child's perspective." Della Frazier-Rios, Alzheimer's Association, NYC Chapter
Children need to understand Alzheimer's, as do adults. And this touching Donna Guthrie story reveals how a little girl comes to understand and live with her grandfather having Alzheimer's disease.
#13433/0450 10 minutes 2008 \$149.95

***New! REAL LIFE PARENTING SKILLS SERIES**

The first-ever multi-media program developed for clients to learn healthy parenting skills. This program teaches basic skills of parenting that they may have never learned due to growing up in addictive households. Each DVD dramatizes new or relearned parenting skills. An excellent program for aftercare programs. This collection includes these titles: BUILDING TRUST; HANDLING ANGER and SETTING RULES AND LIMITS. #13580/0795 Three programs \$249.95

***DIVORCE: It's Always Darkest Before It Goes Pitch Black *Canadian**

We'll show you how to turn the lights back on! If you think nothing new can possibly be said about divorce - THINK AGAIN. This intimate documentary by acclaimed director Sue Styles provides a fresh look at the stages of divorce, from initial shock to grieving the past, from legal issues to single parenting to dating again and moving forward with confidence. Before you decide to separate, watch this film. It will give you clarity of purpose. If you are struggling through the middle of a divorce, it will validate your feelings. When you are coming out the other end, this film will help you see past the darkness. Watch it and learn how to turn the lights back on. #11361/1940 40 minutes 2007 \$129.95

New! RULES, RITUALS AND ROUTINES - Extended Edition

Enhanced by over 30 minutes of additional commentary from nationally recognized parenting expert Dr. Thomas Knestrict. This extended edition features in-depth discussion of approaches that can lead to fewer behavioral problems in children. Dr Knestrict discusses how predictable rules, family rituals, and consistent routines are important to help parents consciously structure their family life. Dr. Knestrict, a professor at Xavier University, has specialized for years in the behavior of young and special-needs children. He has conducted numerous workshops and seminars across the country for parents and educators. Here, he's combined his extensive professional knowledge with his hard-earned real-life experience as a father of three, and created a practical program to teach parents how they can structure their homes and lives to keep themselves and their children happy, healthy, and sane!
#13068/1120 55 minutes 2010 \$199.95 Includes PDF Guide Grades 8 to Adult *CC

***New! WALKING IN THE DARK: Finding the Light in Autism**

Autism is a rapidly growing developmental disorder that affects 1 out of 100 children in the United States. When parents are given the diagnosis that their child has autism, they often feel a sense of being lost or feel hopeless. In this documentary, hope is restored. *The primary purpose of this program is to serve as an educational tool to help parents seek those unanswered questions, find ways to network and to get involved. And, through meeting families who have overcome their fears, find hope. Viewers will come into their lives, their homes, and see how they live day to day. See how they cope, how they search for the best therapies and medical attention they can find for their children. And, most of all, through the eyes of their children, see the hope.*
#13712/2017 90 minutes 2010 \$129.95

New! WELCOME TO HOLLAND

This program follows the journey of three families with special needs children. Through parents' insight and shared experiences, viewers gain an understanding of how families nurture and care for children with special needs. Discover the importance of structure and predictability in the home and how to incorporate other positive affect resiliency factors - all while ensuring a nurturing and loving environment for the family. #13067/1120 48 minutes 2010 \$149.95 Includes PDF Guide *CC

CHILDCARE AND DEVELOPMENT

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

A PLACE OF OUR OWN: Behavior and Emotions

In the juggling act of daily life, a small child's wishes, anxieties, and disciplinary needs don't always get the attention they need. Hosted by former schoolteacher Debi Gutierrez, this two-part series explores the importance of early emotional and social development with input from parents, teachers, and childcare professionals. Also includes enjoyable activities viewers can do in the classroom or at home with children. PART ONE - Using approaches from parents, teachers, and childcare providers, this program presents reliable methods for addressing childhood emotions and behavior problems. PART TWO - Focusing on techniques suggested by parents, teachers, and childcare professionals, this program features strategies for dealing with emotional and behavioral challenges in young children. #13266/1725 Two 90-minute programs on one DVD 2008 \$89.95 *CC

A PLACE OF OUR OWN: Special Needs

Did you know that one in three children arrives in kindergarten unprepared for the challenges of school? Unfortunately, children who start behind too often stay behind. This program responds to this need by providing parents and child care providers with information to help young children develop social, emotional and cognitive skills. #13263/1725 97 minutes 2008 \$89.95

New! ATTACHMENT RELATIONSHIPS: Nurturing Healthy Bonds

Attachment is the ability to form and maintain healthy relationships. Follow the journey of a baby's phases of attachment from birth to age two. Study founding theorists John Bowlby and Mary Ainsworth, and see examples of how parents and caregivers can foster healthy attachment relationships. Attentive, responsive, and loving care given by a baby's primary caregiver sets the foundation for a child's capacity to form these relationships throughout life. #13262/1120 28 minutes 2010 \$99.95

*CHILD DEVELOPMENT THEORISTS: Study of the Child

Beginning with Sigmund Freud, modern child development theories have changed the way that parents raise their children and the way that teachers teach those children. This video is an entertaining and enlightening view of the major child development theories, how the theories differ, and how more than one approach can be beneficial. Historical footage and photos are combined with candid documentary footage from day care centers. #12461/1290 20 minutes 2009 \$79.95 Includes Teaching Materials *CC

New! THE INFANTS SERIES

Three programs cover infant development in this excellent new series.

INFANTS: Physical Development - Watch our cast of infants begin to explore their world and reach different milestones along the way. Learn how a baby's brain develops and what activities help stimulate healthy brain growth. Also learn the importance of proper nutrition and sleep in the first year. See how infants rely on their innate reflexes and how gross and fine motor skills emerge in typically developing children as well as those with challenging conditions. 29 minutes

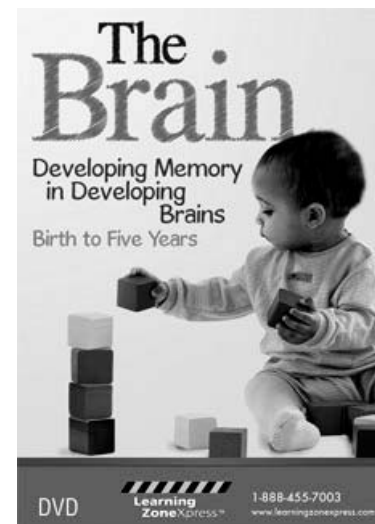
INFANTS: Cognitive Development - Infants' brains are actively developing with everything they experience. Examine how newborns fit into the sensorimotor stage - tracing cognitive development from simple reflexes to beginnings of thought. Explore infant intelligence, information processing and memory. See the progression of infant communication from crying--to giggling--to euphoric babbling and their first words! Understand how language is learned and how caregivers can use infant-directed speech to foster cognitive development. 29 minutes

INFANTS: Social and Emotional Development - In the first year of life, infants express a range of emotions - from faces of distress to spontaneous laughter. Watch as they begin to distinguish the expressions of others and mimic them as well. Examine the different stages of emotional development, and learn how children form attachments with people. Observe how personality and temperament affect an infant's social and emotional growth and how caregivers handle various situations. 26 minutes

#13265/1120 Three programs 2010 \$99.95 each or Series \$299.95 Grades 7 to Adult *CC

*New! THE BRAIN: Developing Memory in Developing Brains (Birth to 5 Years)

The human brain is fascinating - every movement we make, everything conscious or unconscious stems from our brains. The most critical time for brain development is from birth to age five. What can parents and caregivers of children do to help give those developing brains the best chance for success? Discover how the basic workings of the brain influence our memory and how we learn and what can be done to encourage healthy brain development in children. *Includes Teaching Materials. #13312/1290 20 minutes 2010 \$79.95 *CC



DISCIPLINING KIDS

Ah, the joys of parenthood! They include shaving cream all over the bathroom mirror, bubble gum in the hair, and wads of toilet paper plastered to the ceiling. What's a parent to do? Give up? Scream? or simply yell, "Stop it you little brat or I'll flush YOU down the toilet"? This practical video paints a dramatic picture of the wrong way to discipline kids and shows clear, practical alternatives. #12259/1120 22 minutes 2008 \$99.95 *CC

New! GUIDING BEHAVIOR IN EARLY CHILDHOOD

Despite their best moments, toddlers and preschoolers often behave in ways that frustrate their parents and caregivers, and even endanger their own safety. They are not intentionally being "bad", but how can we guide them in a positive way? Learn why misbehavior occurs, common reactions by caregivers, ways to stop it, and how to create and enforce a plan to bring about desired behavior. #13719/1120 31 minutes 2010 \$109.95

New! MORAL DEVELOPMENT IN CHILDREN

How do people develop morals? What helps children distinguish right from wrong? Explore the topic of moral development and how it impacts children's behavior. Examine the approaches of development theorists and learn about Theory of Mind. Hear children's reactions to situations that challenge their morals. Expert interviews help explain how and why children develop as they do as well as stress why fostering moral development is crucial. #13718/1120 34 minutes 2010 \$109.95

*ENCOURAGING MORAL DEVELOPMENT IN CHILDREN

Enter into a dynamic discussion on moral development as hosted by a group of TEENS who give their opinions on moral situations they have faced. Between the group's discussion times, an expert highlights moral development as it progresses in children. A definition of morality, reasons for the decisions we make, and a look at the behavior of real children in a child care center are all covered in this fast-paced, informative program. *Includes Teaching Materials. #12141/1290 14 minutes 2006 \$49.95 *CC

*New! HAPPY MEALTIMES AND HEALTHY KIDS

Perfect for early child family classes and parenting workshops, this DVD and Training Guide is the complete set for teaching parents and caregivers the different roles adults and children have when it comes to feeding. Adults decide what, when and where food is served, while children decide whether or not to eat and if so, how much to eat. The Training guide provides complete background information, discussion topics, activities and more that supports the feeding strategies presented and discussed in the DVD.

#13742/1290 23 minutes 2010 \$149.95 *** See New! KIDS & FAMILY FOOD ISSUES

PRESCHOOLERS

Meet Asheli, Marie, and Nathan. They're preschoolers - full of endless curiosity and boundless energy. In this program you'll see how they and their friends develop physically, cognitively, emotionally, and socially. So much growth takes place during the preschool years. This program looks at each aspect of a child's development as well as examining the special needs of preschoolers with challenging conditions. It shows preschoolers engaged in activities that exemplify the extraordinary advancements made during this stage. Widely taught concepts from developmental theorists as well as practical suggestions for caregivers are clearly presented in this study of the whole preschool-aged child.

#11966/1120 28 minutes 2008 \$129.95 Includes Guide *CC



PRESCHOOLERS CHILDHOOD DEVELOPMENT SERIES

This comprehensive series includes the following three programs:

PRESCHOOLERS PHYSICAL DEVELOPMENT - This detailed, entertaining and informative look into the world of preschoolers shows them engaged in activities that exemplify the extraordinary physical advancements that children make at this age. Teachers and caregivers also share their first-hand observations of how this development takes place. Viewers will learn the physical characteristics of preschoolers, how gross and fine motor skills are developed and the physical milestones that most children reach during this stage. We also take a look at the natural activities children are drawn to which help their physical development and strategies to encourage these activities. This film also covers the physical challenges that some children have, activity modifications to help children with physical challenges and why good nutrition and the proper amount of sleep are crucial at this age. 21 minutes.

PRESCHOOLERS COGNITIVE DEVELOPMENT - It is simply fascinating to observe how preschoolers begin to use language, mental imagery and symbolic thinking; think of past and future events; and think about their own thinking. Children start to clearly express themselves and grasp sophisticated mental activities, including emotion, motivation, intention and memory. Using footage of preschoolers in the classroom, dynamic graphics and interviews with teachers and caregivers, this program delivers a detailed overview of the cognitive development that takes place between the ages of three and five. We also demonstrate teaching methods to guide preschoolers to higher-order thinking skills. 24 minutes.

PRESCHOOLERS SOCIAL AND EMOTIONAL DEVELOPMENT - Preschoolers are creative, curious and active experimenters that learn about themselves and their world as they take on new roles outside of their homes and families. In their interactions with peers, children commonly show kindness and compassion and sometimes can become frustrated, have squabbles and even exhibit aggressive behavior. Viewers will learn: The skill set that makes up social and emotional development; the value of encouraging creativity and risk taking; activities that foster initiative and positive self-esteem; how culture and gender affect development; levels of social participation; examples of pro-social and antisocial behaviors and ways caregivers can develop skills. 23 minutes.

#12013/1120 Three programs 2008 \$99.95 each or Series \$249.95 Includes Guides *CC

New! TODDLERS

Once a child takes their first steps, toddlerhood isn't far behind. As coordination improves, they excitedly explore just about everything. Using video of toddlers at home and in childcare centers, this program offers a look at the physical, cognitive, social and emotional development of one- and two-year olds. Watch as language changes occur and they start to connect and communicate with others while managing their feelings. Parents and caregivers can learn pertinent vocabulary and practical guidance to foster development in the toddler years. #13721/1120 36 minutes 2010 \$129.95

THE TODDLERS CHILDHOOD DEVELOPMENT SERIES

Observe toddlers as they develop in the following three programs:

TODDLERS: Physical Development - After about a year of life, when a child consistently, and independently, gets from point A to B on her own two feet, she's made the initial transition to toddler. Learn about the physical characteristics of toddlers, and how gross and fine motor skills are developed. Understand the milestones children achieve at this age by observing toddlers in learning centers and at home. Hear from the experts about nutrition, sleep, toilet training, and developmental differences among toddlers. 29 minutes

TODDLERS: Cognitive Development - Everyday a toddler's mind is filled with new information. Their vocabulary expands as they correctly name people and objects. They try out, and learn from, cause and effect experiments. Examine how brain cells are structured to connect and retain what a child learns. Explore theories of cognitive development and see the process toddlers go through as they learn language. Observe toddlers as they engage in activities that foster memory and the retrieval of information. 26

TODDLERS: Social and Emotional Development - From raging tantrums to fits of giggles, it's no secret that toddlers are skilled at expressing their emotions. One minute they anger a friend, the next they comfort the same child. Learn about the theory of the mind and how toddlers come to understand how their actions can affect others. Examine how gender and temperament play a role in development. Observe toddlers interacting with family and peers as they develop attachments and social bonds.

#12935/1120 Three programs 2009 \$99.95 each or Series \$249.95 Includes Guides *CC

MIDDLE CHILDHOOD DEVELOPMENT

During middle childhood - the period between ages 6 and 12 - children reach many critical milestones. In fact, teacher and caregiver responses during this time of significant change can dramatically affect a child's physical, cognitive, social, and emotional growth, both immediately and for the future. At this stage, children grow physically, gain body awareness, and form lifelong habits that affect their health and well-being. At the same time, their minds expand in knowledge and understanding, as thinking processes become more logical and organized. The way they view themselves, and the manner in which they interact with family and friends, evolves as children develop self-concepts and self-esteem. This program provides an informative, clear and compelling examination of the middle-childhood stage of development and a detailed overview of a child's growth and maturity into an adolescent. Viewers learn pertinent vocabulary, statistics, and classroom strategies, and hear experienced classroom teachers offer insights and observations about children in this stage of development. #11967/1120 28 minutes 2008 \$129.95 Includes Guide *CC

MIDDLE CHILDHOOD DEVELOPMENT SERIES

Designed primarily for teachers, this comprehensive series consists of the following three programs:

PHYSICAL DEVELOPMENT - Between ages 6 and 12 children's bodies grow and mature in significant ways. They gain body awareness and develop new gross and fine motor skills. This is also a pivotal stage where injury, illness, and the increase of childhood obesity are common. This detailed, well-organized program presents educator insights, pertinent vocabulary, statistics, and classroom strategies for fostering healthy physical development. 22 minutes

COGNITIVE AND LANGUAGE DEVELOPMENT - Between ages 6 and 12, children's minds expand in knowledge and understanding as their thinking becomes more logical and organized. They develop concrete operational thinking, and make substantial advancements in language development. This program presents educator insights and observations, pertinent vocabulary, statistics, and classroom strategies relating to the many aspects of cognitive and language development that children experience in this stage. 25 minutes

SOCIAL AND EMOTIONAL DEVELOPMENT - Between ages 6 and 12, children develop many of the social skills they'll use through adulthood. They form self-concepts and self-esteem, build new kinds of relationships, and begin to regulate more of their own behavior. This program presents educator insights and observations, pertinent vocabulary, statistics, and classroom strategies relating to the many aspects of social and emotional development that children experience in this stage. 24 minutes

***Each program is Closed Captioned and includes Teaching Guide

#12012/1120 Three programs 2008 \$99.95 each or Series \$249.95

NATIVE ISSUES – First Nations

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

*Best-Seller! OUR SPIRITS DON'T SPEAK ENGLISH: Indian Boarding Schools

*Best Feature Documentary International Cherokee Film Festival

*2008 Accolade Competition Award of Excellence

*2008 Best Documentary Columbus International Film Festival

This program is a Native American perspective on Indian Boarding Schools. Uncovers the dark history of U.S. Government policy which took Indian children from their homes, forced them into boarding schools and enacted a policy of educating them in the ways of Western Society. This DVD gives a voice to the countless Indian children forced through a system designed to strip them of their Native American culture, heritage and traditions.

#12422/1830 82 minutes 2008 \$189.95

ABORIGINAL ART: How to Create It

"A 'must' for artists of all backgrounds intrigued by hands-on learning about Aboriginal style."

J. Cox, Midwest Book Review

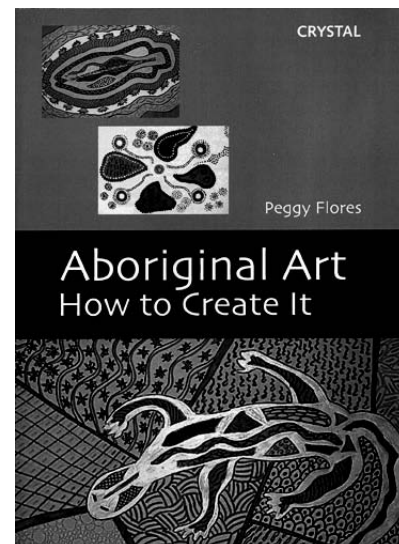
Teacher Peggy Flores shows Dream pictures and X-ray art of Aboriginal culture and explains how dots are an important part of the paintings. She shows how to create three Dream Paintings and three X-ray Paintings using different media and simple supplies. The importance of the elements and principles of design in making Aboriginal Art is demonstrated. Student examples are also shown.

#13473/0470 25 minutes 2005 \$49.95 *Suitable for students of all ages

NATIVE AMERICAN HEALING IN THE 21ST CENTURY

This program discusses the invaluable contributions the Native Americans made to our early frontier heritage and shows how many of those same healing plants and herbs are an important source of today's modern methods of maintaining health. The point is clearly made that what has been effective for thousands of years may still be the best means of maintaining a healthy lifestyle today. Learn from today's respected physicians the crossover of ancient Native American healing remedies to present-day medical practices. Explore for Native American healing plants and herbs. Learn from tribal elders traditional healing practices and philosophies. Discover the contents of a 350 year old Indian medicine bag! Herbal healing remedies for: Heart/Circulatory; Arthritis; Female conditions; Respiratory Asthma; Skin Conditions; Digestive tract; Sinus and more.

#12426/1830 40 minutes, 2004 \$189.95



***FISH OUT OF WATER Series**

This documentary series features a funny, unassuming, urban-Aboriginal host, Don Kelly, on exploratory journeys to discover his traditional native roots. Through a series of (mis)adventures, Don pushes his limits to re-connect with those roots and spiritual values - leading to his renewed vitality, deepened sense of personal identity, and vibrancy for life. This series is for Aboriginal and non-Aboriginal viewers who are not only seeking to be entertained, but to gain new insight into Aboriginal traditions and be inspired by explorations of heritage in a contemporary context. It is especially important for Aboriginal youth between 12 and 21.

Program 1: BLACKFOOT ADVENTURE in southern Alberta

Program 2: MAHIKAN TRAILS in Canmore, Alberta

Program 3: KAWAKANUM KENNELS in Athabasca, Alberta

Program 4: KAK KI YAW CULTURAL CAMP in northern Alberta

Program 5: XATSULL HERITAGE VILLAGE in the interior of British Columbia

Program 6: QUAAOUT RESORT along little Shuswap Lake, B.C.

Program 7: CAPE MUDGE RESORT - TSA KWA LUTEN LODGE on Cape Mudge Island, B.C.

Program 8: SIX NATIONS in Southern Ontario

Program 9: ALGONQUINI CANOE AND KAYAK CO of Wolf Lake First Nation, Ontario

Program 10: KOKOMVILLE ACADEMY in Quebec

Program 11: BIRCH NARROWS LODGE in northern Saskatchewan

Program 12 - RAFTER SIX RANCH in central Alberta

Program 13 - KNOWLEDGE FROM OUR ELDERS - a recap of what we learned in the other twelve programs.

#11870/0973 Thirteen 24-minute programs 2007 \$149.95 each or any 5 for \$99.95 each or Series \$995.95

***FISH OUT OF WATER II**

(See Programs 12 and 13 especially!)

Our funny, unassuming, urban host, Don Kelly, continues on demanding journeys to his traditional native land. Through another series of misadventures, Don pushes his limited limits to re-connect with his roots and spiritual values - leading to his renewed vitality, deepened sense of personal identity, and vibrancy for life.

Program 1: WANUSKEWIN HERITAGE PARK in central Saskatchewan

Program 2: BROKENHEAD OJIBWAY NATION near Winnipeg, Manitoba

Program 3: TSEYCU CANOE TOURS in B.C.

Program 4: NK'MIP DESERT CULTURAL CENTER of the Osoyoos Indian Band in B.C.,

Program 5: OJIBWAY CREE CULTURAL CENTER in northwestern Ontario

Program 6: MOOSE CREE OUTDOOR ADVENTURES at James Bay in Northern Ontario

Program 7: BLACKFOOT CROSSING in southern Alberta

Program 8: METIS CROSSING in north-eastern Alberta

Program 9: HAY RIVER DENE in NWT

Program 10: OUJEBGOMOU and the Eenou people of Northern Quebec

Program 11: KAHNAWAKE in southern Quebec

Program 12: NAVAJO VILLAGE HERITAGE CENTER in Arizona

Program 13: WHITE MOUNTAIN APACHE TRIBE of northern Arizona

#12560/0973 Thirteen 24-minute programs 2008 \$149.95 each or any 5 for \$99.95 each or Series \$995.95



***New! FISH OUT OF WATER III – see programs 7 to 12 especially!**

FISH OUT OF WATER is APTN's hit documentary series featuring host Don Kelly, as he journeys back to traditional native lands to discover the origins of his heritage. Through a series of misadventures, Don is pushed to his limits and re-connects with his roots and spiritual values. Don is our "Fish Out of Water".

1. BATOCHÉ (Saskatchewan)
2. FORT EDMONTON (Alberta)
3. GREAT RIVER JOURNEYS (Yukon)
4. HAIDA GWAI (British Columbia)
5. BEAR RIVER FIRST NATION (Nova Scotia)
6. RED BANK FIRST NATION (New Brunswick)
7. OCONALUFTEE INDIAN VILLAGE (North Carolina)
8. SEMINOLE TRIBE (Ah-Tah-Thi-Ki Museum, Florida)
9. HAWAIIAN VILLAGE (Hawaii)
10. SAMOAN VILLAGE (Polynesian Cultural Center, Oahu, Hawaii)
11. UMATILLA BAND OF CONFEDERATED INDIANS (Oregon)
12. MISSISSIPPI BAND OF CHOCTAW INDIANS (Mississippi)
13. GREAT LAKES CULTURAL CAMPS (Manitoulin Island, Ontario)

#13510/0973 Thirteen 24-minute programs 2010 \$149.95 each or any 5 for \$99.95 each or Series \$995.95

***New! DON'T GET SICK AFTER JUNE: American Indian Healthcare**

This documentary uncovers the timely story of Indian healthcare and the Indian Health Service, told from the Native American perspective. Chronicles the history of Indian healthcare from the early 1800's to President Obama's recent Healthcare Reform Act signed into law in 2010. A must have resource for schools and libraries. #13737/1830 82 minutes 2010 \$189.95

***THE IROQUOIS SPEAK OUT FOR MOTHER EARTH**

In this quietly powerful film by Danny Beaton, four Elders of the Haudenosaunee (Iroquois Six Nations Confederacy) speak in a clear, frank and rational language of the environmental crisis and what is needed to seriously begin to deal with it by reminding us to see our planet as our relative, as our Mother, as many earth-based cultures do. These elders tell us, such a shift can motivate behaviour change and begin to heal the rift in western civilization between human and nature. The elders unfold their stories carefully, while viewers see for themselves their calm, centered, informed and deeply human concern about civilisations' global assault on the earth.

#12697/0493 50 minutes 2009 \$149.95

***MOHAWK WISDOM KEEPERS**

This compelling documentary depicts the traditional teachings and beliefs of five noted Mohawk Elders discussing spiritual tradition and the need to respect the earth. Harriet Jock of Akwesasne, Judy Swamp of Akwesasne, and Tom Porter formerly of Akwesasne are depicted in this film. The women and men speak of medicines, the great law of peace and keeping our world sacred for the future seven generations that will come. #13502/0493 49 minutes 2010 \$149.95

***THE NISGA'A NATION SERIES**

This astoundingly informative series of three documentaries tells the history of the Nisga'a people of the Nass Valley of British Columbia, profiling their 113-year epic struggle to secure a treaty with the governments of Canada and British Columbia. It depicts aboriginal history, rights and title, legal obligations and ethical conduct and demonstrates the courage, determination and triumph of the Nisga'a people.

NISGA'A - DANCING IN BOTH WORLDS, 43 minutes

K'ALII - AKSIM LISIMS: Excellence in Fisheries Management, 27 minutes

NISGA'A: BEYOND SURVIVAL, 22 minutes

#11690/0420 Three programs 2007 \$129.95 each or Series \$299.95 Grades 9 to A

***OUR NEW HOUSES: An Inuit Documentary**

This program documents the move of the Inuit from tents and igloos to wood frame houses in the 1950's and the consequent implications of this rapid and dramatic cultural change for the Inuit people's health and well-being. It also records the experience of elders who made this transition before they passed away - a generation that is rapidly disappearing in the Inuit population. Through their words and eyes we learn about Inuit history and cultural experience, and gain insight into challenges of Inuit youth seeking their identity today, in a world changing rapidly again from the effects of global warming.

#12213/0199 21 minutes 2008 \$149.95

***RETURN OF THE RIVER**

This incredible production is a sequel to "Heart of the People" (1997 Gemini Nomination). "Return of the River" is a story of struggle and survival: the Huu-ay-aht First Nations and their ongoing efforts to bring back their river, destroyed decades ago by clear-cut logging and commercial fishing. This documentary traces the amazing progress the Huu-ay-aht have made in their attempts to restore their river, culture and language - since embarking on this project in the early 1900's. A powerful, emotional film which shows how strong leadership and the will of the people, can move mountains... and rivers.

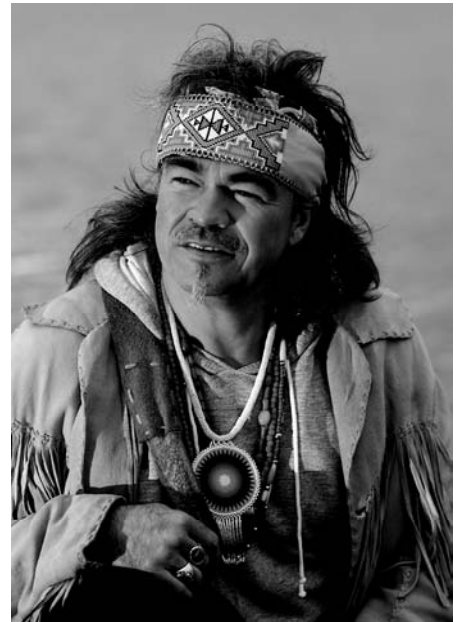
#12448/0735 50 minutes 2008 \$159.95

***SINGING HOME THE BONES: A Poet Becomes Himself**

This documentary chronicles Métis poet Gregory Scofield's lifelong striving to piece together his fractured identity. The film is stitched together by Greg's voice as he chants and sings and recites his own poems. Bonus features on the DVD include a frank conversation between Greg and his adopted mother, renowned Métis poet, Maria Campbell. They discuss how Maria was chosen to care for Greg after the death of his natural mother and some more intimate details of his personality. Also included is a discussion between Greg and Rabbi Louis Sutker, about the relationship between the Métis and Jewish peoples and the meaning of spirituality in our lives. #11242/1332 48 minutes 2007 \$129.95

***TALES OF WONDER I and II**

Tales of Wonder I and II (as seen on PBS) showcases Native American stories for children, as told in the Native American tradition by acclaimed storyteller and linguist Gregg Howard. "Tales of Wonder" has been used in a curriculum unit developed by the Stanford University Program on International and Cross-cultural Education. #12428/1830 120 minutes 2004 \$189.95



CELL PHONE, THE INTERNET Dangers

***NOTE – an asterisk means digital/streaming available**

***New! KEEPING SAFE ONLINE**

The internet is the preferred method of communication for young people. So what are the dangers? Much has been said about what not to do but how do you unwittingly give away too much about yourself? And why is that a problem anyway. This video looks at how young people can avoid predators, online marketers and cyberbullies, as well as discussing the role of the Internet as a media. #13773/0545 25 minutes 2009 \$149.95

***New! DIGITAL FOOTPRINT: Watch Where You Step!**

Your digital footprint is the data trace left by your activity in a digital environment, whether on the Internet, buying something with a credit card, or using a mobile phone. Like everything on the web, digital data cannot be washed away - it remains forever, a permanent footprint. Discover how the things you do in a digital environment can ultimately impact your life. Included in this complete kit is the Activity Packet - includes handouts, worksheets, discussion questions and more re your digital identity. #13743/1290 20 minutes 2010 \$89.95 Grades 8 to A



GROWING UP ONLINE

Looks at the impact of the Internet on adolescence through the eyes of teens and their parents. Takes viewers into the private worlds kids are creating online, from those who are harassed and bullied, to kids whose only friends are on-line, to those who are celebrities on YouTube. Explores the complicated new lines being drawn between the real and virtual worlds for today's children and for their parents. #12671/1725 60 minutes 2008 \$89.95 *CC

DEADLY DRIVING DISTRACTIONS: Texting, Cell Phones, and Other Killers

According to insurance statistics, distracted drivers are responsible for almost 80 percent of all car crashes and 65 percent of near-collisions. Students need to steer clear of the dangers resulting from driving while texting, talking on cell phones, eating, smoking, and other distractions. Uses conversations with teens and college students as well as driving instructors and other educators to explore safe driving methods. In addition, people with firsthand knowledge - such as emergency room personnel and car crash survivors - offer their cautionary advice. *PDF discussion questions are available online. #13258/0635 25 minutes 2010 \$99.95

THE CYBERSENSE SERIES

Taking a no-nonsense, peer-based approach, this series raises teen awareness of the threats that Internet users face. Personal, financial, and career-related risks become clear through conversations with young people and interviews with computer experts. Students will gain a solid understanding of best practices and rules of online conduct, so that they can navigate potential Internet perils before trouble occurs. Three programs 14 to 20 minutes each:

CYBERSAFETY - Warns students about how vulnerable they are whenever they venture into the cyber realm - even when they think they're among "friends". Explaining how to take precautions in chat rooms, on social networking sites, and anywhere that predators lurk, the program strongly advises against physically meeting any online acquaintance and emphasizes that parents or guardians must be involved in such meetings. Commentary from experts and questions from peers reinforce the notion of an irreversible virtual footprint-a trail that all Internet users leave which can be used against them. 14 minutes #11853

CYBERSECURITY - Cautions students about potential hazards to their computers - not to mention their careers, finances, and futures-that exist online. Highlighting the importance of setting up a firewall and keeping one's operating system up-to-date, the program provides straightforward advice about protecting against hackers, viruses, Trojan horses, spyware, adware, phishing emails, and other high-tech threats. Each concept is defined in user-friendly terms. More basic but equally vital steps like maintaining multiple passwords and not sharing personal information are also discussed. Commentary from experts, as well as questions from peers about the details of computer safeguards, will help students increase their online security. 20 minutes #11852

CYBERETHICS - Helps students take the high road on the information superhighway and avoid the temptations of the fast lane, pointing the way toward an ethically sound Internet presence and lifestyle. Guidelines for the use of intellectual property are featured, with emphasis on the consequences of illegal downloading, copyright infringement, and plagiarism. Pornography, gaming sites, chat rooms, and online social networks are also discussed, helping viewers steer clear of antisocial and abusive activities, especially cyber-bullying. Comments from experts, as well as questions from peers serve to clarify central ethical principles. 14 min.

*A viewable/printable teacher's guide is available online. #11531/0635 Three programs 2008 \$89.95 each or Series \$239.95

COMMUNICATION IN A WIRED WORLD: Be Smart, Be Safe

Online and mobile technologies profoundly influence how we read and write, learn and work. Online behavior follows us all through our schooling and careers. Explore skills for communicating smartly across many digital technologies; how multitasking affects learning and work; and how online posts can become skeletons in a digital closet causing school expulsions, destroying college admissions, and blowing job offers. Discover how to protect your privacy, reputation, and personal information.

#12630/1120 20 minutes 2009 Includes Guide \$99.95

***** See also in this catalogue THE REALITIES OF SEXTING: You Can't Unsend!**

YOUTH & SUBSTANCE ABUSE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***BINGE DRINKING**

A growing issue among adolescents is binge drinking. What is binge drinking, who is likely to be involved in binge drinking and what are the effects and consequences of this behavior are all questions answered in this program. Geoff Munro, the Director of the Australian Drug Foundation's Community Alcohol Action Network describes the effects of alcohol in the body and the consequences of alcohol addiction. Also included are views from young people about their attitudes towards binge drinking, some warning signs for detecting alcohol addiction in friends and strategies for reducing alcohol consumption and drinking responsibly.

#12543/0545 23 minutes 2004 \$129.95 Grades 8 to A

***DANGER OF DRUGS: Run of the Mill**

"Highly Recommended! This non-narrated program tells the compelling story of a boy from a happy, nurturing family who is lured into drug use by his curiosity. Progressing from smoking to syringes, he remains in a transparent bubble, isolated from his parents and peers. Students, parents and teachers will find this a discussion-promoting tool." School Library Journal
Oscar-winning animator, Borge Ring (Anna and Bella), uses his expertise in animation to weave the tale of a young boy from a happy family who falls victim to a drug dealer who exploits the boy's curiosity about drugs with a disastrous result. Without the use of dialogue we see the boy exist inside a transparent bubble. His peers grow up to active social lives, while he continues to fly inside his bubble, isolated, within an insular world that the boy's increasingly desperate parents are unable to penetrate.

#13402/0450 10 minutes 2009 \$149.95 *Grades 5 to 7

***New! DRUGS ON TRIAL MARIJUANA: A Prevention Program for High School**

This program addresses the dangers and consequences associated with marijuana misuse. Provides the most current information regarding marijuana as well as captivating storylines to enhance learning and keep students engaged and interested. Includes the DVD, an audio CD and a CD-ROM with facilitator's guide, prosecutor's files, reproducible materials, and parent information.

#13755/0795 18 minutes 2010 \$69.95

***New! DRUGS ON TRIAL PRESCRIPTION DRUG ABUSE: A Prevention Program for High School**

This program addresses the dangers and consequences associated with prescription drug misuse. Provides the most current information regarding prescription drugs as well as captivating storylines to enhance learning and keep students engaged and interested. Includes the DVD, an audio CD and a CD-ROM with facilitator's guide, prosecutor's files, reproducible materials, and parent information. #13754/0795 18 minutes 2010 \$69.95

New! DRUGS: The Straight Facts Series

The only antidote to the flashy appeal of drugs is honest information. Give your students the straight facts on some of the most widely abused substances with this series. There are five programs in the series:

ALCOHOL - This program makes clear the many myths associated with alcohol and explores the history of alcohol, a substance first used as a medicine; the effects of alcohol on the body and the short- and long-term health impacts; and teenage attitudes toward alcohol and trends such as binge drinking. Also examines the prevalence of alcohol in our culture and discusses alcoholism - how to identify it and how to treat it.

MARIJUANA - Marijuana has the distinction of being our most widely used illegal drug. This program traces the history of marijuana and goes on to explain some of the many uses of the hemp plant; the effects of THC - the primary psychoactive chemical in marijuana, sinsemilla, hashish, and hash oil - on the body; the short- and long-term health implications of marijuana abuse; and teenage attitudes toward marijuana. Also investigates the concept of psychological dependency and considers whether marijuana is a gateway drug.

COCAINE AND CRACK - The pleasure of a cocaine high doesn't last long, but the damage cocaine causes can last a lifetime. This program explores the history of cocaine; the effects of cocaine and crack on the body and the short- and long-term health impacts; and teenage attitudes toward cocaine and crack. Also delves into the illicit cocaine trade and the cartels that control it, as well as addiction to cocaine - both physical and psychological.

NARCOTICS: Heroin, Opium, Codeine, and Morphine - Strictly speaking, the term "narcotic" refers to opium, opium derivatives, and their synthetic substitutes. This program delves into the history of narcotics such as heroin, opium, codeine, and morphine; the effects of narcotics on the body and the short- and long-term health impacts; and teenage attitudes toward narcotics. In addition, the video considers legalization and regulatory issues involving narcotics, as well as physical and psychological addiction to these potent drugs.

INHALANTS - Since chemicals in more than 1,400 products can be sniffed or huffed for their psychoactive and mind-altering effects, it's not surprising that inhalants are the most frequently abused substances. This program explores the history of inhalant abuse; the effects of inhalants on the body and the short- and long-term health impacts; and teenage attitudes toward inhalants. The major classes of commonly abused inhalants and treatment and prevention measures are described in the video as well.

#12908/0635 Five 20-minute programs 2010 \$99.95 each or Series \$449.95 *Includes PDF Guides



***Best-Seller! HIGH SCHOOL CONFIDENTIAL**

This program provides a unique glimpse into the world of peer pressure, parties and alcohol and drug use in high school. Viewers will hear from youth who made the choice to use drugs and alcohol and then found themselves forever changed. These young people speak candidly about what happened and where it took them. Others talk about what they like to do to have fun and what matters to them. The goal of "High School Confidential" is to reduce substance misuse and to improve overall health through exploration of effective ways of managing stress instead of trying to "cope with dope" and how youth can get a rush of excitement using activities instead of substances. Teens discuss a number of substances including tobacco, marijuana, ecstasy, cocaine and crystal meth. Risks associated with going to parties and drinking are highlighted. #11114/1735 25 minutes 2007 \$129.95

***Best-Seller! REWIND: A Film about Choices**

An incredible video by award-winning producer Michael C. Neitzel offers a provocative look into the real-world relationship between drugs and alcohol and teens who get consumed by them. An honest and graphic look at the role that drugs like marijuana, cocaine, ecstasy, alcohol, magic mushrooms and crystal meth play in their lives. This is the title you cannot do without in your library!!!

*Includes Facilitator's Guide for follow-up discussion. #11656/0143 26 minutes 2007 \$129.95

***TWELVE: Young Addicts Speak from the Heart**

Kat grew up in an alcoholic home. John made drinking the center of his life at a young age. Rene's parents divorced when he was five, while Chris and Dante both seemed to have everything they wanted - but all became substance abusers. Through detailed, candid conversations, this program goes inside the childhood memories and emotional lives of recovering addicts who started their habits at, or close to, age 12. Their stories reveal unique qualities and experiences as well as patterns seen over and over again among alcoholics and drug abusers - often involving crime and social isolation. In addition to their pain and regret, the participants also discuss the most daunting challenge of all: the ongoing process of recovery. #12659/2305 44 minutes 2008 \$169.95

***New! PROMISE ME: Parents with Addictions**

Ann is forced to face the grim reality that her parents' addictions (alcoholism and gambling) are slowly destroying her family. Ann is forced to face the truth about her alcoholic mother's denial of reality and her father's gambling problem when he gambles away her college fund. She soon grows deeply depressed. Her brother and best friend sense something is wrong. Will they be able to avert a potential tragedy...? #13821/0768 28 minutes 2010 \$119.95

***DRINKING AND DRIVING: A Teenager's Nightmare**

"Alcohol use is the number one drug problem among young people. During a typical weekend, an average of one teenager dies each hour in a car crash. Nearly fifty percent of those crashes involved alcohol" Mothers Against Drunk Driving (MADD) This incredible statistic comes to life as this realistic program opens and closes with silhouetted teens speaking frankly about their experiences with alcohol. A false sense of invincibility makes many teenagers and young adults susceptible to peer pressure to use drugs or alcohol. This program demonstrates to teens and young adults that they are not invincible, their actions have consequences, and drinking and driving is dangerous. #13440/0450 30 minutes 2008 \$149.95

HEALTH / ANATOMY / HEALING

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***CATCH ONTO GOOD HYGIENE!**

Learn the basics of good hygiene! Viewers get tips from teens who demonstrate and share the fundamentals of hygiene including hand washing, acne, dental care and care for your body, skin, and hair. *Teaching Materials Included

#12235/1290 15 minutes 2009 \$49.95 Grades 4 to 8 *CC



***THE BONES OF IT: An Introduction of the Skeleton**

Human bodies contain 206 major bones. Without these bones our bodies would have no shape, nor the ability to move. This program looks at the make up of the skeleton, its functions, how we move, how to look after our bones, and things that can go wrong. #13369/0545 30 minutes 2008 \$129.95 Grades 8 to A

***ALL ABOUT MUSCLES**

Within the human body there are more than 600 individual muscles. Without them you could not walk, talk or smile. But more so your heart would not beat and you wouldn't breathe. This program explores the main functions of our muscles as well as looking at the major muscles, their types and how we control them. #13617/0545 28 minutes 2007 \$129.95 Grades 8 to A

***BIOMECHANICS OF THE BODY**

The human body performs a large range of movements every day. Biomechanics is the study of how the physical laws of mechanics apply to human movement. This video clearly investigates the basic concepts of movement and applies these to human performance. This video includes: Forces; Levers; Motion; Friction; Balance and Stability.

#13356/0545 30 minutes 2008 \$129.95 Grades 8 to A

***New! DANGERSPOT: Can You Spot the Danger?**

Safety is something that children everywhere need to learn about and understand because being safe is a lifelong lesson and something that helps everyone. This series is based on the DANGERSPOT Series of books by author-illustrator Hedley Griffin. Each story features four main characters: Harey, a hare-brained rabbit; Scampi, a level-headed cat; Chips, a loveable dog with a noticeable British accent; and Pillow, a talkative parrot. Each program features safety educator Alyssa Kelly, who first introduces the characters along with the safety topic of each. Then the children get to view the animated program and are encouraged to try to spot all the dangers. Next Alyssa identifies all the dangerous situations in each story and lastly, to reinforce the important safety lessons learned, children get to review the animated program uninterrupted.

*Detailed descriptions are available on our website or request a brochure.

The six programs are as follows:

THE DANGEROUS PIRATE TREASURE

(Indoor/Outdoor Safety), 21 minutes

THE DANGEROUS ROAD GAME

(Road Safety), 23 minutes

THE DANGEROUSLY BIG BUNNY

(Obesity), 25 minutes

FIRE IN THE FRYER (Fire Safety), 25 minutes

THE HAIR-RAISING KITE FLIGHT

(Electrical Safety), 22 minutes

THE DANGEROUS DAY ON THE FARM

(Workplace Safety), 26 minutes

*Individual schools and public libraries \$119.95 each

#13500/0450 Six programs 2010

\$149.95 each or Series \$799.95 Grades K to 3



***Best-Seller! THE BASICS OF ANATOMY SERIES**

The outstanding programs in this series are described below:

THE NERVOUS SYSTEM: Neurons, Networks and the Human Brain

Begins by examining the structure and function of neurons; resting, action and post-synaptic potentials; and reflexes and neural networks. The peripheral, somatic, autonomic, sympathetic and parasympathetic nervous systems are introduced before looking at the central nervous system. After describing spinal cord structure and function the program then examines the human brain including the medulla, pons, and cerebellum of the hindbrain; the reticular formation of the midbrain; and the thalamus, limbic system and cerebral cortex of the forebrain. 39 minutes

THE IMMUNOLOGICAL SYSTEM: Recognition, Attack, and Memory

Starts by looking at external barriers to microbial attack such as the skin and mucus membranes and non-specific internal defenses such as macrophages, natural killer cells, and the inflammatory response. Then delves into the immune response including the recognition of invaders by antibodies and T-cell receptors, the destruction of invaders by antibodies and cytotoxic T-cells, and the immunity conferred by memory cells. A discussion of how vaccinations work and current AIDS research concludes the program. 33

THE ENDOCRINE SYSTEM: Molecular Messengers, Chemical Control

First looks at the chemical structure of various hormones, the hormone receptors found on target cells, and the feedback mechanisms that regulate hormone levels. After explaining the difference between exocrine and endocrine glands the program then looks at the various endocrine glands and organs including: the hypothalamus; the pituitary, thyroid, parathyroid and adrenal glands; the pancreas, testes and ovaries; and organs such as the thymus, kidneys, stomach, small intestine and heart that produce hormones. 32 minutes

RESPIRATION AND CIRCULATION: Gas Exchange, Molecular Transport

Looks at the flow of air through the conducting portions of the respiratory system to the alveoli before examining: the role of hemoglobin in gas exchange and O₂ and CO₂ transport in the blood; the operation of the respiratory control center; and the mechanics of breathing. Then investigates the composition of blood and how it flows through the heart, arteries, capillaries and veins before looking at the role of lymphatic system in fighting infection, transporting fats, and returning interstitial fluid to the blood.

DIGESTION AND EXCRETION: Absorption, Excretion, and Homeostasis

First examines the mechanical and chemical breakdown of food that occurs in the mouth and stomach before looking at digestion and absorption in the small intestine and the enzymes and other chemicals secreted by the liver, gall bladder, and pancreas that aid in the process. Then looks at the synthesis of vitamins by bacteria in the large intestine and then goes on to explore the complex structures in the kidney that allow them to filter wastes out of the blood while returning water and nutrients. 30 minutes

MUSCULAR, SKELETAL, AND INTEGUMENTARY SYSTEM: Defining Our Form

Begins by introducing the dermis and epidermis of the skin; the sweat and sebaceous glands; and the skin's role in protecting against microbial invasion, ultra-violet radiation and in producing vitamin D. Then looks in-depth at the structure and function of skeletal, cardiac and smooth muscle before looking at the structure of cartilage and bone and the skeletal system's role in protecting vital organs, producing blood cells, storing nutrients and in conjunction with the muscular system, producing movement. 28 minutes

*These DVDs are chaptered and contain a Guide for each program

#12250/0198 Six programs 2008 \$89.95 each or Series \$499.95 Grades 8 to 12

***New! ANATOMY** - This program examines the major body systems that are important during physical activity - the Skeletal, Muscular, Cardiovascular, Respiratory and Nervous Systems - their parts, their functions and how they work. Also explores the contribution and interaction of each system when we exercise, and while we rest. #13767/0545 25 minutes 2009 \$149.95

*HEAD LICE CONTROL

You may not even know you've got them! Research shows that 50% of people don't feel itchy even though they've got head lice. This program details why head lice are so resilient and outlines the key to effective management - breaking their life cycle. Students, parents and teachers will learn about the different treatment methods, from the conditioner/comb treatment to insecticides sold over the counter and understand how to protect themselves from future infestations.

*Recommended for Upper Elementary, Junior High, Senior High

#12544/0545 21 minutes 2006 \$129.95 Grades 8 to A

*HEAD LICE TO DEAD LICE! Professional Version

It seems that maybe parents don't have to pour toxic and carcinogenic substances directly onto their child's braincase to protect them from the ravages of head lice. This hilarious and highly informative video gives parents, children, educators and health professionals a whole new approach to the problem. Very user friendly.

This new professional DVD version contains:

- 1) The award-winning video which includes the complete olive oil protocol
- 2) The Nit Check Demo - a brand new seven-minute step-by-step nit pick
...featuring Mary Ward, professional nit picker.

Many families have trouble with the crucial step of thoroughly checking for nits. Some spend too much time, and others too little.

Some parents are unsure how to tell if they've found a real nit. Mary Ward, featured in National Geographic Magazine, demonstrates her own technique for a successful and efficient nit check.

- 3) A Slide Show - instructions and tips, controlled with your remote:

The Five-Step Battle Plan; FAQ; Facts about Head Lice; and, Rules for Kids.

*Closed Captioned and includes both English and Spanish versions

#2418/1695 15 minutes 2009 \$69.95

*HOMEOSTASIS

Touch a hot stove and the muscles in your fingers will jerk your skin away before you've even registered the pain. Go for a run on a hot day and feel the sweat seep out of your pores. Stand outside in the cold in winter and count the length of time before your body begins to shiver. All these reactions are the result of homeostasis - that is, the mechanism by which our bodies - and the life support systems of all organisms - work to maintain a stable internal environment, despite changes in external conditions. This program explores the concept of homeostasis: what it is and why it is important. Also looks at detecting changes from the stable state, counteracting changes from the stable state, and how homeostasis works.

#13373/0545 25 minutes 2008 \$129.95 Grades 8 to A

JUST THE FACTS HUMAN BODY SERIES

The "Just the Facts" Learning Series brings you the finest in educational programming and features fast-paced format that makes learning fun. This series enhances viewers' understanding of the truly miraculous machine that is the human body. Detailed descriptions are available on our website.

THE MUSCULOSKELETAL SYSTEM

THE NERVOUS SYSTEM

MAJOR SYSTEMS AND ORGANS

#13064/0433 Three 50-minute programs 2008 Series \$69.95 Grades 7 to A

*THE ROLE OF ENZYMES

Enzymes are proteins which are manufactured by the human body during the process of protein synthesis. Enzymes are catalysts and drive every chemical reaction that takes place in the human body and enable our bodies to be built from proteins, carbohydrates, and fats. Enzymes are highly specific in their activity and form an enzyme-substrate complex speeding up processes as they lower the activation energy during a given reaction period.

Through genetic engineering and by isolating specific enzymes, it has become possible to harness the power of enzymes. The isolation of the enzyme, polymerase, from *Thermus aquaticus* has enormously facilitated the process of polymerase chain reaction (PCR) which enables researchers to produce millions of copies of a specific DNA sequence. Science has however, more recently made immense progress in the manufacturing of synthetic and therapeutic enzymes. #13368/0545 25 minutes 2009 \$129.95 Grades 10 to A *CC

THE SECRET LIFE OF THE BRAIN SERIES

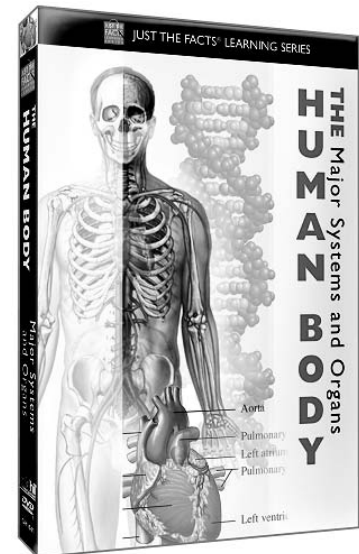
A startling new map of the human brain has emerged during the past decade of neuroscience research, contradicting much of what was previously believed. Tells stories through a mix of personal histories, expert commentary, and cutting-edge animation. Viewers learn startling new truths about the brain as they journey inside this complicated organ. Detailed descriptions are available on our website.

DVD One - THE BABY'S BRAIN: Wider Than the Sky and THE CHILD'S BRAIN: Syllable from Sound

DVD Two - THE TEENAGE BRAIN: A World of their Own

DVD Three - THE ADULT BRAIN: To Think By Feeling and THE AGING BRAIN: Through Many Lives

#12610/1725 Five 60-minute programs on 3 DVDs Series \$129.95 *CC



THE HUMAN BODY: How It Works Series

This excellent series uses physiologic animations and illustrations, microscopic imaging, expert commentary, and footage of the body in motion to provide a thorough overview of the amazing human machine. Marvelously detailed, yet readily understandable.

CELLS, TISSUES, AND SKIN - After an introductory segment on cell characteristics, this program discusses the way human body cells function and combine into the structures that sustain life. Topics include membrane permeability and the processes of passive and active transport; cytoplasm, with its cytosol, organelles, and inclusions; the constituent parts of the nucleus and the stages and processes of the cell cycle; the four basic tissue types; and the skin, the body's largest organ. #12939

THE IMMUNE SYSTEM - This program examines how the human immune system defends the body against disease-causing invaders - and how in some cases its antigen-fighting capabilities can be turned against the bodily cells it protects. Topics include the elements of the immune system, passive barrier defenses and nonspecific reactive responses, the humoral immune response and its associated antibodies, and the process of cell-mediated immunity. The program also addresses the importance of vaccines, the mechanics of allergies and autoimmune diseases, and advances in the field of immunology. #13181

HUMAN DEVELOPMENT AND THE REPRODUCTIVE SYSTEM - This program traces the development of a human being from conception to full-term fetus, with a focus on the functions of the male and female reproductive systems. The three stages of development in the womb - re-embryonic, embryonic, and fetal, generated by the mechanisms of division, differentiation, morphogenesis, patterning, and growth - are illustrated, after which there is a close examination of male and female puberty - the maturation of the reproductive system and the beginning of human sexual response. #13182

THE RESPIRATORY SYSTEM - Following an opening segment on the importance of oxygen to the human body, this program studies the structure and function of the respiratory system. Topics include the anatomy of the upper respiratory tract, the lower respiratory tract, and the alveoli; the diffusion of gas molecules through the walls of the alveoli and capillaries, and the effect of high altitude on the diffusion process; and the mechanics of breathing via the bulk flow transport process. In addition, the program describes three factors that help prevent lung collapse and the role of the medulla oblongata in regulating breathing. #12916

THE CIRCULATORY SYSTEM - This program takes a close look at the organs of the human circulatory system and how they work to sustain life. After an introductory overview, the composition of blood - its plasma, erythrocytes, leukocytes, and platelets - is analyzed, blood types and Rh factor are considered, the role of hemoglobin in transporting oxygen is explained, and the anatomy and function of the heart is examined. Factors that affect blood pressure and circulation are also discussed, along with the circulatory demands of exercise. #12891

THE SKELETAL AND MUSCULAR SYSTEMS - This program deconstructs the human skeletal and muscular systems, two interdependent assemblies that endow the body with structure and movement. Beginning with an introductory overview, the video identifies the body's bones by dividing the skeleton into its axial and appendicular components, analyzes bone composition, describes the process of bone repair, and categorizes bone and joint types. The program then shifts focus to the skeletal muscular system - detailed study of muscle cells, fibers, bundles, and connective tissue. The ATP-fueled process of muscle contraction is addressed as well. #13183

DIGESTION AND NUTRITION - This program examines the chemical structure of food and the human body's ability to convert food into fuel and raw materials. Major and minor nutrients are defined, catabolism and anabolism are contrasted, and the function of the digestive tract at the cellular level is scrutinized. The sequence of physical and chemical processes that facilitate digestion is also illustrated, spotlighting each constituent anatomical system: mouth/esophagus, stomach, small intestine, and large intestine. A segment on healthier eating concludes the program. #12938

THE ENDOCRINE SYSTEM - After an introductory segment contrasting the human endocrine and nervous systems, this program addresses the complex physiology of the endocrine system. Topics include the endocrine organs and glands; the characteristics of hormones and the process of signal transduction; hormonal regulation of blood glucose and blood calcium levels; the roles of growth hormone, thyroid hormone, testosterone, and estrogen in bodily development; hormones and reproduction; and hormonal involvement in the fight-or-flight response. #12936

THE NERVOUS SYSTEM AND THE SENSES - This program discusses the development, organization, and functions of the nervous system and the input organs that stimulate it. Beginning with an introductory overview of neural anatomy, the video outlines the organization of the central and peripheral nervous systems and the processes of sensation, transduction, and perception. In addition, the senses of vision, hearing, taste, smell, and equilibrium are analyzed, as well as sensitivities to temperature, pressure, and pain; bodily movement via the somatic neurons is illustrated; and the neural mechanics of sleep and wakefulness are considered. #12937

*Viewable/printable instructor's guides are available online

#12670/0635 Nine 22-minute programs 2009 \$99.95 each or Series \$899.95 *CC



*POSITIVE VOICES: Living with HIV/AIDS

What's it like to stare death in the face? What's it like to live with a cloud hanging over one's head? These questions - faced by anyone living with HIV/AIDS - form the essence of Positive Voices.

In this program, a dozen young men and women who contracted HIV in their teens tell the story of their lives with the disease. From discovering they were HIV-positive through coping with the physical and emotional pain and looking towards their shortened futures, the young people reveal themselves. Positive Voices shows how dramatically their lives, and those of their families and loved ones, have been changed by the disease. #12791/0145 25 minutes 2009 \$149.95

***SEXUALLY TRANSMITTED INFECTIONS: What We Can't See**

This program combines an engaging story with the straight forward commentary from expert speakers. We follow two different scenarios that look at the health consequences of a young couple's lifestyle decisions, and in the process present information about a range of sexually transmitted infections and the short and long term consequences of contracting them. Particular focus is paid to Chlamydia, Hepatitis B, PID, HIV, Genital Warts and Herpes, Pubic Lice and safe sex practices.

#12546/0545 29 minutes 2006 \$129.95 Grades 8 to A

UNDERSTANDING HEPATITIS SERIES

Sex, drugs, and food - only a few of the means by which hepatitis hijacks and quietly assaults the human body. This series presents valuable facts about the causes of, and treatments for, the stealthy virus; it also features case studies that offer a real-world perspective on the globe-spanning disease. Pushing beyond the level of a medical primer, the series will enrich studies in substance abuse treatment, child care, restaurant training, and much more. Detailed descriptions of the three programs are available on our website.: UNDERSTANDING HEPATITIS A; UNDERSTANDING HEPATITIS B; and, UNDERSTANDING HEPATITIS C.

#11175/0635 Three 23-minute programs 2007 \$99.95 each or Series \$269.95

***STROKE: Conversations and Explanations**

These two programs show the emotional impact of stroke on the lives and relationships of six diverse couples, and provides useful information on the warning signs of a stroke, preventive measures, and recent developments in treatment and rehabilitative therapy.

LIVING AFTER STROKE: Conversations With Couples - Six couples share their experiences on how stroke has affected their lives and their spousal relationships. These stroke survivors and spouse caregivers, in their early 40's to late 70's, candidly touch on the very real issues of intimacy, finances, fear of dependence, frustration, and the rigors of day-to-day care.

STROKE: Early Recognition and Treatment - Providing an in-depth exploration of stroke, this video identifies what a stroke is, how it affects the brain and body, and what to do in case of a stroke. Through interviews with three neurologists and comments from stroke survivors describing the onset of their strokes, the video gives further information on how to recognize the symptoms, and take proactive measures to reduce the likelihood of a stroke.

*Includes Educational Booklet. #13692/2010 Two programs on one DVD 2007 \$169.95

HERBARIUM: The Healing Power of Plants Series

More people every day want to learn about the healing power of plants. This masterfully produced series presents a world of discovery, mixing beautiful 2D and 3D animation, along with traditional knowledge and botany, to illustrate how ancient myths and nature are interconnected. We are imaginatively introduced to Greek and Latin legends, sagas and tales, which reveal the origin of 52 medicinal plants; also we are shown recipes and practical uses of each. Each of the five programs includes the study of 10 or 11 plants.

MEDICINAL PLANTS 1 - 11

This program includes colorful and imaginative 2D and 3D animated studies of the following eleven medicinal plants:

Bay Laurel (*Laurus Nobilis*); Green Anise (*Pimpinella Anisum*); Bitter Orange (*Citrus Aurantium*); Basil (*Ocimum Basilicum*); Benjamin Bush (*Styrax Benzoin*); Bergamot (*Citrus Bergamia*); Birch (*Betula Alba*); Chamomile (*Matricaria Chamomilla*); Camphor (*Cinnamomum Camphora*); Cinnamon (*Cinnamomum Zeylanicum*); Cardamom (*Elettaria Cardamomum*). 57 minutes

MEDICINAL PLANTS 12 - 22

This program includes colorful and imaginative 2D and 3D animated studies of the following eleven medicinal plants: Cedar Wood (*Cedrus Atlantica*); Cloves (*Eugenia Caryophyllata*); Cypress (*Cupressus Sempervirens*); Coriander (*Coriandrum Sativum*); Cumin (*Cuminum Cyminum*); Eucalyptus (*Eucalyptus Globulus*); Fennel (*Foeniculum Vulgare*); Jasmine (*Jasminum Officinale*); Geranium (*Pelargonium Odoratissimum*); Juniper (*Juniperus Communis*); Incense (*Boswellia Thurifera*). 57 minutes

MEDICINAL PLANTS 23 - 32

This program includes colorful and imaginative 2D and 3D animated studies of the following ten medicinal plants: Hyssop (*Hyssopus Officinalis*); Lavender (*Lavandula Officinalis*); Lemon Grass (*Cymbopogon Citratus*); Lemon (*Citrus Limonum*); Marjoram (*Origanum Majorana*); Balm-mint (*Melissa Officinalis*); Mint (*Mentha Pipeperita*); Myrrh (*Commiphora Myrra*); Myrtle (*Myrtus Communis*); Neroli (*Citrus Aurantium*). 52 minutes

MEDICINAL PLANTS 33 - 42

This program includes colorful and imaginative 2D and 3D animated studies of the following ten medicinal plants: Niaouli (*Melaleuca*); Nutmeg (*Myristica Fragrans*); Patchouli (*Pogostemon Patchouli*); Palmarosa (*Cymbopogon Martini*); Black Pepper (*Piper Nigrum*); Scots Pine (*Pinus Sylvestris*); Grapefruit (*Citrus Racemosa*); Rose (*Rosa Damascena*); Rosemary (*Rosmarinus Officinalis*); Sage (*Salvia Officinalis*). 52 minutes

MEDICINAL PLANTS 43 - 52

This program includes colorful and imaginative 2D and 3D animated studies of the following ten medicinal plants: Sandalwood (*Santalum Album*); Garden Savory (*Satureya Montana*); Thyme (*Thymus Vulgaris*); Thuja (*Thuja Occidentalis*); Vanilla (*Vanilla Planifolia*); Verbena (*Aloysia Triphylla*); Vetiver (*Vetiveria Zizanioides*); Violet (*Viola Odorata*); Ylang-ylang (*Unona Odoratissima*); Ginger (*Zingiber Officinale*). 52 minutes

#13435/0450 Five programs 2009 \$179.95 each or Series \$799.95



DEATH & DYING

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***COPING WITH GRIEF SERIES**

When someone dies, life for those people close to them will never be the same. This series consists of three programs - one dealing with grief in the family, one for young children under the age of five and another for teenagers.

GRIEF IN THE FAMILY - Bereavement is particularly hard for families. At a time when children are in need of extra support, so are their parents. This program looks at the ways children and young people respond to grief and what the adults around them can do to help. Gives parents an insight into the process of grieving, its physical and emotional effects and the special needs of children and young people. Shows families from a wide range of backgrounds dealing with bereavement. It offers practical advice to parents who need to learn how to find support for themselves, while helping their children to express their feelings and handle confusing emotions. Stressing the importance of listening to children and answering their questions honestly, it encourages the development of communication and a supportive family environment. 14 minutes



NOT TOO YOUNG TO GRIEVE - When someone dies, children under five have feelings just as strong as those of older people. Although they are unable to communicate or understand fully what is happening, they will be deeply affected by the loss of a parent, sister or brother. At the same time, those looking after them are also likely to be suffering from grief and shock. This program looks at the ways very young children respond to grief and what the adults around them can do to help. It gives parents an insight into the child's grieving process, its physical and emotional effects and the various needs of babies, toddlers and preschoolers. Offers practical advice to parents about ways of comforting and supporting a bereaved child who may be experiencing anxiety, sleep difficulties, guilt, sadness, regression, withdrawal or physical illness. Stressing the importance of talking honestly and simply to children about death, it encourages the development of communication and a supportive family. Designed for parents, care providers, nursery workers and all those working with families and bereaved children. It is suitable for viewing at home and also for use in parenting education, bereavement support, and professional and voluntary training. 15 minutes

TEENAGE GRIEF - Teenagers already have to cope with huge changes in themselves and their lives, and adjusting to the death of a close friend or family member at the same time may feel like too much for them to handle. For parents whose children are starting to look grown up and to behave independently, it can be difficult to know when they need to be left to deal with things on their own and when they need support. Teenagers often keep quiet about their intense feelings and they may become anxious or aggressive. This program contains six separate episodes about young people, from a wide range of backgrounds, facing different kinds of bereavement; Adam's grandmother is elderly and dies in the hospital; Emily's mother dies after a long illness; Nasreen's father has a sudden, fatal heart attack; Marcus sees his sister killed in a road accident; Laura loses a friend through suicide; Nathan's mother is murdered by her ex-boyfriend. 13 minutes

#13600/1120 Three programs 2008 \$89.95 each or Series \$259.95

***DEALING WITH DEATH: Sudden Memories**

The sudden death of a friend or a family member can be a devastating experience; this is especially true when a younger person dies. And in a school setting, this can be a terribly difficult thing for young people to cope with. The purpose of this dramatic program is to help young people understand grief and learn how to deal with it. #13434/0450 30 minutes 2009 \$149.95

***REMEMBERING: Families Talk about Death**

The death of a loved one is the most emotional and disruptive time in the life of any family, perhaps especially for the lives of young people. This video talks about death, taking a look at just how deeply death can impact life through personal reflections of children and their parents. Viewers see how families come to terms with their loss and celebrate the life of the person who has died. Dr. Rosie Friedman, a grief therapist offers her insights to families. An excellent film showing how personal development can arise out of the pain and loss. #11743/0145 24 minutes 2007 \$149.95

DISABILITIES: Learning & Otherwise

***NORM: A Documentary about Love, Family, and Survival ***In Memoriam, September 2010**

*Winner of two Gemini nominations!!! Donald Brittain Award for Best Social/Political Documentary and another for Best Director.

NORM is a love story pure and simple. But there is nothing simple about it. It begins with a simple premise - a grown sister decides to step up to the plate and rescue and take care of her older down syndrome challenged brother. It evolves into a story of hilarity and healing and the gathering up of all the frayed strands of a lost and guilt-ridden family. It speaks to every one of us. NORM is an exuberant celebration of life. #12339 49 minutes 2008 \$149.95



GETTING IT RIGHT: How to Interact and Relate to People with Disabilities

How do you talk to someone who uses an interpreter? Is it OK to push someone in their wheelchair? Is there a difference between handicapped and disabled? Use this new training program in any business or organization to teach staff how to interact and relate to people with disabilities. Six scenes are included that highlight interaction with people with the following disabilities: Mobility; Psychiatric; Deafness; Speech; Blindness; and, Prosthetics. The program ends with a diversity training group. Participants walk away with a changed attitude and new learned behavior. #12153/1615 33 minutes 2008 \$179.95 Grades 9 to Adult *CC

***CELEBRATING DIVERSITY: A Universal Message from the Real Rain Man**

For general and special educators, parents, and students committed to creating a more inclusive and tolerant school and community, this program provides a powerful teaching and learning tool. An excellent resource for staff development, parent training and/or for use with students in grades 5-12 as part of a character education unit. Meet Kim Peek, The Real Rain Man, observe him interact with students and demonstrate his unique gifts. Through his life's story, viewers will learn about accepting differences in others, developing tolerance and fostering a greater understanding of diversity. #11384/1435 27 minutes 2007 \$79.95 *CC

***FREEDOM CHASERS: The Importance of Independence for Teens with a Disability**

Living with a disability means that you find yourself both struggling with the need to be independent as well as being dependent on others at the same time. For teens and young adults this can be very hard. The kids in this film have Cerebral Palsy, Spina Bifida, Juvenile Arthritis and Down Syndrome. The experiences and knowledge they have gained through friendships, school and sports has guided them to develop a strong sense of self. Individual and team sports have helped them make connections and try activities that they might never have otherwise. This film captures the essence of what is important to someone with disability who is growing up. Excellent for teens, young adults, parents and professionals to see and use. #12341/0145 14 minutes 2003 \$149.95 *CC

INTRODUCTION TO ADAPTED AQUATICS

An examination of the best practices in adapted aquatics today. Features international expert Dr. Monica Lepore. Focuses on people with disabilities, their access to swimming, and adaptations to instructional aquatics programs. Demonstrates procedures for aquatic assessments; recommendations for goals, objectives, and placement; training of staff; and modifications to instructions, strategies, equipment, policies, and swim strokes. Assists aquatics personnel in advocating for and supporting people with disabilities, specifically children and teens, who want to pursue aquatics and swimming activities as a means to self-fulfillment, wellness, fitness, health, and use of leisure time. #13601/0860 45 minutes 2009 \$59.95

AD/HD: Attention Deficit / Hyperactivity Disorder Series

Professionals in health care, education, and anyone who works with the public will benefit from the information in these programs. The viewer will gain insights into recognizing when AD/HD might be a factor in observed behaviors, and methods for interacting more effectively with these individuals. They will also increase their knowledge of both the medications and behavioral therapies currently in use, allowing them to support the individual's treatment process. The information in these programs also highlights the impact of increased technological exposure on this disorder. Detailed descriptions of each of these programs is available on our website: AD/HD: Identification and Assessment, 21 minutes; AD/HD: Medication Strategies, 24 minutes; and, AD/HD: Behavioral Strategies, 19 minutes. #11326/0430 Three programs 2008 \$329.95 each or Series \$879.95 *CC

***LEARNING DISABILITIES: A Complex Journey**

Does your child have trouble reading? Does your daughter seem to have more difficulty with schoolwork than you would expect, even though she's trying her hardest? Is your son avoiding school, claiming illness a little too often, insisting that he's stupid when you know that's not really true? If so, your child may have a learning disability - a neurological problem processing information that he or she is actually smart enough to understand. How do you find out? And where can you go for help? Meet a developmental pediatrician, a parent advocate, and the head of a national learning disabilities organization as they help answer those questions for you. #12569/0145 26 minutes 2005 \$149.95

FOOD / NUTRITION / COOKING

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***THE FARM TO MARKET SERIES for K to 4**

Each program in this exciting series follows the journey of a particular agricultural product as it is grown, harvested, processed, and then transported to its final destination at the market. Through the videos, students are taken "behind the scenes" of production and manufacturing, visiting farms, ranches and orchards as well as mills and factories. Ten programs on 3 DVDs:
Volume 1: DAIRY, HONEY, POULTRY & EGGS, SEAFOOD, WOOL
Volume 2: COTTON, FLOWERS, RICE & CORN, VEGETABLES, WHEAT
Volume 3: CHOCOLATE, FRUIT, LUMBER, NUTS, TROPICAL FRUITS

*Each program \$69.95 or volume \$169.95 can be purchased separately
#13710/1733 Fifteen 10-minute programs on 3 DVDs Series \$449.95



***CELIAC DISEASE**

Celiac Disease is an auto immune disease that results in severe damage when the body is exposed to "glutens" - a protein that is found in wheat and several other common grains. It not only damages the intestines, but left undiagnosed, it can lead to migraines, stunted growth, severe malnutrition, anemia, and even death. Meet two children with celiac disease, and find out from the experts what to watch out for in your children and family. #12228/0145 26 minutes 2008 \$149.95 *CC

***GLUTEN FREE BAKING**

Employing Chef Coppedge's five flour blends, this program will teach you how to make delicious baked goods using alternatives to gluten. You'll also learn to prepare molten lava cakes, 1-2-3 cookie dough, pizza crust, pancakes, pie dough, and bagels. And you will even discover the secret to thickening soups and sauces using gluten-free roux. Features include in-depth explanations of gluten-free flour blends, hands-on demonstrations of selected recipes, and tips on flour-blend handling and storage.

#12818/0485 105 minutes 2009 \$49.95 *CC

***GLUTEN FREE FOODS**

Paul Smith, from FG Roberts Foods, has been developing gluten-free bread flour for almost ten years. With the help of Paul and a few of those people he works closely with, the program examines the characteristics and properties of gluten, the causes and symptoms of celiac disease, the effect of bread ingredients on gluten and the challenge of producing and marketing gluten-free products. #13179/0545 20 minutes \$129.95 Grades 8 to A

***New! FRESH FOOD: What is Farm to Table?**

Tap into the current trend of eating locally grown foods without the use of chemical pesticides or hormones! The basics of sustainable farming are explored through the eyes of three highly trained chefs who leave their big city jobs to carve out a place to grow fresh, healthy ingredients for their gourmet dishes. Discover how farm fresh food is grown, distributed and marketed as it travels from the farm to the table.

*Includes PDF Teaching Materials. #13746/1290 20 minutes 2010 \$79.95 Grades 6 to 12

***THE GROCERY SHOPPING CHALLENGE**

Looking for the most bang for your buck at the grocery store? Want to know the nutrition values in the aisles of your grocery store? Look no further! Learn how to get the best nutrition value and price for eight common grocery items. Get the inside scoop on tricks grocery stores use to get you to spend more, and how to separate the hype from the deals so you can eat well for less.

*Teaching materials included. #12831/1290 13 minutes 2009 \$49.95 Grades 6 to A *CC

***BREAKFAST BECAUSE!**

Explore why breakfast is so important! Engaging and creatively written, this video emphasizes the benefits of breakfast for great physical and mental performance. Chaptered into units appropriate for all ages. Includes segments on breakfast facts, how body parts come alive with the need for breakfast, great breakfast ideas, how to read the nutrition label, and more. Uses the Food Pyramid.

*Teaching materials included. #12206/1290 25 minutes 2009 \$119.95 Grades 6 to 12 *CC

***FAST FOOD NUTRITION**

Fast food often gets a bad rap. High amounts of saturated fat, trans fat, sugar, sodium, and calories, and a lack of fruits and vegetables make most fast food choices not the best in terms of nutrition. Join Rickey and Genevieve as they explore the world of fast food with fun and humor as they help viewers learn how to make the healthiest choices when eating on the go at fast food restaurants. *Includes Teaching materials.

#12923/1290 16 minutes 2009 \$79.95 Grades 6 to A *CC

***FOOD FOR SPORTS PERFORMANCE**

Food and nutrients are one of our basic needs. Food helps to give us energy, repair and replace cells and allow growth to occur. Food is also one of the most important factors in making us go "fast" and allowing for peak physical performance in sporting activities. When people exercise they burn energy, can damage muscles and become dehydrated. This program will help students to understand the role that both foods and nutrients play in allowing themselves and elite athletes to enhance physical performance and succeed in all sporting arenas. #13361/0545 26 minutes 2007 \$129.95 Grades 8 to A

***NUTRITION FOR PHYSICAL ACTIVITY**

This program discusses what to eat, both for "normal" physical activity and for elite athletes. Nutrition is an integral component of training and competition. Explores the ways to use nutrition advantageously. #13355/0545 30 minutes 2006 \$129.95 Grades 8 to A

***NUTRITION CONTROVERSIES**

"Eat this, but don't eat that! The messages about food and nutrition we hear can be confusing and are not always easy to discern the facts from fiction. Join host and two teens as they take a closer look at controversial nutrition topics to get the straight facts on food safety, organic foods, genetically engineered foods, food allergies, MSG, functional foods, dietary supplements, and more in this entertaining and enlightening video. *Includes Teaching Materials. #12925/1290 22 minutes 2009 \$79.95 Grades 6 to A *CC



***New! OBESITY IN A BOTTLE II: Understanding Liquid Calories and Nutrition**

Empty calories from sugar and fat found in many favorite beverages are adding inches to waistlines and may be contributing to rising rates of chronic disease. View five informative video segments offering suggestions for healthy beverage selections featuring Susan Moores, RD. Topics include: How to pick "good" drinks for kids; Best beverages if you're watching your weight; How to pick healthful beverages; How to pick the right drink for sports and athletic performance; and, Busting caffeine myths.

**** Best-Seller!** The original OBESITY IN A BOTTLE identifies the link between rising obesity rates with the beverages we drink, talks about the calorie contribution of different popular drinks and about HFCS, caffeine, diet pop, importance of nutritious drinks (milk, 100% juice, and water) and limiting empty calories. This all new OBESITY IN A BOTTLE II tackles how to pick healthy beverages (for specific situations) and what to look for on the labels, debunks some "health" claims, and really focuses more on sugar (where the original focuses more on total calories and fat).

*Both titles Include downloadable Teaching materials

OBESITY IN A BOTTLE (original) #11257/1290 21 minutes 2007 \$79.95 Grades 6 to 12

OBESITY IN A BOTTLE II #13744/1290 28 minutes 2010 \$79.95 Grades 6 to 12

***TEEN NUTRITION: What's the Big Debate?**

This Edition includes the Canadian Food Guide. There's no debate that healthy eating is good for you, but too often, teens don't make smart choices when it comes to food and activity. Two high school classmates prepare for a debate on healthy eating, a nutritionist gives advice, and student interviews give a "real life" view of eating habits. From them viewers learn:

- * The F-A-T-S method of eating and activity
- * The P-L-A-N method of changing bad eating/activity habits
- * Why the Canadian Food Guide matters
- * How to use a hunger scale to control eating
- * How reading food labels can help teens make good choices

Includes Teaching Materials. #1114/1290 20 minutes 2008 \$79.95 Grades 6 to 12 *CC

***SMART NUTRITION!**

In a world of countless food choices and nutrition messages, it can be challenging to know what teens should and shouldn't eat. Viewers get the facts straight about breakfast, body image, portion size, physical activity, the importance of fruits and vegetables, beverages, significant nutrients, late night snacking, vegetarian diets, and acne in this fun and entertaining title. *Includes Teaching Materials. #12951/1290 21 minutes 2009 \$79.95 Grades 6 to 12 *CC

***THE BASICS: FRUITS AND VEGETABLES**

Fruits and vegetables are an essential part of a healthy diet. In this video, Chef Paulette Mitchell discusses the variety of fruits and vegetables available while demonstrating preparation and cooking methods. Chef Paulette also demonstrates easy and delicious recipes including fruit kabobs, fruit smoothies, fruit ices, vegetable pizza and a veggie tortilla roll-up.

*Includes Recipes and Teaching Materials. #12221/1290 16 minutes 2008 \$49.95 Grades 7 to A *CC

AMAZING EGGS!

Get the facts on the amazing egg! Learn about size, grade, color, storage, cooking temperatures, and nutrition. Explore the versatility of eggs, various ways to prepare them and how they contribute to the preparation of other foods. Egg recipes are included and demonstrated by comedian Stevie Ray. *Includes Teaching Materials

#12218/1290 20 minutes 2008 \$49.95 Grades 10 to A *CC

HERBS AND SPICES

The essence of the world's cuisines is based on indigenous ingredients and flavorings. Most important are the herbs and spices, which give the cuisines their personalities. Cookbook author Paulette Mitchell explains how to cook with herbs and spices as she shows how to make Herb-Roasted Vegetables, Caprese Salad, Basil Pesto and Pesto Butter - delicious, flavorful, easy-to-prepare recipes. *Includes Teaching Materials. #12976/1290 18 minutes 2009 \$49.95 Grades 6 to 12 *CC

REAL FOOD: The Cost of Convenience

What do you buy most in a supermarket? Hint: It's not food. Most of your dollars are spent for slicing, dicing, portioning, and packaging. In short, you pay for convenience. But are those few saved moments worth the cost? This program illustrates how much we pay - in dollars and nutrition - when we buy processed foods. Using compelling and memorable examples, viewers will learn how buying local products, fresh ingredients, and raw foods will impact their health as well as their wallets.

#11965/1120 24 minutes 2008 \$99.95 Includes Guide *CC



***New! ALL ABOUT NUTRIENTS**

Our body does not function efficiently without the correct amounts of specific nutrients. Diet related diseases result from excessive quantities of some foods and their associated nutrients. Insufficient quantities of certain nutrients can also cause health related illness. This program explores the function of nutrients, the reason why we need to eat a balanced nutritional food intake and what health problems may result if we do not eat properly.

#13768/0545 25 minutes 2009 \$149.95

***New! KIDS AND FAMILY FOOD ISSUES**

Getting children to eat can be a constant battle for some parents, while other parents may be restricting foods to thwart weight gain. In this program, child feeding expert Dr. Katja Rowell presents six segments that address many feeding issues that families with young children may be facing and offers practical solutions to make meals a pleasant experience for both parents and children.

Segment topics include:

- How to make family meals happen
- Helping picky eaters
- Family meals when you're eating out
- How to feed children labeled "overweight"
- How to feed children labeled "underweight"
- How to plan snacks

#13748/1290 29 minutes 2010 \$99.95 Grades 6 to Adult

***** See also in this catalogue – New! HAPPY MEALTIMES & HEALTHY KIDS**

ELEMENTS OF HUMAN NUTRITION SERIES

Explore the science and nutritional elements of food, their role in the human body, and their impact on our health!

CARBS - What are carbohydrates, and why do we need them? Learn how our bodies use carbs, how many we should eat each day, and which foods are healthier choices for carbs than others.

Begin to understand the role of glucose, fructose, sucrose, lactose and other sugars in the diet. Learn why people who go on carb-reducing diets lose weight and why carbohydrates are a more efficient fuel than protein. Also, get important facts about blood sugar, insulin, diabetes, and the glycemic index. 21 minutes

FATS - We often think of fat as harmful, but it is actually very important to the body. It is equally important to learn the effects of fats on the body in order to maintain a healthy diet and lifestyle. Why is fat so important to a person's diet? Is all fat bad? Discover the importance of lipids to good nutrition, the differences between various kinds of fat, and how fats relate to vitamins, hormones, energy, and our nervous system. Understand the consequences of consuming certain foods, and how to maintain a healthy, balanced diet. 22 minutes

PROTEIN - The word "protein" comes from a Greek word that means "of prime importance."

Proteins help us see, contract our muscles, and clot blood. Our organs and immune system are made up of mostly protein. Learn what a protein is and the foods that provide it, how our bodies process protein, the difference between high and low quality proteins, and the recommended intakes of this essential nutrient. Learn what the best dietary sources of protein are and how our bodies use amino acids. 21 minutes

MINERALS - Minerals are more than squares on the periodic table; they're crucial to our health. Learn the names and functions of minerals, and which foods are the best sources to ensure proper nutrition. Understand the differences between vitamins and minerals, and what defines a mineral as "major" or "trace." Also, see how minerals behave in our bodies once we ingest them, as well as how they react with each other in many vital bodily functions. 28 minutes

VITAMINS - Do you hear the word "vitamins" and envision pills? In fact, our main source of vitamins is the food that we eat. This video teaches the basics about these essentials to human nutrition. Learn what vitamins are, and how they keep us healthy. Get tips on the best ways to get all the vitamins you need. Explore the latest research about the dangers of "overdosing" on vitamins. Understand the signs of a vitamin shortage in your body. Discover whether vitamins can stop cancer, slow aging, or boost energy. And learn if we should take vitamins to counter stress, illness, or that "run down" feeling. 21 minutes

WATER - Learn what water does for the body, from cell structure and joint lubrication to body temperature regulation and vitamin dissolution. Understand potential problems, such as what dehydration is and can do, and what water contamination means to third world countries and disaster areas. Learn what concerns surround water alternatives like energy drinks and sodas. Get recommendations for water intake daily and during exercise, where we get our water, and health regulations for purity, filtrations and additives. 21 minutes

#12225/1120 six programs 2009 \$99.95 each or Series \$499.95 Grades 7 to Adult *CC

***FOOD POISONING** - Although the culprit behind food poisoning is often invisible to the eye, food-borne illnesses represent a colossal health issue spanning a wide range of problems and solutions. This program explores the causes of food contamination, the symptoms and ailments it produces, and the methods for preventing it. Viewers are introduced to bacteria, viruses, fungi, molds, and yeasts that threaten unsuspecting consumers, as well as dangerous cooking temperature ranges, proper time frames for food disposal, and common incubation periods for several microbe strains. Food allergens and non-microbial sources of contamination, such as pesticides and industrial waste, are also studied. #13354/0545 24 minutes 2008 \$129.95 Grades 8 to A

FOOD SAFETY Revised

What is the leading cause of food poisoning? E. Coli? Pesticides? Not even close. The leading cause of food borne illness is consumer ignorance. Experts estimate food borne illness accounts for over 300,000 hospital admissions yearly. Most cases are mild, yet experts estimate over 5,000 die each year from food poisoning. Learn:

- * How to handle food safely and prevent illness.
- * How to keep dangerous bacteria from growing into a health hazard.
- * How to take simple (but not always obvious) safeguards when preparing and storing food.
- * How to protect against possible cross-contamination.
- * That the common belief about how to tell when meat is cooked through might not work.
- * What temperatures should food be cooked to in order to protect against food poisoning?
- * Emphasize the "why" of food handling instead of a series of rules.

#10369/1120 25 minutes 2007 \$99.95 Includes Guide *CC

*FOODSERVICE EQUIPMENT AND TOOLS

This program teaches students the basics about equipment and tools used in foodservice kitchens. Professional chefs Tim Cockram, Dave Christopherson, and Jason Hudock take a look at everything from a teaspoon to a walk-in freezer. Chef Jason and Sous Chef Dave identify the tools of the trade, pointing out how construction affects usage, identifying the various utensils, and examining such basics as pots and pans, knives, and bowls. They also talk about how each item is used in a foodservice kitchen. Chef Tim walks students through a commercial kitchen identifying each piece of equipment and describing its characteristics and common uses. Covers: Knives, Cookware, Utensils, Whips and spoons, Refrigerators and freezers, Ovens, and Steamtables.

*Includes Teaching Materials. #12924/1290 18 minutes 2009 \$49.95 Grades 6 to A *CC



*New! KITCHEN FUNDAMENTALS: Basic Techniques Used in Food Preparation

What is the difference between mincing and dicing? How do you whip an ingredient? Chef Dave Christopherson demonstrates a variety of food preparation techniques. The first segment covers the fundamentals of preparation, including hand washing and knife cuts. The second segment reviews the basics of cooking, from measuring to broiling to steaming and more.

*Includes Teaching Materials. #13314/1290 Two 20-minute segments 2010 \$49.95 Grades 6 to 12 *CC

New! IN THE KITCHEN SERIES

Six new and fully revised programs exploring kitchen math and measuring, cooking techniques, food preparation, microwaves, kitchen utensils, and knife skills. Detailed descriptions of the six programs are available on our website:

KNIFE KNOWLEDGE 101: Making the Cut

KITCHEN TOOLS AND UTENSILS: Everything But the Kitchen Sink

MICROWAVE MYSTERIES: Beep, Zap, Defrost!

KITCHEN MATH AND MEASURING: How it All Adds Up!

FOOD PREPARATION TECHNIQUES: Slice, Dice and Roll!

COOKING TECHNIQUES: How It All Boils Down

*Each program is CC and includes Teaching Guides

#12995/1120 Six programs 2010 \$99.95 each or Series \$499.95 Grades 7 to Adult

*JUST THE FACTS KITCHEN SERIES

Chef Jonathan Locke has led professional kitchens in San Francisco, in Santa Fe, and in Minneapolis for more than 20 years. In this series he brings his energy and expert food knowledge to these high-quality instructional videos.

MICROWAVE OVENS - Ever wonder how a microwave oven actually cooks food? The mystery is solved as Chef Jon uses a basic microwave to explain how microwave ovens cook. He also discusses safety and cooking techniques and demonstrates easy recipes that can be made in minutes. 16 minutes

SUPERFOODS - Chef Jon presents nutrient-dense foods in delicious recipes. Featured foods include avocado, black beans, blueberries, broccoli, cantaloupe, dark chocolate, oats, onions, salmon, spinach, sweet potatoes, tomatoes and yogurt. Chef Jon demonstrates how to enjoy these superfoods in a quesadilla, Asian salmon salad, sweet potato casserole, oatmeal muesli, and oatmeal chocolate chip pancakes. 17 minutes

KNIVES - Knives are a chef's best friend and an art tool - if you know how to use them properly. In this film, students will learn how to handle knives of all sizes as Chef Jon demonstrates a small paring knife to a large cleaver. Safety and knife handling tips are also covered. Get an "edge" in the kitchen! 17 minutes

SALADS - Chef Jon works his creative magic with healthy, well-presented salads. With more than 20 years of experience, his wisdom comes to life as he demonstrates and discusses salad-making techniques, nutrition information and fun facts. He keys in on green, fajita, horiatiki, tabouli, fruit and pasta salads.

BREAKFAST - Chef Jon's favorite meal is breakfast! In this engaging video, he demonstrates techniques, discusses nutrition, and shares fun breakfast facts. Watch as he prepares smoothies, scrambled and fried eggs, omelets, French toast, pancakes, and breakfast burritos.

CAKE DECORATING - Beautify your cakes with direction from Chef Rick Forpahl, an experienced cake decorator. Learn proper hand techniques and how to use tools and equipment. He demonstrates basic decorating techniques including star, rosette, sweet pea, rose, stems, writing, and leaves. 20 minutes

YEAST - "Knead" or want to learn the know-how of bread making? Discover the skills and taste the rewards of making yeast breads in this film! Chef Jonathan Locke demonstrates the fundamental basics of the art and food science of yeast breads. Viewers will learn measuring and mixing techniques as well as what it takes to transform ingredients into a finished loaf of bread. 24 minutes

MUFFINS - Chef Jonathan Locke knows that muffins are easy and FUN to make! Watch as he demonstrates how to make healthy, tasty muffins in just a few minutes. Viewers will learn ingredients, yummy "stir-ins", and proper mixing and baking techniques for a variety of great-tasting muffins. 17 minutes

FOOD SAFETY - Clean, separate, cook, chill - the key processes to keep food safe! With more than 20 years of kitchen experience, Chef Jon shares his extensive knowledge of safe food preparation, food-borne illness, clean-up and storage. This comprehensive video is an essential component of any food-teaching program. 16 minutes

*Each program includes Teaching Materials

#12140/1290 Nine programs on 2 DVDs 2007 \$49.95 each or Series \$359.95 Grades 10 to A *CC

*MEALS IN MINUTES SERIES

Join comedian Stevie Ray in this series of four programs as he uses humor to educate on the following topics:

EASY STIR-FRY - Stevie Ray walks viewers step-by-step through the basics of stir-fry cooking. Learn about the essentials including the history, the wok, what utensils to use, how to prepare rice, and more! In a matter of minutes, Stevie prepares a simple and delicious chicken stir-fry. 19 minutes

VEGETARIAN - Vegetarianism is more than just not eating meat - it's about smart eating. The key is to eat a varied, balanced diet of fruits, vegetables, and whole grains. Watch as Uncle Stevie helps his nephew prepare a simple meat-free meal of black bean chili and cornbread. Includes: Reasons for becoming a vegetarian; Types of vegetarians; Meatless meal ideas; Important information on complementary proteins; and, Key nutrients for vegetarians. 16 minutes

MEAL PLANNING - Simplify your life by planning meals ahead of time. Follow comedian Stevie Ray as he explains the steps of meal planning while he prepares a simple chicken noodle soup from leftovers. Learn the basics of meal planning: Steps of Meal Planning; Ingredients and coupons; Nutrition and presentation; Shopping plan; and, Meal serving styles. 16 minutes

KITCHEN AND FOOD SAFETY - Keep yourself safe in the kitchen! Learn the difference between safe and dangerous safety practices in the kitchen as "DO Stevie" and "DON'T Stevie" prepare food simultaneously. An engaging SILENT, split screen format allows viewers to study right and wrong methods.

Topics covered include: Hand washing; Knife safety; Cross-contamination; Burns and cuts; Food storage. And more! All these illustrated through the step-by-step preparation of apple crisp, spaghetti and salad. 18 minutes

*All programs include Teaching Materials

#12210/1290 Four programs 2008 \$49.95 each or Series \$189.95 Grades 6 to 12 *CC

*WORLD FOOD MARKETS: CHINA

In densely populated Chinese cities, modern life contrasts with timeless traditions. A high value is placed on hard work, family ties, ancient philosophies, good luck, and very fresh food. Chinese market vendors handle food with care. Seafood and chickens are alive. Shoppers seek perfect produce. Freshness is so important that some Chinese housewives shop twice daily for meals that are appreciated not only for fine flavors but also for their health-promoting properties. Join cookbook author and world traveler Paulette Mitchell in Hong Kong, Shanghai, and Zhujiajiao, an ancient water town. See food markets that hum with activity both day and night. The Chinese come not only to shop but also to socialize and to savor noodles, dumplings, and many local specialties. The aromas and flavors are amazing. Includes segments with locals speaking Cantonese and optional English subtitles.

#13471/1290 25 minutes 2009 \$49.95 Grades 7 to A Includes Teaching Materials *CC

*See also ACTIVITY PACKET 13471-W sold separately \$16.95 - Creative and fun activities and worksheets to supplement the DVD. Includes Chinese food vocabulary list, crossword puzzle, writing assignments, classroom activities and more.

*WORLD FOOD MARKETS: FRANCE

Travel transforms us. It changes our perspective and offers new ideas about the world we live in. France teaches us about art, history, fashion, natural beauty, and a certain joie de vivre. Of course, it's no secret that food is also very important to the French. The very word "cuisine" comes from their language. Sidewalk cafés, specialty shops with beautiful displays, and vibrant markets offer a glimpse of daily life in France. Join cookbook author and world traveler Paulette Mitchell as she walks down grand boulevards and wanders through cobblestone streets in Paris, Nice, and Marseilles while savoring the wonderful flavors and memorable sights. *Includes segments with locals speaking French and optional English subtitles. #13037/1290 25 minutes 2009 \$49.95 Grades 7 to A Includes Teaching Materials *CC

* See also the ACTIVITY PACKET sold separately \$16.95 - Creative and fun activities and worksheets to supplement the DVD. Includes French food vocabulary list, crossword puzzle, classroom activities, writing assignments and more.

*WORLD FOOD MARKETS: ITALY

Experience the sights and sounds of Italian food markets! Join chef and award-winning cookbook author Paulette Mitchell on a tour of Italian food markets. Filmed in Italy, viewers will be taken on a culinary journey to discover the fresh produce and ingredients that flavor Italian cuisine. #12686/1290 13 minutes 2009 \$49.95 Grades 7 to A Teaching Materials includes *CC

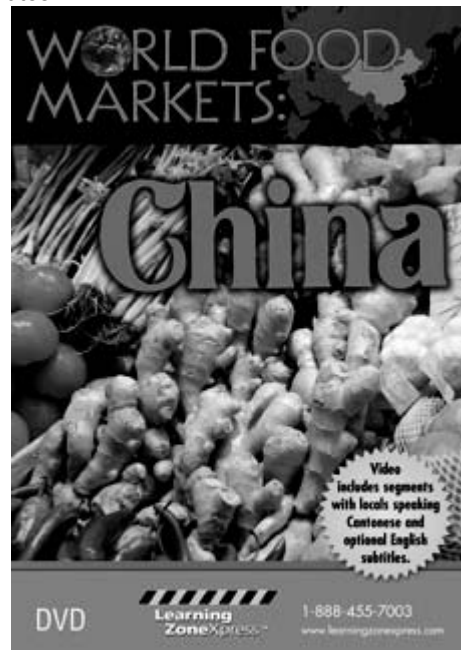
*See also ACTIVITY PACKET 12686-W sold separately \$16.95 - Creative and fun activities and worksheets to supplement the DVD. Includes Italian food vocabulary list, puzzles, true or false and multiple choice worksheets, writing assignments, classroom activities and more.

*WORLD FOOD MARKETS: SPAIN

Come along on a journey through the beautiful markets of Spain, the place to find traditional and exotic produce and other ingredients which provide the rich flavor of Spanish cuisine. Viewers will follow Paulette Mitchell, chef and award-winning cookbook author, inside several marketplaces to explore Spanish culture and food.

#12593/1290 18 minutes 2009 \$49.95 Grades 7 to A Includes Teaching Materials *CC

*See also the ACTIVITY PACKET sold separately \$16.95 - Creative and fun activities and worksheets to supplement the DVD. Includes Spanish food vocabulary list, puzzles, true or false and multiple choice worksheets, writing assignments, classroom activities and more.



***WORLD FOODS: Chinese Cooking**

Whether you're a newcomer to Chinese cooking or want to finetune your skills, this video makes it easy to prepare healthful, classic Chinese dishes. Paulette Mitchell, cookbook author and world traveler, explains typical Asian ingredients, equipment, and techniques to guarantee success. Demonstrates Beef and Broccoli Stir-Fry, Mapo Tofu with Wheat-Flour Noodles, and Egg Drop Soup. *See also the ACTIVITY PACKET sold separately \$19.95 - Fun and creative activities and worksheets on Chinese cooking to supplement the DVD. Includes food vocabulary list, puzzles, classroom activities, creative writing assignments, and more.

#13036/1290 24 minutes 2009 \$49.95 Grades 7 to A Includes Teaching Materials *CC

***WORLD FOODS: Mexican Cooking**

The cuisine of Mexico is a fiesta - a celebration of the senses. Cookbook author and world traveler Paulette Mitchell explains traditional Mexican ingredients, such as fresh and dried chilies, tortillas, cheeses, vegetables, beans, and beverages. She demonstrates the preparation of tasty recipes including guacamole, two salsas, quesadillas, tortilla soup, and chilies rellenos, and she explains how to combine them into a festive meal that will delight family and friends. *Includes Teaching Materials

*See also the ACTIVITY PACKET #12977-W sold separately \$19.95 - Fun and creative activities and worksheets on Mexican cooking to supplement the World Foods: Mexican Cooking video. Includes food vocabulary list, puzzles, classroom activities, creative writing assignments, and more. #12977/1290 20 minutes 2009 \$49.95 Grades 6 to 12 *CC

BODY IMAGE / SELF IMAGE / WOMEN'S ISSUES

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! KILLING US SOFTLY IV: Advertising's Image of Women**

In this new, highly anticipated update of her pioneering KILLING US SOFTLY series, the first in more than a decade, Jean Kilbourne takes a fresh look at how advertising traffics in distorted and destructive ideals of femininity. The film marshals a range of new print and television advertisements to lay bare a stunning pattern of damaging gender stereotypes -- images and messages that too often reinforce unrealistic, and unhealthy, perceptions of beauty, perfection, and sexuality. By bringing Kilbourne's groundbreaking analysis up to date, "Killing Us Softly 4" stands to challenge a new generation of students to take advertising seriously, and to think critically about popular culture and its relationship to sexism, eating disorders, and gender violence.

#13338/0685 34 minutes 2010 \$149.95 (Colleges & Universities \$299.95)



BEAUTY IN THE EYES OF THE BEHELD

Society tells us that beautiful women have it all. But beauty can be as much a curse as it is a blessing. In this sensitively filmed program, eight women labelled as beautiful - two pageant winners, an exotic dancer, a former pop musician, a college student, an assistant paralegal, a physician, and an entrepreneur - explore body image issues through their frank stories of how concepts and realities of physical beauty have molded their lives for both better and worse. Objectification, negative stereotyping, insecurity, and vulnerability are recurring themes, as are opportunity and preferential treatment. A study of skin-deep attractiveness, the video offers empowering insights into inner beauty as well. #13244/0635 55 minutes 2008 \$169.95

***New! MORE THAN THIS: Issues on Body Image**

This drama demonstrates for viewers not only how the cycle of addiction can take hold in an otherwise innocent and naïve high school setting but also what influences the choices that can lead to the trap of addictive behavior. A teenager wanting to emulate his older brother's athleticism turns to steroids while his girlfriend finds herself not only trying desperately to convince him to stop also sees her best girlfriends falling into dangerous eating disorders. Body image and self-esteem issues can lead down the road to substance abuse and other life-threatening behaviors. So what are friends and associates supposed to do to intervene and remedy such situations? Are you your brother's/sister's keeper? #13379/0145 26 minutes 2009 \$99.95

***COSMETIC SURGERY: Younger, Thinner, Smoother**

"Highly Recommended! Veteran documentary filmmaker Elizabeth Sher deftly skewers American's obsession with cosmetic surgery. Her ability to poke fun at society at her own expense is, well, eye-opening. Highly recommended and sure to be popular."
Video Librarian

Liposuction, Tummy Tucks, Breast Surgery, Breast Implants, Breast Lifts, Breast Reductions, Facial Surgery, Eyelid Surgery, Face Lifts, Lip Implants, Rhinoplasty. According to the American Society of Aesthetic Plastic Surgeons, there are over eight million surgical and non-surgical cosmetic procedures performed yearly in the United States alone. As more and more people feel motivated, entitled and even required to disguise their age, those who age naturally are becoming the exception rather than the norm. Producer Elizabeth Sher's search for answers in this program leads viewers through a history of the Baby Boomers and the parallel growth of cosmetic surgery. She interviews candid men and women who have been "nipped and tucked" as well as their doctors to find out positives, negatives and whys. At times, she finds herself checking the mirror and examining her own wrinkles and vanity. And the underlying questions remains: Can the promise of a younger look "fix" society's prejudice against old age?

#13574/0450 52 minutes 2009 \$179.95

***BEAUTY MARK: Body Image and the Race for Perfection**

"A fresh, honest film about self-image and the disconnect between our minds and our bodies. Beauty Mark exposes the myriad emotional, cultural, and psychological influences that compel us to measure ourselves against an elusive standard of physical perfection -- sometimes at the price of our own health. Full of wisdom, hope and humor."

Lois Dino - Jacob Burns Film Center

How do our families influence our relationship with our own bodies? How do pop culture's standards of beauty get inside our hearts and heads? In what ways can sport and the drive for fitness actually make us sick rather than healthy? In this courageous, deeply personal new film, Diane Israel examines our culture's unhealthy fixation on thinness, beauty, and physical perfection. Israel, a Boulder-based psychotherapist and former champion triathlete, talks candidly about her own struggle with eating disorders and obsessive exercising, fearlessly confronting her own painful past as she attempts to come to terms with American culture's unhealthy fixation on self-destructive ideals of beauty and competitiveness. The film lends context to her personal odyssey with fascinating insights from athletes, body builders, fashion models, and inner-city teens, as well as prominent cultural critics and authors such as Eve Ensler, Paul Campos, and Naomi Wolf. In a special bonus feature, Israel talks in detail about where she is in her recovery 2 years after the filming of Beauty Mark.

#12650/0685 57 minutes 2009 \$149.95 (Colleges & Universities \$249.95)

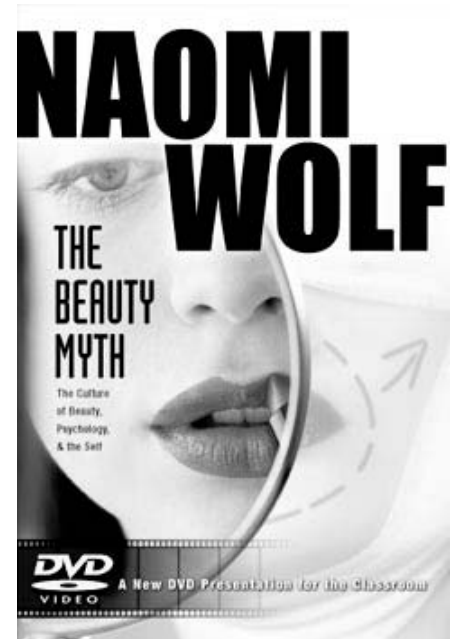
***BEAUTY MYTH: The Culture of Beauty, Psychology, and the Self with Naomi Wolf**

From workplace equality and sexual harassment, to cosmetic surgery and eating disorders, to the very core of social and romantic relationships, Naomi Wolf powerfully illuminates the psychological and physiological ravages of the Beauty Myth. She wraps this extraordinary six-part presentation within a stirring vision of how we might transcend the Beauty Myth by shedding light on the cultural and economic systems that perpetuate it. A detailed description of this program is available on our website.

#12886/0920 50 minutes 2009 \$279.95

***See also NAOMI WOLF: In-Depth**

In this companion program available with purchase of The Beauty Myth, Naomi Wolf addresses key implications, criticisms, and the most commonly asked questions raised by the main program. #12887/0920 23 minutes 2009 \$89.95



***THE PRICE OF PLEASURE : Pornography, Sexuality and Relationships**

* IMPORTANT! This DVD contains two versions of this program. Viewer discretion is strongly advised on both - one version is edited for some of the violence, nudity, and sexual imagery and the other full version contains blatant sex and violence unedited.

Once relegated to the margins of society, pornography has emerged as one of the most visible and profitable sectors of the cultural industries, assuming an unprecedented role in the mainstream of our popular culture at the same time that its content has become more extreme and harsh, more overtly sexist and racist. This eye-opening and disturbing film tackles the complexity behind this seeming paradox, placing the voices of critics, producers, and performers alongside the observations of men and women as they candidly discuss the role pornography has played in shaping their sexual imaginations and relationships.

#12231/0685 55 minutes 2008 \$149.95 (Colleges & Universities \$249.95)

***RED MOON: Menstruation, Culture and the Politics of Gender**

With humor and refreshing candor, RED MOON provides a fascinating, often ironic, take on the absurd and frequently dangerous cultural stigmas and superstitions surrounding women's menstruation. A detailed description of this program is available on our website. #13408/0685 53 minutes 2009 \$149.95 (Colleges & Universities \$249.95)

MENTAL HEALTH – Suicide, Depression, Anger, Illness, Stress, Happiness, Psychology

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

TEEN ANXIETY DISORDER: Taking It Seriously

This film explores "social anxiety disorder" a condition in which teens feel extreme, unreasonable anxiety about being judged harshly by others, or about behaving in a way that might cause them embarrassment. A family who has lived through the problem, as well as two experts, explain how to recognize and help treat anxiety disorder in children. #12576/0145 13 minutes 2008 \$149.95

***DON'T STRESS OUT ABOUT IT! Stress Management for Teens**

"The video is a great resource for students from junior through senior high school. Highly Recommended."

Lauren Aldridge, Educational Media Reviews On-line.

This unique, comprehensive stress management program, provides youth with the tools necessary to identify and manage the stresses of everyday life including disruptions at home, problems at school, community violence, the impact of war, difficulties with friends and more. For viewers ages 11 to 15, pediatric clinics, health classes, school classes, school programs, community resource centers. Provides an invaluable set of life skills for young people growing up in today's changing world.

#11126/0395 45 minutes 2005 \$129.95

***New! LIFELINES: A Suicide Prevention Program**

LIFELINES addresses the whole school community by providing suicide awareness resources for school administrators, faculty and staff members, parents, and students. Information about suicide and the role of students in suicide prevention is presented in easy-to-follow lessons. This package is a comprehensive, whole-school suicide prevention curriculum for implementation in middle school and high school. This curriculum includes a program guide, a CD-ROM (which contains reproducible handouts and other resources) and two DVDs. Students participate in role-playing exercises that teach them what to do when faced with a suicidal peer. The exercises feature an emphasis on seeking adult help and frank discussions on the warning signs of suicide. In the process of teaching students how to help a friend, students who may be suicidal themselves will learn the importance of getting help as well. This compelling program is an ideal component to your school's prevention programming. .The Lifelines CD-ROM contains all the handouts needed to implement the program, including resources for school administrators, faculty and staff members, parents and caregivers, and students. The CD-ROM also includes two PowerPoint presentations.

The Lifelines DVD contains two videos that are used during the student sessions.

A TEEN'S GUIDE TO SUICIDE PREVENTION is used in session 2. It contains scenarios showing teens how to recognize the warning signs of suicide in their peers, and how to get help for a peer who may be thinking about suicide.

ONE LIFE SAVED is used in session 3. This video documents the true story of a suicide intervention that occurred after three students completed the Lifelines curriculum. A bonus DVD, called NOT MY KID: What Every Parent Should Know, is also included. In this DVD, created by the Society for the Prevention of Teen Suicide, Lifelines author Maureen Underwood and Lanny Berman, executive director for the American Association of Suicidology, answer common questions parents and caregivers have about teen suicide. #13295/0795 DVD and CD-ROM 2009 \$229.95

DEEP DEPRESSION & SUICIDE (Real Life Teens)

Teen suicide is a complex event often arising out of deep depression where a teen develops feelings that they are unwanted, misunderstood, angry, ashamed, abused, unloved or victimized. Teens commit suicide because they may be feeling guilty about disappointing family, friends or they feel an overwhelming sense that they are too much of a burden on others. Deep depression can affect teens where they believe that suicide is the only solution. If a teen commits suicide, everyone is affected. Sometimes even those who barely know the teen develop feelings of guilt, confusion and the sense they could have done something themselves to prevent the suicide. Hear from real teens as they discuss their feelings about severe depression and suicide.

#12527/2003 23 minutes 2008 \$69.95

***DEPRESSION: What YOU Can Do**

There's no question that serious depression, self-mutilation, suicide attempts and deaths are increasing among middle school age youth. The earlier depression is identified and treated, the better the prognosis. This program includes: a diverse group of 13 year olds discussing what they would do if a friend confided they were cutting, or thinking of suicide; a compelling interview with Sandrina, still a teen, who at 15 was depressed, cutting herself, became involved in an abusive relationship, and eventually attempted suicide; a middle school counselor who describes the signs of depression, reassures that it's OK to break a promise, and identifies other adults to go to for help; and a child psychiatrist at the NYU Child Study Center who dispels misconceptions about the causes of depression and treatment, as well as the negative effect of alcohol and drugs.

#12212/0425 18 minutes 2008 \$69.95 Includes Guide Grades 7 to 12

***BOY INTERRUPTED: Bipolar Disorder**

"Deeply absorbing . . . Boy Interrupted is hard to reckon with, but even harder to shake off." Scott Foundas, LA Weekly

This feature documentary examines the life, bipolar disorder and suicide of fifteen year-old Evan Perry. Contemporary interviews with family, friends, doctors and therapists attempt to shed light on this devastating illness. Includes extensive home-movies, photographs and documents to create an intimate portrait of this vibrant, troubled young man and the effect his illness and death had on those who loved him most. #12975/1753 90 minutes 2008 \$189.95



***CHILDHOOD ONSET SCHIZOPHRENIA:**

A Life Interrupted

Schizophrenia generally does strike young people, rather than adults; but it doesn't usually appear in children before they reach their teens. But when it does, it's even more devastating than in an older child, and you need to get expert help immediately. In this program, you'll see what happened when one family's nine-year-old son began hearing voices, and having hallucinations - the classic signs of childhood-onset schizophrenia. #13384/0145 26 minutes 2008 \$149.95

***ADOLESCENT ONSET SCHIZOPHRENIA: 1 in 100 Young People**

Unlike schizophrenia that strikes in very early childhood, the adolescent-onset variety is frequently highly treatable, and young people have a greater likelihood of fully regaining their lives. But it's up to their families to act quickly and decisively - to recognize the symptoms, and be relentless in getting and maintaining the expert treatment their children need. This film shows how.

#12030/0145 26 minutes 2008 \$149.95 *CC

A CRY FOR HELP

This primetime special features first-person stories from adolescents who are confronting depression, anxiety and mental illness. From depressed, suicidal teens to parents unaware of what may be troubling their own children to those on the front lines of prevention and care, provides a rare and important look at mental illness among young adults. *NOTE - This program contains frank discussions of suicide and violence. Viewer discretion is advised. #12816/1725 60 minutes 2009 \$89.95 *CC

*MENTAL HEALTH: The Individual and Society

Maintaining mental health in a complex, demanding society is necessary to be a full participant in one's life. This program shows many aspects of mental health at a personal level, with steps and processes for recovering and maintaining well-being. It also explains how community structures play a crucial role in offering resources and systems of living that encourage mental well-being. #13750/0545 25 minutes 2008 \$129.95

THE NEW ASYLUMS

Emmy Nominated! There are nearly half a million mentally ill people serving time in prisons and jails. As sheriffs and prison wardens become the unexpected and ill-equipped gatekeepers of this burgeoning population, they raise a troubling new concern: are jails and prisons our new asylums? FRONTLINE goes inside the prison system to present a searing exploration of the complex and growing topic of mental health behind bars.

#12788/1725 60 minutes 2005 \$89.95 *CC

THE RELEASED

In this follow up to the groundbreaking film The New Asylums, FRONTLINE examines what happens to the mentally ill when they leave prison and why they return at such alarming rates. The intimate stories of the released, along with interviews with parole officers, social workers, and psychiatrists, provide a rare look at the lives of the mentally ill as they struggle to stay out of prison and reintegrate into society. #12789/1725 60 minutes 2009 \$89.95 *CC

*THE ANGER BLUEPRINT

This program dramatically teaches responsible Anger, Boundaries and Safety. Based on a three-day workshop facilitated by acclaimed speaker Dr. Joann Peterson, M.S.W., A.C.S.W., Dip.C., Ph.D., this video follows twelve participants as they discover the physiological roots of anger, how to separate anger from violence, communicate boundaries, and create safety in their relationships. Learn how to: Stop Domestic Violence; Resolve Conflict Quickly; Give Teens Healthy Alternatives; Reduce Bullying; Improve Relationships; Learn to Communicate Win/Win; Recognize Anger Patterns; and, Prevent Escalation. #11807/0825 90 minutes 2007 \$189.95

*See also the ANGER WORKSHOP SERIES

This comprehensive toolkit consists of thirteen broadcast quality Programs, a 26-page Facilitator Guide and Exercise Book, and a copy of Dr. Peterson's Anger, Boundaries and Safety book.



ANGER: Myths and Truths about the Emotion

Is venting one's rage really healthy? Do age, gender, and self-image have any connection with anger problems? Has our society become inherently angry? This ABC News program explores the psychology and sociology behind the most dangerous of emotions. Viewers will meet Dr. Robert Millman, a Weill Cornell Medical College professor who has coined the term acquired situational narcissism to explain connections between volatile tempers and towering egos. The University of Michigan's Dr. Brad Bushman provides further connections between narcissism, aggression, and America's youth, while "angry comedian" Lewis Black points out the seeds of fury in everyday realities, from waiting in line to political disagreements. #12459/0635 30 minutes 2007 \$99.95

*CURING DEPRESSION: Anxiety and Panic Disorder

In this compelling documentary covering the latest science available for treating depression and anxiety, experts explain how to eliminate the need for antidepressant medications by using safe, natural, and effective treatment alternatives. A detailed description of this program is available on our website. #13334/0145 120 minutes 2009 \$149.95

DEPRESSION: Out of the Shadows

Many people are keeping an important, possibly deadly secret: depression. Approximately 15 million adults live with this devastating disorder which affects all age, race, gender, and socioeconomic groups. Through the voices and stories of people living with depression and interviews with scientists, this program provides a portrait of the disease never before seen.

#12612/1725 120 minutes 2008 \$89.95

DIAGNOSIS BIPOLAR: Five Families Search for Answers

Suicidal impulses, hyper-sexuality, recurring nightmares - these are only a few of the symptoms of bipolar disorder. But what is it like for families of bipolar children and teens? This documentary takes viewers inside five households ravaged by the illness, revealing painful dilemmas over medication, school, and family dynamics. Weary of her tantrums, Liv's parents have twice hospitalized her. Siblings Annie and Casey were a high-risk adoption and, sadly, Annie's sickness shows why. The mother of Jessica and Matt fears she'll outlive them, while Andrew requires intensive private tutoring and siblings Levi, Dana, and Asher all take meds with disturbing side effects. Experts in bipolar disorder are also featured. An HBO Production. #13652/0635 49 minutes 2009 \$169.95

***THE SPIRIT OF RECOVERY**

This program is an introduction to some of the topics that have been strikingly absent from the dialogue about mental health recovery. Explores the many facets of recovery from mental illness, including working with difficult emotions, moving from denial to hope, distinguishing a spiritual experience from psychosis, following a spiritual path, and sharing insights about faith. In an engaging conversation, three mental health professionals - Dr. Ed Knight, Sheila Le Gacy, and Dr. Nancy Kehoe share their personal and professional experiences about recovery and its many challenges. Three 30-minute parts: Part 1 - Key Ideas looks at aspects of the heart, emotions, and cultural competency. Part 2 - Healing Practices focuses on the spirit and questions about faith. Part 3 - Meditation for Recovery includes a series of concentration exercises specifically for those who experience psychiatric disturbances.

*Includes Guide for clinicians, families and consumers. #11027/1345 91 minutes 2007 \$99.95

***INSIDE OUT: A Comprehensive Introduction to Psychology Series**

Purchase the complete 22-part series in a convenient, space saving and affordable package of six DVDs. Easy-to-use navigation menus make selecting a video lesson easy. Learning segments identified in each program facilitate discussion and review. This series offers a comprehensive introduction to psychology that goes beyond key concepts and principles to provide learners - and anyone interested in the study of human behavior - an up-to-date look at the evolving world of psychological science. The 22 video lessons combine interviews with leading experts and researchers; computer graphics and animation; and real-life case studies that tell the story of psychology from a human perspective. Detailed descriptions of each program are available:

Disc One

THE MAGIC OF THE MIND: The Story of Psychology
ENDLESS QUESTIONS: Critical Thinking and Research
THE MOST AMAZING MACHINE: Neuroscience and Behavior
CODES OF LIFE: Behavior Genetics

Disc Two

DIFFERENT STROKES: Nurture and Human Diversity
THE GROWING YEARS: Conception of Childhood
THE BECOMING YEARS: Adolescence to Older Adults
CONNECTIONS: Sensation

Disc Three

INTERPRETATIONS: Perception
A GREAT MYSTERY: States of Consciousness

THE LEARNING MACHINE: Learning
THE MIND'S STOREHOUSE: Memory

Disc Four

THINKING AND LANGUAGE
THE SEARCH FOR INTELLIGENCE: Intelligence
IN THE DRIVER'S SEAT: Motivation
EMOTION: Distinguishing Characteristics

Disc Five

STRESSED TO THE LIMIT: Stress and Health
THE ENDURING SELF: Personality
OUT OF BALANCE: Anxiety and Personality Disorders

Disc Six

GOING TO EXTREMES: Mood Disorders and Schizophrenia
GETTING IT TOGETHER: Therapy
PEOPLE TO PEOPLE: Social Psychology

#12571/0545 Twenty-two programs on six DVDs 2006 \$79.95 each or Boxed Set \$449.95 *CC

MEN GET DEPRESSION

With a particular focus on men, this one hour documentary explores the corrosive effect of depression on the self, relationships and careers. Through intimate profiles of real men, including a former NFL Quarterback, a Fortune 100 CEO, an Iraq War veteran and others, it features revealing scenes of psychotherapy, interviews with therapists, and offers commentary by leading medical authorities on the causes, symptoms and treatments of depression. #12611/1725 60 minutes 2007 \$89.95

Best-seller! THIS EMOTIONAL LIFE SERIES

This three-part series explores ways to improve social relationships, learn to cope with depression and anxiety and become more positive, resilient individuals. The series host, Harvard psychologist and best-selling author of "Stumbling on Happiness", Professor Daniel Gilbert, talks with experts about the latest science on what makes us "tick" and how we can find support for the emotional issues we all face. Each program weaves the compelling personal stories of ordinary people and the latest scientific research, along with revealing comments from celebrities such as Chevy Chase, Larry David, Alanis Morissette, Robert Kennedy Jr. and Richard Gere. Professor Gilbert, whose research examines why people so often mispredict what will make them happy, says, "Science has revealed three important facts about happiness: You can't be happy alone; you can't be happy all the time; you can be happier than you are. Our three shows examine each of these three facts."

FAMILY, FRIENDS AND LOVERS - looks at the importance of relationships and why they are central to our emotional well-being. What are the cognitive and neurological processes underpinning our everyday interactions, and can they help us to understand why some relationships flourish and others fail?

FACING OUR FEARS - looks at emotions that are commonly regarded as obstacles to happiness -- such as anger, fear, anxiety and despair. Why do we have these emotions and how can we best manage them? Our brains are designed for survival, and the negative emotions they create are vital to that mission. But those negative emotions can spiral out of control with debilitating effects.

RETHINKING HAPPINESS - explores happiness. It is so critical to our well-being and, yet, it remains such an elusive goal for many of us. What is it, why is it important and how can we attain more of it?

#13304/1725 Three DVDs in one Case 2009 Series \$89.95

UNDERSTANDING AND PREVENTING SUICIDE

How can you know if your family member or friend may be suicidal? How do you recognize the warning signs? How can you help? This video program describes the risk factors and warning signs of suicide and offers guidelines from experts in suicide prevention and treatment for getting troubled loved ones to the professional help they need. You'll also hear from three individuals who have made serious suicide attempts and lived, as they share their remarkable stories of self-destructiveness, survival, and recovery.

#12358/1745 28 minutes 2008 \$99.95

THE GOOD SOLDIER

"War is about one thing only: it's about killing. You either learn to kill somebody else or you get killed or wounded yourself." This film examines how soldiers grapple simultaneously with their duty and their own humanity as it tracks the perilous psychological journeys of four decorated combat veterans of World War II, the Vietnam War, and the Iraq War. A combination of frank interviews and battlefield footage, The Good Soldier addresses the initial reluctance to kill, the act of killing from a distance and hand-to-hand, incidences of combat zone atrocities, the experience of getting wounded, mixed feelings of relief and alienation upon returning stateside, post-tour substance abuse and mental trauma, efforts at closure, and involvement with veterans-for-peace movements.

A sobering statement both about and against war. *Contains graphic military-related violence and instances of harsh language.
#13654/0635 54 minutes 2009 \$169.95

*POST-TRAUMATIC STRESS DISORDER

PTSD can be set off by many stressors, including car accidents, sexual assault, child abuse, natural disasters and military combat. This program explains the causes of PTSD and outlines strategies for prevention and treatment. The need for social support is emphasized; exposure therapy is described in some detail. *Includes Print Resource. #12067/1420 17 minutes 2008 \$119.95

*A NEED TO CONNECT: A Personal Story about Suicide *Canadian

This is an honest, intimate portrait of a young woman who attempted suicide after the man she loved killed himself in her presence. As she reflects upon her experiences as both a witness to and a survivor of the suicide of a loved one, she allows viewers to share her profound grief and sadness at the loss, and at her inability to prevent or even to understand it. This unique video will be tremendously valuable for suicide, crisis, and bereavement counselors, and for their clients, as well as for students and clinicians in psychology, social work and healthcare settings. *The DVD includes Transcript and Questions for Discussion

#11862/2265 15 minutes 2008 \$129.95

*ALL ABOUT STRESS SERIES

Features Dr. David Katz, a medical consultant for ABC News - contains everything you need to put on training sessions on stress. Includes a full PowerPoint presentation, the videos, handouts and bonus materials like a special behavioral change module based on the stages of change model. It will help employees, clients and patients learn how to effectively deal with stress in their daily lives. Detailed descriptions of each program are available on our website.

1. RECOGNIZING #12858 15 minutes
2. MANAGING STRESS. #12854 15 minutes
3. RESILIENCE: Mastering Stress #12855 15 minutes
4. YOGA AT WORK #12857 25 minutes
5. STRESS, WEIGHT CONTROL AND EMOTIONAL EATING #12856 15 minutes

#12860/0185 Programs One, Two and Three \$499.95

#12865/0185 Five programs 2009 \$189.95 each or Series of Five \$799.95



*STAYING POSITIVE

A positive attitude is too important to be left to chance. Being in a good mood can improve relationships, enhance learning, make hard work easier, prevent accidents and reduce stress. There is also a strong connection between positive emotions and good health. STAYING POSITIVE is an exciting, energetic and entertaining feast of ideas for getting into a good mood and staying there. By watching this program, you'll be more aware of the times when you may be tempted to give in to negative emotions and what you can do to cut them off and choose more helpful alternatives. #13609/0293 42 minutes \$99.95

*STRESS AND HUMOUR

This hilarious program explores the relationship between stress and humour. Stress and humour go well together. A sense of humour allows us to see the lighter side of life's problems, especially those we cannot change. As you laugh along with a studio audience, you'll discover for yourself the energizing and relaxing benefits of laughter. You'll learn where to find and use humour to develop a more playful disposition, boost your sense of humour and get other people laughing. The program is filled with funny stories, practical ideas and props to bring more humour into your life. Can be used as a 'fun break' at home and at work for meetings, training sessions and team building. #13611/0293 27 minutes \$129.95

CAREERS, JOBS & WORK

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

IN YOUR EAR: The Job Interview

With so much at stake in today's job market, an interview has to be handled just right. This ABC News program follows Peggy Klaus, a career and communications coach, as she takes an anxious job-seeker under her wing. In a heady prep session, Peggy and her client discuss the importance of eye contact, confident body language, confident tone, and good grammar and vocabulary. But Peggy takes her mentoring a step further: during the interview, she feeds instructions via a remote transmitter to the applicant, who wears a tiny earphone receiver. Peggy's strategy focuses on dispelling naive expectations and forcing the potential employee to proactively "drive the interview". #12658/0635 11 minutes 2008 \$49.95

New! CAREER COMPASS EXPEDITION SET

Follow the adventure of getting a job - from assessing career interests and the job search, to writing a resume and acing the interview. Each DVD has an extra program with designated stopping points. Instructors can play video straight through or pause for structured discussion and activities. Teaching guides includes worksheets for students to complete as they follow the programs. Detailed descriptions of each program are available on our website.

MAPPING A CAREER PATH: Your Aptitude, Interests, Values and Personality

YOUR JOB SEARCH: Navigating the Roads to Employment

ENGAGING RESUMES AND COVER LETTERS: How to Hook the Job You Want

SOLID INTERVIEW SKILLS: Your Journey to a Job Offer

#13740/1120 Four 25-minute programs 2010 \$109.95 each or Series \$379.95

New! CAREER COMPASS SERIES

Explore careers in child development, clothing and textiles, food and nutrition, and housing and interior design with this brand new series! Detailed descriptions of each program are available on our website.

JOBS IN CHILD DEVELOPMENT

JOBS IN CLOTHING, TEXTILES AND FASHION

JOBS IN FOOD AND NUTRITION

JOBS IN HOUSING AND INTERIOR DESIGN

#13015/1120 Four 29-minute programs 2010

\$99.95 each or Series \$349.95 Grades 7 to Adult

***New! HEALTH SCIENCE CAREERS**

Do you consider yourself a team player? A career in health science may be just for you! Quality patient care relies on health care teams whose members communicate and collaborate well with others. In this video, explore a variety of health science career options, with varying levels of education required, including:

- Pharmacy Technician
- Home Health Aid
- Pediatrician
- Medical Administrative Support
- Radiographer
- Physical Therapist & Physical Therapy Assistant
- Certified Nursing Assistant

*Teaching materials are included. #13543/1290 20 minutes 2010 \$79.95 Grades 7 to A *CC



*** See also in this catalogue ...

CAREERS IN ART and CONFESSIONS OF A FASHION DESIGNER

***INTRODUCING HOSPITALITY**

The hospitality industry globally is vast and offers never ending career opportunities. Develop a basic understanding of the hospitality industry and the variety of departments which interrelate to make a business successful. Meet people in the job and those who are training the ever increasing number of people who are seeking careers in this diverse industry. Is the hospitality industry for you? Find out more about job seeking, occupations and career paths that you could follow.

#13375/0545 24 minutes 2009 \$129.95 Grades 9 to A

***CAREERS IN HOSPITALITY: Service and Adventure**

As you explore the many career options available in today's world, you may want to take a fresh look at an exciting choice. This program goes behind the scenes to show all the possibilities of a career in hospitality management. You'll learn from people working in the field about restaurant management, hotel management and event and conference management. An education in hospitality management can lead to a career at restaurants, hotels, resorts, or even the high seas to manage hospitality on a cruise ship.

Provides an up-to-date overview of the hospitality industry.

#12884/1290 18 minutes 2009 \$79.95 Includes Teaching Materials Grades 6 to A *CC

CAREERS TO CONSIDER: The Hospitality Industry

Hospitality: it's one of the world's fastest-growing industries, encompassing a wide variety of occupations and career paths. This program illustrates the exciting opportunities offered by the industry and shows how job-seekers with almost any skill set or educational background can find success in the field. Viewers are introduced to three main areas of expertise - hotel management, culinary arts, and tourism - with detailed explanations of important jobs in each. The challenges of working as a hotel general manager, business center supervisor, front desk supervisor, executive chef, food scientist, professional food server, commercial pilot, bed-and-breakfast innkeeper, and cruise ship manager are revealed with the help of expert interviews and high-energy visuals. Smart ways to develop promising career paths are also explored.

#11529/0635 23 minutes 2008 \$99.95 *CC

*JOB SEARCH IN THE 21ST CENTURY

What are the most efficient and effective ways of finding employment in the 21st century? This program provides valuable strategies on how to use the internet for job search, including searching employment sites and employer sites. Viewers will learn about the power of networking and how to apply for a job online.

#13165/0545 24 minutes 2006 \$129.95 Grades 8 to A



FOUR NEW, EXCITING,
AND INFORMATIVE
ADDITIONS TO THE
AWARD WINNING
GREEN CAREERS
SERIES



*New! THE GREEN CAREERS SERIES

This new series introduces today's students to a wide range of job opportunities in the fast-growing sector of "green careers". Green careers offer students and young adults job opportunities in fields that help conserve energy and natural resources, encourage sustainable growth, and protect the environment from needless harm. The series, created by award-winning producer Michael Dieffenbach, covers twelve new and growing industries that address the most challenging problems that today's world faces. The series gives young people a behind-the-scenes look at what it's like to work in a variety of jobs in each sector. In on-the-job profiles, we meet entrepreneurs, scientists, field biologists, engineers, managers and interns. Many of these professionals are young and are finding success in fields that are exciting and personally rewarding. Provides information on the educational requirements for entering various fields. Young people are encouraged to take advantage of internships and part-time jobs to get hands-on experience while pursuing their studies. Green careers are a high-demand job track for students from a wide range of academic disciplines and with a wide variety of interests. By becoming stewards of our environment, young people who choose a green career can help solve the greatest problems of our time while finding work that matches their personal interests and values.

Detailed descriptions of each program are available:

BUILDING GREEN: Building Trades	GREEN DESIGN
CLEAN ENERGY: Biofuels	*Remi Winner! RECYCLING
CLEAN ENERGY: Geothermal Power	RESTORING THE LAND
CLEAN ENERGY: Solar Power	SUSTAINABLE AGRICULTURE
CLEAN ENERGY: Wind Power	TRANSPORTATION
ENVIRONMENTAL JUSTICE	*Remi Winner! WATER MANAGEMENT

*Includes PDF Guides for each program.

#13715/1733 Twelve programs 2009 \$89.95 each or Series \$899.95 Grades 8 to A

*CONFESSIONS OF AN EVENT PLANNER

An interview and behind the scenes footage with Dena Marie Modica, Director of Sales and Marketing for Solera Restaurant and Event Center, gives the audience insight into the career of an event planner. Teaches viewers about: The education and training that is helpful to break into this profession; The salary range for this career.; The long-term career outlook for an event planner; The types of event planners that exist; and, The "highs and lows" of the job. Also provides a brief tour of an event center and a party rental facility.

#13142/1290 15 minutes 2008 \$79.95 Includes Teaching Materials Grades 9 to A *CC

INTERNET CAREERS: Front-End, Back-End and E-Everywhere

E-commerce, e-learning, e-zines, eBay - what's the common denominator? The "e" of course! But in today's fast-paced, highly connected world, that "e" doesn't just stand for "electronic"; it stands for "everywhere" as more and more people link up online. This program travels the Web to explore Internet careers in three main areas: the front end, the back end, and everywhere in between. Front-end insights come from a programmer, a graphic designer, and a quality assurance tester; back-end information is provided by a webmaster, a help desk specialist, and a sales associate; and an IT recruiter, an advertising sales rep, and an entrepreneur explain how they've integrated the Internet into their careers.

*Recommended for high school and college. *A viewable/printable instructor's guide is available online. #12028/0635 24 minutes 2008 \$99.95

*IS COLLEGE FOR ME? Looking Toward the Future

This teen friendly documentary-style program helps middle school students understand why they need to start thinking about college now. Real students from four year, two year and technical programs share their personal experiences, their decisions to pursue higher education, and the availability of financial aid. Viewers will learn how different college is from middle and high school, and why basic skills such as reading, writing, and problem solving will serve them well in the future.

#12853/0235 16 minutes 2009 \$99.95 Grades 7 to 12

***DEVELOPING A CAREER PORTFOLIO**

Years before someone lands their first job they should be putting serious thought into the development of their career portfolio. A career portfolio is a collection of documents that provide evidence of a job seeker's interests and skills both specific to a particular job and generic to employment in general. This program covers a range of aspects relating to the compilation of a career portfolio, including defining a career portfolio, collection of information relevant to both specific and generic skills, and putting it all together. As well as hearing from career coach Julie Farthing, the program follows the experience of two (fictitious) students who applied for the same job one having prepared a career portfolio and the other without. It also takes a step-by-step look at how to prepare a portfolio and explains how developing a career portfolio is a highly advantageous strategy when trying to create an impression with an employer. #13160/0545 24 minutes 2009 \$129.95 Grades 8 to A

RESUMES: A How-To Guide

Jeff wants to work in the information technology field. Cindy dreams of being a gourmet chef. Over the course of this program, these students learn how to write functional, chronological, combination, and newsletter-style resumes using information on their skills and experience that they identify through two exercises: Personal Inventory (to capture the "what") and Showing Your COLORS (to uncover the "how"). Ways to get a resume in front of a decision-maker's eyes are also addressed, and insightful snippets of commentary by a career counselor and an HR professional are interspersed throughout. Engaging and informative, this program is an excellent introduction to resume-writing for students with little or no job experience - yet!

*A viewable/printable instructor's guide is available online.

#12171/0635 35 minutes 2008 \$129.95 Grades 10 to College

***MY FIRST JOB: Student Version**

Going to work for the first time can be quite an overwhelming experience. Who to report to, what to know, what travel arrangements to make, what are the regular attendance hours, what if things go wrong, who can I talk to for support, what are my entitlements, what rights and responsibilities do I have? All these issues are addressed in this program, which provides useful, comprehensive advice on surviving your first job and making life just a bit easier at the workplace.

#13158/0545 30 minutes 2008 \$129.95 Grades 8 to A

***MY NEW JOB: Adult Version**

Whether it's your first serious job, or just the first day at a new job, settling in and finding your way around a new workplace can be daunting. New employees can be reticent and feel uncomfortable about finding out the information they want and need to know on day one. But this should not be the case. Most workplaces will have formal or informal strategies relating to the induction of new staff and appropriate personnel to oversee it. This program explores a range of areas relevant to starting at a new workplace, including what a new employee should consider and prepare for and ways in which workplaces are typically set up to ensure a smooth induction for new staff. It also covers preparation by the employee, inductions, getting to know your workmates, troubleshooting and surviving the first week.

#13159/0545 24 minutes 2009 \$129.95 Grades 8 to A

***New! SECRETS: Landing and Keeping a Job**

What are transferable skills and why do we need them? They are skills acquired throughout your life that can be used at any job. Explains important job transferable skills including communication skills, problem-solving skills, and teamwork in this entertaining and informative production. *Includes Teaching Materials.

#13397/1290 24 minutes 2010 459.95 Grades 9 to A *CC

***WINE SERVICE FOR WAIT STAFF**

The tips and techniques covered in this program will boost your front-of-the-house staff's confidence, polish their up-selling skills, and, most important, increase your bottom line.

Your staff will:

*Learn the proper way to open, present, and serve red, white, and sparkling wines.

*Examine the process for properly decanting red wine.

*Discover the way to retrieve a broken or pushed-in cork from a bottle.

*Gain an understanding of the "quadrant system" method of food and wine pairing.

*Learn the techniques for serving cheese tableside

#11948/0485 45 minutes 2008 \$49.95 *CC

***WORKING FRONT OF HOUSE**

This program interviews a number of people who work in the hospitality industry dealing with the public: receptionist, porter, duty manager, and restaurant/bar staff. Each section illustrates and describes the skills necessary for each job and the tasks commonly expected to be carried out. As the public face of the tourism industry these people have the responsibility of providing the best possible service they can for their paying clients.

#13212/0545 22 minutes 2008 \$129.95 Grades 10 to A



New! YOU'RE HIRED! Job-Winning Interview Strategies

There's nothing like preparation to calm the pre-interview jitters! After watching this video, young adults will know how to define personal employment goals; research a company of interest; do mock interviews, for practice; dress for success; make a good first impression; communicate strengths, skills, accomplishments, and more; ask and answer a wide variety of pertinent questions; and follow up strategically via phone, mail, or e-mail. The core message? Preparation pays off! *PDF Discussion Questions.

#13581/0635 26 minutes 2010 \$99.95

TOP CAREERS IN TWO YEARS

In two years or less, students can prepare themselves for a great career! Each program in this eleven-part series gives an overview of two or more of the top occupational fields open to those with appropriate education or experience through interviews with people currently working in them. Required education, necessary skills and traits, typical job-related duties and career paths, and tips on achieving success are covered.

The programs are: Communications and the Arts | Business, Finance, and Government Administration | Construction and Trades | Retail, Marketing, and Sales | Health Care, Medicine, and Science | Hospitality, Human Services, and Tourism | Computers and Information Technology | Education and Social Services | Public Safety, Law, and Security | Food, Agriculture, and Natural Resources | Manufacturing and Transportation

*Includes PDF Guides. #12480/0405 Eleven 25-minute programs 2009 \$99.95 each or Series \$899.95

THE TRADES / GREEN ARCHITECTURE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

CHASSIS AND FRONT END SERIES

Make sure your students have the best possible training in chassis and front end parts and service. This nine-part series will support any intensive course covering the following systems and how they are serviced: brakes, steering, suspension, and both conventional and front-wheel drive wheel bearings. Wheel alignment theory and adjustment is also a program topic.

Detailed yet easy-to-understand animation and graphics are found in each episode, accompanied by live-action video that takes students directly inside each inspection and service procedure. *Viewable/printable instructor's guides are available online. There are 9 programs in the series 17 to 27 minutes each: Brake System Service | Brake Systems | Steering System Service | Steering Systems | Suspension System Service | Suspension Systems | Wheel Alignment | Wheel Bearing Service: Conventional | Wheel Bearing Service: Front Wheel Drive. #12380/0635 Nine programs 2008 \$89.95 each or Series \$769.95

HYBRID AUTO REPAIR SERIES II

Whether you're training students, new hires, or long-time employees, hybrid auto technology is a crucial part of today's automotive instruction. A natural follow-up to the Hybrid Auto Repair Series, this three-part series guides viewers through the systems that hybrid auto professionals must become familiar with and shows what it takes to maintain shop safety and efficiency. Veteran automotive technicians share their hybrid knowledge and experience, explaining best practices and specific procedures relating to Ford, Honda, and Toyota models. Each program emphasizes the need for patience and caution while lowering the fear factor often associated with a hybrid's high-voltage components.

Three programs: BATTERY AND SAFETY; BRAKES AND SERVICE; and, COMPUTERS AND COOLING SYSTEMS.

*** SEE ALSO the HYBRID AUTO REPAIR SERIES I #10330

A viewable/printable instructor's guide is available online.

#11960/0635 Three 18-minute programs 2008 \$99.95 each or Series \$279.95

ELECTRICAL SYSTEMS SERIES

This seven-part series uses cutaways, animated component builds, diagrams, close-ups of parts, and footage of auto techs doing tests and making repairs to illustrate the operation and servicing of automotive electrical systems. Includes information on both late-model and older-style vehicles. Detailed descriptions are available on our website.

CHARGING SYSTEM OPERATION 14 minutes

CHARGING SYSTEM SERVICE 10 minutes

IGNITION SYSTEM OPERATION 16 minutes

IGNITION SYSTEM SERVICE 17 minutes

STARTING SYSTEM OPERATION 13 minutes

STARTING SYSTEM SERVICE 13 minutes

USING A LOAD TESTER 11 minutes

*A viewable/printable instructor's guide is available online.

Recommended for high school, vocational/technical school, and adult education.

#12790/0635 Seven programs 2009 \$79.95 each or series \$499.95



New! SAFETY AND TECHNOLOGY SERIES

Working in the crafts and the trades is a rewarding way for people to get their hands into their work - but it can be dangerous, too. This six-part series shows how to play it safe when working with technology used in various professions. Protect your students by making these videos compulsory viewing!

AUTO SHOP SAFETY - Reinforcing concepts with helpful animation, this video provides crucial knowledge about accidents that can occur in automotive repair shops. The best ways to prevent them, and the smartest and safest steps to take when they happen, are explained. The video covers all major shop areas, including the stall, grease rack, front end rack, tool room, and classroom. Running engines, open fuel lines, welding tools, moving cars, cars on lifts or jacks, and other shop hazards are illustrated, with detailed information on avoiding fires, explosions, asphyxiation, chemical burns, electric shock, and impact injuries. Hybrid vehicle technology is also explored. 21 minutes

ELECTRICAL SAFETY - Those who work with electricity continually run the risk of electric shock and electrical fires. Details electricity-related safety procedures to follow for these hazards as well as protection of electrical instruments and solid-state devices. An excellent overview for those who work with electricity and a useful general safety video for anyone else studying technology. 23 minutes

WELDING SAFETY - Covers the most important safety rules and protective equipment to use when performing MIG, TIG, arc, and gas welding. Welding helmets and their lens ratings, leather aprons and gloves, welding gas respirators, heat shields, and fire extinguishers are discussed, and various types of welders, including plasma cutters, are illustrated. 23 minutes

WOODWORKING SAFETY - Woodworking can be a fun and very rewarding hobby or profession. However, the technology behind it can be dangerous without proper training and attention. This video summarizes the most critical safety measures to observe when using table saws, radial arm saws, planers, routers, lathes, joiners, large belt sanders, and other woodworking technology. The bottom line? Woodworking tools and equipment are very powerful machines that must be understood and respected. 23 minutes

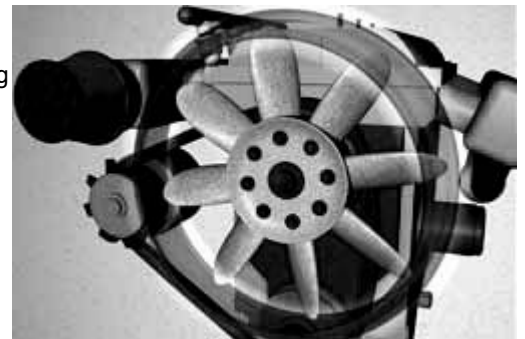
GENERAL SHOP SAFETY - This video demonstrates the types of dangers present in any industrial or manufacturing atmosphere and then explains how to prevent accidents. Actual industrial accidents (cranes collapsing, foundry explosions) are used to stress the importance of using proper methods when in a general shop.

An excellent program for technology/vocational courses. 23 minutes

METALWORKING SAFETY - Demonstrates the kind of precautions that should be taken when working with metals. Sheet metal work, soldering, foundry work, and forging are covered, along with handling steel beams at a construction site (the Shedd Aquarium, in Chicago). Footage of fatal accidents and testimonials from steelworkers reinforce the importance of safety. 23 minutes

**Includes PDF Instructor Guides for each program*

#13015/0635 Six programs 2011 \$99.95 each or Series \$349.95



TOOLS OF THE TRADE SERIES

"A worker is only as good as his or her tools." This series inventories basic trade-specific gear while giving viewers a glimpse of what it's like to be a plumber, a carpenter, a mason, a welder, an electrician, or an automotive technician. Tool use is demonstrated within the context of real-world applications; safety considerations and code concerns are flagged. A comprehensive overview of popular - and profitable! - trades. Detailed descriptions are available on our website.

INSIDE THE PLUMBER'S TOOLBOX.

INSIDE THE CARPENTER'S TOOLBOX

INSIDE THE WELDER'S TOOLBOX

INSIDE THE MASON'S TOOLBOX

INSIDE THE ELECTRICIAN'S TOOLBOX

INSIDE THE AUTOMOTIVE TECHNICIAN'S TOOLBOX

**Recommended for high school, vocational/technical school, and adult education.*

#11970/0635 Six 19 to 32 minute programs 2008 \$99.95 each or Series \$539.95

New! GROWING GREENER SCHOOLS

This multi-media resource offers a comprehensive look at best practices for creating sustainable schools. Educators and green experts country-wide discuss environmental curriculum and its effect on student health, attendance, learning, tests scores, and preparedness for green jobs. You'll also get an inside look at new eco-friendly buildings, retrofitted classrooms, daily operations, and the benefits - including cost savings. *#13687/1725 120 minutes 2010 \$69.95*

GREEN BUILDERS

A quiet green revolution in the building world is evolving. Green Builders profiles green building pioneers who have taken the leap into making their part of the "built environment" a more energy-efficient and environmentally-friendly place. Their homes and offices are the proving grounds for green building; revealing that building greener is less complicated and expensive than you probably thought, and more rewarding in the long run. *#13008/1725 60 minutes 2009 \$89.95 Grades 9 to 12 *CC*

GREEN HOME BUILDING

Eco-friendly building is catching on in the construction trade, and is projected to become the norm among home builders and contractors. Using easy-to-understand visuals and comments from industry experts, this program presents general construction guidelines for environmentally friendly residential building. Viewers are given a solid foundation of technical knowledge and best practices in all aspects of green housing construction. Topics include: lot design, passive solar energy, resource efficiency, recycling methods, water conservation, the Energy Star program, HVAC, energy footprints, indoor air quality, financial incentives, and professional certifications. *#13171/0635 20 minutes 2008 \$99.95*

GREEN ARCHITECTURE: Environmentally Friendly Housing

Combining aesthetics, sustainability, and function is the challenge of green architecture - and 20 teams of college students from North America and Europe brilliantly rise to that challenge as they compete to design, build, and demonstrate the operation of the most attractive and energy-efficient house at the 2007 Solar Decathlon held in Washington, D.C. This program tracks the teams from the University of Maryland, MIT, The University of Texas at Austin, and Lawrence Technological University as they seek out corporate sponsors, research available materials, and hone their construction skills to create appealing living spaces that require zero energy. #12607/0635 31 minutes 2008 \$99.95

***** See also ... New! GREENOVATING: Home Renovations for a Sustainable World Series**

GREEN ENCYCLOPEDIA Video Clip Collection

What can one person, one business, or one town do to improve the precarious state of the planet? Check "The Green Encyclopedia", 100 video clips (1 minute 10 seconds each) that provide information, ideas, and simple suggestions on how best to bring sustainable practices into our daily lives - and make the Earth a much better place in the process. Perilous implications of the Greenhouse Effect are also discussed. Filmed in Europe, these clip-tips are equally valuable here in North America. Detailed descriptions of the clips are available on our website:

PART ONE - ENVIRONMENTAL INNOVATIONS AND OPPORTUNITIES VIDEO CLIPS

This collection of 60 video clips (1 minute 10 seconds each) presents innovations and opportunities arising from the impact of environmental threats on the people of the world. Runs 80 minutes and includes the following clips: INITIATIVES AT HOME; INITIATIVES OUTSIDE THE HOME; and, INITIATIVES IN THE COMMUNITY.

PART TWO - ENVIRONMENTAL CONCERNS AND THREATS / RECYCLING AND ALTERNATIVE ENERGY VIDEO CLIPS

This collection of 40 video clips (1 minute 10 seconds each) addresses concerns about-and threats to-the sustainability of life on Earth as global warming increases in severity. The collection also spotlights recycling and alternative energy, keys to building a brighter future for the planet. This program runs 50 minutes and includes the following video clips: ENVIRONMENTAL CONCERNS AND THREATS; RECYCLING; and, ALTERNATIVE ENERGY.

#13190/0635 Two parts on 4 DVDs 2008 \$169.95 each or Series \$299.95

DESIGN / CLOTHING / SEWING / FASHION

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! DESIGN: All about Color**

Color has the ability to create emotion and influence our moods. Color is a powerful tool in interior design and fashion. Interior designer Brandi Hagen discusses: the history of color and the development of color theories; the color system: hue, value, and chroma; the color wheel; warm and cool colors; and, color schemes. *Includes Teaching Materials.

#13309/1290 20 minutes 2010 \$79.95 Grades 6 to 12 *CC

***New! DESIGN: The Elements**

The elements of design are the components that are used to create a complete design. Interior designer Brandi Hagen presents a basic overview of the elements of design applied to interiors and fashion, including:

- Line: vertical, horizontal, diagonal, curved
- Shape: symmetrical and asymmetrical
- Texture: smooth, reflective, rough, matte
- Color: hue, value, chroma

#13308/1290 20 minutes 2010 \$79.95 Grades 6 to 12 Includes Teaching Materials *CC



***INTERIOR DESIGN PROJECT: Furniture Styles**

What's your design style? Do you prefer the excessive embellishment of the Victorian era or austere minimalism of contemporary design? Join award-winning principal designer Brandi Hagen of Eminent Interior Design on a tour of furniture showrooms to discover the distinguishing characteristics of furniture and decorating styles.

Brandi gives viewers insight into the furnishings and finishes of eleven different styles, including: Traditional; Victorian Era; Mission; Art Deco/Nouveau; Retro Style; African Influence; Asian Influence; Southwestern; Shabby Chic; Country; and, Contemporary.

#12811/1290 20 minutes 2009 \$79.95 Includes Teaching Materials Grades 6 to 12 *CC

***INTERIOR DESIGN PROJECT: Green Design**

Green design or designing with the environment in mind is not just a trend, but a personal choice to consider your impact on the earth. In fact, on average, homes are 20% smaller now than they were being built just 10 years ago.

Join principal designer Brandi Hagen of Eminent Design as she shares the components of green interior design. Explore green furnishing that not only creates beautiful spaces but also takes extra consideration for environmental impact. Discover green options as Brandi shows examples of environmentally friendly design options.

*Teaching Materials included. #12809/1290 21 minutes 2009 \$79.95 Grades 6 to 12 *CC

***CONFESSIONS OF A FASHION DESIGNER** *Winner of 2007 Telly Award

The formal dresses of DeBora Rachelle Designs have been worn at major award programs and formal dances all over the world. Learn what it takes to be a successful fashion designer and get a behind-the-scenes glimpse of a fitting session. See how Ms. Rachelle designs more than 100 dresses per season with purses and jewelry to match.

#12481/1290 12 minutes 2007 \$79.95 Includes Teaching Materials Grades 9 to A *CC

***New! DESIGN: All About Textiles**

The human body is almost constantly in contact with some form of textile, whether it be the clothing that we wear or the interiors that we live and work in. Join interior designer Brandi Hagen as she showcases samples and explains different types of natural fibers including plant, animal, mineral and synthetic fibers, including: Nylon, Polyester, Rayon, Acrylic, and Microfibers. Fabric construction and surface design are also discussed. #13294/1290 24 minutes 2010 \$79.95 Grades 6 to 12 *CC

MANUFACTURED FIBERS: Fabrics & Beyond

This program introduces a variety of manufactured fibers, looks at their physical and chemical structures, examines their properties, and discusses their uses. The program covers such fibers as rayon, lyocell, acetate, nylon, polyester, and acrylic.

#13078/0880 21 minutes 2008 \$219.95

NATURAL FIBERS: Fabrics & Beyond

This program introduces such natural fibers as cotton, wool, silk, and bast fibers. It discusses their origins, examines their properties and uses, and explains how they are formed into fabrics.

#13075/0880 20 minutes 2008 \$219.95

FLATTERING FASHIONS

The six classic principles of design are shape, line, color, balance, proportion and texture. Understand how they apply to clothes and develop a personal style that highlights your best features. Ignore them and risk looking out of sync or unbalanced. FLATTERING FASHIONS uses current styles and "real people" to teach young men and women how to select clothes from sweatshirts to formal wear. #10378/1120 20 minutes 2007 \$99.95 Includes Guide *CC

READING BLUE JEANS: Clothing and Culture

Inscribed on every pair of jeans is the story of how a workmen's garment became one of the most universal fashions of the world. This program speaks about the interaction of culture and clothing and offers clues to who we are today because of it. Who invented jeans, and why blue? How did jeans help invent teenagers? What did people wear before jeans were around? This biography of the blue jean is the story of changing attitudes toward work, fashion, leisure and gender. #13596/1120 24 minutes 2009 \$99.95

New! SHOPPING BEHIND THE SEAMS: Judging Quality in Clothes

Paying a high price for clothes does not guarantee quality. Viewers learn the ways to spot well-made clothes. This program shows what to look for in clothing, and how to test clothing before buying. Learn what four questions to ask before you buy, how to evaluate a garment's fabric and lining, and what high-quality seams, hems and pockets look like. Examine "vanity sizing" and how to buy the right size, what care labels can tell you about clothes they are on, and why frequent sales may mean rising prices, not bargains.

#13597/1120 20 minutes 2010 \$99.95

***New! SEW GREEN: Recycle, Repurpose, Restyle**

One way to go green is to sew green. Using unconventional fabrics like sleeves from wool sweaters and "fabric" made from fused plastic bags, learn the basics of sewing through simple and easy to make projects that incorporate recycling. Four unique sewing projects are demonstrated, including: * A fused plastic messenger-style bag; A cell phone or MP3 player holder; A protective sleeve for a laptop; and, A water bottle holder.

#13178/1290 38 minutes 2010 \$49.95 Includes Teaching Materials Grades 7 to A

***New! SEW COOL! Be Unique! Be Creative!**

Discover how sewing can be SEW cool! Create your own unique look and save some money by learning sewing basics that will give you the skills to make projects all your own. Sewing instructor Kimberly Oedekoven encourages viewers to "See it, like it, make it" while presenting sewing basics and two easy sewing projects in short segments, including: Sewing Tools and Essentials; Hand Sewing; Fabric Selection; Sewing Techniques and Rules; Sewing Machine Parts; Non-Pattern Project: T-Shirt Tote (Bonus: T-Shirt Bracelet); Pattern Project: Pajama Pants (Bonus: Fabric Store Tour).

#13684/1290 Eight segments total 43 minutes 2010 \$49.95 Grades 6 to A

***PATTERN DEVELOPMENT** *Highly Recommended, Video Rating Guide

This is a wonderful opportunity to "look over the shoulder" of a master costume wizard - Rosemary Ingham. This video provides concise on-the-job training for groups and individuals engaged in producing well-fitted clothing. Key training points include getting accurate measurements, analyzing costume sketches, developing paper patterns and designing mock-ups.

#13246/2004 75 minutes 2008 \$129.95



COSMETOLOGY / MODELING

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**



***MASTERS OF BEAUTY SERIES**

"RECOMMENDED! This beautifully filmed series documents six of the most famous names in the luxury goods business."

Library Journal

This series takes a close look at the beauty and fashion industry, spotlighting its most interesting personalities and showing how these people live and work. Viewers are taken backstage to view this mysterious world and to examine the marriage between artistic genius and multi-million dollar business interests. Detailed descriptions of each of the six programs are available on our website.

BENETTON

CARTIER

DIOR

GUERLAIN

UNGARO

VERSACE.

#13585/0450 Six 30-minute programs 2009

\$149.95 each or series \$799.95



***PRACTICAL GUIDE TO MODELING SERIES**

The best way to become a professional model is to learn from professionals. This series provides answers, information and advice from top modeling agents for aspiring models, showing what agencies look for in a model, the proper way models pose during camera shoots and how models present themselves on and off camera. Detailed descriptions of each of the three programs are available on our website: HOW TO BECOME A MODEL; ON THE SET: Preparing for Pictures; and, DESIGNING YOUR PORTFOLIO. *#13576/0450 Three 30-minute programs 2008 \$149.95 each or Series \$449.95*

***THE HAIR AND BEAUTY SERIES**

The hair and beauty industry is one of the most dynamic businesses you can get into. You can change the way people feel about themselves, make a great living and have a lot of fun. But you need to know how to get ahead with some very important skills. This inspiring and instructive series examines four key areas of hair and beauty: how to apply and remove hair colors, make-up basics, manicures and pedicures, and how to recognize the hair and scalp conditions you're likely to come across. Featuring instructive interviews and clear demonstrations from award-winning hair and beauty professionals, this is a fresh and up-to-date series of programs packed with accurate information about the techniques you need to know in order to thrive in this exciting industry. It also demonstrates the importance of good customer service, clear communication with the clients and staff and effective teamwork. Detailed descriptions of each program are available on our website.

APPLY AND REMOVE COLOR PRODUCTS, 29 minutes

APPLYING MAKE UP: BASIC SKILLS, 35 minutes

TREAT HAIR AND SCALP CONDITIONS, 30 minutes

PROVIDE MANICURE AND PEDICURE SERVICES, 38 minutes

#13215/0545 Four programs 2009 \$149.95 each or Series \$439.95 Grades 10 to A

***THE MAKEUP GUIDE**

Properly applying makeup can make a world of difference in how a woman looks, and how she feels about herself. The trick, of course, is to know what techniques to follow. That is the purpose of this how-to program, as professional makeup artist Theresa Danaher covers all aspects of make-up in easy, simple-to-follow steps. Professional makeovers we see can be done individually, which is certain to help all viewers put a smile on. *#13575/0450 52 minutes 2008 \$179.95*

MILADY'S STANDARD NAIL TECHNOLOGY SERIES

This series offers a new solution to help prepare students for entry to the professional market and to train newly employed professionals. This set contains two hours of content that directly relates to the curriculum outlined in the Milady's Standard Nail Technology Textbook. This product will allow students to master the skills necessary for licensure and become a successful Nail practitioner. This comprehensive series will encompass everything a student needs to know to perform on a daily basis, including proper sanitation procedures and policies, nail care, manicure and pedicure procedures, tips, wraps, nail art and much more.

DISC 1: Introduction to Nail Technology. Infection Control. Principles and Practices. The Basic Manicure.

DISC 2: Tips and Wraps. Acrylics. Gels. *#13560/0430 Seven programs on 2 DVDs 120 minutes 2008 Series \$869.95*

MILADY'S PROFESSIONAL ESTHETICS SERIES

This three program series gives you the hands-on visualization needed to master advanced concepts, from physiology to analysis, client consultation, and treatment. Topic organization is straight-forward, and easy to navigate - allowing you to quickly identify and access the procedures you need.

ACNE AND EXTRACTION, AND EPLIATION

Includes coverage of brow shaping and epilation techniques for the face, leg, and underarm as well as back and bikini waxing. Industry experts demonstrate cleansing procedures for problem skin, step-by-step extraction protocols, and treatment of ethnic skin

EXFOLIATION AND CORRECTIVE SKIN TREATMENTS

In-depth coverage of analysis and treatment of aging and sun damaged skin. Provides step-by-step demonstrations, protocols, and discussion of Alpha Hydroxy Acid (AHA) and Beta Hydroxy Acid (BHA) exfoliation, as well as proper home care and precautions.

FACIALS

Industry experts provide step-by-step demonstrations, protocols, and discussion of treatments for oily, sensitive, and ethnic skin, including coverage of specialty and deluxe masks. Includes vital, in-depth instruction on client analysis, health history and contraindications

#13820/0430 Three 20-minute programs \$59.95 each or Series \$129.95

MILADY'S STANDARD PROFESSIONAL BARBERING PROCEDURES

This series offers a new solution to help prepare students for entry to the professional market and to train newly employed professionals. Allows students to master the skills necessary for licensure and to become a successful barber. A fun, effective way to review ten unique step-by-step practical procedures. Covers infection control and safe work practices, razor cutting, men's facial massage and treatments and much more! Features quick navigation, superior audio and video quality, and alternate camera angles for key demonstrations. #13556/0430 90 minutes 2009 \$89.95

THE ENVIRONMENT – Who Cares? YOU do!!!

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! ALICE IN WASTELAND**

Alice wonders where things go when they are thrown away. Her adventures in Wasteland reveal some horrifying secrets, as she comes to understand the impact of human activities on the natural environment, at a local and a global level. This program provides an introduction to the problems associated with various kinds of pollution. Alice travels around the world, discovering the dangers of landfill sites, toxic waste dumps, deforestation, acid rain, and ozone destruction. The program also covers environmental issues - from the disappearance of wildlife, and the concept of the food chain, to such controversial problems as energy policy, biological engineering and Third World debt. #13672/1120 12 minutes \$89.95

***BLIND SPOT: Peak Oil and the Coming Global Crisis**

In this haunting portrait of America's oil-fueled excesses, director Adolfo Doring explores the inextricable link between the energy we use, the way we run our economy, and the multiplying threats that now confront the environmental health and stability of our planet. #13016/0685 42 minutes 2009 \$149.95 (Colleges & Universities \$249.95)

THE CONSUMER AND THE PLANET

Learn how small, everyday actions can conserve energy sources, reduce your carbon footprint, and even save money in the process! This video deciphers "green" marketing claims and labels such as "ENERGY STAR", "DfE", renewable and sustainable. We illustrate eco-friendly ways to buy, prepare, store and dispose of food, and explore methods of saving water, reusing and recycling and trashing trash. Also learn about environmentally friendly clothing care, green pet care, and how to turn a drink of water into an act of kindness toward the planet.

#12269/1120 19 minutes 2009 \$99.95 *CC

***A PASSION FOR SUSTAINABILITY**

"The documentary may well spark discussions and perhaps inspire others to consider adopting a more sustainable and environmentally-friendly approach in their business plans." Video Librarian

Envision a society where economic opportunity, social justice and sustainable culture all depend on environmental stewardship. Imagine a world where nurturing the health of the planet is the catalyst for global financial success and social stability. Can you? Ten years ago, 14 business owners in Portland, Oregon did. Using a sustainability tool called The Natural Step, these 14 business owners looked at their business plans through the lens of environmental sustainability and began the journey to create businesses that would be responsible for Earth's natural systems while building economic growth. Join these inspiring pioneers as they describe the journeys they have taken, the challenges and unseen rewards they have experienced and their ultimate vision of a sustainable culture. Prepare to be inspired, motivated and energized to begin your journey and find your own Passion for Sustainability.

#12998/1287 56 minutes 2008 \$129.95



***BLOOD AND OIL: The Dangers & Consequences of America's Growing Dependence on Foreign Petroleum**

Against the chaotic backdrop of the spiraling death toll in Iraq, mounting outrage over rising gasoline and oil prices, and new questions about the Bush administration's justifications for going to war, this program details how U.S. energy and national security policy have become virtually inseparable. Based on Michael T. Klare's critically-acclaimed book of the same title, this documentary untangles the dangerous relationship between unstable global oil supplies, skyrocketing rates of global consumption, and America's increasing reliance on military force as an instrument of energy policy.

#11886/0685 50 minutes 2008 \$129.95 (Colleges & Universities \$199.95)

THE FUTURE OF FOOD

Traveling through the U.S., Latin America, Europe, Africa, and India, this two-part series explores the complex global web that brings food from farm to table. It also studies the very real possibility of a worldwide food crisis and the political and economic measures the global community needs to take in order to avert such a catastrophe. Interview subjects range from small, struggling food producers to scholars who have devoted decades of research to food security issues.

THE FUTURE OF FOOD: A Looming Crisis

According to Tim Lang, Professor of Food Policy at London's City University, future wars may be fought specifically over agricultural resources. Given the present volatility of food prices and the riots they provoked in 2008, his theory seems to be on the mark. This program assesses the potential for a global food crisis as it guides viewers through issues involving climate change, oil consumption, biofuel development, fish stock depletion, and other topics. A Rift Valley herder discusses drought in Africa; a Cuban scholar details the impact of the Soviet collapse on food transportation in his country; an Indian farmer reports being pressured into planting jatropha instead of food crops; and Senegalese fishermen lament the intrusion of Western corporate interests.

THE FUTURE OF FOOD: Sustainability and Security

For decades, local food producers in the West have faced a shrinking market share. But if well-intentioned Americans and Europeans stop eating vegetables from Africa, will Africans have more to eat? Or will we simply deprive African farmers of a living? This program delves into that issue and other food-related problems, some of which have solutions while others urgently await answers. Viewers are shown how tenuous food security in Kenya doesn't stop the country from exporting most of its produce to the West while potentially leasing large portions of arable land to Qatar. The film also profiles small U.K. growers, offers carbon footprint comparisons between livestock producers in New Zealand and Great Britain, and features commentary from Earth Policy Institute president Lester Brown and other experts. #13842/0635 Two programs 2009 \$169.95 each or Series \$309.95

***Best-seller!**

ROOM TO ROAM: The Impact of Human Land Uses on Species Survival

***Silver Screen Award: US International Film & Video Festival & Bronze Statuette: The Telly Awards

This contemporary multi-award winning environmental science mini-series explores the reasons, causes, and solutions surrounding how human land uses eat up healthy natural space (habitats) and render it useless for other species. This pervasive trend is fueled by the Myth of Superabundance - the belief that animals and plants can go 'somewhere else'. The fascinated ecologist and thoughtful teacher, Ernie, brings science and guests to candidly explore ideas and attitudes which help reveal the cumulative effects of human activities on the land. Guided solutions and hands-on exercises include: Green Mapping; Calculating Ecological Footprints; Reducing them; and, Protecting natural spaces with parks and innovations such as the Y2Y (Yellowstone to Yukon) Conservation Initiative. Ernie is on the scene in the Yukon, Northwest Territories, Alberta, and Wyoming.

#9585/0240 Three 30-minute parts on one DVD 2005 \$249.95 Includes Guide Grades 6 to 10

***GREENHOUSE EFFECT: Climate Change and Global Warming**

What exactly are greenhouse gases? Are they really causing climate change? Global warming has suddenly become the hottest environmental issue, and this program clearly explains the science of greenhouse effect and the evidence that we are causing climate change. The DVD also contains an advanced version for senior students, with in-depth analysis of greenhouse gases and their effects. In addition there are fascinating extras including ice core research in Antarctica, how warming threatens coral reefs, and how carbon capture and storage work.

#12131/0545 25 minutes 2006 \$99.95 *PDF Guide

***EASY BEING GREEN**

"... a versatile DVD that is appropriate for a wide range of viewers and will be a welcome addition to any collection needing environmental and conservation resources." Recommended. Library Media Connection, November 2009 Everyone's talking about the environment and saving energy, but what are some easy steps anyone can take to lessen their impact on the environment? Join students as they share easy green solutions and explain how to make green choices highlighted in four chapters.

*Includes Teaching Materials.

#12813/1290 20 minutes 2009 \$79.95 Grades 6 to 12 *CC

***ENERGY AND SOCIETY**

Relying on evidence from the past as well as the present, this program explains how energy availability relates to economic growth and human progress. Provides ideal introduction to 21st century energy issues for secondary and college classrooms. Includes guided questions and quizzes to help reinforce concepts recommended in the National Science Education Standards.

Part 1. A Brief History of Energy and Society. Traces the part played by energy throughout human history; muscle power to wind and water to fossil fuels to nuclear and solar energy and to large increases in efficiency today.

Part 2. Energy for Today and Tomorrow. Explains basic concepts in energy science and offers insights into energy production and use for today and tomorrow. #12053/0845 38 minutes 2007 \$149.95 Grades 8 to A *CC

New! GREENOVATING: Home Renovations for a Sustainable World

Spotlighting the best practices, technologies, and materials available to residential remodelers and builders, this series shows how existing homes can be transformed to improve energy efficiency, eco-friendliness, livability, and sustainability while enhancing the health and well-being of their occupants. Remodeler and builder Robert Post accompanies leading designers, builders, landscape architects, and other practicing green professionals to working jobsites where they discuss and illustrate the practical application of green principles to every aspect of remodeling and renovation.

HOME PERFORMANCE: The First Step to Green is to first assess the current performance of the house and all its systems. This video takes viewers through a home performance audit and shows how insights into the thermal envelope, energy footprint, and structural soundness can guide the remodeler and homeowner through the first steps toward creating a greener home. An overview of high-efficiency HVAC and geothermal technologies and the role they play in a house's energy efficiency is also explored.

GREEN POWER, CLEAN CHOICES - whether it's through the use of passive or active solar technologies, wind, or other renewable power sources, today's remodelers need to understand the basics of green power so they can guide their clients toward smarter choices and then integrate these technologies into a home in the most intelligent way - provides a fundamental understanding of how these technologies work and takes viewers to residential installation sites to see these systems in real-world applications.

SUSTAINABLE LANDSCAPING: Growing a Greener Home - viewers will learn how a green approach to landscaping can reduce the amount of energy needed to heat and cool a house. The role of landscaping as a system, the connection between the outdoor habitat and the home as a living space, the proper management of rainwater and runoff, the value of native plants, and the benefits of green roofs are also explored. Visits to residential project sites with the landscape architects and designers who created them are included as well, offering insights into the principles and design philosophies that have shaped their work.

THINKING GREEN, BUILDING SMART - The fundamental difference between a green approach to building and remodeling and a conventional approach is the thinking that guides the project. This video explores the thought process at the core of green architectural design and construction as it takes viewers behind the scenes of an architectural firm specializing in sustainable design, a remodeler who has built a green construction business, a supplier of eco-friendly building materials, and a homeowner who has remodeled his house from the ground up using green materials, technologies, and practices.

#13325/0635 Four 30-minute programs 2010 \$99.95 each or Series \$379.95 *Includes PDF Discussion Questions

SPIRITS IN THE WIND: Who is Killing the Wild Horses of Alberta?

"Our respect for other species sharing this planet with us is a good barometer of the condition of the human spirit. In this case, not so good."

Producer Michael Neitzel

Wild horses roam the foothills west of the Sundre in the Rocky Mountains, an area of over 10000 sq km in Alberta. In total their numbers are estimated at about 200 head. These horses are incredibly beautiful, healthy and strong, survivors in the wild, preyed upon by cougars, wolves, and grizzlies, where only the smartest and best survive by a system of natural selection. Unprotected and un-recognized by the government, shot for bear bait, chased, corralled, and sent for slaughter without any fear of criminal prosecution, these last of Alberta's wild horses are on the run for their lives. DNA testing and studies of wild horses are beginning to shine a different light on the part these animals play in our eco-system. It is time to stop the killing and protect other species on this planet besides ourselves. #13128/1735 45 minutes 2009 \$169.95 Grades 9 to Adult



*LIVING WITH CHERNOBYL: The Future of Nuclear Power

The world's worst nuclear accident occurred in the former Soviet Union on April 26, 1986. Ukraine's Chernobyl nuclear power plant exploded, sending radioactive debris over a large area of Northern Europe. Dire predictions were made at the time about the consequences of the radioactive fallout. What really happened at the Chernobyl nuclear power plant following the accident? What is fact and what myth and misconception? The scare of Chernobyl solidified America's rejection of the nuclear power industry and has been a major force driving nuclear energy policy in the United States ever since. That may change now. Nuclear is one of the few large-scale carbon-free energy sources, yet the very real dangers caused by our nuclear waste storage policy are still unresolved. This documentary explores these issues, and the dilemmas created, in large part, by our emotional response to nuclear.

#12051/1537 57 minutes 2007 \$129.95

*RESOURCES, POPULATION AND CLIMATE CHANGE

Confronts head-on three critical science/technology/society issues of the 21st century and explores a contrarian point of view. That is, the program presents evidence in support of: (1) Natural resources are limited only by the ultimate natural resource, the human mind; (2) Population growth (or decline) is a problem, but not the overwhelming one some scientists and citizens considered it in the 20th century; and (3) Climate change is real but it may not be the most serious problem the world faces in the 21st century. While the program does take the contrarian point of view, it challenges the student (and the teacher) to investigate these critical issues and come to their own conclusions. In other words it is not dogmatic and offers a stimulating way to discuss these vital issues and to rationally explore what scientific methods can contribute to their solution. #13062/0845 44 minutes 2009 \$129.95

HISTORY – U.S. & Otherwise

New! U.S. GOVERNMENT: How It Works

While the complexities of the American political system have never been greater, the right visual aid can help students sift through them - and even develop a passion for the subject. This six-part series is an ideal tool for introducing and exploring key aspects of U.S. government and public policy. Using a combination of eye-catching graphics, dynamic video footage, and interviews with legal and political scholars, each episode celebrates a particular dimension of American democracy while equipping students to candidly discuss political issues. Topics range from the Constitution and the three branches of government to the electoral process and the responsibilities of citizenship.

THE LEGISLATIVE BRANCH

Although the office of the President personifies American leadership, the Legislative branch was actually designed to hold at least as much power as the Executive, if not more. Many Founding Fathers envisioned Congress as the primary governing body, given its closeness, politically speaking, to the people. This program examines the origins, history, and activities of the U.S. House of Representatives and Senate. Topics include the roots of today's legislative branch in the Continental Congress of the Revolutionary period; the reasons why a bicameral legislature was ultimately deemed necessary; the unique characteristics of both legislative chambers; the specific functions of Congress, from writing and passing bills to ratifying treaties to declaring war; and more.

THE EXECUTIVE BRANCH

Many equate it with the Presidency, but the Executive branch of our government is far more complex than that. Containing departments and agencies that directly affect the health, safety, security, and prosperity of the American public, the Executive branch is an administrative mountain with the White House at its peak. This program expands on that description, familiarizing students with the most visible arm of U.S. leadership and its evolution through the years. Topics include the President's roles as head of state, head of government, chief executive, and commander-in-chief; his or her responsibility to fill federal positions; relationships between the Executive branch and the other two branches, including the appointment of judges and the power to veto legislation; and more. Selected presidents, from Washington to Lincoln to Obama, are concisely profiled.

THE JUDICIAL BRANCH

September 24th, 1789 - the First United States Congress establishes the basic structure of the Federal Judiciary. With this act, the American legal system becomes an entity entwined with our fundamental notions of democracy and fair government, equal in power and authority to the Executive and Legislative branches. This program guides viewers through the history of the Judiciary and illustrates how it works in theory and practice. Topics include the main purposes of the Judicial branch - specifically, interpreting the law, determining if laws are unconstitutional, and applying the law to individual cases; the various divisions and levels of courts, such as lower, appellate, and specialized courts; the unique powers of the Supreme Court; summaries of famous Supreme Court cases; and more.

THE CONSTITUTION AND FOUNDATIONS OF GOVERNMENT

Why do written documents figure so prominently in the early history of the United States? There are plenty of explanations, but they all boil down to the philosophical ideas that drove the American colonies to declare their independence - and a profound awareness that those ideas should be inseparable from the rule of law. This program explores the origins, outbreak, and outcome of the American Revolution, the major political texts which grew out of that struggle, and their ongoing significance today. Topics include the heavy British taxation that helped spark the Revolution; the spirit and structure of the Declaration of Independence; the short-lived Articles of Confederation; the drafting and ratification of the Constitution and the Bill of Rights; and their implications for U.S. government as we know it today.

ELECTIONS AND POLITICAL PARTIES

A government of the people, by the people, and for the people isn't possible without the laborious process of nominating and electing candidates, in a manner fair and free to all citizens. How did this process begin and how has it evolved over the course of American history? Does it even remotely resemble - for better or for worse - the manner in which the Founding Fathers gained high office? Using the 2000 election of George W. Bush and the uncertainties it exposed in the American electoral process as a departure point, this program examines how political parties were started, and why; methods and campaigns that were launched to elect different Presidents to office; and the history of voting and the Constitutional amendments that made voting possible for all Americans.

CITIZENSHIP AND CIVIC RESPONSIBILITIES

Is American citizenship all about personal freedom and the rights of the individual? Or should the concept of the "good citizen" take precedence, underscoring the duties and contributions an individual owes to society? Where does immigration fit in? This program helps students sift through various meanings of American citizenship and the historical forces that have shaped it. With energetic visuals, expert interviews, and examples from past political struggles, the video explores citizen rights as given in the Constitution and the Bill of Rights; iterations of federal immigration law through the years; the history of Ellis Island as a conduit into citizenship; civic responsibilities and "active citizenship"; civil liberties and their importance; equal protection under the law; and more.

#13845/0635 Six programs 2010 \$99.95 each or Series \$549.95 *Viewable/printable instructor's guides are available online

***Best-Seller! UNDERSTANDING CANADIAN GOVERNMENT**

This program provides a fun and colourful look at the nuts-and-bolts of our governing bodies in Canada - namely the federal and provincial governments. Features energetic young hosts, and includes a huge variety of animations, diagrams, archive government footage and upbeat music. Carefully organized into quickly accessible DVD chapters, this video takes the confusion out of a subject that is often misunderstood. *Includes downloadable PDF Workbook. #9160/0375 35 minutes 2005 \$149.95 Grades 8 to A



***DEMOCRACY: The Basics**

The three DVDs in this excellent new series are interactive and each program includes questions and quizzes:

RELIGION AND DEMOCRACY. Radical Islam is attacking democracy around the world today. The Christian world for the most part is democratic today. Learn how religions have helped (and hindered) the paths to democracy in the past and the present. In Two Parts, this program explains the origins of religions and democracy in Part One and in Part Two considers the state of religions and democracy in the 21st century world. 57 minutes

CAPITALISM AND DEMOCRACY. Capitalism, like democracy, seems often to be under siege today. Learn in this program how capitalism is necessary for democracy, but not sufficient. Part One explains the origins of capitalism and of democracy. Part Two explores the connections between democracy and capitalism today. 53 minutes

SCIENCE AND DEMOCRACY. One of democracy's most important allies is science. Learn in this program how science (like capitalism and religion) is necessary for democracy, but also not sufficient. Part One explains the origins of science and of democracy. Part Two explores the connection between science and democracy today. 49 minutes

#12240/0845 Three programs 2009 \$109.95 each or Series \$249.95



AMERICA IN THE 21ST CENTURY

This eight-part series documents the history of the United States - and celebrates America's diversity - from the turn of the 20th century to the aftermath of World War II. Pivotal events unfold and key figures live again through archival video clips and photos, period recordings, full-color maps, and other primary source materials, while striking graphics and engaging narration contextualize the history of yesteryear, making it relevant to 21st-century students. Complete descriptions of all of the eight 29 to 31-minute programs in this series are available on our website.

AMERICA BECOMES A WORLD POWER

THE PROGRESSIVE ERA

WORLD WAR I: The War in Europe

WORLD WAR I: On the Home Front

THE ROARING TWENTIES

THE GREAT DEPRESSION

WORLD WAR II: The Road to War

WORLD WAR II: The World at War

*Correlates to standards from the National Council for the Social Studies

*Viewable/printable instructor's guides are available online

#13320/0635 Eight programs, 2004 \$99.95 each or Series \$699.95

***THE EUROPEAN UNION**

Traces the history of the European Union and notes significant events such as the Single European Act and Maastricht Treaty. Covers the functions of the Commission, Parliament, Court, and Council. Discusses the major provisions of the single internal market program. Special topics include the European Monetary Union and the euro, the EU's relationship with the new democracies in Europe, and the addition of two more countries.

*Note - this program is updated every time there is a change in the European Union so you always receive the latest version when you purchase. #13195/0495 25 minutes 2007 \$139.95

THE GLOBAL ECONOMICS SERIES

"The simple, basic explanations of complex financial concepts as well as interviews with experts provide viewers with a solid foundation for understanding globalization. Video techniques and effects are as outstanding as the still photography."

Educational Media Reviews Online

According to most experts, globalization is increasing with unstoppable momentum. But the resulting debate is heating up just as quickly - and anyone who participates needs a thorough grounding in the issues. This four-part series provides a foundation for studying the political economy of international trade, finance, development, and natural resource competition. Using concise case studies, straightforward explanations of complex financial concepts, and interviews with renowned experts - including Dr. Jeffrey Sachs of Columbia University, Bank of Israel Governor Dr. Stanley Fischer, and former World Bank president James Wolfensohn - this series gives viewers the wide-ranging subject coverage necessary for sustained class dialogue and discussion.

GLOBAL RESOURCES: Management and Competition

GLOBAL CAPITAL MARKET: Risks and Rewards

GLOBAL EXCHANGE: Free Trade and Protectionism

ECONOMIC DEVELOPMENT: A Global Challenge

#10880/0635 Four 33 to 39 minute programs 2007 \$169.95 each or Series \$619.95 *CC

New! GLOBAL ISSUES

The Internet, world travel, international business, and ever-expanding political spheres of interest have turned the 20th-century concept of the global village into the dominant reality of the 21st century. This timely series uses compelling documentary footage from around the world to zero in on the effects and implications of widespread religious fundamentalism, a globalized economy, the ongoing fight for women's rights, and the worldwide war on terrorism - issues that, in one way or another, impact the lives of everyone. Detailed descriptions of each program are available on our website. Some content may be objectionable.

FUNDAMENTALIST FERVOR

WOMEN'S RIGHTS

GLOBALIZATION AT A CROSSROADS

TARGETING TERROR

#13700/0635 Four 29-minute programs 2010 \$99.95 each or Series \$359.95

RIVERS AND LIFE: How Waterways Cradle and Confound Human Society

Illuminating the ever-changing nature of the Earth's aquatic arteries, this six-part series guides viewers through cultures and countries shaped by magnificent rivers. A half-dozen of the world's most iconic bodies of water are explored: the Amazon, the Ganges, the Mississippi, the Nile, the Rhine, and the Yangtze. Each episode highlights the age-old benefits and bounty of a particular watercourse; the challenges it presents to human life; and the human activities that have affected its path, strength, and biodiversity. Detailed descriptions of each program are available on our website.

THE AMAZON RIVER: Pristine and Unprotected.

THE GANGES RIVER: Sacred and Sullied

THE MISSISSIPPI RIVER: Triumphant and Tragic.

THE NILE RIVER: Shared or Monopolized?

THE RHINE: A River of Unity and Diversity

THE YANGTZE RIVER: China's Wild Lifeline

#12770/0635 Six 52-minute programs 2008 \$169.95 each or Series \$949.95

HAMAS: The Untold Story

Produced with unprecedented access to Hamas and its operations, this program takes viewers inside Gaza's Islamic fundamentalist government in the months following its civil war against Fatah. The film observes Hamas leaders as they struggle to shape policy and follows a former militant who now heads up an Executive Force police unit-carrying out orders he doesn't agree with. Archival footage and interviews from earlier years are also included, creating a historical context in which the emergence of Hamas, as well as the problems of governance it now faces, can be examined and discussed. Fatah's ongoing control over Hamas finances is one of the many topics analyzed.

#13153/0635 49 minutes 2008 \$169.95

***REFUGE: A Film about Darfur**

In this alternately enraging and heartbreaking documentary, student Jonathan Pedneault and filmmaker Alexandre Trudeau travel to Darfur to try to make sense of reports of genocide in the region. Making their way clandestinely with a group of rebels into the heart of the Sudanese war zone, they chronicle stories of unfathomable human despair and courage: NGOs struggling to get food to the starving, refugees fighting for water, waves of people battered by civil war and incomprehensible violence stumbling into camps on the edge of survival. Succeeds brilliantly in capturing the human face behind this geopolitical crisis. #13018/0685 52 minutes 2009 \$149.95 (Colleges & Universities \$249.95)

WORLD RELIGIONS: A Common Journey - What is religion? How does it reflect the culture in which it exists? And what functions does it serve? There are key questions asked by virtually every human culture. Those questions, and the way different religions go about revealing the answers, shine a light on what all people and cultures have in common. Explore the differences between religion and spirituality and see how they often work hand-in-hand. Discover how religious practices, religious specialists, rituals, and rites of passage serve to answer deeply felt questions. #12502/1120 25 minutes 2009 \$125.95 *CC

STUDY SKILLS & RESEARCH

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

ACADEMIC SUCCESS: Smart Tips for Serious Students

The transition from high school to college is a lot bigger than many students realize. Help them make the most of their college academic experience with this series filled with facts, hints, insights, and observations from experts in the field of education and from students who know the ropes.

VALUES AND GOALS - What are values? What are goals? And how are they connected? These questions are easy to ask, but they're not so simple to answer. This three-section program combines commentary from educators and students with in-class exercise segments to explore the meaning of values/ goals and illustrate how they steer/shape a person's life - in college & beyond.

TIME MANAGEMENT - Compared to high school, where the day is structured down to the minute, college is a blank do-it-yourself calendar. Classes, clubs, sports, part-time jobs - assignments, projects, exams - even time to hang out: all must be penciled in! Over the course of this three-section program, viewers will learn to side-step common time-management errors and plan out their semesters so they can take control of their time and enjoy a healthy work/life balance.

CRITICAL THINKING AND PROBLEM-SOLVING -By defining critical thinking and examining how it's applied to the process of problem-solving, this two-section program will show viewers how to handle whatever challenges come their way. An in-class discussion segment on critical thinking explains how to rationally assess a statement and express disagreement, while a similar segment on problem-solving considers what to do when preparing for what appears to be an overwhelmingly tough exam.

ACTIVE LISTENING AND NOTE-TAKING - Lectures and labs are the heart of the college academic experience, and for students eager to make the most of them, active listening and note-taking are powerful learning tools. This two-section program explains how to create a bulletproof listening/note-taking loop that ensures deeper understanding and better recall. Pre-class reading, in-class participation, and post-class review are stressed.

RESEARCHING, READING, AND WRITING - Faced with a mountain of research to conduct, reading to do, and papers to write, students must work both efficiently and shrewdly. This three-section program tells how to identify and cite reliable online and offline sources of information, carve textbook chapters into manageable chunks, and outline and revise papers - all elements that are essential to getting the job done well.

STUDYING AND TEST-TAKING - Studying is a process, not a last-minute event. It takes strategy to consistently make the grade - both before a test and during. This two-section program brings together educators and students to discuss things that viewers can do to increase their understanding of course material, enhance their ability to memorize, and improve their performance during exams. *Includes viewable/printable instructor's guide for each program available online

#12832/0635 Six 10 to 12 minute programs 2009 \$69.95 each or Series \$389.95

***RESEARCH ON THE INTERNET**

Google transformed the way that users access information on the web. It ousted the categorized portal approach and allowed information to be found by key word search, quickly and comprehensively. However, there are a number of significant issues related to the modern search methodology, including the validity of content, the relevance, and how the results are ranked. With the emergence of Web2.0, the supremacy of the search engine as the Start page of the Internet may be numbered. Until the next big thing comes along, though, it is essential that those who are researching via the Internet understand the limitations of the tools they are using. #13318/0545 30 minutes 2008 \$129.95 Grades 8 to A

QUALITATIVE RESEARCH: Methods in the Social Sciences

Discusses the types of questions addressed through qualitative research and considers problems of validity in the process, protocols, and analysis of qualitative research. Examines such forms of qualitative textual analysis as rhetorical criticism, conversation analysis, and content analysis and looks at the primary methods of qualitative research used throughout the social sciences.

#12965/0880 20 minutes 2006 \$219.95

QUANTITATIVE RESEARCH: Methods in the Social Sciences

Introduces quantitative research and shows the types of questions covered by quantitative research methods. It examines such measurement issues as validity, sampling, and distribution; discusses the protocols of experimental design and statistical analysis; and covers survey design, scales of measure, sampling procedures, and data analysis.

#12964/0880 20 minutes 2006 \$219.95



RESEARCH ETHICS

This program examines ethical issues in social, natural sciences, and health research. It covers such topics as plagiarism, crediting of sources, falsification of data, the use of human and animal subjects, informed consent, privacy, and conflicts of interest.

#12948/0880 21 minutes 2008 \$219.95

MEDIA LITERACY & CULTURE: How to Be & How to Beware

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

New! MEDIA LITERACY IN THE 21ST CENTURY CLASSROOM

The more digital technology becomes inseparable from our daily lives, the more chances corporate and political media have to manipulate young people - unless students are taught how to dissect and defend against that manipulation. This program helps educators instill media literacy through an exploration of its basic concepts as well as examples drawn from film and television. Defining media literacy in terms of access, analysis, evaluation, and creation, the video examines race and gender issues, embedded social cues, the prevalence of media bias, and concrete methods for questioning the objectives and studying the techniques of media. Well-known TV commercials are used as case studies. #13472/0635 40 minutes 2009 \$169.95

PODCASTING AND BLOGGING ESSENTIALS

In a Web 2.0 world, anyone can broadcast or publish online - and this clear and simple program explains how to do it, step by step. Using plain English and plenty of visuals, Podcasting and Blogging Essentials spells out what podcasts and blogs are, how to find and access them on the Internet, and how to create them from scratch and upload them to the Web. No previous knowledge is required. An excellent starting point for students and educators alike who want to get their message out and would like to see how it's done. Bonus material includes an interview with the director about the history and future of podcasts and blogs and an interview with a podcaster on the development and production of her podcasts.

*Viewable/printable supporting materials are available online

#11977/0635 57 minutes 2007 \$169.95

***REMOTE CONTROL: Children, Media Consumption and the Changing Family**

The average American child spends over 40 hours per week consuming media, the equivalent of a full-time job. This means that by the time children born today turn 30, they will have spent an entire decade of their lives in front of some type of screen. REMOTE CONTROL, based on the findings of the Kaiser Family Foundation's landmark study "Generation M: Media in the Lives of 8 to 18-year-olds", examines the implications of this unprecedented level of exposure. Putting a human face on the report's statistical findings, filmmaker Bob McKinnon explores the media habits of two families, supplementing their powerful personal insights with testimony from media experts, educators, and policymakers. Offers a fascinating look at the centrality of media in our lives, revealing far-reaching effects that we are only beginning to understand, and suggesting ways we might begin to help our children live a life instead of watching one. #13020/0685 38 minutes 2007 \$79.95 (Colleges & Universities \$199.95)

THE MUSLIMS I KNOW

A far cry from media depictions of extremist militants, America's small community of Muslims longs to be heard and understood. This documentary attempts to bridge the cultural chasm between mainstream U.S. society and Muslim Americans whose hopes and dreams are no different than those of previous immigrant generations. Focusing on Pakistani-born citizens and their families, the film highlights similarities between Islam and the other Abrahamic faiths, celebrates cultural richness and diversity, and dispels stereotypes by addressing questions from non-Muslim Americans in candid interviews. Pakistani-born director and narrator Mara Ahmed guides viewers on this refreshing journey of discovery. #13818/0635 55 minutes 2008 \$169.95

Best-seller! THE MEDIA LITERACY SERIES

The average person is exposed to more than 3,000 commercial messages each day - and probably will not recognize almost 80 percent of them. Use this timely and informative two-part series to deepen your understanding of media's influence and to train students to critically analyze media messages before accepting them. Detailed descriptions of the two programs are available on our website: TEACHING MEDIA LITERACY: Asking Questions, 31 minutes and UNDERSTANDING MEDIA LITERACY, 35 minutes. #11600/0635 Two programs 2007 \$119.95 each or Series \$199.95

*Best-Seller! CONSUMING KIDS: The Commercialization of Childhood

With virtually no government or public outcry, the multi-billion dollar youth marketing industry has been able to use the latest advances in psychology, anthropology, and neuroscience to transform North American children into one of the most powerful and profitable consumer demographics in the world. Kids now influence an estimated \$700 billion in annual spending, targeted virtually from birth with a relentless bombardment of sophisticated commercial appeals designed to sell everything from Hollywood merchandise and junk foods to iPods, cell phones, the family car and vacations. The result is that childhood itself has been commercialized. Drawing on the insights of experts, industry insiders, and children themselves, this program traces the evolution and impact of this disturbing and unprecedented phenomenon, exposing the youth marketing industry's controversial tactics and exploring the effect of hyper-consumerism on the actual lived experience of children. *Study Guide available online #11884/0685 72 minutes 2008 \$129.95 (Colleges & Universities \$249.95) Grades 9 to Adult

*New! SHOP 'TIL YOU DROP: The Crisis of Consumerism

Are we too materialistic? Are we willfully trashing the planet in our pursuit of things? And what's the source of all this frenetic consumer energy and desire anyway? In a fast-paced tour of the ecological and psychological terrain of American consumer culture, SHOP 'TIL YOU DROP challenges us to confront these questions head-on. Taking aim at the high-stress, high-octane pace of fast-lane materialism, the video moves beneath the seductive surfaces of the commercial world to show how the flip side of accumulation is depletion -- the slow, steady erosion of both natural resources and basic human values. In the end, this program helps us make sense of the economic turbulence of the moment, providing an unflinching, riveting look at the relationship between the limits of consumerism and our never-ending pursuit of happiness. Featuring interviews with Peter Whybrow, author of *American Mania*; When More is Not Enough; Juliet B. Schor, author of *The Overspent American*; simplicity gurus Cecile Andrews and Duane Elgin; photographic artist Chris Jordan; advertising expert James. B. Twitchell; Julian Darley of the Post Carbon Institute, and others. #13310/0685 52 minutes 2010 \$149.95 (Colleges & Universities \$289.95)



*Best-Seller! DREAMWORLDS III: Desire, Sex and Power in Music

This groundbreaking program examines the stories contemporary music videos tell about girls and women, and encourages viewers to consider how these narratives shape individual and cultural attitudes about sexuality. Illustrated with hundreds of up-to-date images, offers a unique and powerful tool for understanding both the continuing influence of music videos and how pop culture more generally filters the identities of young men and women through a dangerously narrow set of myths about sexuality and gender. In doing so, it inspires viewers to reflect critically on images that they might otherwise take for granted.

*Also available in a 35 minute abridged version DVD #11389 (edited for nudity, profanity, and length). Both full and abridged versions contain violence and sexual imagery. Viewer discretion advised.

#9991/0685 55 minutes 2007 \$179.95 (Colleges & Universities \$249.95) Grades 9 to Adult

*MILITAINMENT INC: Militarism and Pop Culture

This program offers a fascinating, disturbing, and timely glimpse into the militarization of American popular culture, examining how U.S. news coverage has come to resemble Hollywood film, video games, and "reality television" in its glamorization of war. Mobilizing an astonishing range of media examples - from news anchors' idolatry of military machinery to the impact of government propaganda on war reporting - the film asks: How has war taken its place in the culture as an entertainment spectacle? And how does presenting war as entertainment affect the ability of citizens to evaluate the necessity and real human costs of military action? The film is broken down into nine sections, each between 10 and 20 minutes in length, allowing for in-depth classroom analysis of individual elements of this wide-ranging phenomenon.

#11393/0685 124 minutes 2007 \$129.95 (Colleges & Universities \$249.95)

***New! CODES OF GENDER: Identity and Performance in Popular Culture**

Communication scholar Sut Jhally applies the late sociologist Erving Goffman's groundbreaking analysis of advertising to the contemporary commercial landscape in this provocative new film about gender as a ritualized cultural performance. Uncovering a remarkable pattern of gender-specific poses, Jhally explores Goffman's central claim that the way the body is displayed in advertising communicates normative ideas about masculinity and femininity. The film looks beyond advertising as a medium that simply sells products, and beyond analyses of gender that focus on biological difference or issues of surface objectification and beauty, taking us into the two-tiered terrain of identity and power relations. With its sustained focus on the fundamental importance of gender, power, and how our perceptions of what it means to be a man or a woman get reproduced and reinforced on the level of culture in our everyday lives, *The "Codes of Gender"* is certain to inspire discussion and debate across a range of disciplines. Divided into eight sections. #13070/0685 2010 \$149.95 (Colleges & Universities \$279.95)

***Best-Seller! GENERATION M: Misogyny in Media and Culture**

For all of the achievements of the women's movement over the past four decades, misogyny remains a persistent force in American culture. In this important new documentary, Thomas Keith, Professor of Philosophy at California State University-Long Beach, looks specifically at misogyny and sexism in mainstream American media, exploring how negative definitions of femininity and hateful attitudes toward women get constructed and perpetuated at the very heart of our popular culture. The film tracks the destructive dynamics of misogyny across a broad and disturbing range of media phenomena: from the hyper-sexualization of commercial products aimed at girls, to the explosion of gender violence in video games aimed at boys; from the near-hysterical sexist rants of hip-hop artists and talk radio shock jocks, to the continually harsh, patronizing caricature of feminism found in virtually every area of American pop culture. Along the way, *Generation M* forces us to confront the dangerous real-life consequences of misogyny in all of its forms, making a compelling case that when we devalue more than half the population based on gender, we harm boys and men as well as women and girls. #12229/0685 58 minutes 2008 \$129.95 (Colleges & Universities \$249.95)

***New! MEAN WORLD SYNDROME: Gerbner on Media and Violence**

For years, debates have raged among scholars, politicians, and concerned parents about the effects of media violence on viewers. Too often these debates have fallen into simplistic battles between those who claim that media images directly cause violence and those who argue that activists exaggerate the impact of media exposure. Based on interviews conducted with George Gerbner before his death in 2005, the film urges us to think about media effects in more nuanced ways. In contrast to behaviorist models that see media violence as causing real-world violence, and limited effects models that question the impact of media altogether, Gerbner encourages us to move outside the frame of this debate to consider how the repetitive stories media tell constitute a pervasive cultural environment - a landscape of ritualized, often violent images that have the power to cultivate how we see and understand the world. An accessible and provocative introduction to Gerbner's thought and the subject of media influence and media violence.

#13120/0685 50 minutes 2010 \$149.95 (Colleges & Universities \$249.95)



SEXUAL AND RACIAL STEREOTYPES IN THE MEDIA

Sexual and racial stereotypes are constantly being redefined and reinforced on TV and in movies, in magazines and on the Web, in video games - practically everywhere. They frame perceptions, reinforce prejudices, and promote a fear of the "other". This series scrutinizes the media in order to both expose and understand common sources of bias and the intentions behind them. Expert commentary is provided by Carolyn Kitch, director of the Mass Media and Communication program at Temple University; Oscar Gandy, professor emeritus at the Annenberg School for Communication; and NPR's Bob Garfield, cohost of *On the Media*. Detailed descriptions of both programs are available on our website: *SEXUAL STEREOTYPES IN THE MEDIA*, 38 minutes and *RACIAL STEREOTYPES IN THE MEDIA*, 43 minutes. #11488/0635 Two programs 2008 \$149.95 each or Series \$259.95

MEDIA PRODUCTION - Drama, Film Production, Digital

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! THE BUSINESS SIDE OF SUCCESSFUL FILMMAKING**

This unique groundbreaking series, hosted by award-winning filmmaker David Heavener, provides a no-nonsense outline to writing, producing and distributing your film. Whether you're a film buff with a really great movie idea or someone who has years of experience, everyone can learn from the easy to follow guidelines in this series. Learn all the proven steps to become an accomplished filmmaker including how to launch your career, screenwriting made easy, getting financed, low-budget, high quality producing, market, sell and distribute and the future of filmmaking and distribution. Detailed descriptions of each program are available on our website. The three programs are: *CREATING THE WINNING SCRIPT*; *FILM FINANCING SECRETS*; and, *SELLING AND MARKETING THE MOVIE*. *Includes 73 page downloadable Workbook

#13726/2003 Three programs 2010 \$99.95 each or Series \$199.95

DIGITAL MOVIE MAKER: Guidance from an Expert

Help students build their shooting, lighting, and recording skills with this detailed guide to professional-quality video production. This DVD focuses on the real-world techniques of producer Bill Cote, a 25-year veteran of the television industry, who uses footage from a recently wrapped film to demonstrate proper equipment operation. Divided into four main chapters covering pre-production, camera work, lighting, and audio recording, the program explains shooting schedules, shot lists, storyboards, camera exposure, shutter speed, lenses, filters, three-point lighting, time code and *logs*, *shotgun mics*, *lapel mics*, *mic levels*, *audio ambience*, and *much more*. #11160/0635 58 minutes 2005 \$149.95

New! HOW TO WRITE AND PRODUCE YOUR OWN HIGH SCHOOL MUSICAL

Geared specifically to educators and produced by a working drama teacher, this program offers practical, hands-on guidance for creating an original high school musical. Viewers learn six essential components and ten key steps to writing and staging a production that entertains, engages, and boosts ticket sales! Designed for step-by-step viewing, the video is divided into two main sections - writing and producing - with the following chapters: What You Need, The Time-Table, The Writing Process, Plot Diagram, Conflict Development, Writing Music, The Finished Script, The Production Schedule, Blocking, Auditions and Callbacks, Rehearsals and Tech Week, Final Dress Rehearsal, and Opening Night. The DVD version contains bonus features, including additional tips and video excerpts. #12978/0635 38 minutes 2008 \$149.95 *CC

KING LEAR (Great Performances)

William Shakespeare's unrelenting King Lear is considered to be one of the playwright's most enduring and haunting works for the stage. The challenge of playing its title role has long fallen to some of the greatest actors of our time. This telecast marks Sir Ian McKellen's return to the Royal Shakespeare Company that has resulted in a tour-de-force performance as Lear. Co-directed for television by Sir Trevor Nunn and Chris Hunt. #12859/1725 150 minutes 2009 \$89.95 *CC

BODY LANGUAGE FOR ACTORS: Portraying Different Cultures

In this program, a diversity specialist teaches actors how to portray characters from different cultures, outlines behavioral differences, and introduces multicultural manners. The program covers such topics as greetings, shaking hands, physical contact between the sexes, eye contact, smiling, embracing, and kissing; emphasizes that acceptable norms vary among cultures; and examines cultural variations in eating customs. #13274/0880 31 minutes 2007 \$219.95

***DOCUMENTARY FILMMAKING: Tips from the Trenches**

Ideal for Students of Film and to expose students earlier in their communications courses to documentary filmmaking. Learn from Academy Award winners and nominees, first time filmmakers and 50-year veterans as they discuss the technical, legal, ethical and business issues of documentary film. Thirty filmmakers discuss the art and craft of documentary filmmaking covering everything from finding a story, starting the process, shooting, editing, legal and ethical issues to tackling financial and distribution challenges. #13001/2003 83 minutes 2009 \$119.95

***New! MAKEUP FX: Film and Television Makeup**

Emmy-winning makeup artist (for Star Trek: Voyager's Threshold), Bradley Look, takes you behind the scenes of the Hollywood makeup artistry to show how to airbrush more effectively, in the growing age of High Definition format, using Makeup FX template stencils. Demonstrates prosthetics, special effects and beauty application using the airbrush. Follow the step-by-step process, using freehand spray and Makeup FX template stencils. Teaches: Beauty application; Application of foam appliances; Use of the Zazzo® Makeup FX Template series; Character Troupe and Beauty ensemble; and, Creation of mixed medium makeup.:

MakeUP FX Character Prosthetics and Special Effects, 40 minutes

MakeUP FX Beauty Ensemble and Airbrush, 37 minutes

#13735/2003 Two programs 2010 \$99.95 each or Series \$279.95



***New! THE VIDEOMAKERS SERIES**

Learn the basics from the experts at videomaker. There's no better way to learn to create video than be watching the pros in action! Videomaker Magazine has helped thousands of users make better videos through its comprehensive, instructional line of video programming. Basic Shooting, Sound Success, Video Editing, Lighting Techniques, Introduction to Desktop Video and Advanced Shooting detail the fundamentals of producing quality, professional-looking productions.

Detailed descriptions of these programs are available on our website.

The six programs are:

GREEN SCREEN TIPS AND TRICKS

FIELD AUDIO

VIDEO LIGHTING TIPS

SPECIAL EFFECTS

CREATING ACTION

ONLINE VIDEO

#12985/2003 Six programs 2010 \$39.95 each or Series \$219.95

MUSIC / THE ARTS / CRAFTS

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

THE HISTORY OF MUSIC 2nd Edition

Using period music, magnificent works of art, and colorful diagrams, this updated eight-part series thoroughly examines the Western music tradition: its roots, its major eras and movements, and many of its most significant composers. * A Discovery Channel Production . Detailed descriptions of each program are available on our website.

ORIGINS AND OVERVIEW

THE MIDDLE AGES AND THE RENAISSANCE

THE BAROQUE

INTO THE CLASSICAL PERIOD

EARLY ROMANTICISM

LATER ROMANTICISM

THE EARLY 20TH CENTURY

MODERN TIMES

#12740/0635 Eight 22 to 28 minute programs 2005 \$99.95 each or Series \$799.95

THE JAZZ ICONS III BOX SET

"The sound quality is first rate, and the performances are extraordinary." Newsweek

The third in the fabulous JAZZ ICONS series consists of seven titles:

* Sonny Rollins - Live in '65 & '68

* Cannonball Adderley - Live in '63

* Bill Evans - Live '64-'75

* Rahsaan Roland Kirk - Live in '63 & '67

* Lionel Hampton - Live in '58

* Oscar Peterson - Live in '63, '64 & '65

* Nina Simone - Live in '65 & '68

Each DVD features a 24-page booklet with an essay written by an authoritative jazz historian as well as rare and unseen photos. Filmed in Europe between 1958 and 1975, this third set of Jazz Icons DVDs features concerts by seven of the most influential jazz artists of the 20th century captured in their prime and accompanied by some of the most legendary sidemen of the day. Previously forgotten or lost in the vaults of TV studios throughout Europe (in some cases for nearly 50 years!), they are now being made available for the first time.

The running time for the DVDs range from 60 to 100 minutes. Deluxe boxed set with a bonus eighth disc featuring additional rare, never-before-seen, performances. Each of the new Jazz Icons DVDs features one or more concerts filmed live in television studios and concert halls throughout Europe between 1958 and 1975, one of the most creative periods in jazz history. All seven DVDs feature performances that have never been officially released, and in many cases, the material is newly discovered and was never broadcast. In addition, every performance in the Jazz Icons DVD series has been transferred and re-mastered from the best-quality original masters yielding excellent sound and video. #12220/1465 Seven DVDs 2008 \$139.95

LAURENCE GARTEL: Digital Media Artist

"The video will hold the interest of students, who will find it to be inspirational and over too soon. This reviewer, captivated by the gorgeous color and mesmerizing action, found herself wishing the movie were longer." P. G., Arts and Activities

A documentary on one of the most innovative artists of the 21st century. For over 30 years Gartel has been exploring the artistic potential of computers. His cutting-edge works have been shown at the Museum of Modern Art and the Smithsonian Institution. His works for pop culture icons such as Versace, Britney Spears, and Justin Timberlake are legendary. #13506/0470 14 minutes 2009 \$49.95 Grades 8 to A

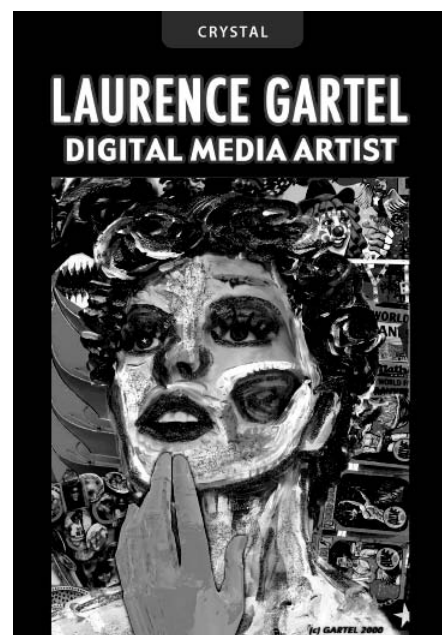
METROPOLITAN MUSEUM OF ART: A World of Art

The world-renowned Metropolitan Museum of Art in New York City is a comprehensive 3-D encyclopedia of art history. This program introduces viewers to the history of art through the Met's vast assortment of treasures that spans 5,000 years of world culture and fills two million square feet of floor space. Featured European and American pieces are drawn from the Met's collections of ancient, Renaissance, 18th-century, 19th-century, and early modern art. Works from Africa, Asia, Oceania, and Mesoamerica are highlighted as well. A viewable/printable educator's guide is available online.

#12618/0635 52 minutes 2004 \$79.95

REALISM: The Artistic Form of the Truth

It is a creative impulse as old as humanity itself: to depict life faithfully, accurately, in words or images. This program shows how that impulse led to Realism - a widespread artistic movement, born in the latter half of the 19th century, which rejected pretense, distortion, and sentimentality. Incorporating interviews with art historians and literary scholars, the program explores the sociopolitical origins of the phenomenon in the 1848 Revolution in France and the concurrent wave of industrialization that swept Europe and America. Luminous images by Édouard Manet, Gustave Courbet, Jean-François Millet, and Honoré Daumier - along with the unflinching writings of Honoré de Balzac, Gustave Flaubert, Émile Zola, Leo Tolstoy, Fyodor Dostoyevsky, Anton Chekhov, August Strindberg, and Henrik Ibsen - are analyzed and compared with the work of Thomas Eakins, George Bellows, Mark Twain, Jack London, Stephen Crane, and others. The contributions of early photographers and filmmakers, as well as the first stirrings of feminism, are also examined. #11626/0635 54 minutes 2007 \$169.95



BETWEEN THE FOLDS

Chronicles the stories of 10 fine artists and intrepid scientists who abandoned careers to forge unconventional lives as modern day paperfolders. The film paints an arresting portrait of the remarkable artistic and scientific creativity that fuels this ever-changing art form, fusing science and sculpture, form and function, ancient and new. #13428/1725 56 minutes 2009 \$89.95

ART TALK: Conversations with Working Artists

"...is especially recommended viewing for public school art education classes and a gem for public library collections. Individual artists are also sure to enjoy and perhaps even draw insights from the wisdom of their contemporaries!"

J. Cox, *Midwest Book Review*

Contemporary artists working with diverse media share their thoughts on the creative process and what it means to be an artist. Featuring sculptors Mark Cesark, James Surls, and Nancy Lovendahl, Alleghany Meadows, painters Carrie Kaplan and Tania Dibbs, glass artists Jacqueline Spiro and Lee Lyon, and totem carver John Doyle. Nine segments, approximately eight minutes each. #13480/0470 78 minutes 2009 \$59.95

HEARTFIELD: Father of the Photomontage

Born Helmut Herzfeld in 1891, John Heartfield adopted his English name to protest the rise of German nationalism during the First World War - one of many symbolic gestures that defined the artist's uncompromising career. This biographical program begins in Heartfield's native Berlin and progresses through his painful childhood, his involvement in the Dadaist movement, his friendships with Bertolt Brecht and George Grosz, and his active stance against Hitler's Nazi regime through his provocative photomontages. His exile and internment in Britain and his return to East Germany in 1951 are also covered. Archival materials, interviews, and speeches featuring a vehement Heartfield are combined with numerous examples of his work. *Portions in German with English subtitles. #13573/0635 51 minutes 2009 \$169.95

ARTISTS OF POP ART: Lichtenstein, Thiebaud and Warhol

In this program 24 masterworks of the three prominent Pop artists are shown plus many details of each. They include Roy Lichtenstein's "Reverie", Wayne Thiebaud's "Pies", and Andy Warhol's "Campbell's Soup Can (Tomato)". After viewers are introduced to each of the artists' works, they are shown other works by the same artists and asked to identify "Who is the Artist?" Throughout the program, viewers are also asked to interact with the images as they are presented. *This program is part of the innovative series WHO IS THE ARTIST? See above for a list of all six programs in the series.

#13508/0470 25 minutes 2004 \$49.95 Grades 8 to A



ARTISTS OF LINE AND COLOR: Dufy, Gauguin and Matisse

In this program 24 masterworks of three painters of line and color are shown plus many details of each and they include Henri Matisse's "Woman with the Hat (Femme au chapeau)", Raoul Dufy's "Racecourse and Grandstand at Goodwood", and Paul Gauguin's "Tahitian Women (On the Beach)". After viewers are introduced to each of the artists' works, they are shown other works by the same artists and asked to identify "Who is the Artist?" Throughout the program, viewers are also asked to interact with the images as they are presented. *This program is part of the innovative series WHO IS THE ARTIST? that introduces viewers to the lives and work of important artists. They learn to recognize artists by their styles and techniques as well as the subjects that dominate their work. There are six programs in the series:

Who is the Artist? Artists of Line and Color

Who is the Artist? Artists of Pop Art

Who is the Artist? Fantasy Art

#13509/0470 25 minutes 2004 \$49.95 Grades 8 to A

Who is the Artist? Impressionism

Who is the Artist? Painters of the American Scene

Who is the Artist? Post-Impressionism

HOCKNEY ON PHOTOGRAPHY

The career of one of Britain's greatest painters tells us as much about his skill with a camera as his facility with a brush. In this program, David Hockney invites viewers on a journey of discovery that traces the evolution of his photographic work - from his initial experiments in the 1970s through the high point of his photo collage period, exemplified in *Nude*, featuring Theresa Russell, and another crowning achievement, *Pearlblossom Highway*. The film was produced with unprecedented access not only to the artist himself but to his huge photographic archive, much of which has never been shown publicly. Hockney's use of photography in related media, such as drawing, painting, fax art, and photocopying, is also explored in detail. #13656/0635 52 min. 2009 \$169.95

CAREERS IN ART

This program introduces students to a variety of professionals who have chosen to work in the arts and related fields as their career. The program covers twelve careers that include Graphic Design, Industrial Design, Photography, Art Education, Interior Design, Fashion Design, Fine Arts and Crafts, and many more. Real world professionals tell about their careers, the education needed to enter and excel in their fields, and other advice and insights that will benefit students as they begin to think about their future careers. *See also the CAREERS IN ART Posters. #13481/0470 29 minutes 2009 \$49.95

DROPPING IN ON IMPRESSIONISTS

This program is part of the DROPPING IN ON ARTISTS Series. Students of all ages will be introduced to the artists' styles and learn about their lives in these amusing and informative programs. Playful animation shows the life of the artist, and gives insight into the creative inspiration for their masterworks. In this program join Puffer on a delightful new jaunt into 19th century France, the birthplace of Impressionism. The other programs in the series are: Dropping in on Renaissance Artists; Dropping in on Grandma Moses; Dropping in on Romare Bearden; Dropping in on Andy Warhol; Dropping in on Grant Wood; Dropping in on Picasso; Dropping in on Matisse; and, Dropping in on Rousseau. #13474/0470 18 minutes 2009 \$49.95



RUTH DUCKWORTH: A Life in Clay

Duckworth's simplistic philosophy, "Work comes from play," belies the complexity of her vision, from her sculpture to her extraordinary mural work. One of America's leading ceramists, Duckworth's work graces museums and private collections around the world.

#13513/0470 30 minutes 2007 \$49.95

*HANDS ON CRAFTS FOR KIDS: LIVING THINGS

Celebrate the creativity of children through crafts! The focus of this series is "living things." We learn about animals and plants that share our environment while creating great projects, which have been divided into the same classifications used by scientists. With animals we look to see whether or not they have a backbone; then we look at other characteristics like what they eat, where they live, and their body temperature. The groups we study are amphibians, birds, fish, mammals and reptiles. For invertebrates we divide them into insects, arachnids, crustaceans and mollusks. For plants we talk about the way we see and use plants in everyday life. Every project has five steps and five main ingredients; plus you'll want to keep basic supplies like scissors, markers, toothpicks and rulers on hand. There are 13 programs in the series:

- | | |
|--|---|
| 1. ANIMALS - VERTEBRATES: BIRDS | 9. ANIMALS - INVERTEBRATES: ARTHROPODS - |
| 2. ANIMALS - VERTEBRATES: AMPHIBIANS | ARACHNIDS |
| 3. ANIMALS - VERTEBRATES: FISH | 10. ANIMALS - INVERTEBRATES: CRUSTACEANS AND |
| 4. ANIMALS - VERTEBRATES: MAMMALS | MOLLUSKS |
| 5. ANIMALS - VERTEBRATES: MAMMALS - HERBIVORES | 11. PLANTS - TRUE PLANTS: FLOWERS |
| 6. ANIMALS - VERTEBRATES: MAMMALS - CARNIVORES | 12. PLANTS - TRUE PLANTS: FRUITS AND VEGETABLES |
| 7. ANIMALS - VERTEBRATES: REPTILES | 13. PLANTS - TRUE PLANTS: TREES AND BUSHES |
| 8. ANIMALS - INVERTEBRATES: ARTHROPODS - INSECTS | |

#13470/0450 Thirteen 30-minute programs 2009 \$149.95 each or Series \$1,699.95 *CC

LEARN ART STYLES WITH LISA

"Lisa's friendly presentation and the beautiful display of artworks combine to make this series a welcome addition to classroom and public library shelves." Children's Bookwatch

Fast-paced videos reinforce the information included on the posters as each artwork is presented by a young hostess who points out the elements and principles as well as unique details shown in close-ups of the artworks.

*This set contains four posters and four companion videos.

FROM ROMANESQUE TO POST-IMPRESSIONISM

Romanesque, Gothic, Renaissance, Neoclassicism/Romanticism, Realism, Impressionism, and, Post-Impressionism.

FROM FAUVISM TO NONFIGURATIVE

Fauvism; Expressionism; Cubism; Dada; Bauhaus; Art Deco; Surrealism; and, Nonfigurative.

FROM REGIONALISM TO INSTALLATION ART

Regionalism; Abstract Expressionism; Color Field; Pop Art; Op Art, Minimalism; Photo-Realism; Installation Art; Early Art

FROM PREHISTORIC ART TO MEDIEVAL ART

Prehistoric Art; Egyptian Art; Greek Art; Roman Art; Pre-Columbian Art; Byzantine Art; Early Chinese Art; and, Medieval Art.

#13507/0470 Four DVDs and 4 Posters) 2006 \$289.95 Grades 8 to A

*Also available is the ART STYLES WORKBOOK #13507-G \$16.95

This easy-to-use spiral bound book includes reproducible pages of questions for students to answer and interpretive activities for each of the 32 styles presented from prehistoric art to the present in the four video programs. 72 pages, spiral bound.

ART AND DESIGN: Insights into the Visual Arts

Where do abstract painters and fashion designers find their muses? To what extent does the creative process differ between video artists, sculptors, and fine art embroiderers? How do illustrators and mixed media artists handle the business side of their work? Using capsule interviews with contemporary figures on the visual arts scene, this program draws viewers into the studio space and immerses them in the hands-on processes and limitless possibilities of art and design. Section one, "Artists and Ideas", explores sources of inspiration, the foundational importance of drawing, and a variety of functions for sketchbooks and journals. Section two, "Art Practice", considers contextual referencing in art, the development of ideas, artistic materials and techniques, the relative merits of criticism, and the synergy between artist, environment, and tools. And section three, "Art at Work", addresses making a living from doing art and the relevance and value of art in public spaces. #13819/0635 59 minutes 2009 \$169.95

PEGGY FLORES ARTS & CRAFTS SERIES

This 16 part series of 23 minute videos encompass a wide range of classroom activities which utilize materials on hand, such as paper, paint, crayons, and found objects while exploring cultural art, sculpture, and other subjects. The projects are suitable for students of all ages. Presenter Peggy Flores taught art for 16 years and has been a presenter at numerous art education conferences. She encouraged her students to learn new processes, to experiment, and to maintain a high level of craftsmanship. The projects presented here were all used in her own classroom. *The titles available in this series include:*

WIRE SCULPTURE

JUNK SCULPTURE

CREATING FIBER WEAVINGS AND BASKETS

MAKING BOOKS

CREATING WITH CRAYONS

OPTICAL ILLUSIONS: How to Create Them

SELF PORTRAITS

CREATING CULTURAL ART

#13515/0470 Sixteen programs \$49.95 each or Series \$399.95

EXPLORING COLOR: Creating Color Wheels & Color Schemes

GARGOYLES: How to Create Them

TISSUE PAPER CREATIONS

PRINTMAKING: Basic Techniques

PAPIER-MACHE SCULPTURE

*ABORIGINAL ART: How to Create It

SCULPTING WITH PAPER

PAPER MOSAICS

MONEY, BANKING, CREDIT & SHOPPING

***NOTE – an asterisk on the title means digital/streaming is available**

***New! D IS FOR DECISIONS: Be a Smart Consumer**

Teens' eyes and ears are coveted by advertisers, but how do you make wise purchasing decisions? Maggie and Ethan shop for a bike and online for an MP3 player while learning and applying the four steps consumers should consider when making a purchase to be sure you're getting what you want and need: SET A GOAL; LIST YOUR RESOURCES; SHOP CAREFULLY; and, EVALUATE YOUR PURCHASE. Resource management, goal setting, and the decision making process are covered.

*PDF Teaching Materials. #13747/1290 16 minutes 2010 \$49.95 Grades 6 to 12



***CASH, CREDIT, AND YOUR FUTURE**

What are your students looking forward to? More education? A great job? A cool car? Dreams are free but achieving them takes good planning, hard work and money. Get a head start by learning how to manage money, understand paychecks and the basics of credit and debit cards. Follow along as two teen viewers watch a financial awards show and learn the right way to manage their money. *Includes Teaching Materials. #12462/1290 20 minutes 2009 \$79.95 Grades 9 to A *CC

HELP! They Stole My Name!

What is identity theft? Can it happen to me? How likely is it that it will? What can I do if it does happen? We talked to actual identity theft victims and heard their accounts. The people you'll see onscreen aren't actors, and their harrowing tales are genuine. From corporate data theft to shoulder-surfing and skimming - we show the most common ways thieves steal your identity. Learning how to protect yourself will help you get back in control. We consulted with numerous experts from law enforcement and consumer groups, to get the information you need to avoid the most common, and not so common, identity traps. It's all here! This program is a must-have for any consumer education classroom! #10372/1120 29 minutes 2007 \$99.95 Includes Guide *CC

BUYING AND SELLING: How Trading Shapes Our World

You've heard that a butterfly beating its wings in the jungle can change life halfway around the globe. Each time you shop or act as a consumer, you are that butterfly. This program helps students see some of the "butterfly effects" of their consumer choices - and in the process, helps build a deeper understanding of market economies. #12276/1120 24 minutes 2008 \$99.95 Includes Guide *CC

MARKETING'S 4 Ps: The Consumer Angle

Students learn the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus on the consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit. #12271/1120 25 minutes 2009 \$99.95 Includes Guide *CC

HOW CONSUMERS DECIDE

Advertisers know the shortest route to the pocketbook runs straight through the heart and that murky jungle called the subconscious. Are hidden persuaders creeping silently into minds and shaping our desires? Which leads our decision making - the heart or the mind? How do reason and feelings cooperate in the marketplace? Advertisers and marketers do not need to hypnotize us into buying or send us subliminal messages. All they need is to understand some things about our decision making that we don't even know. Watch this program - not so much to learn about devious advertisers as about how you make decisions. Look closely at those clever ads and you might learn something ... about yourself! #10374/1120 21 minutes 2007 \$99.95 Includes Guide *CC

New! SAVVY CONSUMER SERIES

With this new series teach your students credit basics, wise credit card use, and how as consumers - they have rights!

UNDERSTANDING CREDIT BASICS: Know the Score

What is credit? Does a credit score really matter? Is it OK to have no credit? Answer these questions and others with this introduction to credit basics. Learn what credit is, how it is used, and what types of credit are available - including school loans, car loans and mortgages. Your credit history is important. Understand how credit is measured and what your credit score means. Learn ways to establish and maintain good credit, as well as tips to overcome bad credit. 23 minutes

USING CREDIT CARDS WISELY: Take Charge

With one swipe of a credit card you can purchase just about anything - even if you can't really afford it! Avoid the traps of fine print and credit jargon by learning the fundamentals of using credit cards. Understand how credit cards actually work, the different types of cards available, and how to use them to your advantage. See how to select the card that's right for you, how to read your monthly statement, and ways to protect yourself as you conquer the world of credit cards. 25 minutes

KNOW YOUR CONSUMER RIGHTS (AND RESPONSIBILITIES)

Is the customer always right? Maybe not - but as a consumer you do have certain rights. Smart consumers are aware of these rights and understand the responsibilities associated with each. Explore the eight widely recognized consumer rights - from the right to safety, to the right to education, to the right to redress. Learn how federal and state laws protect these rights and how different agencies create and enforce these and other regulations. 29 minutes

#13450/1120 Three programs 2010 \$99.95 each or series \$249.95 *Includes Guides Grades 8 to Adult *CC

*THE SMART MONEY SERIES

For more than a decade at CNN and CNBC, financial expert John Metaxas has reported on financial markets and major financial news events. And, after anchoring news programs like CNN's Your Money, he offers solid tips and advice for saving, investing, budgeting and spending. You'll also hear candid discussions from young adults as they share their own personal experiences with finances and credit. Some good and some not so good, but they are all practical tools for teaching smart money skills!

CREDIT BASICS - Did you know that bad credit can keep you from getting a job, renting an apartment, buying a car and even a cell phone? Credit can be a valuable financial tool, but it can also be trouble. That's why you need Credit Basics, a practical look at credit: why you need it, how to build it and what it can do for you (both good and bad.) Also learn about credit card use and the different credit card options available. 27 minutes

THE FUNDAMENTALS OF BANKING - Hear stories of students and young adults with varying levels of financial responsibility - from budgeting to opening a checking and savings account to choosing the best investment options. Their experiences teach sensible ways to spend, save and invest. 25 minutes

CONSUMER SMARTS - Offers tried-and-true techniques for succeeding in the real world. Do you know what to look for in a cell phone contract before signing it? Or how to protect yourself from identity theft? Are you a smart shopper? Can you spot a scam? You'll learn all this and more, including the latest in online tools and technology. Watch as students and young adults make online purchases, research products and budget for everyday expenses like groceries, entertainment and rent. 27 minutes

#12990/1280 Three programs 2009 *Includes Guides

\$109.95 each or Series \$289.95 *Grades 9 to Adult

BEST OF 2009 CLIO GOLD PLUS

Showcases the best of the Clio winners. Entries include Beauty Bowling (Esthe WAM Hair Removal), Bulldozer (Crest), Damn Boots (Nomis Football Boots), Doghouse (JCPenney), Everybody Against Everybody (Amnesty International), Fate (Nike), Get It On (Durex), It's Mine (Coca-Cola), Piñata (Skittles), Rabbit (Comcast), Secrets and Lies (Levi Strauss), So Cute (Axe Shower Gel), Sound Designer (HILTI Vegetarian Restaurant), The Calling (Gran Centenario Tequila), Transformation (Australian Tourism), and more.

#13076/0635 45 minutes 2009 \$169.95



*THE PSYCHOLOGY OF ADVERTISING

This series by Dr. Phillip Rutsohn consists of two programs. PART ONE - Today, with increased competition, globalization and downsizing, marketers must demonstrate that their advertising expenditures are both efficient and effective. Consumers have been saturated with advertising messages and, business is no longer willing to expend resources "just to get their message out to the market." It's imperative that the advertiser understand the psychology behind buying motives and incorporate that understanding into their ads. Emphasizes five key psycho-sociological issues with examples drawn from TV commercials, print ads, and the Internet. 26 minutes. PART TWO - Discussion focuses on the interrelationship between the physical components and the message communicated by an advertisement. Presents current research with examples of survey results, comparative ads and testimonials in advertising. 18 minutes.

#13145/0495 Two programs 2002 \$149.95 each or Series \$249.95

Best Seller! PERSUASION IN EVERYDAY LIFE

Viewing this program is like holding a mirror up to your mind! Use it to explore five often hidden forces that shape beliefs and judgments: frames, setting, filters, social influence and beliefs. Consumers of anything, ideas, products, philosophies, political doctrine, be aware! #10382/1120 22 minutes 2007 \$99.95 Includes Guide *CC

TEACHING: Professional Development

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

New! IDEA: From Paper to Practice

The Individuals with Disabilities Education Improvement Act (I.D.E.A.) provides six principles that govern the education of children with special needs. It's one thing to read the law, but how do you ensure you comply with it and provide the best learning experience for your students? This examination of I.D.E.A. gives background information, insight, and strategies every inclusive classroom teacher can use. We take a detailed look at the importance of Individualized Education Plans (IEPs) and how to effectively work with other members of the IEP team, including parents and caregivers of special needs children.

#13061/1120 43 minutes 2010 \$149.95

***BRAIN-COMPATIBLE PRACTICES FOR THE CLASSROOM: Special Education Version**

Given the overwhelming amount of research being conducted on the human brain, it is imperative for educators to identify those instructional practices that best align with the findings of those studies. Too often it is fashionable for instructional programs to claim that they are based on brain research, when they truly are not. To help ensure that the role of brain-compatible instruction becomes a "foundation" to educational practices, and not a passing "fad", Dr. Pat Wolfe, author and world renowned expert on brain-compatible learning, presents a compelling and practical approach to help educators grapple with the high volume of brain research inundating the field of education today. Visit classrooms where students with disabilities are benefiting from brain-compatible instructional strategies as an integral part of their day; hear from staff who are effectively using brain compatible strategies such as Response to Intervention, and learn how to become educated consumers by differentiating the realities of brain research from its many modern myths. #11702/1435 56 minutes 2008 \$99.95 *CC

***THE PINECREST DIARIES**

This is the story of three boys, their community and a principal who refused to give up on the troubled elementary school that connects them all. In a low income neighbourhood with the largest concentration of immigrants in the city, Pinecrest Elementary has fallen through the cracks. Caught between underfunding and a high need, low income community, Pinecrest's reputation for poor academics and bad behaviour is threatening the school's very existence. But under the inspired leadership of a new principal, the school and its students begin an amazing turnaround. Photographed in verite style over an entire school year, the film casts a revealing and compassionate light on the challenges facing our growing immigrant communities. The documentary raises important and timely questions about how our public schools are responding to the needs of these communities, and why early efforts are so vital to insuring their children's success.

#11947/0800 43 minutes 2008 \$149.95 *CC



***HOT TIPS FOR CLASSROOM MANAGEMENT**

One of the biggest challenges facing teachers today is classroom management and dealing with difficult students. This program provides practical help, offering some effective, preventative strategies, as well as ways to deal with difficult behavior when it occurs. Covering pre-planning, establishing the rules, other strategies, routine, seven steps of behavior management, the behavior interventions pyramid, depersonalizing behavior sanctions and reflection. Written by teachers in the know, this is a great professional development tool for any new teacher, or any teacher wanting to brush up on essential classroom skills.

#13046/2137 30 minutes 2007 \$129.95

***THE HEALTHY TEACHER**

Maybe it's long hours or a heavy workload, possibly the particular school environment, perhaps even parental pressure creating stress. Whatever the cause, it is vital that you approach your teaching career with an awareness of the aspects of the job that can cause stress and find a healthy balance between work and life. Follow a typical day in the lives of two teachers - experienced professionals who got the balance right. Through them, this professional development program explores the areas that affect teacher's physical, emotional and social wellbeing in reducing stresses and anxiety. It will examine the importance of healthy eating, physical activity, wellness and mind matters. #13047/2137 24 minutes 2008 \$99.95

EQUITY-FOCUSED SCHOOL COUNSELING: Ensuring Career and College Readiness for Every Student

Today's school counselors need to be change agents for equity. As collaborators, advocates, leaders, and culturally competent counselors and program coordinators, they can use technology and data to help close achievement and opportunity gaps in K-12 schools. This DVD demonstrates transformative school counseling skills using the equity-focused new vision of school counseling. Multiple skill-building vignettes feature a diverse range of students, school counselors, parents, teachers, and principals who demonstrate key skills and competencies to ensure every student has ACCESS to career and college readiness competencies through school counseling programs. *Includes extensive 30 page PDF Leader Guide. #13080/1410 75 minutes 2009 \$149.95

***THE PEACEFUL SCHOOL BUS PROGRAM**

This is a whole-school program that's designed to decrease inappropriate behavior on buses while creating a climate of respect and cooperation. Teachers, administrators, parents, and students take part in school bus route meetings. At these meetings the students: take part in team-building exercises; develop mentoring relationships by pairing older students with younger students on the bus; talk about bullying - and what behavior is and is not acceptable; get to personally know their driver, who is present at the meetings. Although first developed and implemented in an elementary school setting, the program is easily adapted for use with middle school and even high-school students, who can serve as mentors, role models, and teachers of younger students.

OUTCOMES - Peaceful School Bus Program was created in the real-world Elementary School.

In the year before the program was implemented, school bus drivers reported 58 incidents of inappropriate behavior. The program has been in place for 7 years. In each of the past 4 years, the average yearly total of bus incident referrals has been nine.

HOW IT WORKS - There is very little financial cost to implementing this program. All materials are included in the 128-page Softcover guide. The DVD gives a program overview. And the CD-ROM provides numerous resources including: program posters; bus decals; activity handouts; a parent letter; a bus route leader-training outline; an implementation checklist.

#12443/0795 15 minutes 2008 \$119.95 Grades K to 12



INTEGRATING ESL STUDENTS INTO THE CLASSROOM

By viewing this program, classroom teachers of any subject will come away with concrete information and advice that they can use to teach - and reach - their English-language learners (ELLs) better. Practicality and relevance guide the program as it reviews basic ESL standards and strategies, gives examples of how to incorporate these techniques into teaching various subject areas, suggests ways to assist ELLs in mastering English in social and community settings, and addresses the use of technology in helping ELLs improve their understanding and expand their knowledge. Multiply the power of this program! Workshop it with the accompanying facilitator's workbook. It contains suggested topics for discussion, exercises for participants to practice skills or explore ideas on their own, and more. *#12592/0635 27 minutes 2007 \$99.95*

THREE APPROACHES TO COUNSELING ONE ADOLESCENT CLIENT

One client, three approaches to counseling! Viewers will witness theory in action with solution-focused, reality therapy, and cognitive behavioral therapies demonstrated. The client is an adolescent female who describes problems with her parents, lack of control in her life, and stress. See how three different therapists take the same client and work from three different theoretical perspectives. This is an excellent DVD for use in counseling theory courses. Students will understand the how and why of these different theoretical approaches. *Includes PDF Leader Guide.

#13088/1410 110 minutes 2009 \$149.95

LEADING GROUPS WITH ADOLESCENTS

Nationally known group experts work with high school students in an actual psycho-educational group. The initial stage, goal setting, working activities and termination are all explored. Activities focus on building self-esteem, managing anger, improving communication skills, and resolving irrational beliefs. This group work model is highly applicable to all school and agency work and a valuable training tool for all counselors working with teens. *#13091/1410 180 minutes 2009 \$199.95*

GROUP COUNSELING WITH CHILDREN

Two experienced counselors lead a six-part group counseling session with a diverse group of 5th grade students. The goal of the group is to increase members' appreciation of cultural diversity. Viewers will see members' developmental level, the leaders' choice of activities and processing strategies, and issues surrounding the concept of "culture" within the group. This is an excellent tool for counselor educators teaching group work and for school counselors and guidance directors seeking relevant training materials.

#13089/1410 180 minutes on 3 DVDs in one case 2009 \$199.95 Includes Leader Guide

***THE MONTESSORI METHOD**

Italian physician Maria Montessori developed the Montessori method in the early 1900s while observing that children learn best when engaged in purposeful activity. Dr. Montessori inspired a movement that enabled children to teach themselves through sensory-rich, hands-on materials, nurture and love. Montessori's philosophy and practices have since spread and widely influenced the educational landscape. Discover the ways in which Montessori classrooms differ from the traditional school setting in this enlightening documentary. Observe different levels of Montessori, including infants, toddlers, early childhood, and elementary, and how each utilizes the Montessori method.

*Teaching materials included.

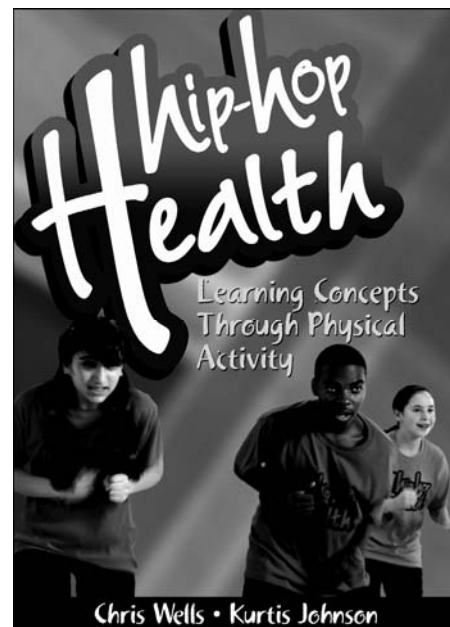
*#12812/1290 17 minutes 2009 \$49.95 *CC*

FITNESS, SPORTS & COACHING

New! HIP HOP HEALTH: Learning Through Physical Activity

Offering children sufficient physical activity time is a challenge for every educator. But with HIP-HOP HEALTH, you can provide your students with physical activity and health concepts in ways that are fun and engaging! This is a resource for K to 5 classroom and physical education teachers and afterschool, recreation, and church leaders working with children. This DVD can be easily incorporated into a health unit. It offers six five-minute health raps that will get your students moving in the classroom or the gym. The format of the DVD allows you to use each segment of physical activity as a short activity break or all the segments together as a full 30-minute workout without the worry of instruction time or equipment. The incorporated health raps offer a fun, engaging way to teach children about bones, muscles, nutrition, the cardiovascular system, and flexibility. Co-created by educators Chris Wells and Kurtis Johnson, the DVD also offers lesson plans, the lyrics to the raps, and instructions and tips to help educators make the most of Hip-Hop Health. These great resources are available in PDF format and can be printed and shared with other educators. Recent research indicates that physical activity not only benefits children's health but also improves their ability to concentrate and enhances learning. Hip-Hop Health will help you get your students moving, having a great time, and learning lifelong health concepts with upbeat and contemporary rhythms and music.

#13603/0860 30 minutes 2010 \$49.95 Grades K to 5



New! EVERYBODY MOVE! A Multimedia Package for Daily Physical Activity

We all know that students are more sedentary than ever - their idea of moving might involve going from the couch to the refrigerator and back. Part of the reason students aren't active enough is that they don't see activity as fun. With this multimedia package, they'll have loads of fun being active. This resource is packed with teacher-tested ideas that will help you increase activity in limited space such as hallways, classrooms, and utility rooms (or in the expanse of the great outdoors) and get your students active with limited equipment. A reference for elementary and middle school physical education, music, dance, and adapted physical education teachers. Also a reference for parents, recreation leaders, and home-schooling families. Includes the following features:

- *A teacher guide featuring 54 fun fitness activities, 32 moving-to-music activities, 14 choreographed line dances, tips on training leaders, and 9 keys to implementing a daily physical activity program

- *A CD with 80 minutes of music for use with fitness station activities, aerobics, and 3- to 10-minute dance routines

- *A DVD-ROM with over 90 minutes of video showing 14 dance routines with selected moves and breakdowns of routines

In addition, the DVD-ROM offers more than 230 reproducible activity cards in PDF format, which you can print and use in your classroom. On the DVD-ROM, you'll also find demonstrations of over 100 funky moves that you can put to any music to create your own activity routine, breakdowns of dance moves, and complete dances that you can follow. A teacher quickly demonstrates the key dance steps, allowing students to choreograph each dance and assume leadership roles.

#13604/0860 30 minutes 2010 \$69.95 Grades K to 6

KIDS AND SPORTS - More and more children play organized sports. Viewers of this exciting program see children from toddlers through puberty illustrate just how fun or frustrating playing sports can be. They watch as physical, social and emotional development follow a sequence that adults can't speed up. They see just how skills in sports progress from birth through puberty. They marvel at the intellectual side of sports - from score keeping to game strategizing. The program guides viewers through the dangers of the over-scheduled, over-pressured, over-trained child. #11964/1120 25 minutes 2008 \$99.95 Includes Guide *CC

New! FITNESS FOR LIFE: A Package for Elementary School

This innovative and award-winning multimedia package facilitates total school involvement by using physical education lessons, classroom activities and discussions, recess, before- and afterschool activities, and even family nights to deliver appropriate physical activity as well as concepts to promote health-related fitness and active lifestyles. Developed by nationally and internationally recognized leaders Charles B. "Chuck" Corbin, Guy Le Masurier, Dolly Lambdin, and Meg Greiner. The program has been field tested and is based on the most current research and standards regarding health-related fitness, activity, wellness, and nutrition. Includes everything you need to implement a coordinated nutrition, physical activity, and wellness program:

- *4 full weeks of theme-based lessons featuring videos, activities, and music

- *7 classroom guides featuring 140 lesson plans and activities for grades K-6

- *A physical education lesson plan book packed with activities and 32 lessons

- *More than 16 hours of video content, including 140 physical activity routines (28 core routines with special wellness messages for each school day) and 4 schoolwide team activities

- *A complete wellness coordinator's guide that includes assessment tools and resources for school-wide special events

- *A music CD to accompany the physical education lesson plans

- *Hundreds of full-color reproducibles, including signs, newsletters, and activity cards

This wealth of information also allows you to be flexible in how you run the wellness program. There is enough material that you don't have to use all the resources the first year; you can choose which materials to use and how often you would like to use them.

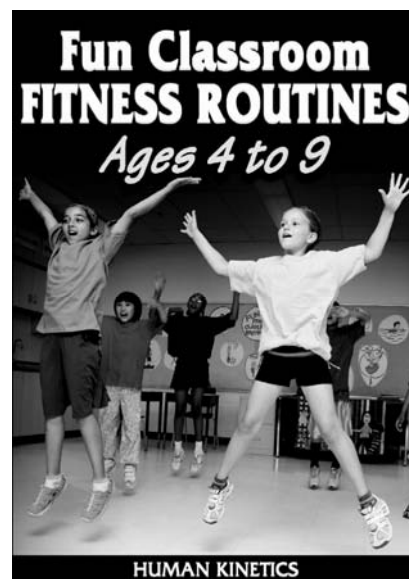
#13615/0860 Complete Package 2010 \$599.95

Best-Seller! FUN CLASSROOM FITNESS ROUTINES Ages 10 to 14

The perfect resource for middle to high school classroom and physical educators who are strapped for space but are still required to meet state or local mandates on minutes of physical activity time. This DVD will keep kids active and moving in a way that's appropriate for their ages and interests! Created to be used in a classroom - with no need for extensive equipment or instruction time. Students watch and follow along with award-winning educator and host Carol Scaini as she demonstrates each exercise routine. Contains five ready-to-go fitness routines lasting 10 minutes each, plus a 7-minute warm-up and stretch routine. Each routine requires minimal prep time, and teachers can vary the routines to keep kids interested and having fun. The DVD includes printable PDF documents that contain descriptions of each exercise along with tips for presenting and managing those activities. This program will be a hit with busy teachers looking for fun ways to include physical activity in the day without making more demands on limited space or time. #11692/0860 49 minutes 2008 \$39.95 *CC

Best-Seller! FUN CLASSROOM FITNESS ROUTINES Ages 4 to 9

This DVD will keep kids active and moving in a way that's appropriate for their ages and interests! Created to be used in a classroom - with no need for extensive equipment or instruction time. Students watch and follow along with award-winning educator and host Carol Scaini as she demonstrates each exercise routine. Contains five ready-to-go fitness routines lasting 10 minutes each, plus a 7-minute warm-up and stretch routine. Each routine requires minimal prep time, and teachers can vary the routines to keep kids interested and having fun. The DVD includes printable PDF documents that contain descriptions of each exercise along with tips on presenting and managing those activities. This program will be a hit with busy teachers looking for fun ways to include physical activity in the day without making more demands on limited space or time. #11691/0860 43 minutes 2008 \$39.95 *CC



SIGI SCHMID'S COMPLETE SOCCER TACTICS

Success in today's game requires a capable and consistent offense and defense. Players need to know their roles, have the skill to capitalize when opportunities arise, organize quickly, work as a unit, and make snap decisions to shut down the opponent. In these two DVDs - SIGI SCHMID'S OFFENSIVE SOCCER TACTICS and SIGI SCHMID'S DEFENSIVE SOCCER TACTICS - one of the sport's top coaches reveals the key concepts that all winning teams must have. Through live action demonstrations, small-sided games and position specific and team drills, Schmid covers offensive and defensive tactics like no other.

It's all here! Precision passing, combination play, finishing, masterful restart plays, zone defenses, pressure tactics, positional play, strategies to neutralize free kicks and corners, and more. Provides a unique look at how a coach interacts with and teaches players to understand the purpose of each tactic. Applicable to soccer teams at all levels. #11282 Two DVDs 108 minutes 2007 \$49.95

Best Seller! The SPORTS PERFORMANCE SERIES

This series addresses the training demands of serious athletes across all sports. Each DVD begins with a series of assessments, which identify the athlete's strengths and weaknesses and establish a baseline for customizing training programs. From there, numerous exercise options and sample workouts are provided, all of which may be tailored to address the demands of specific sports and specific positions. Detailed descriptions are available on our website.

POWER FOR SPORTS

SPEED FOR SPORTS PERFORMANCE

FLEXIBILITY FOR SPORTS PERFORMANCE

STRENGTH FOR SPORTS PERFORMANCE

With the capability to print programs and workouts from each DVD, instruction from this series can be taken directly from the computer to the gym or field. These DVDs form the ultimate training package for coaches and athletes looking to gain an edge in every facet of competition. #10590/0860 Four programs 2007 Series \$99.95

MATHEMATICS

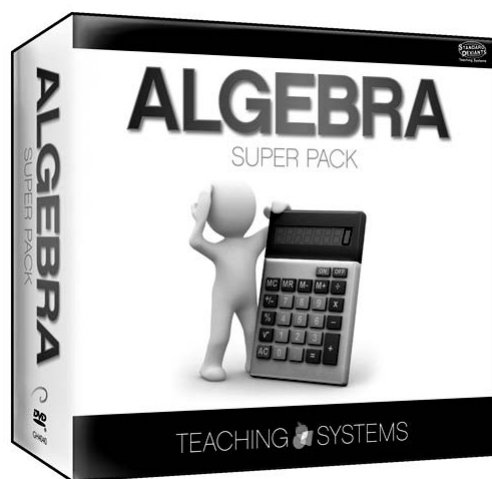
KITCHEN MATH AND MEASURING: How It All Adds Up

Pick up a cookbook and you'll find that recipes include any number of...well...numbers! Explore the world of math and measuring from the perspective of a chef. Step inside the kitchen to learn different tools for measuring liquid and dry ingredients, how and why we measure heat, and equivalent measures for U.S. and Metric systems. Using cookies as our inspiration, we'll show you how to halve and double a basic recipe. *Part of the IN THE KITCHEN Series. #13147/1120 22 minutes 2010 \$99.95

MATH CAN TAKE YOU PLACES

With schools struggling to boost mathematics scores, math teachers need all the guidance they can get. This program contains a powerful tool-chest full of lesson demonstrations, professional development videos, and an interactive quiz - all designed to help educators develop real-world teaching examples and applications. Five segments feature a high-energy middle-school teacher in action, leading students through measurement, equivalency, domain / range / reasonableness, problem-solving, and patterns. Five additional segments focus on professional development, presenting tips from experienced teachers on honing algebraic thinking, incorporating video and the Internet, implementing manipulative learning tools, and showing how math is used in everyday life.

#12478/0635 50 minutes 2005 \$99.95 *Includes PDF Guide



New! ALGEBRA TEACHING SYSTEMS SUPER PAK

In this Teaching Systems ALGEBRA SUPER PAK, students will realize the power of algebra and that armed with knowledge of algebra, they can find out fascinating things about place, people and real-life situations. This series concentrates on the essentials of algebra plus provides a thorough breakdown of difficult concepts using step-by-step explanations and visual examples.

Detailed descriptions of each program are available.

FOUNDATIONS OF ALGEBRA

FUNCTIONS

ALGEBRA MECHANICS

LINEAR EQUATIONS

LINEAR EQUALITIES

POLYNOMIALS AND FACTORING

QUADRATIC EQUATIONS

The Standard Deviants Teaching Systems are simply the most effective method for students to learn and for teachers to teach. This educational programming is optimized for classroom use. Each module is a topic-based video accompanied

with a digital workbook that uses a humorous and unique style and approach to difficult concepts with the learner's perspective in mind. Each video contains full PPR and a digital workbook which includes teacher's guides, classroom notes, quizzes, games, and graphic organizers. The subject matter correlates directly to state standards and is produced and designed by the Cerebellum Academic Team of professional scriptwriters, students, professors, actors, comedians, and teachers.

#13734/0433 Seven programs 2010 \$49.95 each or Series \$319.95 Grades 8 to 12

MEASUREMENT: The Long and the Short of It

Emphasizing hands-on practice, this program is an excellent tool for introducing the basics of linear measurement: its history, terminology, systems, and practical applications. Using both customary and metric rulers, this program will guide students through the process of taking measurements, performing related calculations using whole numbers and fractions, and arriving at answers they can feel confident with. By the time the program is over, students will understand exactly what measurement is - and why it's relevant to their lives. Includes a workbook.*Recommended for middle school, high school, and vocational/technical school.

*Part of the Series Mathematics Core Curriculum Video Library

#11525/0635 16 minutes 2007 \$99.95 Grades 6 to 12

THE PHENOMENAL WORLD OF SCIENCE

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! THE SCIENCE OF POLLUTION**

Pollution is waste material produced from human activities - it impacts the environment in a negative way. This program explores how pollution can affect the air, water and land in the form of gases, liquids and solids. Substances that constitute pollution include: green house gases (CO₂, smog and industrial emissions), oil, blue/green algae, plastic, litter, dog poop and fertilizer, to name a few. Also explores how a sustainable future depends upon individuals and society minimizing pollution by making informed and responsible decisions when choosing consumer items.

#13776/0545 33 minutes 2009 \$99.95

***CLASSIFICATION SYSTEMS**

Biologists have to be able to communicate with other biologists and be absolutely sure they are both talking about the same organism. A system of classification first proposed by Linnaeus gives them tools to do this. Recently this classification system has been further refined using studies of DNA. This program looks at how the classification system is organized and how scientific names are arrived at. The major groups of living things are explained. The dichotomous keys used by biologists to classify specimens are used and an example of constructing a key is given.

#13146/0545 2009 \$95.00 Grades 8 to A

***EVOLUTION**

Teaches the basic science of modern evolution theory. Includes a history of how evolution was discovered and reviews present-day controversies. PART ONE - How Theories of Evolution Were Developed. Exclusive Hawkhill on-site video in the Galapagos Islands and at Darwin's study in England help demonstrate the achievement of this pioneer. PART TWO - Evolution by Natural Selection. A straight-forward presentation of the theory of evolution by natural selection as it is understood by most biologists today.

*Includes Learning Power Book.

#10877/0845 41 minutes 2007 \$149.95 Grades 8 to A *CC

New! EARTH SCIENCE FUNDAMENTALS

All of the Science Fundamentals programs are designed to make science relevant in a child's everyday life. Peer hosts introduce live-action, concrete situations to help teach scientific concepts and principles. Colorful graphics, animation and detailed diagrams are used throughout the program to reinforce the learning process. These informative and fun-filled DVDs will enhance every elementary and middle school science curriculum. The "Earth Science Fundamentals Series" includes six 15-minute programs and activities to go along with each subject to provide the most comprehensive educational system about earth sciences.

ECOSYSTEMS AND BIOMES – After viewing this program and engaging in the activities provided, students will be able to: Define ecosystems and biomes; Appropriately use introduced vocabulary in writing and discussion; Identify the seven major biomes; List characteristics of different biomes; Identify the geographic location of the major world biomes; and, Become more aware of the role of the environment and their job in the ecosystem.

SEEDS AND PLANTS – After viewing this program and engaging in the activities provided, students will be able to: List various uses of plants; Identify parts and functions of plants; Define and apply predetermined vocabulary as it relates to plants; and, Explain how the plant cycle works .

WEATHER - After viewing this program and engaging in the activities provided, students will be able to: Use identified vocabulary appropriately when speaking and writing; Name the layers of the atmosphere; Explain the causes and effects of air currents and air pressure; Explain the process of the water cycle; Identify different types of clouds and precipitation; and, Discuss the features of the three climate zones.

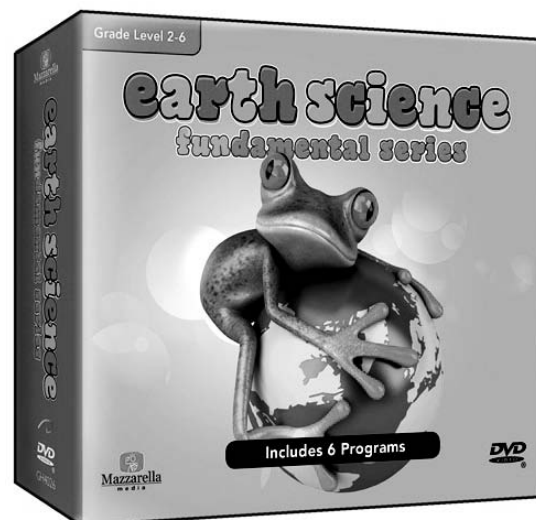
ROCKS AND MINERALS - After viewing this program and engaging in the activities provided, students will be able to: List various uses of rocks; Identify various common minerals; Identify properties of rocks; Label the layers of the Earth; and, Explain how rocks are formed and changed.

HABITATS - After viewing this program and engaging in the activities provided, students will be able to: Define habitat

*Appropriately use introduced vocabulary in writing and discussion; Identify and list characteristics of various habitats found on earth; and, Specify adaptations made by plants and animals in various habitats.

MATTER - After viewing this program and engaging in the activities provided, students will be able to: Identify solids, liquids and gases in the environment; Explain how matter changes state; Describe the processes of vaporization, evaporation and condensation; Calculate the volume and mass of various forms of matter; and, List the properties of various forms of matter.

#13720/0433 Six programs 2010 \$39.95 each or Series \$219.95 Grades 2 to 6



BIOTECHNOLOGY IN THE 21ST CENTURY

Biotechnology is revolutionizing life in the 21st century, but with every breakthrough comes controversy. Do the benefits of stem cell technology, gene-splicing, and other advances outweigh the risks? Using interviews with experts, footage of scientists at work, 3-D animations, and on-screen text, this balanced four-part series introduces viewers to a field of science - and the pressing issues associated with it - that is rapidly changing the world. Detailed descriptions of each program are available on our website.

BIOINFORMATICS, GENOMICS, AND PROTEOMICS: Getting the Big Picture

BIOTECHNOLOGY AND YOUR HEALTH: Pharmaceutical Applications

BIOTECHNOLOGY ON THE FARM AND IN THE FACTORY: Agricultural and Industrial Applications

THE ETHICS OF BIOTECHNOLOGY

#12540/0635 Four programs 2009 \$99.95 each or series \$399.95

THE CHEM LAB: Safety in Every Step

"Maximize your knowledge and minimize your risk!" That's the primary message of this program, an informative introduction to the chemistry laboratory that shows high school and first-year college students precisely how to conduct themselves in a safe and professional manner. Familiarity with the properties and safe handling of all materials used in the lab is stressed, including how to dispose of hazardous waste, and the proper use of safety gear and equipment is explained. How to react in the case of a lab emergency is also discussed. *A viewable/printable instructor's guide is available online. #12057/0635 20 minutes 2008 \$99.95



THE STARCHASERS SERIES

This series is astronomy and space science on the edge. On the edge of technology - both personal and professional tools to see the skies as never before. On the edge of our map - from the deserts of New Mexico to the prairies and the high arctic of the Northwest Territories. On the edge of the known Universe - exploring stellar graveyards and searching for ghostly dark energy amidst the galaxies. And on the edge of understanding - facing questions about life and the Universe that almost every person has asked themselves, and which baffle top scientists to this very day. Features our distinguished host and astrophysicist and professor of astronomy Dr. Jaymie Matthews of the University of British Columbia. Detailed descriptions are available on our website.

#11570/1735 Six 24-minute programs 2007 \$129.95 each or Series \$499.95 Grades 9 to A

*New! WEATHER AND CLIMATE

Climate is what you expect, weather is what you get. Climate is about long term, records, trends and averages; weather is about day to day experiences. Understanding these allows us to make predictions and forecasts. This program introduces us to the basics and science of Meteorology from its earliest theoretical, observational development to the invention of equipment, such as the Thermometer, Barometer, Hygrometer and the World Wide Weather Watch, that led to meteorology becoming a science which characterizes modern operational meteorology of today. #13778/0545 26 minutes 2009 \$99.95

ESSENTIAL CHEMISTRY SERIES

This series spotlights foundational aspects of chemistry that every science student needs to know. Footage of laboratory experiments reinforcing important concepts, sophisticated animations illustrating technical points of discussion, and commentary by experts passionate about science make this series an indispensable educational tool.

ATOMS, MOLECULES, AND COMPOUNDS - All matter in the observable universe - from a single blade of grass to a planet in a faraway galaxy - is made up of atoms, molecules, and compounds. This program introduces these minuscule building blocks in five sections: The Nucleus (protons and neutrons, energy shells, binding energy, fission and fusion); The Electrons (quantum numbers, spdf orbitals); The Elements (periodic table, valence electrons, ions and ionization energy, electronegativity, covalent and ionic bonds); The Energy of Atoms (exothermic and endothermic reactions, spontaneous reactions, Gibbs free energy, activation energy, catalysts); and Common Compounds (properties of sodium chloride and water, polarity). 25 minutes

CHEMICAL REACTIONS - What do fireworks, a fried egg, and a rusting truck have in common? They all involve chemical reactions. This program illustrates the mechanics of chemical reactions in five sections: Chemical Reactions (reactants and products, state changes, diatomic elements and molecules, Law of Conservation of Mass); Chemical Bonding (Octet Rule, ionic and covalent bonds); Types of Chemical Reactions (synthesis and decomposition reactions, single and double displacement reactions, acid/base reactions, exothermic and endothermic reactions); Reaction Rates (moles, kinetic energy, solutes and solvents, catalysts, activators and inhibitors, enzymes); and Reactions All Around Us (photosynthesis and chemosynthesis, autotrophs and photoautotrophs, bioluminescence). 28 minutes

METALS - On the periodic table, three-quarters of all the elements are classified as one sort of metal or another. Divided into five sections, this program provides a thorough overview of metals: Metals in Our World (includes iron, lithium, magnesium, mercury, potassium, silver, sodium, uranium, zinc); Alkali Metals (history and properties of lithium, sodium, potassium, rubidium, cesium, francium); Alkaline Earth Metals (history and properties of beryllium, magnesium, calcium, strontium, barium, radium); Transition Metals (properties of iron, cobalt, nickel, copper, silver, gold, zinc, cadmium, mercury); and Metals and Chemical Reactions (exothermic and endothermic reactions, oxidation and combustion reactions, acid/base reactions). 26 minutes

THE PERIODIC TABLE - Much more than a list of elements, the periodic table is a snapshot of how matter is organized on Earth and throughout the universe. Divided into five sections, this program looks at the history and components of the periodic table: The History of the Periodic Table (from the atoms of Democritus to the atoms of Mendeleev); Metals (how to read the periodic table, transition metals, alkali metals, alkaline earth metals); Lanthanides, Actinides, and Transuranium Elements (properties of lanthanides and actinides, transuranium and transfermium elements); The BCNOs (properties of metalloids, other metals, and nonmetals); and Halogens and Noble Gases (properties and applications of halogens and noble gases).

STATES OF MATTER - This program scrutinizes the concept of phase transitions - from naturally occurring changes in state to those created in laboratories - in five sections: Solids, Liquids, and Gases (properties of molecules in different states; hydrogen bonds, dipole-dipole forces, dispersion forces; effects of temperature, pressure, and volume on atomic and molecular movement; Ideal Gas Law); Evaporation and Condensation (intermolecular forces, boiling/condensing point, endothermic reactions); Melting and Freezing (melting/freezing point, ionic and covalent bonds, cations and anions); Sublimation and Deposition (triple points and phase diagrams); and Other States of Matter (plasma, liquid crystals, Bose-Einstein condensates, superfluids and supersolids).

*Viewable/printable instructor's guides are available online

#12909/0635 Five programs 2009 \$99.95 each or Series \$449.95 Grades 10 to Adult

***METHODS OF HEAT TRANSFER** - Using numerous examples of how heat transfer is used in everyday life, this fascinating program takes students on a lively journey through the mechanisms and practicalities of heat transfer, clearly explaining the mechanisms of conduction, convection and radiation and introducing the concept of thermal capacity of an object.

#12961/0545 23 minutes 2007 \$129.95 Grades 8 to A

*New! FOOD SCIENCE EXPERIMENTS

Experience kitchen chemistry and the wonders of food science! Host Susan Turgeson and students demonstrate six fun and easy food science experiments and explain the science behind them. Also includes an interview with a food science professor and tour of a sensory evaluation lab. Experiments include: Sensory Evaluation; Biochemistry of milk: mozzarella cheese; Hand washing and food safety; Scientific method: what makes popcorn pop? Emulsions: mayonnaise; and, Fermentation: root beer. *Teaching materials are included.

#13544/1290 50 minutes 2010 \$79.95 Grades 7 to A *CC

*New! WHAT ARE ATOMS MADE OF?

It's called a theory but if we have never seen an atom how did any one ever come up with an idea that is so central to Science. This program shows how all the pieces of the puzzle have come together at the same time as explaining the structure of the atom and the Periodic Table. #13779/0545 27 minutes 2009 \$99.95



***NANOTECHNOLOGY: An Introduction**

This program is presented in the following clear-cut sections: What is nanotechnology?; Units: micrometer and nanometer; Special properties of nanoparticles; The gecko effect; Carbon nanotubes; Surface energy; hydrophilic and hydrophobic surfaces; The lotus effect; Use of lasers in nanotechnology; Issues raised by nanotechnology. #13169/0545 27 minutes 2007 \$99.95 Grades 8 to A

***NUCLEAR ENERGY: Basic Version (Metric)**

Introduces the basics of how a nuclear power station works. What is fission and the role of cooling water in nuclear reactors. Understand the nuclear fuel cycle: mining, milling, enrichment, fabrication and spent fuel (storage and reprocessing). Also discover other uses of nuclear energy, including "non-power" uses. Includes sequences designed for student enrichment/teacher background (breeder reactors, fusion and fusion reactors, and fission). #13054/0545 22 minutes 2008 \$99.95 Grades 8 to A

***NUCLEAR ENERGY: Advanced Version (Metric)**

In addition to covering all topics in the basic version of NUCLEAR ENERGY, this program covers a number of advanced topics. Understand the use of water to vary reactor power, as well as different methods of mining uranium and witness a specific example of a fission reaction. Students will be introduced to more detailed discussion of enrichment, including structure properties of Uranium Hexafluoride, centrifuging, gas diffusion and the decommissioning of nuclear power stations. Includes sequences designed for student enrichment and teacher background (breeder reactors, fusion and fusion reactors, fission). #13053/0545 27 minutes 2008 \$99.95 Grades 8 to A

***NUCLEAR ENERGY: The Issues**

Nuclear power produces almost a fifth of the world's electricity. Supporters say it's safe, cheap and - best of all - the answer to global warming. Critics say it's not safe, or cheap. And it won't really help with the global warming problem. So who's right? This program presents the arguments for and against, with relevant background information. Issues covered in this program include: radioactive waste: how hazardous is it? Can it be safely stored? How likely is an accident at a nuclear power plant? What could the consequences be? Are nuclear power stations terrorist targets? Does nuclear power encourage the development of nuclear weapons? Is nuclear energy carbon-free? Is it the solution to global warming? #13055/0545 31 minutes 2008 \$99.95 Grades 8 to A

***RADIATION Interactive** - The world is made of atoms. The world is powered by radiation. Few subjects are so important and few so misunderstood. This live-action video will help students learn what radiation is, how it was discovered and what are the risks and benefits for people today. Part 1. How Radiation Was Discovered. Students will learn how scientists like Newton, Young, Maxwell, Becquerel and Curie discovered basic facts about radiation. Part 2. Radiation and You. Students will learn facts and theories about radiation today, both the benefits and the risks. #11394/0845 38 minutes 2007 \$149.95 Includes Guide *CC

PHYSICS IN ACTION SERIES

Can the study of physics be fun? This clever series answers "Yes!" by presenting essential facts, formulas, and laws of physics through real-world examples, illustrative animations, and a likeable field guide named Mr. Physics who makes complicated concepts easier to understand. End-of-section reviews are included throughout each program, and equations are worked out, step by step.

ENERGY - Talking about energy is tricky because everyday words can also have specialized scientific meanings. Through the process of defining key terms like "power", "work", and even "energy" itself, this program uses a roller coaster, a harmless train wreck, ice-skaters, a boulder, a human cannonball, night-vision goggles, and a supernova to introduce students to KINETIC and potential energy, electrical energy, chemical energy, nuclear energy, and conduction, convection, and radiation of heat. #13203

FORCES AND MOTION - In New York City, there are many ways to travel. Of course, it's a lot easier if you're a bird. Using the Big Apple as a living laboratory, this program addresses speed and distance using a pigeon, a taxi, and a tour boat. Additional situations such as the deployment of a Mars rover, a zero-G flight in NASA's Weightless Wonder, a walk on a conveyor belt and a cruising aircraft carrier, and juggling on the Earth and around the Solar System provide opportunities to study the mechanics of velocity and acceleration as well as contact forces and forces that act at a distance. Vector algebra is demonstrated throughout. #13204

PLANETS, STARS AND GALAXIES - Beginning with the history of astronomy (Ptolemy, Copernicus, Giordano Bruno, Galileo), this program considers the mathematics of motion (velocity, acceleration); gravity (Kepler's discoveries, Newton's laws, center of gravity, astronomical units); the properties of stars (parallax, flux, luminosity, color, Hertzsprung-Russell diagram); relativity (Einstein's theories, speed of light, space-time); and the large-scale structure of the universe (Big Bang, Cosmological Principle, Hubble's law). Humankind has come a long way in our understanding but we're still only scratching the surface of astrophysics. #13205

PROCESSES THAT SHAPED THE EARTH - The Earth is like a living, breathing organism. From its molten core to the upper reaches of the atmosphere, nothing is still. How was the planet formed, and what are the forces that continue to sculpt it? This program uses animated topographical maps, a broken pane of glass, a fortune in diamonds, a floor-sanding machine, stalactites, flowing glaciers, a merry-go-round, a greenhouse, and more to help students visualize the structure and composition of the Earth and the processes that shape our world. Also the dangerous impacts of humankind - most notably pollution and deforestation.

THE NATURE OF MATTER - An elephant and a racing car don't have much in common - except for the remarkable fact that they're made of similar fundamental building blocks. This program takes a simulated subatomic look at a glass of water to better understand the nature of matter, a minuscule world of molecules, atoms, and elementary particles. The behavior of matter under the effects of gravity, electromagnetism, and the strong and weak nuclear forces; the process of scientific experimentation; specifics of atomic structure; the organization of matter via the periodic table; ionic, covalent, and hydrogen bonding; the process of radioactive decay; and the death of fusion-fueled stars are scrutinized as well. #13207

#12940/0635 Five 25-minute programs 2009 \$99.95 each or Series \$449.95 *Includes PDF Guides Grades 10 to Adult

BUSINESS

***NOTE – an asterisk at the beginning of the title means digital/streaming is available**

***New! PLUNDER: The Crime of Our Time**

Exposing the forces responsible for the loss of trillions of dollars, millions of jobs, massive foreclosures and the disappearance of retirement funds, **PLUNDER** investigates the unregulated fraud and theft that led to the market's collapse in fall 2008. Filmmaker Danny Schechter, Emmy Award-winning former ABC News and CNN producer, explores the epidemic of subprime mortgages, predatory lending, insurance scams, and high-risk hedge funds that caused the collapse of the housing market and a full-scale economic meltdown. A must for economics, business, sociology courses, as well as anyone who wants to understand the current financial situation.

#13431/0685 59 minutes 2010 \$149.95 (Colleges & Universities \$489.95)



***New! THIS LAND IS OUR LAND: The Fight to Reclaim the Commons**

For more than three decades, transnational corporations have been busy buying up what used to be known as the commons - everything from our forests and our oceans to our broadcast airwaves and our most important intellectual and cultural works. In this program - bestselling author David Bollier, a leading figure in the global movement to reclaim the commons - bucks the rising tide of anti-government extremism and free market ideology to show how commercial interests are undermining our collective interests.

#13797/0685 46 minutes \$129.95 (Colleges & Universities \$249.95)

***BEHAVIOURAL INTERVIEWING**

This program explores a relatively new method of job interviewing. Interviews are based on previous experiences of the applicant, combined with scenarios and examples that predict future behavior. Employers can avoid the potentially nebulous strengths and weaknesses questions in order to focus on actual behaviors exhibited and the way an individual adapts to particular situations.

#13255/0545 21 minutes 2005 \$129.95 Grades 8 to A

***COMPETITIVE MARKETING IN TOURISM**

The marketing management of a 'destination' is increasingly becoming extremely competitive worldwide. Some destinations are more successful in terms of attracting tourism visitation and expenditure than others. Obviously some destinations are blessed with attractive natural endowments, however given effective management and marketing strategies, a destination lacking in these features may also become competitive in tourism. Adopting a market orientation enables a destination to better meet the needs of the potential tourist and adapt accordingly to the dynamic nature of the tourism industry. #13161/0545 30 minutes 2009 \$149.95

***DIRECT RESPONSE, OUT-OF-HOME AND SUPPLEMENTAL MEDIA**

Discusses how direct response has become an integral part of the marketing communications program for many firms. Covers forms of direct response such as infomercials, solo-direct mail, shared mail, and responding to inquiries generated from Internet advertising. Shows examples of outdoor advertising: paper posters, painted bulletins, truck panels, plastic banners, moveable billboards, digital outdoor, spectaculars, and mall-face boards. Examples of transit advertising include bus panels, wrapped-painted vehicles, travel-station dioramas, bus shelters and bus benches. Suggests strategies to gain maximum effectiveness from yellow-page advertising and "opt-in" email advertising. #13189/0495 21 minutes 2009 \$149.95

***DISPLAY LIGHTING** - Shows how to effectively use lighting to increase display pulling power. Includes sections on lamps, equipment, special effects, light level, and using light to direct attention. Includes lots of in-store examples.

#13192/0495 21 minutes 2009 \$139.95

***New! THE WORKPLACE VIOLENCE SERIES**

There are two programs in this series. The **EMPLOYEE VERSION** details the ten warning signs of workplace violence, as seen from the employee perspective. The **MANAGER VERSION** provides supervisors with additional content, including guidelines for holding information-gathering meetings, confronting a bully, or terminating a problem employee.

*Detailed descriptions of each program are available on our website.

WORKPLACE VIOLENCE: THE MANAGER VERSION

*Includes a 34-page Study Guide that reinforces the topics covered in the workplace violence training video. Learn to do your part in preventing violence in the workplace through the examples of early warning signs. Includes discussion questions.

WORKPLACE VIOLENCE: THE EMPLOYEE VERSION

*Includes a 46-page Study Guide that covers the topics in the video. Learn to do your part in preventing violence in the workplace through the examples of early warning signs from a manager's perspective. Includes discussion questions.

#13760/1005 Two programs 2010 \$355 *CC

***New! CONFLICTS IN THE WORKPLACE: Sources and Solutions**

Constructive disagreement can add value, as employees compromise and reach better decisions based on input from others. Conflict becomes destructive when anger, jealousy, and other strong emotions turn the focus away from problem solving and toward personal attacks. Destructive conflict can ruin relationships among workers, interfere with productivity, destroy teamwork, and contribute to employee absenteeism and turnover. While acknowledging common sources of conflict, this entertaining video provides eight specific, reliable solutions: skills that help you put aside your differences, control your emotions, and move forward. Bottom line: there will always be conflict. The secret is learning to manage it successfully. Doing so empowers you to take control of your life - and career.

*Includes 50-page Study Guide that provides the opportunity to take a pre-test & post-test to evaluate knowledge of conflict resolution, understand common sources of workplace conflicts, grasp negative consequences, learn easy-to-use techniques, and much more! #13756/1005 17 minutes 2010 \$179.95 *CC



***New! EVENT MARKETING**

Explains that "event marketing" includes both the marketing of an event and marketing with an event. Covers social entertainment events such as fairs, festivals, cause-related, and street events. Also covers business events such as trade shows, seminars and expos. In addition to numerous local events, the program includes the large regional events of the Calgary Stampede, Bele Chere Festival, Mountain State Fair and the Southeast Franchising Expo. #13193/0495 20 minutes 2010 \$139.95

***FIRST IMPRESSIONS: Winning over Your Boss and Co-Workers**

Starting any new job is likely to create some mixed reactions. It's great to look forward to a new challenge, meeting new people and receiving a regular pay packet. But let's be honest, it can also be very stressful, even if you have previous work experience. Every workplace has its own dress standards, protocols, procedures, chains of communication and acceptable work habits. So understanding how to fit in from the start is a crucial skill to acquire. In this program you'll learn how to make that all-important good first impression whenever you start a new job. We'll look at preparing to start work, induction and training, working with others and how to deal with problems along the way. We'll also get some important tips from employment experts. A practical and informative look at your entry into a new working environment. #13201/0545 21 minutes 2008 \$129.95 Grades 8 to A

***MARKETING NONPROFIT ORGANIZATIONS IN TODAY'S ECONOMY**

The proliferation of nonprofit organizations coupled with a rapidly changing economy has resulted in fierce competition among these organizations to develop beneficial exchange relationships with clients. Aggressive marketing strategies have resulted in both positive outcomes like "partnering" and negative outcomes like "chugging." Focuses on marketing issues, problems, and strategies facing nonprofit organizations. Special emphasis is placed on charitable organizations.

#13188/0495 24 minutes 2005 \$139.95

***NONVERBAL COMMUNICATION IN A GLOBAL MARKETPLACE**

Most studies have demonstrated that students have little understanding of the importance of nonverbal communication. This deficiency is particularly acute in the international arena. The focus of this program is twofold. First, to introduce the student to the mechanics of nonverbally communicating through gestures, proxemics and other techniques. Second, to expose the student to the vast array of interpretations of similar techniques throughout the global marketplace. #13194/0495 24 minutes 2004 \$139.95

***VISUAL MERCHANDISING**

This program shows how to build effective visual merchandising presentations. Includes the design principles of emphasis, line, balance, and color. Display arrangements of pyramid, step, zigzag, repetition, and radiation. Design precepts of harmony, contrast, and unity. Special topics include the use of label merchandise in displays, layering, and trend stations. Includes over 100 new displays and demonstrations by several professional visual merchandisers. #12641/0495 25 minutes 2009 \$149.95

***New! DEALING WITH THE IRATE CUSTOMER II**

This customer service video teaches skills that can help turn angry customers into satisfied customers. It's hard to keep your cool when dealing with difficult customers. After all, it's only human to get defensive and fight back - or cave in and give them whatever they demand. What you need instead is a plan. The guidelines presented in this brand new training video will help you calm angry customers. Once you bring them around, they're more likely to work with you to find a resolution that solves their complaint yet is fair to your organization. Your employees will learn to stay professional and not take it personally when they have to deal with difficult customers, whether in retail, health care, government, or wherever. They'll learn that their basic customer service skills are a first line of defense-it's hard for customers to be mean to someone who's being nice to them. And they'll learn three powerful "breakthrough techniques" that can be used if the situation escalates and threatens to get out of hand.

#13052/1005 21 minutes 2010 \$159.95 *CC

***WORKPLACE COMMUNICATION SERIES**

This series of five programs addresses the learning outcomes of key modules in the National Communication Skills Curriculum. It deals with foundation communication skills required for successful operation in the workplace.

THE NATURE OF WORKPLACE COMMUNICATION - This program looks at what communication means in a work context and the importance of good communications to the success of an organization and to the well being of the employees.

COMMUNICATION BREAKDOWN - looks at the nature of workplace conflict: what it is, how it occurs, why it happens and how to resolve conflict situations at work.

CUSTOMER SERVICE - focuses on the vital issue of successful communication with the organization's clients and customers. Looks at why customer service is important, who customers are, the customer transaction and how to handle difficult customers.

WORKPLACE NEGOTIATIONS - Examines the role of negotiations in a work context and takes a detailed look at the stages of successful negotiation.

WRITING IN THE WORKPLACE - provides an overview of the purposes and advantages of writing as a medium and the advantages and disadvantages of writing compared with speaking. It covers the following areas: defining writing, advantages and disadvantages of writing, five steps to writing, five 'whats' to writing, and presentation. By focusing on a melodramatic case study of a fictional restaurant and its staff, the program works through the steps to achieve success in workplace writing.

#13170/0545 Five programs 2006 \$129.95 each or Series \$429.95 Grades 8 to A

***LISTENING UNDER PRESSURE: The Customer Service Challenge**

Life is full of distractions, and the work environment is no exception especially when you're dealing with customers. Good listening skills are essential for meeting customer needs - and ensuring a positive experience with your organization. In three entertaining and informative stories, viewers learn the right and wrong ways to handle customer service challenges. Learn how three specific listening skills can soothe irate customers; help you get the information you need to solve their problems; and keep your focus in spite of interruptions. Once you've mastered these crucial skills, great customer service will be second nature. Just as useful for long-term employees as for new hires, use this video to train your front-line customer service staff. #12302/1005 14 minutes 2007 \$149.95 *CC



***New! PROFESSIONAL EMAIL ETIQUETTE**

Avoid embarrassing errors and make your best impression on customers and colleagues. Email is fast becoming the preferred method of contact for sharing information and resolving problems. The impression you leave with others about the quality of your organization and your own personal competency is largely based on the courtesy and professionalism of your email correspondence. Learn about:

*Email etiquette and best practices

*Openings and closings

*Proper formatting and subject lines

*Grammar and punctuation

*Writing "bad news" emails

*Email customer service

No matter how long you've been using email, you'll learn some very important guidelines in this video - guidelines that will protect you from catastrophes and ensure your messages are professional, every time. #13757/1005 26 minutes 2010 \$129.95

***New! WHEN THE PHONE RINGS: Telephone Skills for Better Service**

Great telephone service doesn't have to be a thing of the past. Even with the advent of email and the Internet, customers still want to be able to call sometimes and reach a live person. And how that call is handled still makes a huge difference to the success of your organization. Your employees have only a few seconds to set a tone. To communicate that your company listens to customers and gives them what they need every single time they call. Those who answer the phones are speaking for everyone in the company. Make sure they have training and teach: Customer service etiquette; Taking an accurate message; Handling transfers and multiple lines; Voice mail and leaving a message; and, Problem calls. #13051/1005 20 minutes 2010 \$159.95

***New! ADVERTISING LAYOUT: Space Allocations**

Excellent for any course in advertising, advertising creative or graphic design. Suggests the proper space allocation for the illustration, headline, copy and logo. Discusses whether to use a photograph or original art for the illustration. Covers headline issues such as overprinting, reverse type and typefaces. Shows examples of the optical center, symmetrical and asymmetrical balance and the Kodak "role of thirds." Covers the layout techniques of vertical half, horizontal half, corner half, white space, bleed, and borders. Concludes with a discussion and examples of "simplicity", "unity" and "harmony" in layout design.

#13634/0495 20 minutes 2010 \$149.95

***New! ADVERTISING LAYOUT: Visual Direction**

Shows how to attract attention with the layout formats of Picture Window, Silhouette, Square Zero, Mondrian, Closure, Oversizing, Juxtaposition, Surrealism, and Shock. Discusses how graphic designers direct attention within an ad by using the layout techniques of "diagonal", "standard", "C", "Z", "overlapping", and "spatial progression." Concludes with a special section on the importance and use of headlines and sub-headlines. #13635/0495 19 minutes 2010 \$149.95

BUSINESS STUDIES: Enterprise and Entrepreneurs

The "eureka moment", the ups and downs of starting a business, where to get advice - in this four-segment program, Freeserve founder Ajaz Ahmed, a shop owner, a software developer, an inventor of a better children's toothbrush, and others share their experiences and insights. Motives and Traits describes what makes an entrepreneur; Risks and Rewards tells how entrepreneurs find balance amidst the chaos of a startup; Developing Business Plans explains key elements such as the market profile, sales forecast, and income and cost statement; and Sources of Information and Guidance discusses who to turn to for help.

#12777/0635 40 minutes 2008 \$169.95

***SMALL BUSINESS CASE STUDIES: Evaluating Business Performance**

How well is your business running? Evaluating Business Performance helps us to answer this question and make decisions that will improve future performance. In this program the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability. Key concepts are explained and students will gain an understanding of the accounting processes required to evaluate the business performance. #13163/0545 32 minutes 2006 \$129.95 Grades 8 to A

***ADVERTISING CREATIVE APPEALS**

Discusses the six most common and successful advertising creative appeals: Fear, Humor, Sex, Scarcity, Rational and Emotional. Proven approaches to employing each appeal is well documented by advertising research cited in the program. Means-end chain theory, informational vs. transformational reinforcement and using leverage points are covered. Both print ads and TV commercials are used as examples. A clinical psychologist briefly comments on the natural human response to each appeal. Fast paced and interesting for students. #12653/0495 23 minutes 2006 \$139.95

***RETAIL SITE SELECTION**

Discusses the important considerations for entrepreneurs in selecting retail locations. Covers freestanding sites, business-associated sites, renovated CBDs, and planned shopping centers. Special topics include the principle of cumulative attraction, vacant stores, parking, visibility, negotiating leases, and lease restrictive covenants. A new section shows how to use the Internet for site-selection data such as Census Bureau demographics, state transportation department traffic counts, and computer-modeling location consulting firms. Examples include a clothing-store chain, a home-furnishing store chain, two fast-food chains, an equipment-rental chain, and specialty stores.

#12642/0495 23 minutes 2009 \$149.95



***FRANCHISING**

Discusses the franchising industry structures of product-trade name and business-format franchises. Outlines both the advantages and disadvantages of an entrepreneur going into business as a franchise compared to being an independent operation. Includes in-store footage and interviews with franchisors as to why they elected to expand operations through franchising rather than internally financed growth. Special sections on franchisee qualifications and the importance of due diligence in buying a franchise. Includes some lists such as the fastest-growing and lowest-cost franchises; sources of franchise information such as the IFA, Internet, and franchise expos; special programs for minorities and veterans; and current trends in franchising.

#13191/0495 23 minutes 2010 \$139.95

***INTRODUCTION TO MARKETING**

This program defines an effective macro-marketing system as the "delivery of a standard of living." Also discusses how marketing strategy includes a written marketing plan with target market identification and a related marketing mix to satisfy potential customers. Features examples and interviews from both consumer and business/organizational markets. Suggests an Internet presence can be a marketing tool for nearly all organizations. Uses an eBay auction to demonstrate the interaction of supply and demand to determine "market price." Excellent for marketing section in any business course. #12652/0495 19 minutes 2008 \$129.95

***MARKETING STRATEGY FOR SMALL BUSINESS**

Discusses the importance for small businesses to have a marketing plan and a marketing strategy to implement that plan. Covers the marketing concept of customer satisfaction and profit maximization. Suggests how to identify target markets and meet their needs with a proper marketing mix. Features several small businesses including manufacturers, retailers and service providers. Excellent for any course in entrepreneurship, small business management, or marketing. #12654/0495 24 minutes 2008 \$139.95

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A comprehensive strategy for attracting customers may be the most important element of the business plan. Leads entrepreneurs through the promotion plan of target-market identification, setting communication objectives, setting the appropriation, selecting communication vehicles, and evaluation. Many helpful suggestions to aid the entrepreneur in gaining maximum results from small ad budgets. Special emphasis is placed on a good web site that is linked to ancillary organizations, personalized-direct mail, efficient yellow-page advertising, and new cable TV advertising technology tailored for small businesses.

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INDEX

ABORIGINAL ART	15
ACADEMIC SUCCESS Series	51
AD/HD Series	26
ADOLESCENT ONSET	
SCHIZOPHRENIA	34
ADVERTISING CREATIVE APPEALS	72
ADVERTISING LAYOUT:	
Space Allocations	71
ADVERTISING LAYOUT:	
Visual Direction	71
ALGEBRA TEACHING SYSTEMS	65
ALICE IN WASTELAND	46
ALL ABOUT MUSCLES	20
ALL ABOUT NUTRIENTS	28
ALL ABOUT STRESS Series	37
AMAZING EGGS	28
ANATOMY	21
ANGER BLUEPRINT (THE)	35
ANGER: Myths & Truths about	
Emotion	35
ART & DESIGN: Insights Visual Arts	58
ART OF LISTENING	10
ART TALK: Conversations	
Working Artists	57
ARTISTS OF LINE & COLOR	57
ARTISTS OF POP ART	57
ASKING FOR IT: Sexual Consent	6
ATTACHMENT RELATIONSHIPS	13
BASICS OF ANATOMY (THE) Series	21
BASICS: Fruits & Vegetables	28
BEAUTY IN THE EYES OF THE	
BEHELD	32
BEAUTY MARK: Body Image	
& Perfection	33
BEAUTY MYTH: The Culture	
of Beauty	33
BEHAVIORAL INTERVIEWING	69
BEST OF 2009 CLIO GOLD PLUS	60
BETWEEN THE FOLDS	57
BEYOND THE NUCLEAR FAMILY	3
BINGE DRINKING	19
BIOMECHANICS OF THE BODY	20
BIOTECHNOLOGY IN 21ST	
CENTURY	66
BLIND SPOT: Peak Oil	46

BLIND SPOTS & BIASES	2
BLOOD & OIL: Dangers &	
Consequences	47
BODY LANGUAGE FOR ACTORS	55
BODY LANGUAGE SERIES	10
BONES OF IT: Intro to the Skeleton	20
BOY INTERRUPTED	34
BRAIN (THE): Developing Memory	13
BRAIN-COMPATIBLE PRACTICES	61
BREAKFAST BECAUSE	27
BUILDING SELF ESTEEM	2
BULLYING INTRO FOR ELEMENTARY	1
BULLYING INTRO FOR MIDDLE	
SCHOOL	1
BUSINESS SIDE OF FILMMAKING	54
BUSINESS STUDIES: Enterprise &	
Entrepreneurs	72
BUYING & SELLING: How Trading	59
CAREER COMPASS EXPEDITION SET	38
CAREER COMPASS Series	38
CAREERS IN ART	57
CAREERS IN HOSPITALITY	38
CAREERS TO CINSODER: Hospitality	38
CASH, CREDIT & YOUR FUTURE	59
CATCH ONTO GOOD HYGIENE	20
CELEBRATING DIVERSITY	26
CELIAC DISEASE	27
CHARACTER CHRONICLES SERIES	4
CHARACTER SERIES	3
CHASSIS & FRONT END Series	41
CHEM LAB: Safety	66
CHILD ABUSE & NEGLECT SERIES	9
CHILD DEVELOPMENT THEORISTS	13
CHILDHOOD ONSET	
SCHIZOPHRENIA	34
CHILDREN ARE WATCHING	9
CLASSIFICATION SYSTEMS	65
CODES OF GENDER	54
COMMUNICATION IN WIRED WORLD	18
COMMUNICATING WITH TACT,	
CANDOR	11
COMMUNICATION ESSENTIALS	
SERIES	11
COMPETITIVE MARKETING IN	
TOURISM	69

CONFESSIONS OF A FASHION	
DESIGNER	44
CONFESSIONS OF AN EVENT	
PLANNER	39
CONFLICT RESOLUTION:	
Thinking It Through	1
CONFLICTS IN THE WORKPLACE	70
CONSUMER & THE PLANET	46
CONSUMING KIDS	53
COPING WITH GRIEF Series	25
COSMETIC SURGERY	32
CRY FOR HELP (A)	35
CURING DEPRESSION	35
CYBERSAFE: Identifying & Combating	
Cyber Bullies	1
CYBERSENSE SERIES	18
D IS FOR DECISIONS	59
DAD'S HOME: New Trends in	
Parenting	11
DANGER OF DRUGS: Run of the Mill	19
DANGERSPOT Series	21
DATE RAPE: Violation of Trust	6
DATING & SEXUAL RESPONSIBILITY	6
DEADLY DRIVING DISTRACTIONS	18
DEALING WITH DEATH:	
Sudden Memories	25
DEALING WITH IRATE CUSTOMER II	70
DEMOCRACY: The Basics	51
DEPRESSION: Out of the Shadows	35
DEPRESSION: What Can YOU Do	34
DESIGN: All about Color	43
DESIGN: All about Textiles	44
DESIGN: The Elements	43
DEVELOPING A CAREER PORTFOLIO	40
DIAGNOSIS BIPOLAR: Five Families	35
DIGITAL FOOTPRINT	18
DIGITAL MOVIE MAKER	55
DIRECT RESPONSE, OUT-OF-HOME	69
DISCIPLINING KIDS	13
DISPLAY LIGHTING	69
DIVORCE: It's Always Darkest	12
DOCUMENTARY FILMMAKING	55
DON'T GET SICK AFTER JUNE	17
DON'T STRESS ABOUT IT: Teens	33
DREAMWORLDS III	53

DRINK SPIKING	6
DRINKING & DRIVING:	
Teen's Nightmare	20
DROP OUT PREVENTION SERIES	3
DROPPING IN ON IMPRESSIONISTS	58
DRUGS ON TRIAL MARIJUANA	19
DRUGS ON TRIAL PRESCRIPTION	
ABUSE	19
DRUGS: The Straight Facts Series	19
EARTH SCIENCE FUNDAMENTALS	66
EASY BEING GREEN	47
ELECTRICAL SYSTEMS Series	41
ELEMENTS OF HUMAN NUTRITION	
Series	29
ENCOURAGING MORAL	
DEVELOPMENT	13
ENERGY & SOCIETY	47
EQUITY-FOCUSED SCHOOL	
COUNSELING	61
ESSENTIAL CHEMISTRY Series	67
EUROPEAN UNION	51
EVENT MARKETING	70
EVERYBODY MOVE	63
EVOLUTION	65
FARM TO MARKET Series	26
FAST FOOD NUTRITION	27
FATHERING: What it Means to	
be a DAD	11
FIRST IMPRESSIONS	70
FISH OUT OF WATER SERIES I, II, III	16
FITNESS FOR LIFE ELEMENTARY	63
FIVE COMMUNICATION SECRETS	11
FLATTERING FASHIONS	44
FOOD FOR SPORTS PERFORMANCE	27
FOOD POISONING	29
FOOD SAFETY Revised	29
FOOD SCIENCE EXPERIMENTS	67
FOODSERVICE EQUIPMENT &	
TOOLS	30
FRANCHISING	72
FREEDOM CHASERS: Independence	
Teens Disability	26
FRESH FOOD: What is Farm	
to Table?	27

FUN CLASSROOM FITNESS Ages 10 to 14.....	64	JAZZ ICONS III	56	OBESITY IN A BOTTLE II	28	SEW COOL: Be Unique, Be Creative.....	44
FUN CLASSROOM FITNESS Ages 4 to 9	64	JOB SEARCH IN THE 21ST CENTURY	39	ON YOUR OWN: Independent Living Skills	4	SEW GREEN: Recycle, Repurpose, Restyle	44
FUTURE OF FOOD Series	47	JUST THE FACTS HUMAN BODY Series	22	OUR NEW HOUSES: Inuit Documentary.....	17	SEX & CONSEQUENCES	7
GANGS: It's Your Life	2	JUST THE FACTS KITCHEN Series	30	OUR SPIRITS DON'T SPEAK ENGLISH ..	15	SEXUAL & RACIAL STEREOTYPES IN MEDIA	54
GENDER & COMMUNICATIONS	10	KEEPING SAFE ONLINE.....	18	OUT TO THE FAMILY	8	SEXUAL ABUSE IN THE FAMILY	9
GENERATION M	54	KIDS & FAMILY FOOD ISSUES	29	PASSION FOR SUSTAINABILITY	46	SEXUAL AWARENESS SERIES	8
GENERATION NOW.....	9	KIDS AND SPORTS	63	PATTERN DEVELOPMENT	44	SEXUAL ORIENTATION	8
GETTING IT RIGHT: Communication/ Disabilities	26	KILLING US SOFTLY IV: Advertising Women	32	PEACEFUL SCHOOL BUS	62	SEXUAL RESPONSIBILITY	8
GIRL'S LIFE (A)	2	KING LEAR (Great Performances) ...	55	PEER MEDIATION: Process of Respect ..	1	SEXUALLY TRANSMITTED INFECTIONS.....	24
GLOBAL ECONOMICS Series.....	51	KITCHEN FUNDAMENTALS	30	PEGGY FLORES ARTS & CRAFTS Series	59	SHADES OF GAY	8
GLOBAL ISSUES Series	50	KITCHEN MATH & MEASURING	64	PERSONAL POTENTIAL	5	SHOP TIL YOU DROP	53
GLOUCESTER 18: Realities of Teen Pregnancy	7	LAURENCE GARTEL: Digital Media Artist	56	PERSUASION IN EVERYDAY LIFE	60	SHOPPING BEHIND THE SEAMS	44
GLUTEN FREE BAKING	27	LEADING GROUPS WITH ADOLESCENTS	62	PHYSICS IN ACTION Series	68	SIGI SCHMID'S COMPLETE SOCCER.....	64
GLUTEN FREE FOODS	27	LEARN ART STYLES WITH LISA	58	PINECREST DIARIES	61	SINGING HOME THE BONES	17
GOAL SETTING	4	LEARNING DISABILITIES: Complex Journey	26	PLACE OF OUR OWN: Behavior & Emotions	12	SMART BUSINESS CASE STUDIES	72
GOOD SOLDIER (THE)	37	LIFELINES: Suicide Prevention	34	PLACE OF OUR OWN: Special Needs ..	12	SMART MONEY Series	60
GRANDPA DOESN'T KNOW ME	12	LINE (THE): Where is the Line of Consent	7	PLUNDER: The Crime of our Time	69	SMART NUTRITION	28
GREEN ARCHITECTURE	43	LISTENING TO CHILDREN	9	PODCASTING & BLOGGING ESSENTIALS.....	52	SOCIAL SENSIBILITIES SERIES.....	5
GREEN BUILDERS	42	LISTENING UNDER PRESSURE	71	POSITIVE VOICES: Living with Aids ...	23	SPIRIT OF RECOVERY	36
GREEN CAREERS Series	39	LIVING WITH CHERNOBYL.....	48	POST TRAUMATIC STRESS DISORDER ..	37	SPIRITS IN THE WIND	48
GREEN ENCYCLOPEDIA	43	MAKEUP FX	55	POWER OF FAMILY	3	SPORTS PERFORMANCE SERIES	64
GREEN HOME BUILDING	42	MAKEUP GUIDE	45	PRACTICAL GUIDE TO MODELING Series	45	STARCHASERS Series.....	66
GREENHOUSE EFFECT (THE)	47	MANUFACTURED FIBERS	44	PRESCHOOLERS CHILDHOOD DEV. SERIES	14	STAYING POSITIVE	37
GREENOVATING SERIES	48	MARKETING 4Ps	59	PRESCHOOLERS.....	14	STRESS & HUMOUR	37
GROCERY SHOPPING CHALLENGE	27	MARKETING NONPROFIT ORGANIZATIONS	70	PRICE OF PLEASURE	33	STROKE: Conversations & Explanations	24
GROUP COUNSELING WITH CHILDREN	62	MARKETING STRATEGY SMALL BUSINESS	72	PROFESSIONAL EMAIL ETIQUETTE	71	TALES OF WONDER I & II	17
GROWING GREENER SCHOOLS	42	MASTERS OF BEAUTY Series	45	PROMISE ME: Parents with Addictions	20	TEEN ANXIETY DISORDER	33
GROWING UP ONLINE	18	MATH CAN TAKE YOU PLACES	64	PROMOTIONAL STRATEGY SMALL BUSINESS	72	TEEN NUTRITION	28
GUIDING BEHAVIOR IN EARLY CHILDHOOD	13	MEALS IN MINUTES	31	PSYCHOLOGY OF ADVERTISING.....	60	TEEN SAFETY SERIES	7
HAIR & BEAUTY SERIES	45	MEAN WORLD SYNDROME	54	QUALITATIVE RESEARCH.....	52	TEENS TAKE CHARGE	2
HAMAS: Untold Story	51	MEASUREMENT: Long & Short of It ...	65	QUANTITATIVE RESEARCH.....	52	THIS EMOTIONAL LIFE Series	36
HANDS ON CRAFTS FOR KIDS Series ..	58	MEDIA LITERACY IN THE 21ST CENTURY	52	RADIATION Interactive	68	THIS LAND IS OUR LAND.....	69
HAPPY MEALTIMES & HEALTHY KIDS ...	14	MEDIA LITERACY Series	53	RAGE BEHIND THE WHEEL	7	THREE APPROACHES COUNSEL ADOLESCENT	62
HATING TAMI: Female Bullying	1	MEN GET DEPRESSION	36	READING BLUE JEANS	44	TODDERS CHILDHOOD DEV. SERIES	14
HEAD LICE CONTROL	22	MENTAL HEALTH: Individual & Society	35	REAL FOOD: Cost of Convenience	28	TODDLERS	14
HEAD LICE TO DEAD LICE	22	METHODS OF HEAT TRANSFER	67	REAL LIFE PARENTING SKILLS.....	12	TOOLS OF THE TRADE Series	42
HEALTH SCIENCE CAREERS	38	METROPOLITAN MUSEUM OF ART	56	REALISM: Artistic Form of the Truth	56	TOP CAREERS IN TWO YEARS	41
HEALTHY TEACHER	61	MICHAEL KIMMEL ON GENDER	10	RECOGNIZING CHILD ABUSE	9	TWELVE: Young Addicts	20
HEARTFIELD: Photomontage	57	MIDDLE CHILDHOOD DEV. SERIES	15	RED MOON: Menstruation.....	33	U.S. GOVERNMENT: How It Works Series	49
HELP! They Stole My Name.....	59	MIDDLE CHILDHOOD DEVELOPMENT ..	15	REFUGE: Film about Darfur	51	UNDERSTANDING & PREVENTING SUICIDE	36
HERBARIUM: Healing Power of Plants Series	24	MILADY'S PROFESSIONAL BARBERING	46	RELEASED (THE)	35	UNDERSTANDING CANADIAN GOVERNMENT	49
HERBS & SPICES	28	MILADY'S PROFESSIONAL ESTHETICS	46	REMEMBERING: Families Talk about Death	25	UNDERSTANDING HEPATITIS Series	24
HIGH SCHOOL CONFIDENTIAL	20	MILADY'S STANDARD NAIL TECHNOLOGY	45	REMOTE CONTROL	52	UNDERSTANDING PREJUDICE.....	2
HIP HOP HEALTH	63	MILITAINMENT INC	53	RESEARCH ETHICS	52	VIDEOMAKERS Series	55
HISTORY OF MUSIC Series	56	MOHAWK WISDOM KEEPERS.....	17	RESEARCH ON THE INTERNET	52	VISUAL MERCHANDISING	70
HOCKNEY ON PHOTOGRAPHY	57	MONTESORI METHOD	62	RESOURCES, POPULATION & CLIMATE CHANGE	48	WALKING IN THE DARK: Autism	12
HOMEOSTASIS	22	MORAL DEVELOPMENT IN CHILDREN	13	RESUMES: A How To Guide	40	WEATHER AND CLIMATE	67
HOT TIPS FOR CLASSROOM	61	MORE THAN THIS: Body Image	32	RETAIL SITE SELECTION	72	WELCOME TO HOLLAND	12
HOW CONSUMERS DECIDE	59	MUSLIMS I KNOW (THE)	53	RETURN OF THE RIVER	17	WHAT ARE ATOMS MADE OF?	67
HOW TO WRITE & DELIVER GREAT SPEECHES.....	10	MY FIRST JOB: Student Version	40	REWIND: Film about Choices.....	20	WHEN I KNEW I WAS GAY	8
HOW TO WRITE & PRODUCE HIGH SCHOOL MUSICAL	55	MY NEW JOB: Adult Version	40	RIVERS & LIFE Series	51	WHEN THE PHONE RINGS	71
HUMAN BODY: How It Works Series	23	NANOTECHNOLOGY	68	ROLE OF ENZYMES	22	WINE SERVICE FOR WAIT STAFF.....	40
HYBRID AUTO REPAIR Series II	41	NATIVE AMERICAN HEALING	15	ROOM TO ROAM: Canadian Species Survival	47	WISDOM OF GIRLS: Teens, Sex & Truth	8
IDEA: From Paper to Practice	61	NATURAL FIBERS TO FABRICS	44	RULES, RITUALS & ROUTINES Extended	12	WORKING FRONT OF HOUSE	40
IN THE KITCHEN Series	30	NEED TO CONNECT	37	RUTH DUCKWORTH: A Life in Clay	58	WORKPLACE COMMUNICATIONS Series	71
IN YOUR EAR: The Job Interview	37	NEW ASYLUMS (THE).....	35	SAFE DATES.....	6	WORKPLACE VIOLENCE Series	69
INFANTS SERIES.....	13	NISGA'A NATION SERIES	17	SAFETY & TECHNOLOGY Series	42	WORLD FOOD MARKETS: CHINA	31
INSIDE OUT: Comprehensive Intro Psychology	36	NONVERBAL COMMUNICATION	70	SAVVY CONSUMER Series	60	WORLD FOOD MARKETS: FRANCE	31
INTEGRATING ESL STUDENTS	62	NORM: Documentary about Love, Family, Survival	25	SCHOOL MANNERS ADVENTURE	5	WORLD FOOD MARKETS: ITALY	31
INTERIOR DESIGN: Furniture Styles	43	NUCLEAR ENERGY: Advanced.....	68	SCIENCE OF POLLUTION.....	65	WORLD FOOD MARKETS: SPAIN	31
INTERIOR DESIGN: Green Design	43	NUCLEAR ENERGY: Basics	68	SECRET LIFE OF THE BRAIN Series.....	22	WORLD FOODS: Chinese Cooking	32
INTERNET CAREERS: Front, Back, Everywhere.....	39	NUCLEAR ENERGY: The Issues	68	SECRETS: Landing & Keeping a Job....	40	WORLD FOODS: Mexican Cooking	32
INTRODUCING HOSPITALITY	38	NUTRITION CONTROVERSIES	27	SELF ESTEEM & IDENTITY IN DIGITAL AGE	1	WORLD RELIGIONS: Common Journey	51
INTRODUCTION TO ADAPTED AQUATICS	26	NUTRITION FOR PHYSICAL ACTIVITY	27	SEVEN WAYS TO BLOCK A CYBERBULLY	1	WRITING ABOUT MEDIA	10
INTRODUCTION TO MARKETING	72					YOU'RE HIRED! Job-Winning Interview Strategies	41
IROQUOIS SPEAK OUT FOR MOTHER EARTH	17					ZONE IN SERIES	5
IS COLLEGE FOR ME?.....	39						



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