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**Notes:** It's easy to search this catalogue on your computer. Simply click on the edit button top left and then the FIND button in the drop down. A little window appears top right of your screen and type in a keyword as in ‘bully’ or ‘sexting’ or ‘career’ or ‘geography’ and you will be transported to that word in the catalogue. Then in the same window you can use the NEXT or BACK button to keep looking!

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***Streaming is available on most titles hosted by you or us! Short or Long Term. See the symbol *SA (Streaming Available) in the pricing line of each title.***

Visit our website at kineticvideo.com
CAREERS, JOBS AND WORK

Section One – MINDING YOUR OWN BUSINESS

Might this be the most valuable section in this catalogue? The most important set of lessons students of all ages should be learning? University grads cannot find real jobs the way they used to… the way they expected. Are things going to change for young people entering the job market? Will they ever again get an entry level position and work their way to the top? Or will they have to create their own jobs, their own futures?

THE BIZ KIDS SERIES  *WINNER MANY AWARDS!*

*National Emmy Award & Nominated for 7 more!*

*Silver Telly Award – “Outstanding Program”*

*Environmental Media Award for Outstanding Children's Series*

From the producers of BILL NYE, THE SCIENCE GUY comes Biz Kids, Fast paced and fun, Biz Kids is a series that teaches kids about managing money and entrepreneurship. Each episode features compelling real-life stories about young business owners and philanthropists and reinforces the importance of budgeting, saving, and giving back to the community.

1. What Is a Biz Kid?
2. What Is Money?
3. How Do You Get Money?
4. What Can You Do with Money?
5. Money Moves
6. Taking Charge of Your Financial Future
7. A Biz: What Is It?
8. How to Succeed in Biz-Ness by Really Trying!
9. How to Achieve Your Financial Goals
10. Don’t Blow Your Dough
11. Introducing Entrepreneurs
12. The Biz Kids Challenge
13. How to Be a Smart Consumer

Detailed descriptions of each program are available on our website.

#14560/0697 Twenty-six 25-minute programs with Guides 2012 $89.95 each or Series $2,189.95 *CC *SA

CREATING MOBILE APPS

With the app market in boom mode, entrepreneurs around the world have poured their energy and resources into app development. What does it take to stake a claim in this high-tech gold rush? What tools and techniques are most likely to produce a winner? This two-part series answers those questions, going inside the world of app creation - from the eureka moment that inspires a new project through various stages of content and interface development to the final phases of deploying and promoting the app. Weighing platform options, ensuring ease of navigation, and integrating social media are all important topics of discussion, and both episodes feature detailed interviews with experts who specialize in app development. Two programs: MOBILE APP RESEARCH AND PLANNING; and, MOBILE APP DEVELOPMENT AND DEPLOYMENT.

#15495/0635 Two 22-minute programs 2012 $99.95 each or Series $189.95 *Detailed descriptions of each program are available on our website

THE BUSINESS PLAN IN ACTION: Three Case Studies

Three businesses and three business plans. Why did they need them? What did they put in them? Were they worth it? Covers the three essentials - AIMS & OBJECTIVES; MARKETING; and, FINANCE (where the money comes from and how to have the money when you need it – cash flow).

#14518/2047 25 minutes 2011 $249.95 *SA

TEN9EIGHT: Shoot for the Moon

See the power of teaching entrepreneurship and keep at-risk kids in school. Use this program to show them that they can build a brighter future. This Educator's Edition provides a business plan template and discussion guides for businesses; schools and colleges; high schools and middle schools; and corporate diversity training programs. *EDUCATOR’S EDITION

#13856/1725 90 minutes 2010 $99.95 *CC

YOUNG ENTREPRENEURS: Be Your Own Boss

Entrepreneurship is hot! Follow a group of hardworking high school students as they learn how to develop their ideas into business plans. The teens are guided through the steps: how to get an idea for a business, research information, develop a financial plan (including costs and expected profits), and divide responsibility amongst chief executive officers. Meet some young people who put these financial skills into action.

#13935/0425 30 minutes 2010 $99.95 Grades 7 to 12 *SA
THE STARTUP EXPERIENCE
What’s the best way to succeed with a new startup? Learn what works - and what doesn’t - from someone who has already succeeded in your new line of work. Over the course of this series, entrepreneurship expert Dr. Tom Duening talks with dozens of successful businesspeople, digging deep into their startup experiences. The insightful business lessons these entrepreneurs share and the tips and secrets they reveal can help viewers save big money and avoid mistakes that might otherwise trip them up. Detailed descriptions of each program are available.

*There are twenty-five programs 53 to 87 minutes each in this series.

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Section Two – FINDING A JOB/CAREER PLANNING

CHILD DEVELOPMENT CAREERS
Catch a glimpse into a variety of careers that work directly with the growth and development of children. Viewers discover the benefits and challenges of working with children through personal interviews of people working in various child development careers, including:
- Storyteller and Children’s Librarian
- Pediatrician
- YWCA Director

THE MONTESSORI METHOD
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. Viewers will learn: Characteristics of a Montessori classroom; How children teach themselves; What is most appealing about Montessori? What are sensitive periods? The role of the teacher in Montessori; and, How conflict is handled.

DO YOU HAVE WHAT IT TAKES? Fashion Design Careers
Do you have what it takes to be a fashion designer? Join eight up-and-coming fashion designers as they discuss the characteristics, traits, and skills needed to make it in the fashion industry. Candid interviews with young designers tackle questions about careers in fashion design...

* What It Takes: What traits do you need to have?
* Inspiration: Where do designers get ideas?
* The Tough Stuff: What are the realities of being a fashion designer?
* Success and Joy: What success have the designers received? Why do they love doing what they do?
GREEN CAREERS SERIES *GOLD AWARD OF EXCELLENCE and TELLY AWARD
The programs in this series cover four related green career areas and four or more intriguing job opportunities within them. Ideal for learners plotting out their future or for workers seeking greener pastures.

THE BUSINESS OF GREEN - This video divides its time between an eco-friendly hotel, a sustainable information and communications technology consultancy, a firm that invests in green community development, and a manufacturer of chemical-free eco-friendly cleaning products.

REDUCING WATER POLLUTION - This video focuses on the protection of Puget Sound - a national ecological treasure, a TV station that raises environmental awareness by reporting on the Sound, a nonprofit organization that educates the public about the Sound's ecosystem, and a local shellfish farm that sustainably harvests oysters.

#13144/0635 Four 25-minute programs 2010 $99.95 each or series SPECIAL SALE $289.95 *Includes Guides  *CC

CAREER CLUSTERS *REAL PEOPLE IN REAL JOBS!
With these programs, you can host a job fair in your classroom any day of the year. In this series, people from diverse fields share their experience and advice about the jobs they’ve chosen and how they got them. Real people in real jobs talk about opportunities in the arts, audio visual technology and communications; hospitality and tourism; architecture and construction; and human services.

THE ARTS, A/V TECHNOLOGY AND COMMUNICATIONS
Here’s a place where your students can turn their creativity into a career. This program looks at opportunities to design, produce, exhibit, perform, write, or publish in a variety of media, including theater, film, textiles, newspapers, radio, and television. Real-world insights into this cluster are provided through interviews with a cable TV broadcast engineer, newspaper reporter, professional actor, commercial artist, and a TV director/producer. 24 minutes

HOSPITALITY AND TOURISM
The hospitality and tourism cluster is all about providing food, lodging, and entertainment to people when they’re away from home. This program provides an inside track on what the work is like by talking to a travel agent, hotel manager, baker, and waitress. 22 minutes

#9800/1120 Four programs $99.95 each or Series $229.95

HOW I STARTED MY CAREER
When Alex graduated from high school, he had two goals. He wanted to get a good paying job as quickly as possible so he could be on his own and he wanted to work in a green industry. This is the story of how Alex reached his goals. In this two-part, interactive video program, your students will accompany Alex as he searches for his first full-time job and faces the challenges of the first six months at a wind technology company. Part I focuses on Alex’s job search and the start of his first full-time job. 25 minutes

Part II of the program focuses on Alex’s first six months on the job and the work-related problems he and his coworkers must resolve. 20 minutes

#14942/0483 Two programs 2010 $169.95 Grades 7 to A *CC *SA

HUMAN SERVICES CAREERS
Do you enjoy helping other people? A career in human services may be just for you! Human services careers involve tending to families and to human needs, whether it be early childhood, counseling and mental health, family and community services, personal care, or consumer services. Explore a variety of human services career options, with varying levels of required education, including: Early Childhood Montessori Teacher; Family Counselor; Social Services Worker; Clergy; Personal Trainer; and, Sales Consultant.

#14037/1290 20 minutes 2011 $79.95 Grades 7 to A *CC *SA

INTRODUCTION TO COUNSELING: Voices from the Field
Introducing the counseling profession, this program explores actual challenges facing experienced practitioners and encourages students to consider their professional futures. Explains what counseling entails and covers the history of counseling, theoretical orientations, applications, and professional issues. Encourages students to consider their personal motivations for choosing a career in the counseling profession and includes experiential exercises that allow students to reflect on the presented material.

#14506/0430 20 minutes 2011 $119.95 *CC *SA

REAL PEOPLE, COOL CAREERS
This series is filled with stories of real young people in exciting careers. Your students will learn how each got into their profession and what they do from day-to-day. In Volume I your students will meet a police officer, paramedic, massage therapist, radio announcer, pilot and a minor league baseball umpire.

In Volume II your students will meet a registered nurse, graphic designer, fire fighter, editor, chef and an emergency medical technician.

#14939/0483 Two 30-minute Programs 2011 $169.95 Grades 7 to A *CC *SA

COMBATING CLIMATE CHANGE AND IMPROVING AIR QUALITY
- This video spotlights a regional transportation authority using hybrid buses to reduce emission levels, a legal firm practicing environmental law, and a company making storage batteries for solar and wind farms using clean manufacturing practices. Also visits the National Renewable Energy Laboratory pursuing research into the development of alternative energy.

ENERGY EFFICIENCY IN THE HOME - Showcases Habitat for Humanity, a leader in sustainable home construction: a Family Services Department; a solar panel company whose products are right at home with eco-friendly Habitat houses; and ENERGY STAR, an EPA/DOE program that promotes energy-efficient products; and a green construction/remodeling firm is also profiled.

ARCHITECTURE AND CONSTRUCTION
The opportunities in Architecture & Construction are simply huge. This program offers a sense of how wide-ranging the opportunities can be by looking at the educational and training requirements, as well as the actual work of an architect, plumber, electrician, and construction and building inspector. 20 minutes

HUMAN SERVICES
Because it’s all about interacting with and helping other people, Human Services is also where some of the most personally rewarding careers can be found. This program shows what Human Services has to offer by spotlighting several diverse jobs in the field. A preschool teacher, clinical psychologist, social worker, and cosmetologist discuss what they love about their jobs and what they did to get started. 22 minutes

www.kineticvideo.com Phone (716) 856-7631 or (800) 466-7631 Fax (716) 856-7838 info@kineticvideo.com
GETTING THE JOB YOU REALLY WANT! 6th Edition
This comprehensive series takes you step-by-step through every phase of the job search, plus keeping the job! Teaches how to identify what you want in a job, find the job in less time, interview effectively, negotiate pay and benefits, keep that job, and move up too! Throughout informative interviews, experts reveal self-directed strategies for finding jobs, balancing work and life, tapping into little-known resources that can speed up your career transition, and more.

INTRODUCTION: Getting the Life You Really Want, Sixth Edition
To prepare for the future, you need to think about more than the job you want; you need to consider the life you want. The career path you choose will affect your life.

GETTING TO KNOW WHAT AN EMPLOYER WANTS, Sixth Edition
In this video you discover the skills, attitudes, and personality traits that all employers expect of their workers, regardless of industry.

GETTING TO KNOW YOUR SKILLS, Sixth Edition
To be most successful, you need to take an inventory of all your skills so that you know which ones to emphasize throughout the job search. This video helps you do just that.

GETTING TO KNOW YOUR JOB OBJECTIVE, Sixth Edition
What kind of job do you want? Would you like to work directly with people? Are you looking for a job with a lot of responsibility? Where do you want to work?

GETTING ORGANIZED TO FIND A JOB, Sixth Edition
If you are looking for work, getting a job is your job. Unfortunately, most job seekers spend only 15 to 20 hours a week looking for work when they should be spending twice that. In this video you learn the importance of getting organized before you begin your job search.

GETTING A JOB WITH TRADITIONAL AND NONTRADITIONAL JOB SEARCH METHODS, Sixth Edition
This video introduces you to the most common ways that people find jobs, from responding to online ads to calling employers to simply asking people you know if they can help. There are many different ways to uncover job leads. And there are many people who can help you—provided you know what questions to ask.

GETTING AND USING YOUR RESUME, COVER LETTER, PORTFOLIO, Sixth Edition
This video covers the purpose and value of resumes, cover letters, portfolios, and other job search materials. It gives you suggestions for making the most of those documents and suggests resources for even more help.

GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES, Sixth Edition
In this video you discover the seven phases of the job interview and how to succeed in each one. Remember that, intimidating as they can sometimes be, interviews are fairly predictable, which means that you can prepare for them.

GETTING GOOD ANSWERS TO TOUGH INTERVIEW QUESTIONS, Sixth Edition
This video focuses on the trickiest part of the interview process: answering the questions. You learn a time-tested method for answering any interview question. Then you are walked through the process of answering the 10 questions that most frequently cause job candidates trouble.

GETTING TO KEEP THE JOB YOU FIND, Sixth Edition
In most cases, the person who has the most control over your job success is you. This video gives practical, time-tested advice for doing just that. You even learn the best way to leave a job when the job you want even more comes along.

*Also available is the GETTING THE JOB YOU REALLY WANT WORKBOOK #15610-W $24.95 and the GETTING THE JOB YOU REALLY WANT INSTRUCTOR'S GUIDE #15610-G $69.95 that can also reinforce training on virtually any job search topic.

#15610/1015 Ten 25-minute programs 2011 $139.95 each or Series $994.95

SUCCESSFUL JOB SEARCH SERIES
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 include worksheets for students to complete as they follow the programs.

MAPPING A CAREER PATH: Your Aptitude, Interests, Values and Personality -Learn about useful assessment techniques and learn the four domains of self-assessment.

YOUR JOB SEARCH: Navigating the Roads to Employment - Discover where to look for a job and how to develop a successful job search plan.

#13740/1120 Four 25-minute programs 2011 $99.95 each or series $379.95 *CC

ENGAGING RESUMES AND COVER LETTERS: How to Hook the Job You Want - Understand how to edit a resume and craft a cover letter for a specific job.

SOLID INTERVIEW SKILLS: Your Journey to a Job Offer – Gain insight and advice to guide you before, during and after the interview.

#14886/0635 25 minutes 2012 $99.95 *CC

COMMON JOB INTERVIEW MISTAKES: What Not To Say or Do!
It’s true that a jobseeker needs to stand out from the crowd - but there are good and bad ways to do that! Having all the right credentials and experience doesn’t count for much if a candidate comes off as unprepared, unmotivated, and unprofessional in an interview. For newcomers to the job market, a firm grasp of the “don’ts” definitely comes in handy - after all, young people may not realize they should turn off their cell phones before an interview or refrain from asking too early about the position’s salary. From tips on ensuring punctuality to strategies for giving the most positive, team-oriented impression possible, this is a first-rate informational resource for employment counseling and business education. #14886/0635 25 minutes 2012 $99.95 *CC
DISABILITIES AT WORK: Successful Job Hunting for People with Disabilities

We’re all differently abled. But for job seekers with diagnosed disabilities, identifying and making visible their strengths, their abilities, is especially important. This series helps people with disabilities gain the confidence, awareness, search tools, and interview strategies necessary to take the job-hunting bull by the horns. From online resources that can pinpoint skills and interests to organizations and Web sites that can clarify legal questions to concrete advice on preparing a resume, completing an application, and sitting down face-to-face with a potential employer, this is an up-to-date guide to greater prosperity, empowerment, and productivity. Inspiring case studies and expert interviews are featured.

EFFECTIVE JOB SEARCH FOR PEOPLE WITH DISABILITIES
For anyone who thinks “disabled” means “unemployable”, this video quickly dispels that myth and shows how to begin the job-hunting process by identifying skills, strengths, and interests.

SMART RESUMES AND APPLICATIONS FOR PEOPLE WITH DISABILITIES
A resume must be impressive. But for people with disabilities, there’s always an extra concern. At what stage of the process should the disability be mentioned in the resume? On an application? Is it better to wait until a face-to-face interview? While there’s no easy answer, this video helps job seekers sift through the many challenges and decisions that need to be faced.

JOB INTERVIEW ESSENTIALS FOR PEOPLE WITH DISABILITIES
Job interviews can be even more stressful for people with disabilities. But they don’t have to be. This video shows how to turn an interview into a self-selling opportunity that focuses on what a disabled candidate can do, no matter how obvious his or her physical limitations might be.

PROFESSIONALISM 101: Skills to Succeed and Advance at Work
With tips and advice from career counselors, human resources reps, new employees, and seasoned business professionals, this three-part series takes a common sense approach to the details of job success. Each program provides essential information on the big issues (dress codes, asking for a raise) as well as on matters seldom covered (dealing with office politics, surprise visits from higher-ups). Engaging graphics make pertinent points easy to remember, and anecdotes from a focus group of young professionals give real-life context to expert recommendations. The importance of good interpersonal skills and having a positive attitude is promoted throughout.

PROFESSIONAL IMAGE
Being well dressed is only one part of presenting a good workplace image. This program guides viewers through a breakdown of just what constitutes career-appropriate demeanor. With an emphasis on having a good attitude, the video discusses handling mistakes, determining dress codes, staying abreast of industry trends, workspace appearance, and even kitchen etiquette.

WORKING TOGETHER
This program addresses the issues that most frequently come up when working in groups. Through input from human resources reps, viewers learn how to handle conflict, gossip, and office politics, determine the types of information that should and should not be shared with their supervisors, and understand their organization’s chain of command.

BUSINESS ETIQUETTE
How should you balance social media and your job? What’s the best way to ask for a raise? Who should pick up the tab for a business lunch? In this program, both business experts and a focus group of young professionals advise viewers on the proper way to conduct themselves in different types of work-related situations.

FROM SPORTS TO CAREER
Teamwork, reliability, cooperation, endurance: habits athletes learn from sports are the very attributes employers want. Personal stories from current and former athletes show how their skills from sports are valued in the workplace and school. From soccer, football, rowing, and hockey, a variety of sports and careers are represented in this enlightening look into the benefits athletes bring to the workplace.

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. This video explains important job transferable skills including communication skills, problem-solving skills, and teamwork in this entertaining and informative production.

WHO WOULD YOU HIRE?
Lisa is the Human Resources Director at a popular resort and is searching for a new Events Sales Specialist who will be responsible for marketing the resort’s services and facilities. From the many applicants, Lisa has chosen six young people to interview and your students get to decide who’s the best candidate for the position! Includes print activities for students to use in conjunction with the video to keep them engaged and help them decide who to hire.

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! Includes printable discussion questions.
WORKPLACE COMMUNICATION SKILLS
Viewers get guidance for developing their verbal, listening, nonverbal, and written skills. Depicts scenarios of good and poor communication skills in action and includes expert interviews on workplace communication. Addresses communication through e-mail, voicemail, cell phones, video conferencing, and online sites like Facebook and Twitter. Helpful pause points allow instructors to stop the program and discuss the material.
#14652/1015 50 minutes 2012 $149.95

BALANCING THE BOOKS: Understanding Financial Reporting
Balancing the books is an essential part of business. Accounting methods help businesses collect, record, and analyze financial data. Viewers learn how to balance the books and how to evaluate business performance using financial records. Areas covered include accounting information and tools, the balance sheet, calculating profit and loss, cash control, and assessing financial performance.
#14669/0545 32 minutes 2010 $129.95 Grades 8 to A *CC *SA

CLOTHES AT WORK: Decoding Office Dress Codes
Like it or not, on the job, appearance matters! But what's the right look for YOUR workplace? Or your NEXT one? Learn about the four levels of business dress, tips on accessories and grooming, and how to build an affordable wardrobe. *Sub-titles
#15312/1120 17 minutes 2013 $99.95 Grades 7 to A *CC *SA

DRESS AND GROOM FOR THE WORKPLACE
This enlightening program presents the fundamental principles of dressing for success on the job interview and in the workplace. Male and female viewers learn dos and don'ts for dressing and grooming in the job search and in the workplace. Viewers are shown visual examples of these concepts to reinforce what works and what doesn't in formal offices, as well as in “blue-collar” work environments. The video also provides tips for creative shopping methods to help viewers find the appropriate clothes on any budget.
#14657/1015 25 minutes 2010 $149.95

GOOD FIRST IMPRESSIONS
Teaches viewers about the importance of appearance, confidence, maturity, emotional stability, and enthusiasm, and reveals how to improve upon these areas before an interview. Also covers interview taboos, such as being late, answering cell phones, and revealing tattoos. Group interviews, bad interviewers, and phone interviews will also be covered. Offers scenarios of interviews in action and includes the insights of job search experts and employers. Convenient pause points let instructors stop the program for discussion.
#14653/1015 25 minutes 2012 $149.95 *Includes Guide

WHEN PRESENTATION COUNTS: Grooming, Dressing and Body Language
Like it or not, studies show that our appearance, body language and other mannerisms are incredibly important to how someone perceives us. In this video, you will receive tips on grooming and basic styles of dress. You will also discover how verbal and non verbal communication, body language, and posture can impair or enhance your overall image. So whether you’re seeking your first job, starting a new job, or just trying to get ahead on the job, remember…you don’t get a second chance to make a good first impression. *Includes Instructor’s Guide
#15264/1280 32 minutes 2013 $109.95 Grades 7 to A *SA

DESIGN (Color/Textiles/Elements/Sustainability/Interior/Product/Industrial/Digital/Floral)

ETHICAL TEXTILES: Sustainability and Fair Trade
Global in scope, this three-part series (THE COST OF CLOTH; ECO-DESIGN; and, ENVIRONMENTAL IMPACTS) explores the ethical and environmental fallout of large-scale textile production. Follows the work of manufacturers in the U.K. and Bangladesh as it investigates the consequences of ultra-cheap labor and supply systems. Also examines fair trade initiatives developed in response to industry abuses, inequities, and hazards. A crucial resource for economics, sociology, and environmental studies! #14895 Three programs 2012 $129.95 each or series $369.95

DESIGN: All About Textiles
This program 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 *SA

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.
#12309/1290 20 minutes 2010 $79.95 Grades 6 to 12 *CC *SA

New! BEHIND THE COLOR WHEEL: Using Color in Art and Design
Get a practical but in-depth view of color in action! Viewers examine graphic and interior design, paintings, and other media to learn:
*the science behind color
*color systems for different media
*to create tints, shades and tones by altering hue value and intensity
*popular color schemes and color wheel relationships
*how to create color combinations that evoke different responses
#15311/1120 26 minutes 2013 $109.95 Grades 7 to A *CC *SA
THE SPACE WITHIN: People, Design and the Room
Show your students how we shape our rooms, and our rooms shape us. This program demonstrates how sound design principles are the heart of interior design, but that its soul lies in the relationship of people to things and spaces. Viewers learn why "people" are the starting point for all design and style.  #14501/1120 25 minutes 2012 $109.95 Grades 7 to A *CC

DESIGN: The Elements
The elements of design are the components that are used to create a complete design. This program 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 *CC *SA

SO YOU WANT TO BE A DESIGNER? A How-to Guide to Product Design
As consumer attitudes change so too does the call for new kinds of products creates endless opportunities for designers all around the globe. This series explores the challenges facing product designers, covering a range of subjects including user design, mass manufacture, testing and modification, and the use of sustainable materials both for packaging and for products. The series features case studies, explains relevant terminology, and provides an in-depth look at manufacturing processes. Eight programs:
1. DESIGNING FOR THE USER 2. SUSTAINABLE PACKAGING 3. DESIGNING WITH RECYCLED MATERIALS 4. LIFE CYCLE ASSESSMENT
5. PRODUCT DESIGN AND MASS MANUFACTURE DESIGN OPTIMIZATION 6. CHOOSING SUSTAINABLE MATERIALS 7. DESIGNING FOR INNOVATION AND SAFETY 8. PRODUCT DESIGN, TESTING, AND MODIFICATION
#14435/0635 Eight 25-minute programs 2011 $99.95 each or series $749.95 *CC

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 job sites 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.

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.

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.

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.

#13325/0635 Four 32 to 48-minute programs 2010 $99.95 each or series $379.95 *Viewable/printable discussion questions are available online.

SUSTAINABLE GREEN INDUSTRIAL DESIGN WITH ERGONOMICS: Principles and Examples
This set explores several product designs in detail and analyzes each in terms of its incorporation of ergonomic principles and rules. The set also offers technical interviews and practice demonstrations with industrial designers, manufacturing engineers, and program managers. Designed for Industrial Design Engineers, Ergonomics (Human Factors Engineers). Also ideal for undergraduate / graduate education and research.

#14935/0353 Four programs total 320 minutes 2010 $299.95

DIGITAL PRODUCT DESIGN
In order to achieve professional quality product/process and service system design engineering skills, besides a strong analytical, digital design and digital manufacturing/assembly engineering foundation, one needs to learn basic and often very simple design rules. One of the best ways to learn these rules is to disassemble and analyze various products, try to understand the design/manufacturing/assembly processes followed, and also learn from mistakes. In this program Professor Ranky introduces, and to some extent illustrates several basic product design, process design, design for quality, assembly/disassembly, and other design rules with simple and practical examples whilst disassembling an inkjet printer on screen.

#15000/0353 38 minutes 2011 $169.95

FLORAL DESIGN AND TECHNIQUES SERIES
This series of eleven programs examines different types of flowers, mechanics and wiring methods, as well as how to create an arrangement. Visual design strategies, geometric forms in floral designs, and corsage and boutonniere creation are also addressed in this floral design curriculum. Additional topics include wedding and bereavement arrangements, floral holidays and occasions, and the critique and appraisal of floral designs. Includes an Interactive Teacher's Resource Guide containing lesson plans and a variety of worksheets, activities, notes and projects.

FLORAL DESIGN BASICS: Principles and Elements 41 minutes
FLORAL DESIGN BASICS: Techniques 56 minutes
GEOMETRY IN FLORAL DESIGN 26 minutes
SPECIAL ARRANGEMENTS 55 minutes
BEREAVEMENT ARRANGEMENTS 22 minutes
WEDDING ARRANGEMENTS 35 minutes

#15150/0310 Eleven DVDs 2011 $149.95 each or series $799.95
THE ENVIRONMENT AND OUR EARTH

ENERGY: Biofuels on the Rise
The energy demands and rising cost of oil have encouraged scientists and engineers to develop renewable energy alternatives. Biofuels are renewable energy sources from organic materials such as plants or animals that are directly converted into liquid fuels. The two most common biofuels in use today are ethanol and biodiesel. Engineered biofuels, such as ethanol and biodiesel that are made from starches, sugars and cellulose are already in use as blending agents and additives that greatly reduce vehicle emissions. Algae as a bio-fuel has become more common because it is easy to harvest and these single celled photosynthetic organisms are known for their rapid growth and high energy content. #15268/2003 13 minutes 2012 $79.95 Grades 6 to 12 *SA

AGROFUELS: Starving People, Fueling Greed
"A wake-up call. Documents with great clarity the destruction of farming soils, forests, common lands and livelihoods by first and second-generation agrofuels in the name of energy security." Phillip McMichael - Professor of Sociology, Cornell University
An eye-opening account of the downside of alternative, food-based fuel sources. Delving deep into the world of agrofuels and monocrops, they explore how the increasingly common practice of diverting food crops to the industrial production of cellulose-based fuels is devastating indigenous communities, undermining small farmers, and endangering the environment across Latin America. Turning to the promise of the future, they also show how grassroots communities are developing better, cleaner alternatives. A good resource for courses dealing with the global economy, development issues, and the environment. #15138/0685 28 minutes 2012 $79.95 (Colleges & Universities $129.95) *CC *SA

ALASKA GOLD: A War of Resources - the Fish or the Mine?
FRONTLINE travels to Alaska to probe the fault lines of a growing battle between those who depend on the Bristol Bay region of southwest Alaska, home to the last great wild Sockeye salmon fishery in the world for a living, the mining companies who are pushing to extract enormous amounts of mineral deposits, estimated to be worth some $300 billion, and the political framework that will ultimately decide the outcome. #15283/1725 30 minutes 2012 $79.95 *CC

DO THE MATH: Bill McKibben and the Fight Over Climate Change
The math is simple. To avoid climate catastrophe, we have to limit carbon dioxide emissions into the atmosphere to 350 parts per million or below. The only problem? We're presently at 400 parts per million - and climbing. In November 2012, bestselling author and environmental activist Bill McKibben and 350.org, the organization he founded, hit the road to raise awareness of this terrifying math and build a movement to challenge the fossil fuel industry. The film serves as a much needed correction to industrial thinking and shows how an unprecedented global movement is rising up to keep CO2 emissions down.

#15667/0685 100 minutes 2013 $149.95 (Colleges and Universities $249.95) *CC *SA

THE ENERGY QUESTION: Nuclear, Wind Or Fossil?
In March 2011 a tsunami hit a Japanese nuclear reactor and ignited a new debate on the safety of nuclear energy. This film explores the very different energy policies of two countries: Australia and Sweden. AUSTRALIA: No Nuclear but what will coal and gas cost in the future? SWEDEN: Fifty percent nuclear but what to do with the waste? ALTERNATIVES? "There are other necessary and urgent things that we should do to stop polluting the planet, and building nuclear power plants is not the answer."
#14447/2047 24 minutes 2011 $229.95 *SA

ENJOY YOUR MEAL! How Food Changes the World
Exploring the aisles of a Dutch grocery store, this program clearly demonstrates that globalization has made almost any food item, no matter how exotic or remote, available to the Western consumer. But the film also shows the downside of that new global access, tracing specific foods to their countries of origin and revealing the impact on indigenous communities and ecosystems.

#14825/0635 58 minutes 2010 $169.95 *CC

FROGS AND AMPHIBIANS: Crisis and CSI
After surviving Earth's natural catastrophes for over 250 million years, frog and other Amphibia populations are declining rapidly and showing deforming mutations worldwide. It is happening so quickly that scientists are racing to investigate and solve these problems before all amphibian species become extinct. HD live-action and 3D animations illustrate the sweep and detail of the crisis. These ancient organisms may be bellwethers for environmental problems that affect us, and many medical cures may be lost with this group's demise. Amphibian anatomy, such as its unique ability to absorb moisture, oxygen and nutrients from air and water through its skin, make this Class of animals susceptible to its own diseases. Arks, our artificially-created habitats, may rescue some frogs in the short term, but we need their survival in natural ecosystems for their, and our, health.

#15481/1445 30 minutes 2010 Single Site $49.95 Multiple Site $159.95 Grades 7 to 12 *SA

ENVIRONMENTAL ISSUES: Animal Systems
Many opinions have been formed about the impact agriculture has on the environment. This DVD describes and explains the truth about the livestock industry's effect on global warming and the greenhouse effect. Additional topics include deforestation, water pollution issues, animal welfare and the effects of meat processing on the environment. Various environmentally-friendly techniques and safety practices are also discussed.

#15597/0310 35 minutes 2010 $49.95

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New! GLACIERS: The Most Important Environmental Impact of the Century

Two 20-minute programs describe the most important environmental impact of the century!

THE LIFE OF A GLACIER
Glaciers are one of the main driving forces affecting Earth's climate and landscape. From Alpine or Mountain glaciers, to Tidewater glaciers and icebergs, these massive sheets of ice are constantly moving and changing, almost like a living being. Warming temperatures are causing most glaciers to recede, leaving a changed landscape in their wake. Located in some of the most inhospitable areas of the planet, scientists are venturing to glaciers to study them, looking for clues to climate changes from the past and in the present.

THE DEATH OF A GLACIER
One of the most influential environmental impacts of this century, the decreasing mass of our glaciers has scientists concerned. The Death of Glaciers explores glaciers in the Alaskan and Western Canadian regions that are gradually shrinking. Due to numerous environmental factors, glaciers that were once abundant in the Northern regions are now half of their original size. With the human "carbon footprint" growing day by day, Global Warming has become a very real and dangerous impact that our planet, including our glaciers, has to deal with.

Multiple Site Use #15654/1445 Two programs 2013 $159.95 each or series $318.95 Grades 5 to 12 *SA
Single Site Use #15652/1445 Two programs 2013 $49.95 each or series $89.95 Grades 5 to 12

PATAGONIA RISING
Is hydro-electric energy really CLEAN? Deep in the heart of Patagonia in Chile flow two of the world's purest rivers, the Baker and Pascua. Fed by vast glacial systems, these free-flowing watersheds drive biodiversity in temperate rainforests, estuaries and marine ecosystems. They are also the life source for Patagonia's most tenacious residents, the Gauchos, the iconic South American cowboys who endure relentless winds and long winters on remote ranches in these river valleys. Isolated and largely undeveloped Patagonia and its people are caught in a heated conflict surrounding a proposal to build five large hydroelectric dams on the Baker and Pascua Rivers. Promoted as "clean" energy, the project's cultural and environmental impacts would forever alter the region. Alternatives exist. Clean energy experts are proving the viability of solar, wind and geothermal resources developed much closer to demand and infrastructure. Juxtaposing the pro-dam business sector with renewable energy experts, the documentary brings awareness and solutions to this global conflict over water and power.

#15626/0645 88 minutes 2011 $98.95 *SA

MYSTERY OF DISAPPEARING HONEYBEES *Winner of the PEABODY AWARD
This fascinating program explores one of nature's most baffling ecological mysteries - why have millions of honeybees recently disappeared? While not as publicized as climate change, the effects of this crisis on human life could be felt sooner and more severely, with billions of dollars of crops at risk and our most healthful and colorful food supply threatened. The usual suspects: habitat loss, pesticides, suppressed immune systems, and viruses, among others, may all work together to create a perfect storm that has overwhelmed the little, but very important and beautifully adapted honeybee. Join researchers as they scramble to discover why honeybees are dying in record numbers- and to stop the epidemic before it spreads further. #15482/1445 30 minutes 2010 Single site $49.95 Multiple Site Usage $159.95 Grades 7 to 12 *SA

THE PROBLEM WITH GENETICALLY-MODIFIED SEEDS
Bill Moyers talks with scientist and philosopher Vandana Shiva, who's become a rock star in the global battle over genetically modified seeds. These seeds - considered "intellectual property" by the big companies who own the patents - are globally marketed to monopolize food production and profits. Opponents challenge the safety of genetically modified seeds, claiming they also harm the environment, are more costly, and leave local farmers deep in debt as well as dependent on suppliers. Shiva, who founded a movement in India to promote native seeds, sees this as the latest battleground in the war on Planet Earth.

#15094/0405 26 minutes 2012 $129.95 *CC

SUN COME UP
An Oscar® nominated film that shows the human face of climate change. The film follows the relocation of the Carteret Islanders, a community living on a remote island chain in the South Pacific Ocean, and now, some of the world's first environmental refugees. When climate change threatens their survival, the islanders face a painful decision. They must leave their ancestral land which will be disappearing as the ocean level rises in search of a new place to call home. SUN COME UP follows a group of young islanders as they search for land in war-torn Bougainville, 50 miles across the open ocean. SUN COME UP provokes discussion about climate change, displacement, and the rights of vulnerable communities around the globe. #15674/1416 39 minutes 2012 $129.95 (Colleges and Universities $299.95) *SA

GROWING GREENER SCHOOLS *Best practices for creating sustainable schools.
This multi-media resource offers a comprehensive look at best practices for creating sustainable schools. Educators and green experts 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.

#1368/2715 120 minutes 2010 $69.95 *CC
EXPLORING OUR SOLAR SYSTEM
Embark on a journey which takes students from planet Earth to the outer fringes of our solar system. With the aid of cameras from various spacecraft, students get a close-up look at the planets in our solar system, from Mercury's cratered surface to Jupiter's huge red spot and Saturn's spectacular rings. Discover the mysteries and surprises of our solar system, our celestial home.
#15172/2003 14 minutes 2011 $99.95 Grades 4 to 9 *SA

SUSTAINABLE GREEN FARMING
The two programs in this series deal with Eco-Farming, Organic Farming, and Green Buildings for Green Living. Defines what is organic vs. conventional farming and discusses the differences between organic and non-organic produce with several practical examples. The benefits of organic food considering nutrition, pesticide levels, taste, environmental impacts, humane considerations and price are also examined. Visits the First Hungarian Cooperative for Organic Farming in Europe - including the animal farm, some of the fields, as well as the eco-village. Some traditional sustainable green fabrication methods are demonstrated in detail in buildings under construction, as well finished family homes are visited.
#14940/0353 60 minutes 2010 $219.95 *SA

THE SAD STORY OF THE BANANA: Dangers of Pesticide Abuse
"Highly Recommended." EMRO Review
Few people realize that intensive cultivation is required to secure the world's demand for bananas or that multinational corporations are using massive amounts of pesticides to protect their valuable crops. First we see how overuse of chemicals is not only bad for the environment, but also to the welfare of the crop workers. For example, in Costa Rica we learn the water these people drink is polluted by numerous fungicides and fertilizers, causing some to become sterile, and others to suffer from skin ulcers. Then we see how cooperative plantations can provide a safer way to raise crops and a more humane way for workers to earn a living.
#15598/0450 30 minutes 2010 $169.95 *SA

CAMBRIDGE CORE SCIENCE: BIOBASICS *Special Series Offer
Use this comprehensive eight-part series to excite your students about life science as you present the fundamental concepts they'll need for a firm foundation in biology! An engaging blend of computer graphics, interviews with scientists, and animations will hold their attention as they open their minds to a wide range of essential life science topics.

INTRODUCTION TO LIFE SCIENCE
Addresses central topics in biology - evolution, cellular structure, and hierarchical organization, to name only three; explains the process of scientific inquiry; and spotlights the contributions of key researchers in the life sciences, from Aristotle to Watson and Crick. Also provides students with a bird's-eye view of many exciting biological fields, including biochemistry, ecology, genetics, marine biology, molecular biology, neuroscience, paleontology, and more. 18 minutes

CELLS: The Building Blocks of Life
Takes a close-up look at the lowest common denominator of all life: the cell. Illustrates essential cellular processes - transportation of materials, communication, energy transfer, protein-building, waste disposal, movement, and the all-important mitosis and meiosis - as well as key cellular landmarks like the nucleus, ribosomes, mitochondria, the Golgi complex, the endoplasmic reticulum, and lysosomes. Covers recent advances in biotechnology. 16 minutes

GENETICS AND EVOLUTION
What does genetic diversity mean, and what is its relationship to evolution? This video answers that intriguing question as it summarizes the theory of natural selection and describes the process of trait inheritance. Advances stemming from the Human Genome Project - an ever-deepening understanding of life on Earth, improvements in disease detection and treatment, and applications of genomics to agriculture, the environment, and forensic science - are also discussed. 24 minutes

ORGANIZATION AND DIVERSITY
Planet Earth is teeming with life. Help your students make sense of it all by starting them at the bottom of the biosphere - home to bacteria, microbes, fungi, and insects. Organization and Diversity defines key terms, classifies the kingdoms and domains of life, outlines the Linnean hierarchical system, contrasts evolutionary taxonomy with cladistic analysis, and provides powerful DNA evidence supporting the unity of life. Also, the fascinating contributions of molecular taxonomy are showcased. 19 minutes

LIFE PROCESSES OF ANIMALS
Welcome to Kingdom Animalia! Clue your students in on the characteristics of multicellular animals with this video. It illustrates the specialized structure and function of the four basic animal tissue types, describes 12 major bodily systems, and analyzes the process of homeostasis for both endotherms (regulators) and ectotherms (conformers). A concise history of zoology and species classification is also included, and the distinction between vertebrates and invertebrates is explained. 20 minutes

LIFE PROCESSES OF PLANTS
What are these alien life forms living among us? They're plants! This video investigates the major differences - and some striking similarities - between plants and animals in the areas of what they consume, how they breathe, and how they reproduce. Plant evolution, cell structure, the photosynthesis/respiration cycle, flowering and non-flowering plants, and sexual and asexual reproduction are covered. 17 minutes

MICRO-ORGANISMS
Open your students' eyes to the hidden worlds of monerans, protists, and fungi with Microorganisms. After watching this video, they'll be able to explain exactly what a microbe is, identify each general type of microorganism by its characteristics and functions, and describe the hazards and benefits of microbes. Microorganisms may live at the root of the evolutionary tree, but they've been around for billions of years, are found everywhere in nature (including the human body!), and are crucial in helping maintain the atmosphere, assisting in digestion and decomposition, and more. 19 minutes

THE INTERDEPENDENCE OF LIFE
On planet Earth, no living thing is an island. This video identifies the world's ecosystems as it explains the flow of energy and the cycling of matter within them. Terms such as biosphere and biome, biotic and abiotic, autotrophs (producing) and heterotrophs (consumers), and the food web are defined, and ecology and conservation as fields of study are explored. Rainforests serve as a timely and powerful example of the interdependence of life at the global level - and the devastating worldwide effects of deforestation.

#1085/0635 Eight programs $99.95 each or series SAVE 50% on the series – only $399.95 *Includes Instructor's Guides
The prediction is that water will be a more valuable and scarce human resource than oil in the future! This series presents the most comprehensive Sciences and Social Studies/Sciences information yet produced on the environmental, community and scientific relationships of water and life on Planet Earth. Its urgent cross-curricular theme reveals water as the essential body ingredient, habitat, and keystone to our quality of life. Most living organisms are composed largely of water, with humans and other mammals being about 70% water. Water affects all climate regions. Biodiversity is abundant in well-watered habitats, but even water’s scarcity in desert biomes reveals important adaptations for preserving enough liquid for life to thrive. This series shows students and educators the breadth and details of the glorious variety of life’s forms, functions, and adaptations in water environments.

*Detailed descriptions of each program are available.

**WATER MAKES LIFE POSSIBLE / THE WATER CYCLE**
- MOUNTAIN LAKE AND STREAM ECOSYSTEMS / FROZEN ECOSYSTEM ADAPTATIONS
- RIVER ECOSYSTEMS / RAINFOREST ADAPTATIONS
- DESERT ADAPTATIONS / AQUIFER ECOSYSTEMS
- TIDAL BEACH ECOSYSTEMS / CORAL REEF SYMBIOSIS
- SEABED ECOSYSTEMS / OPEN SEA ECOSYSTEMS
- FRESHWATER WETLANDS / WATER SURFACE ECOSYSTEMS
- HUMAN IMPACT ON WATER / CLIMATE CHANGE AND WATER

*Best Seller!* EARTH SCIENCE FUNDAMENTALS

These 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. Provides the most comprehensive educational system about earth sciences and includes activities to go along with each subject.

1. ECOSYSTEMS AND BIOMES
2. SEEDS AND PLANTS
3. WEATHER
4. ROCKS AND MINERALS
5. HABITATS
6. MATTER

*Cross-Curricular Theme*

THE UNDERWATER WORLD OF CORAL REEFS
Take a dive into the underwater world of coral reefs and explore their importance in helping us understand much of the recent history of our oceans. The long life span of coral reefs has made them important places for scientific exploration and today much of that study deals with coral reef survival. Students will learn that the largest reef in the world is the Great Barrier Reef off the coast of Australia.

WHERE THE SEA MEETS THE SHORE
One of the harshest environments on earth exists at the place where the sea meets the rocky shore. This visually stunning program examines the wide variety of animal and plant life that survive these difficult conditions that are caused by pounding waves during the ebb and flow of the tides. Students will come to appreciate how these plants and animals have adapted to develop unique survival mechanisms that help them find food and escape predators.

*Best-seller!* THE WATER AND LIFE SERIES

This program explores how tidal power plants can work. Plants use turbines to turn this constant flow of water into electricity and discussions how tidal power plants can work without damming estuaries and rivers.

**Power from the Ocean Tides**
Two times a day, every day of the year - the effect of the moon’s gravity on the oceans can be harnessed and turned into power. This program explores how tidal power is generated and how it works. Also illustrates how the tides are created, how watermills once used the tides to grind grain, and how modern power plants use turbines to turn this constant flow of water into electricity and discusses how tidal power plants can work without damming estuaries and rivers.

**Where the Sea Meets the Shore**
One of the harshest environments on earth exists at the place where the sea meets the rocky shore. This visually stunning program examines the wide variety of animal and plant life that survive these difficult conditions that are caused by pounding waves during the ebb and flow of the tides. Students will come to appreciate how these plants and animals have adapted to develop unique survival mechanisms that help them find food and escape predators.

**The Underwater World of Coral Reefs**
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Two New Special Science Series for Kids!!!

DR W: MAN OF SCIENCE AND WONDER! (Primary/Elementary)

*WINNER! Golden CineGlobe, Science Documentaries*

Dr. W is here to teach you about things you may think you know, but maybe you don’t... you know? He recommends you refrain from getting overly excited, or attempt to laugh or scream too loudly; it won't help. It is the good doctor's wish to reveal amazing things unseen ever before. Dr. W gives kids straightforward answers to everyday questions like how cuts heal, how evolution works and how to prevent illness.

***A highly educational and entertaining science series of 26 four-minute DVDs that introduce kids to life, physical and earth science topics. Please come in, Dr. W can see you now!***

1. **LIFE SCIENCE (13 DVDs)**

Healing: Clash of Titans - The defense armies of the human body confront the external evil forces of bacteria in a merciless battle.

Injections: Getting the Point - Dr. W wants to demonstrate how injections work with the help of his assistant Pep.

Sweat: The Aerobic Adventure - Dr. W will make his assistant, Pep, sweat like a pig in order to explain how the body's cooling system Works.

Hair and Nails: Growing Statements - Extensive research of Dr. W reveals how hard the life of hair and nails is.

Goose Bumps: The Sandwich Standoff - Pep will face Fluffy, an irritated dog who wants to steal his sandwich. Dr. W takes the opportunity to explain what causes us goose bumps: cold, fear, other strong emotions.

The Yawn: Meet the Chaampion - Live from the Arena Box, Dr. W and Professor Schopenhauer broadcast the exciting fight of Vittorio, "Swinging Mandibule" Oldwald, undefeated champion spreading yawns.

The Laugh: To Die Laughing - "Little teardrop", a depressed clown tries to make the audience laugh with his jokes without any results. Fortunately, Dr. W, with his hilarious way of explaining things, comes to help him out.

Pain: Ouch! Riding in his own nerve impulse, Dr. W travels to his brain to explain why the pain is only in our minds.

Dreams: The Heavy Sleeper - Among hypnosis techniques, dreams that came true and horrible nightmares, Pep will travel to the world of dreams thanks to Dr. W.

Automatic Body Functions: Autopilot Factory – Dr. W travels to the brain's factory that is responsible for the jobs that we do without thinking. One day as a worker will be enough to loosen the chain of production.

The Senses: Casting W - Dr. W organizes a casting to find the entrants of the Five Senses band. Applicants are so untalented that a veteran rock 'n roll band get to take the vacant place.

Fear: Be Afraid, Be Very Afraid - As a Halloween special, Dr. W and an adorable monster disturb fearful and phobic Pep.

Evolution: A Matter of Adaptation - When Dr. W explains the evolution of the species, a malfunction in his time machine brings a caveman back from the past who causes large disasters on the set.

2. **PHYSICAL AND EARTH SCIENCE (8 DVDs)**

Atoms and Matter: Meet Mr. Invisible - Invisible Man and a ham help Dr. W to explain the invisible world of atoms around us, with high doses of magic and lots of imagination.

Electricity: The History of Things - Where does it come from, the energy we use every day? Dr. W explains and tells us why it is important not to waste it.

Time: The Relative Guest - Dr. Einstein is invited to Dr. W's show to help him with the time travel. But these two old friends would rather be singing than explaining things.

Movement: Maximum Speed - A special guest, Dummy, is the tester for Dr. W's Acceleration Machine. But he will suffer an unfortunate accident that will bring Pep to take the tester place once again.

Communications: The History of Things - Dr. W reviews the history of communications from writing to satellite communications, embedded inside a matrix style digital universe.

Space Trip: Far, Far and Beyond! Dr. W and Pep get on a trip to space. Going through paper satellites and plastic solar systems, Pep will suffer the side effects of weightlessness.

Global Warming: The Roasted Consequence - By the hand of a hapless polar penguin and a rotisserie chicken, Dr. W will teach everyone why and how to take care of the planet.

Running Water: The History of Things - Starting with a faucet, Dr. W takes us on a journey through the pipes of the city to spread his enthusiasm about running water. Pep, his assistant, won't emerge unscathed from this adventure.

3. **PHILOSOPHY AND BELIEFS (5 DVDs)**

The Hereafter: The Dark Interview - In a talk show with prestige guests The Death, The Soul, and Mr. Skeptical, Dr. W tries to unravel the mysteries of The Afterlife.

Destiny: The Crystal Ball - Thanks to a gloomy fortune-teller, Dr. W and Pep will inquire into their futures.

Murphy’s Law: Caught by the Law - General Murphy explains to the audience the basic facts of his law, while a rugged Dr. W is trying to reach the set dodging all the obstacles that suddenly appear on his way.

Superstitions: Lucky Pep - Thanks to all kinds of items to scare away the bad luck, Pep avoids the worst things, until Dr. W gets rid of his charms.

The Horoscope: Star's Zoo - Through different horoscopes, Dr. W will help us better understand the real personality of our hero of science: Pep.

#15675/0697 Twenty-six programs 2012 $59.95 each or series $1,499.95 *CC *SA
**CREATURE FEATURES SERIES** for Elementary Students!

These fun and focused 5-minute programs are a perfect introduction to some of the most widely studied “creatures” found on the planet. Created specifically for “kids”, each program provides beautiful, up-close imagery and age appropriate narration. Life science concepts addressed throughout the series include habitats, body parts, adaptation, migration, ecosystems, the life cycle, and more!

*The “CREATURES” include:

**FROGS & TADPOLES**
With bulging eyes and bumpy skin I’m a champion of the long and high jump. That’s because of my long, strong hind legs. Did you know that before we become frogs we are young tadpoles? It’s interesting to see how we change.

**ANTS**
It’s strange to think that in many interesting ways we are very much like humans. Our societies are well organized and each member has certain duties that supports the colony. Come along to see how much alike we really are.

**SPIDERS**
We first appeared on earth about 400 million years ago, even before dinosaurs. Today we number about 40,000 known species. It’s time to learn the truth and folklore about us spiders.

**SEA TURTLES**
We tend to be rather mysterious creatures, weighing over 600 pounds and able to live for a 100 days or more under the sea. As soon as our babies hatch, they instinctively know to run for the sea away from predators.

**SALAMANDERS**
Humans seem to like us, because we look cute, almost like miniature dinosaurs. But you know what really makes us salamanders happy? It’s when we’re resting in the water with our smooth skin all cool and moist.

**SEA ANEMONES**
We’re one of the most widely found of all sea creatures. At low tide you’ll find us all curled up but at high tide, our tentacles bloom like flowers because that’s our way of attracting food.

**CICADA**
Our life is really quite interesting but humans only get to see a mere 2 to 4 weeks of it. As a nymph, we spend years under ground before we emerge and get wings. A fascinating process. Oh, and just so you know, it’s only the males that sing.

**LADYBUGS**
There is little chance you won’t notice us with all our splendid color, no need for us to worry about camouflage. We have a couple secret weapons we use to discourage predators. Even so, we have earned a much respected reputation from farmers for being helpful.

**BEES & WASPS**
Where there are blooming flowers, you’ll find us as well. We have the largest number of species with the largest populations. You probably heard about all the work we do spreading pollen from flower to flower, right?

**PRAYING MANTIS**
For sure we’re interesting to look at with our stick like bodies and rotating heads, but watch out, we have voracious appetites. When a female is carrying eggs, she can eat up to 12 crickets a day. Once grown, her nymphs will live their entire life alone without companions.

**TOADS**
You might not see us very often but every once in awhile you will. Oh, and we’re really quite different from a frog. In some cultures we are considered a symbol of wealth and wisdom, so there.

**BATS**
In millions of years we really haven’t changed much and are proud to say we’re the only mammals that can fly. It’s also cool to hang upside down and navigate by using ultrasound. Is it stretching it to say we’re sort of cute?

**CRICKETS**
If you look between the rocks, you might see me. Did you notice my back wings, they look almost like a tail, it’s the same for all crickets. Rubbing our front wings allows us to make different sounds for different reasons. I like being a cricket.

**MOSQUITOS**
Talk about feeling unwanted, we mosquitoes never get invited to anything. To set the record straight, it’s just the females that bite and they only do it for a very important reason. And that dreaded buzzing sound, it’s because our wings flap 600 times a second.

**SEA URCHINS**
There are more things living under the sea than you would ever find on land, including us sea urchins. With our shiny spines we can look much bigger than we really are. For us, it’s handy to be built sort of upside down. Our mouth is on the bottom, any guess why?

**BUTTERFLIES**
We usually appear twice per year, with males and females being of different colors. Our larva go through several fascinating changes before becoming adults. Once able to fly, they will take to the sky and soon the cycle of life will begin all over again.

**DRAGONFLIES**
We dragonflies were the very first to fly through the skies, able to go forward, up and backwards. Our name comes from the mythical dragons and our eyesight is the best among the insects. We can see in all directions without turning our heads. Look for us near water.

**LEAF BEATLES**
As the name implies, I enjoy eating leaves. Once I get attached to a tree, I’ll be eating leaves for a long period of time. I guess that makes my presence somewhat undesirable. Even so, us leaf beetles are an important part of the earth’s natural ecosystem.

**CRAYFISH**
We look like a crab, live in rivers and streams, have a hard shell and 8 quick moving legs. Would you like to see where I live and meet some of my family?

**CRABS**
We are one of the more interesting creatures you’ll find along the sea shore, especially with our crooked legs and sideways walk. However, should you attempt to pick us up, you better be careful of our pincers. We are considered the king of all crustaceans.

#15670/0697 Twenty 5-minute programs 2011 $59.95 each or series $1,099.95 *CC *SA
New! RECYCLING TECHNOLOGY: Waste Not, Want Not
Understanding the environmental necessity of recycling and how it is changing the world in which we live, is at the core of this program. We average almost 2 kilograms per person of garbage per day, or 13 kilograms per week and 726 kilograms per year. New technologies are finding ways to reduce these numbers and recycle many valuable raw materials that used to end up lost in everyday trash. And to help protect our environment, engineers are learning to focus on creating new products with recycling in mind at their inception. #15710/2003 14 minutes 2012 $79.95 Grades 6 to 12

ADAPTIVE ANIMAL ANATOMY
Sharp, often-startling footage demonstrates the infinite variety of Earth's species, possible because our plant's continually changing habitats and niches require adaptations for survival. This constant, if relatively slow, changing to achieve survival fitness accounts for the amazing adaptive body structures we see in spectacular live-action sequences, perfectly coordinated with 3D animations. Unveil how each moment of impact is realized, such as a lizard that walks on water, or crocodiles with skeletal-muscular structures that allow them to launch their huge bodies into air while ambushing victims. #15478/1445 30 minutes 2010 Single Site $59.95 Multi-site usage $159.95 Grades 7 to 12 *SA

ADAPTIVE FUNCTION OF FORM: The Beauty of Ugly
One of Biology's key themes is that form, or body structure, in living things fits each one's function. This helps explain the "beauty", or adaptive success, of so-called "ugly" animals in nature. If we see ugly animals in light of how well they have adapted to their niches or environments, we appreciate how "deformity" gives each a better fitness for survival. #15479/1445 30 minutes 2010 Single Site $59.95 Multi-site usage $159.95 Grades 7 to 12 *SA

AERONAUTICS: 21st Century Flight
Aeronautics is the science of flight as well as the theory and practice of aircraft navigation. Aerodynamics is a branch of physical science which deals with the motion of air and the way that it interacts with objects in motion. By studying the way air flows, engineers can define the shape of a plane. The wings, tail, and the main body - or fuselage - all affect the way air will move around the plane. Students may find it interesting that engineers consider air to behave as a fluid, like water, but they should not confuse these two states of matter. They must take all of the factors into account aerodynamics, propulsion, materials, structure, stability and control. #15267/2003 12 minutes 2012 $79.95 Grades 6 to 12 *SA

EARTH FROM SPACE
EARTH FROM SPACE is a groundbreaking two-hour special that reveals a spectacular new space-based vision of our planet. Produced in extensive consultation with NASA scientists, this special takes data from earth-observing satellites and transforms them into dazzling visual sequences, each one exposing the intricate and surprising web of forces that sustain life on earth. #15473/1725 120 minutes 2013 $89.95 *CC

THE FABRIC OF THE COSMOS
Physicist Brian Greene, host of the acclaimed series The Elegant Universe provides a mind-blowing new exploration of space, time, and the very nature of reality. Discover how our perceptions have fooled us and time may be an illusion; why empty space is not empty; how a hidden realm, where the seemingly impossible is possible, lies just beneath the surface of the everyday world; and why other universes - even copies of you - may exist! #14574/1725 240 minutes 2011 $79.95 *CC

PLANT BIOLOGY: Core Concepts Video Clip Library
This comprehensive video clip library brings plant biology to life! Visual learners will particularly benefit from the intricate processes and key botanical concepts illustrated in each self-contained video. A versatile teaching tool and an excellent student research resource. Video segments:

- Classification of Plants
  - Seedless Nonvascular Plants: Bryophytes
  - Seedless Vascular Plants
  - Nonflowering Seed Plants: Gymnosperms
  - Flowering Plants: The Angiosperms
  - Life Cycles and Life History of Plants
  - Plant Reproduction
  - Plant and Seed Dispersal
  - Plant Hormones
  - Fixing Carbon and Carbon Exchange Rate
  - Defenses of Plants
  - Fermentation and Plant Biotechnology
  - Forestry
  - Ethnobotany

#14280/0635 Thirty-two 2 to 3-minute clips total 87 minutes 2011 $199.95 *Includes Instructor's Guide
WHAT ARE ANIMALS THINKING?
Have you ever wondered what’s going on inside your pet’s mind? Find out how a beehive resembles a human brain and whether your dog is really feeling guilty when it gives you that famous look.
#15288/1725 60 minutes 2012 $79.95  *CC

EARTH SCIENCE SUPER PACK *Winner of Many Awards!
So, Earth. It’s where we humans live. In fact, it’s the only planet known to support life. But what makes Earth capable of supporting life? How exactly does the planet function? This video series addresses these questions by investigating Earth’s place in the universe, its formation as a planet, and its relationship with the sun. Systems thinking and conservation are touched upon as we explore Earth as an energetic, dynamic, and recycling planet. *Detailed descriptions of each program are available.

1. EARTH’S PLACE IN THE UNIVERSE
2. INVESTIGATING EARTH’S PAST
3. RESTLESS EARTH
4. MOUNTAINS, VOLCANOES, AND EARTHQUAKES

These 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 that contains the digital workbook including teacher’s guides, classroom notes, quizzes, games, and graphic organizers.
#15305/0433 Eight 26-minute programs 2012 $49.95 each or series $359.95 Grades 9 to A *SA

BIOLOGY SUPER PACK *Winner! TELLY AWARD (Outstanding Educational Videos)
Biology is the study of life from the smallest atom to the largest elephant. You'll uncover the mysteries of DNA and crack the genetic codes inside of each and every one of us. Find out how your body is a workhorse and never stops, and how it got started.

***This series will have your students buzzing about Biology!

1. MOLECULES AND CELLS, 41 minutes
2. HEREDITY AND INHERITANCE, 42 minutes
3. MOLECULAR GENETICS, 37 minutes
4. EVOLUTIONARY BIOLOGY, 34 minutes

These 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 that contains the digital workbook including teacher’s guides, classroom notes, quizzes, games, and graphic organizers.
#15844/0433 Seven programs 2010 $49.95 each or series $319.95 Grades 9 to 12 *SA

CHEMISTRY SUPER PACK
The award-winning Standard Deviants tackle the massive world of Chemistry. In these eight programs, approximately 25 minutes each, the positively charged cast of young actors will explain a massive amount about the materials that make up our universe and what happens when they react. No matter is left untouched as animated characters and on-screen graphics help visualize the bonding at an atomic and massive level.

1. ATOMIC THEORY AND STRUCTURE - This program will outfit you with all you need to know about atomic mass, and will introduce the road map of elements known as the Periodic Table.
2. BONDS AND MOLECULAR STRUCTURE - Learn how the idea of sharing charges and building strength in numbers are essential parts of chemistry. The VSEPR theory will describe the shapes and geometric make-up of the friendly molecule.
3. STATES OF MATTER - The structure and phase changes will be presented using cheesy examples, (yes cheese) and we’ll find out why unruly gases have their own laws.
4. SOLUTIONS - This program stirs things up by showing how combining chemical substances turns substances into mixtures!
5. ACIDS AND BASES - This program goes a bit deeper to define what makes acids and bases do their thing, and what happens when they combine and react to each other.
6. CHEMICAL REACTIONS AND EQUILIBRIUM - Chemical Reactions happen all over, from the far away sun to the cup of water sitting next to you. These reactions are a rearrangement of same old atoms we know and love with some chemical magic.
7. STOICHIOMETRY - Stoichiometry will awe you with mathematical performances and move you with a balancing act of equations. You will be applauding these overwhelming performances!
8. THERMODYNAMICS - This program will melt away the complexity of thermodynamics and the functions and laws behind it.
#15027/0433 Eight 25-minute programs 2012 $49.95 each or series $359.95 *Includes CD Guides Grades 9 to 12 *SA

CHEMISTRY PERIODIC TABLE OF ELEMENTS
Chemistry has an impact on every aspect of our daily lives. The most important chemistry reference is the Periodic Table of the Elements. By providing a logical, mathematical method of organization, the table has become a critical tool for students, teachers and scientists around the globe. This program explores the discoveries that led up to the organization of the periodic table and how it is presently organized. It introduces and explores several elements (Hydrogen and Titanium) and their effect on our daily lives and the environments in which they occur.
#15269/2003 12 minutes 2012 $79.95 Grades 6 to 12 *SA
BIOLOGY: The Science of Life

Students will achieve higher grades with this fun, music-filled way to learn high school biology! Covers the high school curriculum from lab safety, cell structure, DNA and genetics all the way through human biology. Detailed descriptions of the subjects included in each program can be emailed upon request.

*Helps students score up to 5 times higher at test time
*Teaches core subjects in H.S. Biology with key science objectives
*Music based learning increases retention and improves memory.
*Each program features a science demonstration that can be reproduced by teachers in the classroom
*Features student pre/post test question and answer guide
*Teaches using *Gardner's Multiple Intelligences Theory
*Provides lab experiment and homework exercises for each lesson
*Beneficial for ESL, IEPs, re-testers/credit recovery, home and summer school
*Helps students with learning challenges, improving scores for all learning levels

1. LABORATORY SAFETY & VOLUME MEASUREMENT - Students learn safe practices during field and laboratory investigations. 35 minutes

2. RECYCLE, REDUCE, REUSE - Students learn how to make wise choices in the use and conservation of resources and the disposal or recycling of materials. 25 minutes

3. ENVIRONMENTAL STEWARDSHIP & SCIENTIFIC ANALYSIS - Students plan and implement investigative procedures asking questions, formulating testable hypothesis and selecting equipment and technology. Learn how to collect data and make measurements with precision. Organize, analyze, evaluate, make inferences and predict trends from data. 32 minutes

4. THE PERIODIC TABLE & CHEMICAL ELEMENTS - As a result of learning about the different structures of Biomolecular compounds, students learn what elements are, the periodic table, pH Scale, ionic bonds, covalent bonds and polar bonds. 27 minutes

5. ORGANIC COMPOUNDS - Students compare the structures and functions of different types of biomolecules such as carbohydrates, lipids, proteins and nucleic acids. 24 minutes

6. CELL STRUCTURE: Parts of the Cell - Students investigate and identify cellular processes including permeability, transport of molecules and functions of the cell membranes. 20 minutes

7. OSMOSIS & CELL PERMEABILITY - Students investigate and identify cellular processes including permeability, transport of molecules and functions of the cell membranes. 27 minutes

8. ANIMAL AND PLANT CELLS - Students compare cells from different parts of plants and animals including roots, stems, leaves, epithelia, muscles and bones to show specialization of structure and function. 27 minutes

9. LEVELS OF ORGANIZATION & STRUCTURE - Students sequence the levels of organization in multi-cellular organisms to relate the parts to each other and to the whole. 21 minutes

10. MITOSIS: Cell Division - Students learn five processes of mitosis - Interphase, Prophase, Metaphase, Anaphase, Telophase. 24 minutes

11. MEIOSIS - Students compare the processes of mitosis and meiosis and their significance to sexual and asexual behavior. 25 minutes

12. STRUCTURE OF DNA & RNA - Students learn the structures and functions of nucleic acids. 30 minutes

13. PROTEIN SYNTHESIS - Students understand replication, translation and transcription using models of DNA and RNA. 39 mins.

14. MENDELIAN GENETICS - Students compare genetic variations observed in plants (pea pods) and learn to understand Mendelian Genetics. 37 minutes

15. THE ENERGY RELATIONSHIP BETWEEN PLANTS & ANIMALS Program One - Students compare the energy flow in photosynthesis to the energy flow in cellular respiration. 24 minutes

16. THE ENERGY RELATIONSHIP BETWEEN PLANTS & ANIMALS Program Two - Students compare the energy flow in photosynthesis to the energy flow in cellular respiration (part 2). 30 minutes

17. CLASSIFYING LIVING ORGANISMS - Students analyze relationships among organisms and develop a model of hierarchical classification system based on similarities and differences using taxonomic nomenclature. 27 minutes

18. MONERANS, PROTISTS, PLANTS & ANIMALS - Students identify characteristics of kingdoms including Monerans (Eubacteria & Archaebacteria), Protists, Fungi, Plants and Animals. 24 minutes

19. THE RELATIONSHIP OF VIRUSES & BACTERIA TO DISEASE - Students compare the structures and functions of viruses to cells and describe the role of viruses in causing diseases and conditions such as acquired immune deficiency syndrome, common colds, smallpox, influenza and warts. They also identify and describe the mold of bacteria in maintaining health in digestion and in causing disease such as streptococcus infections and diphtheria. 32 minutes

20. PROTISTS: Protozoa - Students identify characteristics of the Kingdom Protista. 25 minutes

21. FLOWERING PLANTS - Students analyze and identify characteristics of plant systems and subsystems. 29 minutes

22. THE NERVOUS & SKELETAL SYSTEMS - Students interpret the function of systems in organisms (humans) including the nervous and skeletal systems. They also compare the interrelationships of nervous and skeletal systems to each other and to the body as a whole. 45 minutes

23. THE CIRCULATORY & RESPIRATORY SYSTEMS - Students interpret the function of systems in organisms (humans) including the circulatory and respiratory systems. They will also compare the interrelationships of circulatory and respiratory systems to each other and to the body as a whole. 36 minutes

24. THE DIGESTIVE & EXCRETORY SYSTEMS - Students interpret the function of systems in organisms (humans) including the digestive and excretory systems. They will also compare the interrelationships of digestive and excretory systems to each other and to the body as a whole. 36 minutes

25. THE REPRODUCTIVE & ENDOCRINE SYSTEMS - Students interpret the function of systems in organisms (humans) including the reproductive and endocrine systems. They will also compare the interrelationships of reproductive and endocrine systems to each other and to the body as a whole. 37 minutes

26. THE MUSCULAR & INTEGUMENTARY SYSTEMS - Students interpret the function of systems in organisms (humans) including the muscular and integumentary systems. They will also compare the interrelationships of muscular and integumentary systems to each other and to the body as a whole. 49 minutes

#15180/2003 Twenty-six programs 2011 $44.95 each or series $1,599.95 Grades 6 to 12 *SA
### MATHEMATICS & STATISTICS

**BUILDING MATHEMATICAL COMPETENCIES IN EARLY CHILDHOOD**

The mathematical skills children bring with them to elementary school predict both their mathematical and literacy achievement for years to come. In this video, experts from Erikson Institute’s Early Mathematics Education Project discuss approaches to creating rich, developmentally appropriate math experiences for young children. Lively footage from three pre-K classrooms in the Chicago public school system, a Head Start program on Chicago’s South Side, and a private preschool in a Chicago suburb illustrate how foundational math can be joyfully incorporated into both informal and planned activities. #15708/0635 37 minutes 2012 $169.95

**YOUNG MINDS: Numbers and Counting Math ***3 STARS - "RECOMMENDED" Video Librarian**

This program is designed to stimulate young children to take an interest in Math at an early age. Featuring engaging photography, video and animation set to classical music selections from the great composers - J.S. Bach, Beethoven, Mozart, Vivaldi and others! Teaches: How to recognize the numbers 1 to 10, how to associate the number with physical objects, how to count from 1 to 10, animal names and sounds, fruits and vegetables, names of colors, names of machines such as cars and airplanes. Bonus features include: Repeat Play, Picture Puzzles, Connect the Dots, Name the Animal. #15169/2003 54 minutes 2010 $79.95 Grades K to 3 *SA

**ALGEBRA SUPER PACK**

*Winner! TELLY AWARD (Outstanding Educational Videos)*

In this series, 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. Concentrates on the essentials of algebra plus provides a thorough breakdown of difficult concepts using step-by-step explanations and visual examples. Titles included in this series (detailed descriptions of each program are available):

1. FOUNDATIONS OF ALGEBRA
2. FUNCTIONS
3. ALGEBRA MECHANICS
4. LINEAR EQUATIONS
5. LINEAR EQUALITIES
6. POLYNOMIALS AND FACTORING
7. QUADRATIC EQUATIONS

This series is produced by the Standard Deviants Teaching Systems and 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.

#13774/04323 Seven programs 2010 $49.95 each or series $319.95 Grades 8 to 12 *SA

**ALGEBRA 2 SERIES**

This series teaches students the core topics of Algebra 2 and bridges the gap between Algebra 1 and Trigonometry. It contains essential material to help students do well in advanced mathematics. Many of the topics in this series are used in other Math courses, such as writing equations of lines, graphing equations and solving systems of equations. These skills are used time and time again in more advanced courses such as Physics and Calculus. The Algebra 2 Tutor is a complete 15 lesson series covering all of the core topics in detail. What sets this series apart from other teaching tools is that the concepts are taught entirely through step-by-step example problems of increasing difficulty. It works by introducing each new concept in an easy to understand way and using example problems that are worked out step-by-step and line-by-line to completion. If a student has a problem with coursework or homework, simply find a similar problem fully worked on in the series and review for the steps needed to solve the problem. Students will be able to work problems with ease, improve their problem-solving skills and understand the underlying concepts of Algebra 2.

***This series is best used in order from Volume 1 through Volume 15.

1. GRAPHING EQUATIONS, 39 minutes
2. SLOPE OF A LINE, 25 minutes
3. WRITING EQUATIONS OF LINES, 31 minutes
4. GRAPHING INEQUALITIES, 21 minutes
5. SOLVING SYSTEMS OF EQUATIONS BY GRAPHING, 33 minutes
6. SOLVING SYSTEMS OF EQUATIONS BY SUBSTITUTION, 18 minutes
7. SOLVING SYSTEMS OF EQUATIONS BY ADDITION, 27 minutes
8. SOLVING SYSTEMS OF EQUATIONS IN THREE VARIABLES, 23 minutes
9. SIMPLIFYING RADICAL EXPRESSIONS, 23 minutes
10. ADDING AND SUBTRACTING RADICAL(expressions), 28 minutes
11. MULTIPLY/DIVIDE RADICAL EXPRESSIONS, 35 minutes
12. SOLVING EQUATIONS WITH RADICALS, 24 minutes
13. FRACTIONAL EXPONENTS, 31 minutes
14. SOLVING POLYNOMIAL EQUATIONS, 24 minutes
15. QUADRATIC FORMULA, 15 minutes

*Teachers User Instruction and Resource Guide available

#15170/2003 Fifteen programs 2011 $39.95 each or series $599.95 Grades 8 to 12 *SA

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**www.kineticvideo.com**  Phone (716) 856-7631 or (800) 466-7631  Fax (716) 856-7838  info@kineticvideo.com  Page 17
**GEOMETRY TUTOR: Learning by Example**

This is a complete lesson series covering all of the core topics in detail. Geometry is frequently challenging for students because every problem involves a figure that students must use to solve the problem. It is very important early on to master the art of reading the geometric figures properly in order to do well in this subject. The best way to do this is to introduce the definitions early on and solve problems involving diagrams to give students the much needed practice. THE GEOMETRY TUTOR series is geared towards students who have been exposed to Algebra 1 and are ready to tackle geometry. Subjects covered include points, rays, lines, triangle congruence and similarity, area of polygons, volume, circular figures, proofs and much more. The skills learned in this course will aid students in more advanced areas of math and science and are used in other Math courses, such as the Pythagorean Theorem, triangle similarity and geometric proofs. What sets this series apart from other teaching tools is that the concepts are taught entirely through step-by-step example problems of increasing difficulty. It works by introducing each new concept in an easy to understand way and using example problems that are worked out step-by-step and line-by-line to completion. If a student has a problem with coursework or homework, simply find a similar problem fully worked on in the series and review the steps needed to solve the problem. Students will be able to work problems with ease, improve their problem-solving skills and understand the underlying concepts.

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*Includes Teachers User Instruction and Resource Guide with recommended books & Geometry Websites.

#15490/2003 Twenty programs 2010 $39.95 each or series $799.95 Grades 7 to 12 *SA

**PROBABILITY AND STATISTICS SERIES**

Probability and Statistics can be difficult for students to master because the word problems require students to read and truly comprehend what is being asked before any solution can be attempted. Each probability lesson is taught by fully worked example problems that help students not only do well in class but truly understand the material taught. This series will provide the tools students need to succeed. What sets this series apart from other teaching tools is that the concepts are taught entirely through step-by-step example problems of increasing difficulty. It works by introducing each new concept in an easy to understand way and by using example problems that are worked out step-by-step and line-by-line to completion. If a student has a problem with coursework or homework, simply find a similar problem fully worked on in the series and review the steps needed to solve the problem. Covers all of the core topics. *Detailed descriptions of each program are available. The series is best used in order from Volume 1 through Volume 14. A teacher's User Instruction and Resource Guide are available.

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#15038/2003 Fourteen DVDs 2012 $39.95 each or series $559.95 Grades 8 to 12 *SA

*An ideal tool for introducing and exploring key aspects of U.S. government and public policy.*

**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 series consists of six 21 to 26-minute programs.

*Detailed descriptions of all programs are available on our website.

THE LEGISLATIVE BRANCH
THE EXECUTIVE BRANCH
THE JUDICIAL BRANCH
THE CONSTITUTION AND FOUNDATIONS OF GOVERNMENT
ELECTIONS AND POLITICAL PARTIES
CITIZENSHIP AND CIVIC RESPONSIBILITIES

*Viewable/printable instructor's guides are available online

#13845/0635 Six programs 2010 $99.95 each or series $549.95
**Best-seller! THE WAR OF 1812**

The War of 1812 is a two-hour film history of a deeply significant event in North American and world history. The war shaped American, Canadian and British destiny in the most literal way possible: had one or two battles or decisions gone a different way, a map of the United States today would look entirely (and shockingly) different. The U.S. could well have included Canada - but was also on the verge of losing much of the Midwest, and perhaps the entire West to boot. The New England states, meanwhile, were poised on the brink of secession just months before a peace treaty was signed. The fires of this war forged the nation of Canada; at the same time, the result tolled the end of Native American dreams of a separate nation. By war's end, the process of Native nation removal had already begun in the southeast, paving the way for a Cotton Kingdom powered by slavery, and a United States that had been on the verge of collapse was ready to announce its arrival as a global power. The U.S. did not win the War of 1812, but the noble experiment of democracy had managed to survive intense pressure from without, and within.

#14478/1725 120 minutes  2011 $8.95 *CC

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**NEW! THE ECONOMIC MELTDOWN: How America's Fiscal Fallout Triggered a Global Crisis**

These programs describe how America's fiscal fallout triggered a global crisis.

**INSIDE THE MELTDOWN** - An investigation of how the economy went so bad, so fast, and what Federal Reserve Chairman Ben Bernanke and Treasury Secretary Henry Paulson didn't see, couldn't stop, and weren't able to fix.

**TEN TRILLION AND COUNTING** - Tracks the politics behind America's mountain of debt. Is this crisis far bigger than our current financial mess?

**BREAKING THE BANK** - Goes inside the saga of Ken Lewis and Bank of America; from the start, the Merrill deal was troubled ... then the government took over.

**THE WARNING** - In the midst of the 1990s bull market, one lone regulator warned about the dangers of derivatives - and overnight became the enemy of some of the most powerful people in Washington.

**CLIFFHANGER** - As the nation faces yet another round of fiscal crises, this program investigates the inside history of how Washington has failed to solve the country's problems of debt and deficit.

#15373/1725 Five 60-minute videos on 2 DVDs  2013 $89.95 *CC

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**THE EUROPEAN UNION**

Traces the development of the European Union from the original six countries of the European Coal and Steel Community (ECSC), to the 12 countries of the European Community (EC), to today's Union (EU) of 27 countries. Discusses the provisions of the "Single European Act" of 1987 which established a common market that eliminated nearly all barriers to the free movement of goods, people, capital, and services within the Union. Covers the 1991 "Treaty on European Union" which established the European Monetary Union (EMU) and issuing the Euro as Europe's common currency. Concludes with a discussion of the current financial difficulties facing the EMU and what is commonly referred to as "Europe's Debt Crisis." If there is a change in the European Union, you are sent an updated version of this video.

#13195/0495 22 minutes  2012 $149.95 *SA

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**INTERNATIONAL LAW AND GLOBAL GOVERNANCE**

International law is described as the general principles of law as recognized by civilized nations. This informative program adds much needed depth to this broad definition by explaining: state sovereignty, domestic law and international law; the importance of the United Nations and international courts and tribunals; the role of organizations such as NATO, IMF and Red Cross; and the future of international law. With professional insight from Professor Tim McCormack, Special Advisor for the ICC, Professor Gillian Triggs, Public International Lawyer, and Geoffrey Robertson QC, renowned Human Rights Lawyer and author, this program is an essential introduction to international law.

#15243/0545 22 minutes  2011 $129.95 *CC *SA

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**WASPS AND WITCHES: Women Pilots of World War II**

This fascinating documentary introduces the previously untold story of the forgotten fliers of the Second World War: women pilots from Britain, the United States, Russia, and Germany. These pilots risked everything for their countries and pioneered the way for others at a time when flying was the sole prerogative of men. Because of widespread skepticism, they had to prove their worth and their ability to do a "man's" job. With unique archival footage and present-day interviews with the pilots themselves, this inspiring film offers unique insight into the experiences of the thousands of courageous women who have been "written out" of the history books.

#15387/0635 52 minutes  2012 $169.95

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**New! THE MYSTERY OF EASTER ISLAND**

A remote, bleak speck of rock in the middle of the Pacific, Easter Island, or Rapa Nui, has mystified the world ever since the first Europeans arrived in 1722. How and why did the ancient islanders build and move nearly 900 giant statues or moai, weighing up to 86 tons? And how did they transform a presumed paradise into a treeless wasteland, bringing ruin upon their island and themselves? NOVA explores controversial recent claims that challenge decades of previous thinking about the islanders, who have been accused of everything from ecocide to cannibalism. Among the radical new theories is that the islanders used ropes to "walk" the statues upright, like moving a fridge. With the help of an accurate 15-ton replica statue, a NOVA team sets out to test this high-risk, seemingly unlikely theory - serving up plenty of action and surprises in this fresh investigation of one of the ancient world's most intriguing enigmas.

#15322/1725 60 minutes  2013 $79.95 *CC
MARX RELOADED
Today a new generation of philosophers, economists, political activists, and sociologists is returning to Karl Marx’s ideas in order to try to make sense of the global economic and financial crisis of 2008 - and to consider whether a world without or beyond capitalism is possible. Could it be that communism might provide the solution to the growing economic and environmental challenges facing the planet? This program explores the possibilities through interviews with leading thinkers at the forefront of a popular revival in Marxist and communist ideas and with skeptics of this revival. Animation sequences - a parody of The Matrix that traces Marx’s adventures through the matrix of his own ideas - add a quirky touch of lightness to the film. *Portions with English subtitles.
#15466/0635 53 minutes  2011 $169.95

HOW TO START A REVOLUTION
Gene Sharp hardly seems like one of the world’s most dangerous men. White-haired and soft-spoken, the 83-year-old professor mostly keeps to himself, spending much of his time in his home reading, writing, and tending to his orchid garden. But to the world’s most brutal dictators, Professor Sharp’s ideas have proven catastrophic. In this fascinating film, first-time director Ruaridh Arrow details how an obscure list of nonviolent actions authored by Sharp in 1973 has served as a blueprint for anti-authoritarian revolts everywhere from Eastern Europe and the Balkans to the Arab Spring uprisings in Egypt and Tunisia.
#14799/0685 82 minutes  2011  S15 (Colleges & Universities $249.95) Grades 9 to A  *SA

THE GREAT NEW GAME: THE Decline of the West and the Struggle for Middle Eastern Oil
After centuries of Western domination, the waterways of the Middle East are now being contested in unprecedented ways. Pirates are roaming sea lanes. Local powers are threatening chokepoints. And the people are rising up to bring their authoritarian rulers down. With no simple solutions for maintaining control of oil flows, the West is facing a crucial decision. Already weakened by extended military interventions, faltering economies, and strained global partnerships, the US and Europe must decide whether violent intervention or benevolent passivity is the best course of action. Canadian filmmaker Alexandre Trudeau’s fascinating documentary charts these turbulent waters to show how the logic of empire is being tested by a rapidly changing Middle East.
#15287/0685 54 minutes  2012 $129.95  (Colleges & Universities $249.95)  *SA

New! THE NEXT AMERICAN REVOLUTION: Beyond Corporate Capitalism and State Socialism
While there’s been no shortage of commentary about the structural crisis plaguing the American economic and political system, from wage stagnation and chronic unemployment to unchecked corporate and state power and growing inequality, analyses that offer practical, politically viable solutions to these problems have been few and far between. This illustrated presentation from distinguished historian and political economist Gar Alperovitz is a rare and stunning exception. Pointing to efforts already under way in thousands of communities across the U.S., from co-ops and community land trusts to municipal, state, and federal initiatives that promote entrepreneurship and sustainability, Alperovitz marshals years of research to show how bottom-up strategies can work to check monopolistic corporate power, democratize wealth, and empower communities. The result is a highly accessible look at the current economy and a common-sense roadmap for building a system more in sync with American values.
#15336/0685 52 minutes  2013 $69.95  (Colleges and Universities $129.95) Grades 9 to A  *CC  *SA

RELIGIOUS LEADERS IN HISTORY

THE BUDDHA  * by Emmy® Award-winner David Grubin
A two-hour documentary that tells the story of the Indian sage who attained enlightenment as he sat beneath a fig tree two-and-a-half millennia ago. The Buddha never claimed to be God or God’s emissary on earth. He was a human being who, in a world of unav.

New! THE LIFE OF MUHAMMAD
This is the extraordinary story of a man who, in little more than 20 years, changed the world forever. In a journey that is both literal and historical, retraces the footsteps of the Prophet, from his humble beginnings in Mecca to his struggles with accepting his Prophetic role; from his flight to Medina to his subsequent military and political successes and failures - through to his death and his legacy.
THE SEEKER - Examines Muhammad's birth and early life, his first marriage to Khadijah, and how he received the first of the revelations that so profoundly affected both his life and the lives of those closest to him.
HOLY WARS - Omaar shines a light on key events in Muhammad's life, including the Night Journey to Jerusalem, his life-threatening departure from Mecca, the establishment of the Constitution of Medina that recognizes the rights of all people (Jews, Christians, and pagan tribes) living in that city, and the war with the Meccan tribes, with implications on the world today.
HOLY PEACE - Investigates key events during the later part of the Prophet's life, including the introduction of a moral code known as sharia and the concept of jihad, explores Muhammad's use of marriage to build alliances, and looks at the key messages included in his final sermon.
#15583/1725 Three 60-minute programs  2013 $119.95  *CC
NATIVE HISTORY (*See also THE WAR OF 1812 in previous section*)

QUESTIONS FOR CRAZY HORSE: Hypothetical Conversations with the Strange One
An examination of the myth of one of the most famous Oglala Lakota Sioux warriors of the last two centuries who was assassinated while still in his thirties, never allowed his picture to be taken, and who was never defeated on the battlefield by the United States military. This film takes a n introspective look into how American Indians perceive him and what questions they would have for him concerning contemporary problems if he were alive today. The film also features the Crazy Horse Memorial, the largest rock sculpture in the world being constructed in the Black Hills and its creator Korczak Ziolkowski. 2021 Native American Music Award Nominee for best music soundtrack. #15681/0145 81 minutes 2011 $149.95 *CC *SA

*Best-seller! OUR SPIRITS DON'T SPEAK ENGLISH
*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 2009 $219.95 *SA

INDIAN SCHOOL: Stories of Survival
Proposing to "kill the Indian and save the man", U.S. Army captain Richard H. Pratt envisioned an educational system that would erase Native American culture and "civilize" the continent's indigenous people. His chosen method? Removing children from Pennsylvania's tribal communities and confining them in barracks-style schools - initially the Carlisle Indian Industrial School, which Pratt founded in 1879. In myopic terms it was a remarkably effective strategy, and Carlisle became a cruel model for institutions all over the U.S. and Canada. Subjected to emotional, physical, and spiritual abuse, students were inevitably alienated from their families, native languages, and tribal religions. This film combines archival materials with present-day interviews with survivors from Tlingit, Chippewa, Choctaw, and Lakota communities who describe in raw, unflinching terms the impact on First Nations across North America. Contains occasional profanity. #15442/0635 41 minutes 2011 $169.95

NATIVE AMERICA: Voices from the Land
Take a captivating journey through Native culture, past and present with this compelling collection of 32 documentaries. Fascinating features focus on dozens of tribes including: Navajo, Pueblo, Nez Perce, Hopi, Apache ... and many more! Examines culture, past and present, and its attempts to halt assimilation and retain native cultural traditions. Through historical and contemporary photographs, paintings, artwork, archive footage, reenactments and interviews, the rich culture and history of America's aboriginal people is showcased. Witness the struggles and hardships, the practices and traditions, the art and beauty of this country's natives. #15036/1317 Nine hours 48 minutes on two DVDs 2010 $169.95

THE GREAT INDIAN WARS 1540-1890
The year 1540 was a crucial turning point in American history. The Great Indian Wars were incited by Francisco Vazquez de Coronado when his expedition to the Great Plains launched the inevitable 350-year struggle between the white man and the American Indians. From that point on, the series of battles between the military and civilian forces of the U.S. and the Natives began when blood was shed and ultimately tens of thousands of lives were lost on both sides. The Battle of Tippecanoe, the Battle of Horseshoe Band, all three Seminole Wars and the Battle of Little Big Horn were some of the most important conflicts that led up to the last massacre, the Battle of Wounded Knee, where America's landscape would be forever changed! #14723/1317 Three hours 55 minutes 2012 $149.95

Best-sellers! THE FISH OUT OF WATER Programs
This hit documentary series features 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 but Don is our "Fish Out of Water". As a young, modern, First Nations Ojibway professional during the day, Don works as a successful executive for a national organization. By night he is a stand up comedian. Yet this super suave comedic genius must go back to the land to face his greatest challenges - by learning from his Elders.

*** Detailed descriptions of each program are available on our website.
*** Nine Programs $149.95 each or BUY ANY 3 for $99.95 each

NAVAJO VILLAGE HERITAGE CENTER (Arizona) #12712/0973 24 minutes 2008
WHITE MOUNTAIN APACHE TRIBE (Arizona) #12713/0973 24 minutes 2008
OCONALUFTEE INDIAN VILLAGE (North Carolina) #13510-7 24 minutes 2010
SEMINOLE TRIBE (Ah-Tah-Thi-Ki Museum, Florida) #13510-8 24 minutes 2010
HAWAIIAN VILLAGE (Hawaii) #13510-9 24 minutes 2010
SAMOAN VILLAGE (Polynesian Cultural Center, Oahu, Hawaii) #13510-10 24 minutes 2010
UMATILLA BAND OF CONFEDERATED INDIANS (Oregon) #13510-11 24 minutes 2010
MISSISSIPPI BAND OF CHOCTAW INDIANS (Mississippi) #13510-12 24 minutes 2010
CROW NATION (Montana) #14949/0973 24 minutes 2011
SPECIAL HISTORY SERIES for Grades 4 to 10!

THE TIME COMPASS SERIES (all programs available individually)
Watch children fall in love with history! With its innovative style and animation, this series of sixteen 20-minute programs portrays significant historical events in ways that kids find fun and easy to digest. Add better yet, they will be enjoying themselves!

ANCIENT EGYPT
From the annual flooding of the Nile to the mysteries of the Rosetta stone, students learn key facts about Ancient Egyptian civilization.

INCAS AND ANDEAN CULTURES
At the time the Turks were invading Byzantium, legend has it that Inca civilization was established by the sun god, Inti. Students learn the Inca system of terracing, the growth of crops, and the remarkable transportation routes where messages were sent thousands of miles by Inca runners.

CLASSICAL GREECE
Innovative animation and a tongue-in-cheek approach to ancient history provide a sound introduction to classical Greek society, from soldiers in the field, to beloved artists, Olympians, and philosophers.

THE AZTEC EMPIRE
Innovative animation and a tongue-in-cheek approach to ancient history provide a sound introduction to the Aztec Empire. The episode compares the history of the Aztec Empire with that of the Ottoman Empire that was expanding rapidly under Suleiman’s leadership.

IMPERIAL ROME
Beginning with the legend of Romulus and Remus, the episode traces the leadership of Julius Caesar and Augustus Caesar and the foundations of Western civilization in Roman laws and Roman government. Roman entertainment is detailed, as are the Roman aqueducts and the Roman bath.

ANCIENT CHINA
Beginning at 4,000 years B.C., it traces the Chinese dynasties to the time of Qin Shi Huang and the construction of the Great Wall of China. Next, the scene shifts to the birth of Confucius and the principles of Confucianism, Daoism, and Buddhism.

MESOPOTAMIA - Provides a sound introduction to the early civilizations that were established in Mesopotamia. Traces the move from caves, to cities and towns, and eventually to civilized societies with governments, laws, and religious codes.

THE MAYAS - Students learn of Mayan jaguar worship, Mayan gods who required human and animal sacrifice, and Mayan mathematicians who understood the use of “zero” hundreds of years before Arab mathematicians did. The intricacies of the Mayan calendar and Mayan glyphs are also explained.

CELOTS AND VIKINGS
The strength of these warrior societies extended their influence to Rome and the Gallic Wars. A section on the Druids lays the basis for an understanding of magic and wizardry as portrayed in English literature.

THE BYZANTINE EMPIRE
Innovative animation and a tongue-in-cheek approach to ancient history provide a sound introduction to the Byzantine Empire, the schism between the Roman Catholic Church and the Eastern Orthodox Church, and the Crusades.

THE ANCIENT ISRAELITES
Explores Jewish history, from Abraham’s people journeying to the Promised Land up to the Final Diaspora. Jewish civilization is heralded as being the only ancient civilization to have survived to the present day.

ISLAM
Students learn how wandering Arabs began to settle around desert oasis. Follows the development of a military that eventually overcame the people who had sent Mohammed away from Mecca, and the establishment of thriving economy centered in bazaars of this great city.

THE PERSIAN EMPIRE
From shepherds to conquerors of most of the known world, the Persians ruled with sensitivity to the cultures of others. The episode introduces the Library of Alexandria, which was a symbol of the knowledge and unity of all civilizations in the known world.

ANCIENT JAPAN
Against a background of mountain islands rising out of the sea, the Chinese influenced the First Great Warrior to develop a religion that stressed harmony and balance. He merged clans into a relatively peaceful empire, and the Shoguns expanded the empire according to Samurai traditions.

THE CAROLINGIAN EMPIRE - Tells of the remarkable achievements of Charlemagne and the establishment of the Roman Empire. Students learn about the social structure of peasants, knights, kings, and clergy in a typical feudal system, comparing European fiefdoms with those protected by the Samurai in Japan.

INDIA
Innovative animation tells of the settlement of Indus and Ganges River valleys and the development of Hinduism and Buddhism in India. Students gain an understanding of how the concept of Destiny influenced the development of the Caste system and theories of reincarnation.

Multi Site $159.95 each or series $2,349.95 / Single Site $49.95 each or Series $698.95
#15480/1445 Sixteen programs 20-minute 2011 Grades 4 to 10 *CC *SA
SOCIAL STUDIES - GLOBALIZATION

New! CULTURAL INTERDEPENDENCE: A New Look at World Cultures

Technology, communications, and the Global Economy are changing the study of world cultures. INTERDEPENDENCE is a relationship in which each member is mutually dependent on the others. This concept differs from a dependent relationship, where some members are dependent and some not. In an interdependent relationship, participants may be emotionally, economically, ecologically and/or morally reliant on and responsible to each other. An interdependent relationship can arise between two or more cooperative autonomous participants. Each of the programs in this new series describes one of four universal elements: Geography, Economy, Social Organizations and Beliefs & Values, that define what CULTURE is. Each of these main elements is broken down into sub-elements, showing their great DIVERSITY in world cultures and civilizations. This DIVERSITY is stressed in the first three programs, but the interactions among all the elements and sub-elements are also introduced in each leading to the fourth program's summary of these interactions as the growing INTERDEPENDENCE of World Cultures, primarily due to the expanding Technological & Communications Revolution. This multi-disciplinary approach leads to a critical understanding of Culture: "... the learned behavior acquired by individuals as members of a social group... as a total way of life." It is as important to knowing our world as Geography and History.

1. GEOGRAPHY

The first element that influences how people act in cultures is Geography, which can be broken down into Topography, Climate and Natural Resources. Topography, the natural surface features of an area, causes people to adapt, often by changing land and water phenomena, or by building structures upon them. Climate, the average temperature and precipitation of an area over time, creates many varied human lifestyles. Natural Resources, animal, plant and mineral, are behind many human activities, from economics to religious beliefs and values, from indigenous to developing to developed cultures. These diverse cultures are beginning today to depend more upon each other to meet their needs and wants.

2. ECONOMY

The second element of Culture is Economy, which distinguishes subsistence needs necessary for survival from wants resulting from the human urge to do more than just survive. While some cultures stress one or the other more, all show a mixture of the two. The interaction of geographical, topographical, climatic and natural resource realities with economies contributes considerably to most cultures. Since few individuals can meet all their own needs, different economic systems have evolved, from barter to monetary, from free market to command economies, from individual to mass production, but again, contemporary cultures are depending upon and learning more from each other.

3. SOCIAL ORGANIZATIONS

Another key element of Culture is Social Organizations, which include family units, religious groups, educational groups, recreational & work groups, government & political groups, and ethnic groups. Many different kinds of families are found around the world, but they often reveal spiritual values, economic factors such as division of labor, educational expectations, and other activities that influence how their communities work, usually bound together by a common language. These in turn lead to larger organizations of government, recreation, and business, all of which are affected by knowledge about themselves and other cultures through contemporary technology and communications.

4. BELIEFS & VALUES

Beliefs & Values underpin any Culture, and all of the other elements in it. History and tradition often influence these beliefs and values, such as the ideas about liberty of the early founders of the US that still propel our free enterprise, religious, and democratic institutions. Today, through trade, travel, and technology, cultures learn from each other faster than at any time, resulting in some confusion and even conflict. But, more and more cultures value education as much as traditional and historical preconceptions. The many challenges of living today, both human-created and natural, can be helped by the current technological & communications revolution that may foster more Cultural Interdependence.

Single Site Use License $49.95 each or series $196.95 #15655 / Multi-Site License $159.95 each or series $639.95 #15652
#15652/1445 Four 15-minute programs 2013 Grades 5 to 12 *SA

TEACHING / PROFESSIONAL DEVELOPMENT

New! IS SCHOOL ENOUGH?

Documents vivid examples of where new modes of self-directed learning are taking hold and flourishing. The film's powerful stories show that when students have the opportunity to explore their own interests and challenges, they step up and perform at the highest level.

#15633/1725 60 minutes 2013 $99.95 *CC

CLASSROOM INSTRUCTION THAT WORKS

The "Classroom Instruction That Works" framework for research-based instruction has helped countless schools and districts on their roads to academic success. Now you can see firsthand exactly how one district is using the nine instructional strategies that have shown to raise student achievement. Here's your opportunity to show teachers in your school or district how to immediately take classroom practice to a higher level of effectiveness. Three programs also available separately: ELEMENTARY SCHOOL; MIDDLE SCHOOL; and, HIGH SCHOOL.

#15157/0187 Three 50-minute DVDs 2012 $349.95 *SA (The ELEMENTARY program can be purchased separately $199.95)
Today’s adolescents live in a hypersexualized culture. Most have received a school-based sex education where safe sex typically refers to physical intimacy that is free of sexually transmitted diseases or unwanted pregnancy. Despite their greater exposure and education, current evidence suggests that many youth are in trouble sexually and that their sexual development is not unfolding as it should. How is sexuality meant to develop? What is happening today that is different from previous generations? How does sex affect the brain and bonding? In this course, Dr. Gordon Neufeld examines sexuality through the lenses of attachment, maturation and vulnerability. He sheds light on why adolescents are losing their timidity, why sexual interaction is on the rise, and why sexual bullying is becoming a problem. He explores the meaning of safe sex from an attachment-based developmental perspective and provides suggestions for contributing to the healthy unfolding of sexuality in our youth.

*Also available with French Audio and French Slides #15004/1400 Four one-hour sessions 2012 $129.95 *SA

ASSESSMENT FOR 21ST CENTURY LEARNING

Any school that wants to prepare students for success in the 21st century and teach them skills that are relevant to a more globalized, interconnected, and digital world has to consider how to assess for those skills. Here's a series that helps you explain to everyone in your school exactly how to do that. Use all three DVDs in workshops, team meetings, and professional learning communities to take you and your colleagues to 21st century initiatives in rural and urban school areas. Featured expert Jay McTighe helps you discover which skills and competencies students must master to succeed in this change-dominated and technology-driven world. Explore what effective assessment looks like when it promotes true 21st century learning for all students. Learn how schools and districts can assess what is valuable, not just things that are easiest to test and grade. To help you and your colleagues engage in active learning and discussion of the concepts in the video, an embedded professional development program on each DVD gives you PowerPoint presentations and handouts.

THE CASE FOR 21ST CENTURY ASSESSMENT PRINCIPLES AND PRACTICES
TRANSFORMING THE 21ST CENTURY LEARNING ORGANIZATION

#15110/0187 Three 30-minute DVDs 2010 $349.95 *SA

New! BROOKLYN CASTLE

Hailed by The Washington Post as “Enlightening, inspiring and expertly crafted” and as “Deeply satisfying... Irresistible!” by The New York Times, this critically acclaimed, intimate documentary is as much about coping with the frustration of loss as it is about the joy of victory. Tells the stories of five chess players at a below-the-poverty-line inner city middle school that has won more national championships than any other. The team's victories go beyond a room full of trophies - through chess they learn patience and long-term planning, and the importance of analyzing the right or wrong decisions they make after the game. Chess provides skills that will serve them well for the rest of their lives, regardless of what profession they choose. The film follows the challenges these kids face in their personal lives as well as on the chessboard and demonstrates remarkable and improbable achievements of this dedicated team. Their teacher Elizabeth Vicary has helped hundreds of kids go from knowing nothing to winning national titles. This tireless coach along with Assistant Principal/coach John Galvin and Principal Fred Rubinom, instills skills and confidence that will serve their students long after they've graduated.

*Includes Hot Docs Discussion Guide for Teachers; Elizabeth Vicary's Guides to Teaching Chess and Starting a Chess Club; as well as other Educational Resources. #15624/0645 102 minutes 2012 $89.95 (Colleges and Universities $299.95) *SA

RELATIONAL AGGRESSION IN GIRLS: Bullying Behavior and What To Do About It

This program features a clear and powerful discussion of the complexities of relational aggression in girls and an overview of how to respond to it in practical, effective ways. Reviews several of the factors that make bullying behavior so difficult in general and then thoughtfully clarifies the differences between girls and boys who intimidate or abuse others. Also details a step-by-step process for responding to bullying behavior in girls - an approach that is essential for anyone working with children in groups, no matter what the setting. #14269/0463 37 minutes 2011 $69.95

BULLYING BEHAVIORS IN BOYS & WHAT TO DO ABOUT IT

This program presents a clear and powerful overview of the complexities of bullying behavior in boys and how to respond to it in practical, effective ways. Discusses several of the factors that make bullying behavior so difficult in general and then thoughtfully explains the differences in both the motivation and behavior between boys who bully and girls who are socially aggressive. Also details a step-by-step process for responding to bullying behavior - an approach that is essential for anyone working with children in groups, no matter what the setting. #14174/0463 30 minutes 2011 $69.95

Best-sellers! BULLYING INTRODUCTORY VIDEOS FOR STUDENTS, TEACHERS AND PARENTS

This educational resource was created to help students, staff members, and parents come to a common understanding of the definition of bullying, the impact bullying can have on all involved, and what steps can be taken to address and prevent bullying. Examines cyber bullying as the most dangerous type of bullying. Two versions of this package are available - one for ELEMENTARY and one for MIDDLE SCHOOL – each consisting of an introductory video for students and a video for adults. Also includes a Guide for each version...

#13753/0795 Two programs: AN INTRODUCTION TO BULLYING FOR ELEMENTARY SCHOOL STUDENTS, 8 minutes; and, a video for adults – AN INTRODUCTION TO BULLYING FOR PARENTS AND EDUCATORS, 16 minutes $129.95 Grades K to 5

#13796/0795 Two programs: AN INTRODUCTION TO BULLYING FOR MIDDLE SCHOOL STUDENTS, 8 – and a video for adults – AN INTRODUCTION TO BULLYING FOR PARENTS AND EDUCATORS, 16 minutes. 2010 $129.95 Grades K to 5

www.kineticvideo.com Phone (716) 856-7631 or (800) 466-7631 Fax (716) 856-7838 info@kineticvideo.com Page 24
*Best-seller! EVERYBODY MOVE! A Multimedia Package for Daily Physical Activity

This comprehensive package 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. Research has proven that short activity breaks can improve academic performance - make a positive difference in the lives of your students.

#13604/0860 30 minutes 2010 $69.95 Grades K to 6 *CC

COMPLETE GUIDE TO PRIMARY GYMNASTICS

Many teachers hold the misconception that gymnastics is risky and difficult to teach in primary school settings. But author Lindsay Broomfield, an international gymnastics competitor, senior club coach and gymnastics tutor, lays to rest those misconceptions in this package. Noting that gymnastics is accessible to all and straightforward to teach, Lindsay provides clear instruction for primary teachers and club coaches - even those with little or no experience - to teach gymnastics skills. In fact, this book (144 pages) and DVD package covers everything a teacher or coach needs to know and deliver. Its progressive approach that builds on the basics also allows for a smooth transition for pupils entering year seven. #15047/0860 26 minutes 2011 $149.95 Grades 2 to 6

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 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 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.

#13605/0860 30 minutes 2010 $44.95 Grades K to 5 *CC

TEACHING DISABILITY SPORT: A Guide for Physical Educators

This resource is loaded with everything that future and current teachers need to plan and implement sport skill-related lessons in an inclusive physical education program. Offers instruction on the various aspects of disability sport, how to teach it, and how to improve programming for students, regardless of ability or disability. The DVD contains video clips of activities as well as assessment forms and other reproducible forms. Also included are templates for and guidance in creating individualized education programs (IEPs), lesson plans, assessments, and unit plans. The sports featured in this book are wheelchair basketball, wheelchair indoor soccer, sitting volleyball, wheelchair tennis, goalball, slalom, and bocce. The games are organized by skill, so teachers can select games based on the skills they want to teach. The skills for each sport are task analyzed to help teachers address the needs of students with disabilities. Teachers will learn how to make psychomotor modifications to games to include students with and without disabilities; teachers will also learn how to involve all students in making decisions about the modifications.

#15046/0860 26 minute DVD and 280-page Book 2011 $169.95

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. #13062/1120 43 minutes 2010 $149.95 Grades 8 to A *CC

PROBLEM BASED LEARNING FOR THE 21ST CENTURY CLASSROOM

Problem-based learning is a great way to make learning more active, hands on, and engaging for all students - while you still aim toward the objectives of a standards-based curriculum with 21st century learning goals. Here's the ultimate tool for giving teachers the experience they need to understand the benefits of problem-based learning and to see and hear how to incorporate these strategies into their classroom practice. Both DVDs in this set take you to classrooms to show how using complex, intriguing problems in standards-based lessons and units will motivate students to learn new skills and help close achievement gaps. Scenes show teachers planning problems, tying them to learning goals, and getting students engaged. And teacher interviews explain the essentials of implementing a problem-based learning lesson or unit, including...

*Key Questions that relate to the standard you want to meet and identify the cross-curricular opportunities to address that standard.
*Checklists that identify what students need to deliver in order to meet your criteria or your standards.
*Rubrics to define what would be the acceptable, proficient, and distinguished levels of completion.

Handouts and a PowerPoint presentation are embedded in each of the DVDs so you can create a workshop or presentation for your professional learning community. Two programs: Program One - ELEMENTARY SCHOOL; and, Program Two - SECONDARY SCHOOL. #15159/0187 Two 45-minute programs each with a Professional Development program 2010 $199.95 each or series $359.95 *SA
DIGITAL MEDIA: NEW LEARNERS OF THE 21ST CENTURY
Targeted at parents, teachers and anyone concerned with education, this one-hour documentary takes viewers to the front lines of an education revolution and examines how mobile devices and digital media practices can empower young people to direct their own learning. Documenting five success stories both inside and out of the classroom, the program demonstrates how digital media, games, smart phones and the Internet are fundamentally transforming the way young people communicate, collaborate, participate and learn in the 21st century. Featuring leading experts, thinkers and practitioners in the field, Digital Media is a startling preview of a 21st century education.
#14575/1725 60 minutes 2011 $79.95 *CC

EDUCATING ENGLISH LANGUAGE LEARNERS: Connecting Language, Literacy, and Culture
When your school decides to turn around the underachievement and high drop out rates of English language learners, here’s a series that introduces you to a proven approach. Join renowned expert Virginia Rojas as she visits schools and classrooms where the vision of educating English language learners is changing to meet the needs of all students. Find out how schools team-up ESL and mainstream teachers as co-teachers, integrate English language learners into classrooms with their English-proficient peers, and teach English language acquisition and academic content simultaneously. Scenes from elementary, middle, and high school classrooms show how schools make this model work by connecting language, literacy, and culture to required curriculum content. To make it easy for you to create a complete workshop, resources, such as handouts and a PowerPoint presentation, are embedded in each of the DVDs. *Three programs - detailed descriptions of each are available: 1: ESTABLISHING A NEW VISION 2: BUILDING ACADEMIC LITERACIES 3: EVIDENCE BASED ASSESSMENT #15255/0187 Three 30-minute programs 2010 $209.95 each or series $389.95 *SA

EFFECTIVE SUPERVISION: Supporting the Art and Science of Teaching
Administrative leaders have performed observations of teaching practice for years, but those observations have often been seen as superficial at best and subjectively biased at worst. And yet, observation, when done well, can play a vital role in increasing teacher effectiveness, and has become an important part of teacher evaluation systems. What can teachers really gain from being observed in the classroom? And what should the observers be looking for? In this program, researcher and author Robert J. Marzano presents a framework for observing classroom instruction and presents a detailed observation protocol including demonstrations of how to use it - not only as a tool for analyzing classroom instruction, but also as a starting point to encourage professional dialogue among teachers. As you observe teachers in a variety of classrooms, Marzano and a panel of teachers identify critical aspects of instruction that can help all teachers move their practice from good to great. The interplay between the lessons and the discussions will yield “aha” moments for teachers of all ages and subject areas. This is an essential tool for supervisors, administrators, coaches, and teacher leaders, and can also assist professional learning communities in their ongoing work.
#15138/0187 55 minutes 2012 $129.95 *SA

LESBIAN BISEXUAL GAY AND TRANSGENDERED YOUTH COUNSELING SERIES with Stuart Chen-Hayes and Lynn Banez
These videos are among the first to illustrate specifics of LBGT counseling and therapy. The two videos within the series include AFFIRMATIVE PRACTICE IN SCHOOLS, COMMUNITIES AND FAMILIES which delivers foundational facts and demonstrations of sexual orientation counseling. The second video, SKILL BUILDING VIGNETTES WITH LBGT YOUTH IN SCHOOLS, COMMUNITIES AND FAMILIES shares six demonstrations focusing on real world issues, such as an unexpected “outing”, physical threats, and suicide.
#15644/1410 Two programs 2013 $249.95 each or series $249.95 *SA

THE PHYSICS OF BULLYING
Thousands of children avoid school each day for fear of being persecuted by their peers; countless more dread it for the same reason. This timely, insightful, and truly practical video shows parents, teachers, administrators, and community leaders how to begin creating healthier, safer communities. Based on the physics and psychology behind bullying, this program explains the interpersonal dynamics that cause one child to harass another. Easy to understand and apply, the ideas and techniques will point you in a new science-based direction. By understanding the bullying dynamic, you will be able to intervene with far greater impact and in a way that honors everyone involved. With your help, all children can emerge from these relationships with greater self-esteem and improved interpersonal skills. #14706/0867 40 minutes 2010 $129.95 *SA

EXPLORING CYBER BULLYING IN THE 21ST CENTURY: What Every Counselor Needs to Know, and What Young People Really Think!
Cyber-bullying affects young people of all demographics and walks of life. This video teaches counselors how to reach out to these young people and connect with them to begin the healing process. Inspiring stories from young victims of cyber-bullying along with practical strategies for connecting effectively with these clients will help prepare counselors to become effective and sensitive supervisors and mentors. The DVD emphasizes the importance of partnering with young people to confront the issue, and draws from cutting edge ideas and practices in family therapy, community and organizational development, and post-modern thinking while applying them in a concrete, accessible, and immediately applicable fashion. #15192/1410 40 minutes 2012 $149.95 *SA

GOOD DISCIPLINE: Understanding Difficult Behaviors and Turning Them Around
This program provides an overview of teaching, coaching, and parenting techniques that can be used to help elicit positive changes in a child's behavior. Explains how to employ these time-tested, yet simple techniques to achieve targeted goals and specific behaviors. Also features a series of tips and insights for dealing successfully with kids of all ages - from early childhood to elementary-school age to teenagers.
#14179/0463 54 minutes 2011 $69.95 *SA
THE SOCIAL SENSIBILITIES SERIES

Each DVD in this series contains two videos about teen social issues - a classroom program for students, and a professional development program for educators. Each 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 – This supplementary program describes 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? As an educator, 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? This program 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 - This feature video 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 minutes

#13727/1120 2010 $149.95 each or series $389.95 *CC

LESIONS FROM THE REAL WORLD: Social Issues and Student Involvement

This program looks at community-based learning in K-12 education. Explores a wide variety of educational settings in which action-oriented lessons enable students to work outside the classroom, in their own communities. While taking nothing away from the importance of traditional academic subjects, promotes the idea that math, reading, and other areas are more effectively explored if students care about what they are learning - rather than being drilled with subject matter divorced from their real lives and the environments that often impact those lives.

#14436/0635 55 minutes 2011 $169.95 *CC

THE SIGHTS AND SOUNDS OF EQUITABLE PRACTICES

Why are achievement gaps so persistent and equity still a contentious issue? Here’s a tool to help you reflect on that question and consider your school community’s current situation in light of some widely identified best practices for promoting equity. Share the DVD with your colleagues’ next school climate committee or professional learning community meeting to...

*See and hear the mindset of equitable practices in classrooms, schools, and districts at the elementary, middle, and high school levels.

*Understand how viewing curriculum and instruction through the lens of equity encourages a willingness to put aside previously held beliefs and misconceptions about students and helps change teaching behaviors.

*Show examples of behaviors that engage and support student learning while promoting rigor in the classroom.

#15160/0187 45 minutes 2011 $169.95 *SA

THE STRATEGIC TEACHER

The ultimate guide to teaching strategies, this program has been called “a touchstone text” by education research experts. But getting these breakthrough ideas into the thinking of every teacher can be a difficult and expensive challenge. Use this DVD in your next professional development activity or teacher meeting and convince teachers in every grade and subject of the need to acquire a repertoire of research-based strategies and to match those strategies to teaching objectives and student needs. Starts off with a basic overview including the four styles of instructional approaches. Then, classroom scenes demonstrate how these proven strategies work and how teachers can use them for lesson design and differentiated instruction. In dialogue among teachers and school leaders, hear how to improve instructional practice school wide by using these techniques. Plus, scenes with groups of teachers working together in Professional Learning Clubs illustrate how to use the Strategic Teacher Guides to: Plan an effective lesson that uses a research-based teaching strategy; Identify what to look for in student work to Measure effectiveness; and, Evaluate the lesson results and use the experiences to deepen understanding of the strategy.

#15161/0187 45 minutes 2011 $219.95 *SA
TEACHING WITH POVERTY IN MIND

YES! Educators can do something to address the effects of poverty on children. This two-part DVD series brings to life the concepts and strategies that have worked in schools with a history of high performance among students raised in poverty. Use the video and embedded workshop materials to introduce your learning community to how to turn around the effects of poverty on behavior and academic performance. Scenarios from elementary and secondary classrooms show how teachers model emotional responses for their students, reduce the effects of chronic stress, and provide students with life skills training. Explore school wide success factors that support the whole child and foster a school culture that refuses to let students fail. And see examples of how your school can do more to help underserved students by fostering intellectual curiosity, strengthening academic performance through arts and athletics, and changing community assumptions about academics.

TEACHING WITH POVERTY IN MIND: Elementary School - Program One in the series takes you into elementary classrooms where teachers attend to the social, emotional, and academic needs of their students. See examples of elementary teachers engaging their students in standards-based instruction while providing scaffolds and strategies that ensure success both in and out of the classroom.

TEACHING WITH POVERTY IN MIND: Secondary School - Program Two explores school and classroom success factors that support the academic achievement and life readiness of older students.

#15260/0187 Two 30-minute DVDs each with a Professional Development program 2010 $189.95 each or series $289.95 *SA

MOTIVATING BLACK MALES TO ACHIEVE IN SCHOOL AND IN LIFE

In this DVD, Baruti Kafele, educator and author of the blockbuster “Motivating Black Males to Achieve in School and in Life”, helps teachers and administrators understand how to address critical issues facing many young black male students. He provides practical tools and empowering examples that schools can integrate into their programs and practices right away. Walk the school hallways with Baruti Kafele and learn what it takes to motivate, educate, and empower young black males to succeed in school and in life. Bonus Material includes complete student and teacher workshop sessions led by Baruti Kafele! #15709/0187 40 minutes plus bonus additional 65 minutes 2011 $179.95

New! LEARNING AND MIND with Howard Gardner

LEARNING AND MIND is Howard Gardner's ALL NEW three DVD series - for educators and policymakers. Decades of research culminate in his definitive treatise on the current state of MI (Multiple Intelligences) theory, what we know about learning and 'understanding', and which intellectual capacities will matter most in a rapidly changing world. Gardner takes your students on an epic journey from the cognitive revolution of the 1950's to today's revolutions in biology, technology, lifelong learning and globalization. On this sweeping canvas, he demonstrates what intelligence is (and isn't), what 'disciplinary understanding' is (and how to achieve it), and how rapidly changing economic, technological and ethical contexts will frame the big questions of tomorrow.

DVD One - MULTIPLE INTELLIGENCES  DVD Two - UNDERSTANDING  DVD Three - FIVE MINDS FOR THE FUTURE
1. Intelligence & Intelligences 1. Disciplines & Performances 1. Megatrends
2. MI Theory Now 2. Developing 'Understanding' 2. Five Minds
3. Claims & Implications 3. The Disciplined Mind 3. The 'Triple Helix' of Good Work
4. MI: myths & reality 4. MI meets Understanding 4. The Educator's Solution
5. The Assessment Question 5. Challenging the Un schooled Mind 5. Minds in a Digital Age
6. Intelligences & the Future 6. Understanding in the Digital Age

*Each one-hour DVD is accompanied by an Instructor's Package with material outlines, discussion topics, and more! A detailed description of each program is available on our website.

#15325/0920 Three programs 2013 $59.95 *SA (Programs are also available separately at $249.95 for the first and $179.95 for each additional.)

COMMUNICATION BREAKDOWN (Real Life Teens Series)

This program addresses the communication gap that occurs between students, their teachers and counselors. By understanding the mechanics of the school environment and the challenges facing teachers and counselors today, teens will be better prepared for overall success both in and out of school. Learning to work with people with whom they don't easily connect is an essential skill to have in life. When students show genuine interest, teachers will be more willing to talk, meet with and address any issues students have. However, students that show a lack of interest, disrupt classes, don't complete assignments, skip classes or show no interest in their academic career are often left behind. Having an open and positive line of communication is vital to a student's success in school. Instructors have different personalities and expectations, but there are general guidelines students can follow in order to establish a positive relationship. #14674/0309 20 minutes 2011 $89.95 Grades 8 to 12 *SA

THE BRAIN SERIES

These three programs bring a practical, easy to understand approach to how children's brains learn best!

THE BRAIN: Developing Memory in Developing Brains
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. Presents practical approaches parents and caregivers can do to promote learning. #13132
#14190/1290 Three 21-minute programs 2011 $219.95 (Includes PDF Teaching Materials) Grades 7 to A *CC *SA

THE BRAIN: Activity, Sleep and Boredom
Physical activity and quality sleep are both vital for healthy bodies, as well as healthy brains. In this program, a stoplight is used as a symbol to represent activity, boredom, and sleep as the importance of each in the brain's memory and learning are explored. #14098

THE BRAIN: Pattern, Structure and Novelty
Our brains are wired to perceive patterns and structure in the world around us. Discover how to give young children the structure that they need to set up a strong foundation for learning, and how to add new activities and ideas in ways that nurture their hunger for learning. #14099
LEARNING, STUDY & RESEARCH SKILLS FOR STUDENTS AND TEACHERS

**Best-seller! TRUTH IN NUMBERS? Everything, According to Wikipedia**

After viewing this film, you will never look at Wikipedia the same way. Engagingly explores the history and cultural implications of one of the most referenced sites on the Web. A whole range of opinion is expressed about the impact of Wikipedia on the archiving of learning, from interviews with founder Jimmy Wales to commentators suspicious of the site's supposed neutrality. Evenhandedly weaving multiple perspectives about the impact of Wikipedia, the film provokes a deeper conversation on how knowledge is formed and what future generations will learn about history and the world. #14469/0737 85 minutes 2010 $149.95 Grades 10 to A *CC *SA

**GOOGLE TOOLS FOR EDUCATION**

Beginning with a concise overview of the benefits of cloud computing, this video introduces Google's integrated suite of Internet-based applications while explaining how these tools - powerful, universally available, and free! - can be used to improve learning. Educators and students alike will benefit from a look at the following Google products: Google Search and Google Accessibility; Google Scholar; Google Docs, with its document, spreadsheet, and presentation software; Blogger; Google Earth, Google Maps, and Google Sky; Google SketchUp; Google Groups; Google Reader; Gmail; Picasa; Google Notebook; Google Video, YouTube, and YouTube EDU; Knol; Google Sites; Google Calculator; Google News; and Google Books. A perfect primer! #14584/0635 31 minutes 2011 $129.95 *CC

**INTERNET RESEARCH AND INFORMATION LITERACY: Effective Strategies and Cautionary Tale**

Thanks to the Internet, a virtual cosmos of information is at our fingertips. But does more equal better when helpful and not-so-helpful content are equally abundant? How is online propaganda different from traditional propaganda? What solutions do we have to the growing problem of plagiarism? This series illustrates best practices for viewers who are learning to apply academic standards and scholarly research methods to the rapidly evolving online world. Heavy hitters from the media industry weigh in through expert interviews, while lively motion graphics help explain concepts and strategies throughout the series. In addition, each episode features three young-adult characters, brought to life through graphic novel-style animation, who struggle with and learn the right and wrong ways to navigate cyberspace.

**EFFECTIVE INTERNET SEARCH: Basic Tools and Advanced Strategies**

This video introduces strategic, study-related online search methods that teachers and college-level viewers may not be familiar with, especially if they're accustomed to the more recreational side of the Internet. 22 minutes

**RECOGNIZING ONLINE PROPAGANDA, BIAS AND ADVERTISING**

This video explores ways to identify bias and propaganda on the Internet and sift through the various influences, such as political or corporate interests, that may be behind some Web content. 21 minutes

**PLAGIARISM 2.0: Information Ethics in the Digital Age**

For a generation raised on the ideology of “open source” and the ability to quickly cut and paste, the concept of plagiarism may seem foreign or passé. And that, of course, can lead to trouble. This video examines the behaviors that constitute plagiarism, their consequences, and the best ways to avoid them. 19 minutes

#14440/0635 Three programs 2011 $99.95 each or series $289.95 *CC

**LANGUAGE ARTS - ESL/EFL**

**FLUENT AMERICAN ENGLISH: A Video Series on Conversational Styles**

This program with functional oral skill building allows ESL/EFL students to “break the code” on global communicative styles. Viewers report that it also improves cross-cultural understanding in multinational classes and teaches students to “style switch” based upon the context in which they find themselves. Designed for intermediate to advanced college/adult language learners, Intensive English Programs, ESL/EFL educators, linguistics departments, corporate training settings, international agencies, multicultural trainers, etc. Can be used as a core text in an advanced speaking skills class, as a reference tool in language laboratories, for self-study, and for workplace training. The Conversational style inventory is an assessment tool that calculates individual communicative style preference and measures capacity for comfort and compatibility with other global styles. A 20-question format, it comes with a scoring rubric and bar graph charts for easy classroom or workshop posting. Suggested for use prior to viewing videos. Evokes animated discussions.

**CONVERSATIONAL STYLES AROUND THE GLOBE Part One** - uses the metaphor of three popular sports to highlight differences in pacing, topic changes, interruptions, body language, level of participation, turn taking, overlapping, and rapport among speakers around the world. Contrasting communicative styles are analyzed on film using the classic values clarification activity of Alligator River.

**CONVERSATIONAL STYLES AROUND THE GLOBE Part Two** - takes advanced ESL/EFL students through 12 functional steps to learning the conversational style of American English (represented by the sport of basketball). Steps include: interrupting politely, asking the right questions, using a hesitation techniques, using backchanneling, understanding body language, being direct, etc.

**WHY USE SPORTS ANALOGIES?** See also a detailed answer to this question on our website.

The sports analogies help language learners to concretely grasp deep underlying patterns of communication across cultures. The use of sports provides a visual anchor to train viewers in “code-switching” (adopting a new communication pattern) based upon the cultural setting they find themselves in. Video is the perfect medium for visual insight; hence, this film makes use of three sports as analogies of cultural tendencies in communication patterns. *Includes downloadable transcript with Teaching Guidelines

#14934/1907 Two parts 108 minutes 2010 $189.95 *SA

www.kineticvideo.com  Phone (716) 856-7631 or (800) 466-7631  Fax (716) 856-7838  info@kineticvideo.com  Page 29
MEDIA STUDIES - Politics & Environment

New! THE NEW ECONOMICS 101: True Wealth in the New Economy
Economist and bestselling author Juliet Schor offers a refreshingly clear analysis of the ecological and social costs of mass consumerism, and a passionate call to arms for radically rethinking our relationship to consumer goods. Citing new developments in economic theory, social analysis, and ecological design, and real-world examples of people and places putting these cutting-edge ideas into practice, Schor makes a compelling case that preserving dwindling natural resources and fostering economic security will require replacing old modes of debt-financed growth with a new paradigm of sustainability that is less about scarcity and sacrifice than about new forms of plentitude. Along the way, she points to the growing number of new lifestyles and social forms emerging across the country and around the world that are replacing the dead-end, work-and-spend cycle with the abundant and infinitely renewable resources of time, creativity, and community.

#15337/0685 46 minutes  2013 $69.95 (Colleges & Universities $129.95) Grades 9 to A *CC *SA

AMERICAN AUTUMN: An OccuDoc
Imagine that a single voice carries as much weight as the CEO of Goldman Sachs! In this gripping first-hand account of the Occupy Wall Street movement, filmmaker and former high school teacher Dennis Trainor Jr. takes an inside look at how a New York-based protest against corporate greed and economic inequality in the autumn of 2011 sparked a full-scale street revolution that continues to send shock waves through the American political system. Trainor weaves commentary from organizers, activists, and leading progressive thinkers with riveting street-level dispatches from New York's Zuccotti Park, Washington DC, and beyond. The result is a passionate and clear-eyed look at a movement founded on the core belief that the American political and economic system should "place human need above corporate greed" and do something about growing inequality. Narrated by Trainor, the documentary features filmmaker Michael Moore, Dr. Cornel West (Princeton University), comic/author/activist Lee Camp, journalists Nathan Schneider (Harper's, The Nation), Naomi Klein (The Nation) and more.

#15332/0685 58 minutes  2012 $124.95 (Colleges and Universities $199.95) Grades 9 to A *CC *SA

THE BILLIONAIRE'S TEA PARTY: How Corporate America is Faking a Grassroots Revolution
"Brilliant." George Monbiot - The Guardian
"Essential viewing." David Suzuki - Author and Environmentalist
In the summer of 2009, shortly after Barack Obama and a Democratic Congress swept to power promising a new era of hope and change, a citizens protest movement known as the Tea Party emerged out of nowhere threatening to derail their agenda. Some said this uprising was the epitome of grassroots democracy. Others said it was a classic example of ‘astroturfing’ - an elaborate corporate public relations effort designed to create the impression of a spontaneous uprising. Curious to find out for himself, Australian filmmaker Taki Oldham goes undercover into the heart of the movement. He visits raucous healthcare town hall meetings where irate voters parrot insurance industry PR; learns that government rage turns out to be less the product of populism than of corporate strategy. In the end, The Billionaire’s Tea Party offers a terrifying look at how corporate elites are exploiting the anxieties of ordinary Americans - capitalizing on anger, resentment, and paranoia to advance a narrow, often anti-democratic, agenda.

#14186/0685 54 minutes  2011 $149.95 (Colleges & Universities $249.95) Grades 9 to A *CC *SA

NOT JUST A GAME: Power, Politics and American Sports
We've been brought up to believe that sports and politics don't mix - that games are games and athletes should just "shut up and play". In the view of iconoclastic sportswriter Dave Zirin, this mentality cheapens both. Zirin shows that far from providing merely escapist entertainment, sports have also reflected, and at times played a role in shaping, the political tensions and social struggles at the heart of American society. The film takes an uncompromising look at how sports culture has glamorized militarism, commercialism, racism, sexism, and homophobia. But it also excavates a largely forgotten tradition of rebel athletes and sports writers to show how American sports culture, at its best, has modeled forms of courage, resistance, and perseverance that have enriched American life.

#13751/0685 62 minutes  2010 $149.95 (Colleges & Universities $249.95) Grades 9 to A *CC *SA

REGENERATION: The Politics of Apathy and Activism
"A timely documentary that takes an in-depth look at the reasons behind the Occupy movement, and the current state of social activism in the U.S." Indiewire
"A well-rounded documentary. Deconstruct[s] the way that people, and especially teens, absorb information from the media." Common Sense Media
Ryan Gosling narrates this engrossing film about social activism, the forces that galvanized the Occupy movement, and a new generation of young people coming to terms with a rapidly changing world. Mixing personal testimony with expert analysis, the film combines observations from suburban high school students, progressive activists, and young conservatives with insights from leading political and cultural commentators to provide a nuanced look at the myriad challenges facing young Americans. The result is as personal as it is political, as much a portrait of power and resistance as of a generation finding its way in uncertain times.

#15130/0685 80 minutes  2012 $149.95 (Colleges & Universities $229.95) Grades 9 to A *CC *SA
New! THE WAR AROUND US
THE WAR AROUND US tells the absorbing true story of the only two international journalists on the ground in Gaza during Israel's bombardment and invasion of the troubled Palestinian territory over a three-week period in 2008 and 2009. Award-winning filmmaker Abdallah Omeish (Occupation 101) chronicles the experiences of Al Jazeera's Cairo-born, Arab-American Ayman Mohyeldin and Arab-British Sherine Tadros as they report from Gaza City throughout the devastating assault. With never-before-seen footage and gripping personal testimonies, the film bears witness to Israel's ongoing siege of Gaza in the wake of its withdrawal in 2005, and pays tribute to the power of journalism - and friendship - under conditions of enormous conflict and stress. The result is a deeply human glimpse into wartime reporting and life in one of the most besieged places on earth. Essential viewing for courses in journalism, media, and communication.

#15666/0685 67 minutes 2013 $149.95 (Colleges & Universities $249.95) *CC *SA

Best-seller! RETURNING FIRE: Interventions in Video Game Culture
Video games like Modern Warfare, America's Army, Medal of Honor, and Battlefield are part of an exploding market of war games whose revenues now far outpace even the biggest Hollywood blockbusters. The sophistication of these games is undeniable, offering users a stunningly realistic experience of ground combat and a glimpse into the increasingly virtual world of long-distance, push-button warfare. Far less clear, though, is what these games are doing to users, our political culture, and our capacity to empathize with people directly affected by the actual trauma of war. For the culture-jamming activists featured in this film, these uncertainties were a call to action. In three separate vignettes, we see how Anne-Marie Schleifer, Wafaa Bilal, and Joseph Delappe moved dissent from the streets to our screens, infiltrating war games in an attempt to break the hypnotic spell of "militainment". Their work forces all of us - gamers and non-gamers alike - to think critically about what it means when the clinical tools of real-world killing become forms of consumer play.

#14187/0685 45 minutes 2011 $149.95 (Colleges & Universities $249.95) *CC *SA

A BURNING QUESTION: Propaganda and the Denial of Climate Change
"If you are skeptical about human-caused climate change, watch this movie. It provides a clear and compelling case for the reality of the problem and the threat to our future that it poses." Michael E. Mann | Author of The Hockey Stick and the Climate Wars

"Engaging and informative. Gets to the heart of the politics of climate change, examining the relationship between the science, the vested interests, the media, and the public. Essential viewing." Justin Lewis | Head of School, Journalism, Media and Cultural Studies, Cardiff University

This fascinating and clarifying look at the debate surrounding global warming explores the striking disconnect between the relatively clear-cut concerns of the world's most prominent scientists and the mazes of speculation, rhetorical posturing, and outright misinformation that attaches to this issue whenever it's taken up by politicians, PR specialists, and political pundits. Mixing a localized focus on Ireland with insights from scientists and leaders from around the world, the film serves as both a primer on climate science and a penetrating analysis of media framing and the science of perception management. An excellent resource for courses in science, environmental studies, global politics, and media.

Features commentary from former Irish president Mary Robinson, UN Secretary General Ban Ki-moon, paleoclimatologist Jennifer McElwain, and a host of other prominent scientists and commentators.

#15370/0685 53 minutes 2012 $149.95 (Colleges & Universities $199.95) Grades 9 to A *CC *SA

New! THE RACE FOR WHAT'S LEFT: The Global Scramble for the World's Last Resources
Renowned energy expert Michael T. Klare provides an invaluable account of the new and increasingly dangerous competition for dwindling natural resources. Arguing that the world is facing an unprecedented crisis of resource depletion - one that goes beyond "peak oil" to encompass shortages of coal and uranium, copper and lithium, water, and arable land - Klare shows how the desperate hunt for raw materials is forcing governments and corporations to stake their claim in ever more dangerous and remote areas that present grave political and environmental risks. Citing mounting tensions between the U.S. and China over control of resources in the Asia-Pacific region, volatile local border disputes that raise the likelihood of military confrontation, and the destructive environmental consequences of tar sands oil extraction and fracking, Klare argues that we need to radically alter our consumption patterns and build alternative energy systems before it's too late.

#15338/0685 40 minutes 2013 $69.95 (Colleges & Universities $129.95) *CC *SA

MEDIA STUDIES - Gender/Sexuality/Self-Image
Best-seller! THE BRO CODE: How Contemporary Culture Creates Sexist Men
This program aims to force the issues in male culture that condition boys and men to dehumanize and disrespect women. Filmmaker Thomas Keith breaks down a range of contemporary media forms, zeroing in on movies and music videos that glamorize womanizing, pornography that trades in the brutalization of women, comedians who make fun of sexual assault, and a groundswell of men's magazines and cable TV shows that revel in old-school myths of manhood. Even as epidemic levels of men's violence against women persist in the real world, the message Keith uncovers in virtually every corner of our entertainment culture is clear: it's not only normal - but cool - for boys and men to control and humiliate women. Arguing that there's nothing normal, natural, or inevitable about this mentality, The Bro Code challenges young people, young men and women alike, to step up and fight back against the idea that being a real man means being sexist. Features interviews with Michael Kimmel, Robert Jensen, Shira Tarrant, J.W. Wiley, Douglas Rushkoff, Eric Anderson, and Neal King. *Viewer discretion advised - contains violent and sexual imagery

#14454/0685 58 minutes 2012 $124.95 (Colleges & Universities $249.95) *CC *SA
Best-seller! KILLING US SOFTLY IV: Advertising's Image of Women
In this new, highly anticipated update of her pioneering KILLING US SOFTLY series, 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.
#1338/0685 45 minutes  2010 $149.95 (Colleges & Universities $299.95)  *CC *SA

THE JEAN KILBOURNE SERIES
This classic series on Media and Gender with leading scholar Jean Kilbourne includes:
KILLING US SOFTLY 4: Advertising's Image of Women -
DEADLY PERSUASION: The Advertising of Alcohol & Tobacco
SPIN THE BOTTLE: Sex, Lies & Alcohol
SLIM HOPES: Advertising & the Obsession with Thinness
#11445/0685 Four programs  *Special offer $488.95 (Colleges & Universities $929.95)

New! GIRL MODEL
"A haunted glimpse into exploited youth." Variety
"The film illuminates and personalizes some details to which even fashion insiders may not be privy." The New York Times
Despite a lack of obvious similarities between Siberia and Tokyo, a thriving model industry connects these distant regions. Girl Model follows two protagonists involved in this industry: Ashley, a deeply ambivalent model scout who scours the Siberian countryside looking for fresh faces to send to the Japanese market, and one of her discoveries, Nadya, a 13-year-old plucked from her rustic home in Russia and dropped into the center of bustling Tokyo with promises of a profitable career. After Ashley's initial discovery of Nadya, they rarely meet again, but their stories are inextricably bound. As Nadya's optimism about rescuing her family from financial hardship grows, her dreams contrast against Ashley's more jaded outlook about the industry's corrosive influence.
#15625/0645 77 minutes  2011 $249.95 *SA

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 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. The DVD contains two versions: a full length version (73 minutes) and an abridged version (46 minutes) which has been edited for nudity and expurgation.
#13070/0685 2010 $149.95 (Colleges & Universities $319.95) $279.95 Grades 9 to A. *CC *SA

New! MAKERS: Women Who Make America
Tells the remarkable story of the most sweeping social revolution in American history, as women have asserted their rights to a full and fair share of political power, economic opportunity, and personal autonomy. It's a revolution that has unfolded in public and private, in courts and Congress, in the boardroom and the bedroom, changing not only what the world expects from women, but what women expect from themselves. MAKERS brings this story to life with priceless archival treasures and poignant, often funny interviews with those who led the fight, those who opposed it, and those first generations to benefit from its success. Trailblazing women like Hillary Rodham Clinton, Ellen DeGeneres and Oprah Winfrey share their memories, as do countless women who challenged the status quo in industries from coal-mining to medicine. MAKERS captures with music, humor, and the voices of the women who lived through these turbulent times the dizzying joy, aching frustration and ultimate triumph of a movement that turned America upside-down.
#15446/1725 180 minutes  2013 $129.95  *CC

New! WONDER WOMEN: The Untold Story of American Superheroines
KAPOW! WONDER WOMEN offers a nuanced critique of gender and heroism in popular culture as well as a powerful dose of Vitamin F (feminism) for the undernourished. From the birth of the 1940s comic book heroine, Wonder Woman, to the blockbusters of today, this video looks at how popular representations of powerful women often reflect society’s anxieties about strong and healthy women. Reveals the complicated negotiations girls and women face as they attempt to achieve confidence, strength, and agency in a society often at odds with those goals. Yet it also inspires through its evocative images, upbeat soundtrack, and richly contextualized history of superheroines - including the everyday wonder women and action girls in our midst. Goes behind the scenes with actors Lynda Carter (Wonder Woman) and Lindsay Wagner (the Bionic Woman), comic writers and artists, and real-life superheroines such as feminist icon Gloria Steinem, riot grrrl Kathleen Hanna and others, who offer an enlightening and entertaining counterpoint to the male-dominated superhero genre.
#15394/1416 55 minutes  2012 $149.95 (Colleges & Universities $299.95) *SA

www.kineticvideo.com  Phone (716) 856-7631 or (800) 466-7631  Fax (716) 856-7838  info@kineticvideo.com
WET DREAMS AND FALSE IMAGES
*Winner! Sundance Film Festival, ALA/YALSA Award
Exposes the art of digital photo-retouching. How do images of perfect female beauty influence men's perceptions of real women? And, how we see ourselves? 12 minutes

THE PURITY MYTH: The Virginity Movement's War Against Women
Throughout history, boys have been taught that the things that make them men - good men - are transcendent ideals like courage and honesty and integrity, while girls have been led to believe that a woman's moral compass lies somewhere between her legs, literally. In this alternately hilarious and enraging film, pioneering feminist blogger Jessica Valenti shows how this moral double standard is alive and well today thanks to a well-funded coalition of virginity-obsessed conservatives bent on vilifying feminism and rolling back women's rights. Valenti trains her sights on what she calls the "virginity movement" - an unholy alliance of evangelical Christians, political activists, and policy wonks who have been spreading irrational fears about women's sexuality to shape government policy, public education, and even popular culture in their own traditionalist image. Valenti's baseline target is the myth that the worth of a woman depends on what she does or does not do sexually. In the end, THE PURITY MYTH shows why commercial culture's hypersexualization of women is too serious a problem to be left to ideologues, arguing that the antidote to our pornified culture is not a set of reactionary policies but embracing women's autonomy and power.

MIND YOUR MIND
Are we really in control of our own thoughts? In this documentary, filmmaker Jason Brett Serle travels from the mall to the mountains to expose just how powerful the subliminal messages of advertising, politicians, and mass media really are. Arguing that "we don't perceive what's there, we change what we perceive, and we perceive what's not there", Serle simplifies complex neurological theories with the help of his young son, then explains how neuro-linguistic programming can help provide psychological independence. *Contains mature themes and explicit imagery.

ADVERTISING IN THE DIGITAL AGE
Do you know when and where you are being targeted for advertising? It may be more often and in more places than you think. This program features interviews with cutting-edge advertising and media professionals who give an overview of how to navigate new media marketing techniques in the digital age, including:
TRADITIONAL TECHNIQUES: Review of tried and true advertising techniques;
NEW MEDIA, NEW TECHNIQUES: Advertising is a mix of new and old, and sometimes something goes; and, BE IN CONTROL: Match your privacy settings to your own privacy standards.

New! SOCIAL MEDIA & NEW MARKETING TECHNOLOGIES
This program offers information and insights on how facilities can develop a social media strategy that enables them to connect with their existing members, attract prospective members, and track these interactions as leads and sales for their business. Looks at several of the most popular social media platforms (e.g., Twitter, LinkedIn®, Facebook®, Foursquare®, Pinterest®, etc.) and points out the opportunities as well as the challenges that exist for leveraging this particular marketing channel. Also discusses how use of social media can be used to increase membership.

www.kineticvideo.com  Phone (716) 856-7631 or (800) 466-7631  Fax (716) 856-7838  info@kineticvideo.com
New! OUT OF PRINT narrated by Meryl Streep

Every aspect of the written word is changing - from publishing to writing and selling to reading. If books are the foundation of civilization, how does that change the world of ideas? And how does it change us? With the unique perspective gained as a director at the Library of Congress and the UC Berkeley Library, filmmaker Vivienne Roumani tackles the questions confronting today's word industry and shows that much more is at stake than how quickly we can access the latest byte. OUT OF PRINT features Jeff Bezos, Scott Turow, Ray Bradbury, Jeffrey Toobin, Robert Darnton, Jane Friedman, Alberto Manguel, booksellers, cognitive scientists, architects, educators, parents, and students. #15686/0605 55 minutes 2013 $299.95

UNDERSTANDING BRANDS

What is a brand, and does it really influence me and my behaviors and what I buy and sell? This program will look at what a brand is, famous brands, what organizations can do to influence their brand, look at a case study for a brand, and discuss how and why brands get us to purchase products or services. #14648/0545 27 minutes 2010 $129.95 *SA

ADVERTISING CREATIVE APPEALS - New Version!

Discusses rational appeals used extensively in B2B advertising vs. the use of emotional appeals common to consumer advertising. Using both print ads and TV commercials, shows examples of the five most common emotional appeals of Humor, Sex, Security, Fear, and Shock. The success of each appeal is well documented by 15 advertising research studies cited in the program. A clinical psychologist briefly comments on the natural human response to each appeal. Fast paced and interesting for students. #12653/495 24 minutes 2012 $149.95 *SA

ADVERTISING LAYOUT: Space Allocations

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. #13634/495 20 minutes 2011 $139.95 Grades 11 to A *SA

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. #13635/495 19 minutes 2011 $139.95 Grades 11 to A *SA

FINDING YOUR CUSTOMERS: Marketing and Advertising Your Business

Building a loyal customer base is vital to the success of any new business - but competing for attention in a world bombarded with advertising may be a young company’s most daunting challenge. Packed with advice from experienced entrepreneurs, this video highlights smart tips for generating recognition for a start-up business and drive traffic to it. Viewers learn the necessity of researching a competitor’s advertising tactics, developing a marketing plan, and testing various promotional strategies. Topics include the need for targeted messaging that connects with the customer base; effective Web site building and development; networking through involvement in the community; the idea of business referral or liaising with other firms that aren’t direct competitors; and smaller-scale advertising based on repetition as an alternative to more splashy and expensive methods. #15568/635 25 minutes 2011 $99.95

TRADITIONAL & ONLINE PRINT MEDIA ADVERTISING

Where is the best place to spend an advertising budget? Though newspaper circulation is falling, most adults still read the paper, while the popularity of print magazines is increasing, and readership of online media has exploded. This program explains different types of print and digital media formats and the benefits of advertising in each. The relative cost of placing classified and display ads in daily, weekly, and shopper newspapers is compared, along with the marketing difference between buying space in general interest, special interest, regional, and B2B magazines. Online coupons and other advantages of advertising on Web sites is also covered. #15276/495 21 minutes 2011 $129.95 *CC

ONLINE MARKETING STRATEGIES

With the emergence of social media technology and the Internet now dominating global communication, this expert-led program shows why online marketing is a vital part of every business model. Director of 2 Sticks Digital, Tim Martin, and the University of Melbourne's Dr. Brent Coker, explain concepts such as search engine optimization, pay per click, viral and email marketing, as well as how to implement and measure an online marketing campaign. While online success is difficult to predict, viewers will discover that innovative and flexible marketing strategies are crucial to surviving in the digital world. #15101/0545 18 minutes 2012 $129.95

THE POWER OF PERSUASION

Call it persuading, negotiating or convincing. Ethical influence is the foundation of successful leadership, management, sales, and customer service. Robert Cialdini has spent his career systematically studying the psychology of influence. In this video, he reveals what lies at the heart of his findings: the six principles of influence that form the basis of effective, persuasive appeals. These principles, reciprocation, scarcity, authority, commitment, liking, and consensus, may seem like the jargon of social scientists, but Cialdini brings them to life. Program Highlights include: If you have two proposals, is it more advantageous to present the most expensive one first or last? Is it better to tell prospects what they stand to gain, or what they stand to lose? Should a proposal’s weaknesses be acknowledged early or late in a sales effort? #14036/1005 55 minutes 2010 $99.95 *SA
New! GOOGLE AND THE WORLD BRAIN: The Audacious Attempt to Control Human Knowledge

In 1937, the science fiction writer H. G. Wells imagined a “World Brain” containing all of the world’s knowledge, accessible to all people, that would be “so compact in its material form and so gigantic in its scope and possible influence” that it could transcend even nation states and governments. Seventy years later, Google set about realizing Wells’ vision, launching a massive project to scan millions of books from university library collections - and triggering a fierce backlash in the process. When it was discovered that over half of the first ten million books Google scanned were still in copyright, authors from around the world joined together to wage a fierce legal battle against the Internet giant, culminating in a dramatic courtroom showdown in 2011. In gripping detail, GOOGLE AND THE WORLD BRAIN tells the fascinating story of this complicated struggle over intellectual property and access to human knowledge, offering crucial insights into broader debates surrounding data-mining and privacy, downloading and copyright, fair use, freedom and surveillance.

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. #13310/0685 52 minutes 2010 $149.95 (Colleges and Universities $249.95)

THE FACEBOOK OBSESSION

Started by three kids in a Harvard dorm room, Facebook now boasts over a billion users and affects society in ways many people haven’t realized. This CNBC Original documentary delivers a comprehensive look at how the Internet phenomenon began, evolved, and now influences everyday life - or, in some cases, not-so-ordinary life. Featuring case studies of events prompted by Facebook, including an account of a girl reunited with her birth mother as well as a woman who lost her job due to online postings, the program explores the intense privacy debate that Facebook has provoked while shedding light on the ubiquitous appeal of the Facebook profile - a template of self-expression deployed (in diverse ways) from your local police station to the White House.

#14867/0635 44 minutes 2011 $169.95

New! FEEDING FRENZY: The Food Industry, Marketing and the Creation of a Health Crisis

"Powerful, important, and damming. Zeroing in on the corporate practices of the multi billion-dollar food industry, this film adds a fresh and essential perspective to current debates about corporate power, food, and health. Watch this film and show it to your students!"

Erica Scharrer - Chair of Communication, University of Massachusetts, Amherst

Over the past three decades, obesity rates have more than doubled for children and tripled for adolescents - and a startling 70% of adults are now obese or overweight. The result has been a widening epidemic of obesity-related health problems, including coronary heart disease, high blood pressure, stroke, and Type 2 diabetes. Discussions about this spiraling health crisis have tended to focus on the need for more exercise and individual responsibility. FEEDING FRENZY trains its focus squarely on the responsibility of the processed food industry and the outmoded government policies it benefits from. It lays bare how taxpayer subsidies designed to feed the hungry during the Great Depression have enabled the food industry to flood the market with a rising tide of cheap, addictive, high calorie food products, and offers an engrossing look at the tactics of the multi billion-dollar marketing machine charged with making sure that every one of those surplus calories is consumed. Features industry analysts, health experts, and advertising scholars, including Marion Nestle, Kelly Brownell, Sut Jhally, Brian Wansink, and Michele Simon.

#15662/0685 57 minutes 2013 $149.95 (Colleges and Universities $279.95) *CC *SA

New! FIRE IN THE BLOOD: A Tale of Medicine, Monopoly and Malice

*Official Selection: 2013 Sundance Film Festival and New Zealand Film Festival

FIRE IN THE BLOOD tells the true story of how Western pharmaceutical companies and governments blocked access to low-cost AIDS drugs in Africa and the global south in the 1990s - leading to the preventable deaths of at least ten million people - and how a remarkable coalition of people came together to stop them. Shot on four continents and featuring contributions from global figures such as Bill Clinton, Desmond Tutu, and Joseph Stiglitz, the film offers devastating insights into the lethal decision-making process that led to this humanitarian catastrophe. And it shows how, if not for the passion and tactical ingenuity of a group of courageous and relentless activists, millions more people would have died. The result is a gripping look at corporate greed, government collusion, the cutthroat economics of medicine and healthcare, and the power of ordinary people to make meaningful change on a global scale. The DVD includes the feature length documentary, as well as an abridged version shortened for use in the classroom.

#15668/0685 100 minutes 2013 $149.95 (Colleges and Universities $299.95) *CC *SA
New! JOYSTICK WARRIORS: Video Games, Violence and the Culture of Militarism
For years, there has been widespread speculation, but very little consensus, about the relationship between violent video games and violence in the real world. JOYSTICK WARRIORS provides the clearest account yet of the latest research on this issue. Drawing on the insights of media scholars, military analysts, combat veterans, and gamers themselves, the film trains its sights on the wildly popular genre of first-person shooter games, exploring how the immersive experience they offer links up with the larger stories we tell ourselves as a culture about violence, militarism, guns, and manhood. Along the way, it examines the game industry’s longstanding working relationship with the US military and the American gun industry, and offers a riveting examination of the games themselves—showing how they work to sanitize, glamorize, and normalize violence while cultivating dangerously regressive attitudes and ideas about masculinity and militarism.
#15661/0685 57 minutes 2013 $149.95 (Colleges & Universities $279.95) *CC *SA

LATINOS BEYOND REEL: Challenging a Media Stereotype
Latinos are the fastest-growing segment of the U.S. population, and among the most diverse accounting for one-sixth of all Americans and tracing their origins to more than 20 countries. Yet across the media landscape, from the broadcast airwaves to cable television and Hollywood film, the reality and richness of the Latino experience is virtually nowhere to be found. In this ground-breaking new film, filmmakers Miguel Picker and Chyang Sun examine how American media portray - and do not portray - Latinos. Drawing on the insights of Latino scholars, community leaders, actors, directors, and producers, they uncover simultaneous patterns of gross misrepresentation and gross under-representation — revealing a world in which Latinos appear, if at all, as murderers and Mexican bandits, harlots and hookers, gang bangers and welfare-leeching illegals. In the end, the film shows us why media representations matter, pointing to the tragic consequences that result when a narrow range of distorted images are allowed to stand in for an entire population. Featuring Chon Noriega, Isabel Molina, Alex Nogales, Moctesuma Esparza, Luis Ramos, Luis Vidal, and others. #14625/0685 56 minutes 2012 $149.95 (Colleges & Universities $279.95) *CC *SA

New! TOUGH GUISE 2: Violence, Manhood and American Culture
In this highly anticipated sequel to the influential and widely acclaimed TOUGH GUISE, pioneering anti-violence educator and cultural theorist Jackson Katz argues that the ongoing epidemic of men’s violence in America is rooted in our inability as a society to move beyond outmoded ideals of manhood. In a sweeping analysis that cuts across racial, ethnic, and class lines, Katz examines mass shootings, day-to-day gun violence, violence against women, bullying, gay-bashing, and American militarism against the backdrop of a culture that has normalized violent and regressive forms of masculinity in the face of challenges to traditional male power and authority. Along the way, the film provides a stunning look at the violent, sexist, and homophobic messages boys and young men routinely receive from virtually every corner of the culture, from television, movies, video games, and advertising to pornography, the sports culture, and US political culture. TOUGH GUISE 2 stands to empower a new generation of young men - and women - to challenge the myth that being a real man means putting up a false front and engaging in violent and self-destructive behavior.
#15660/0685 67 minutes 2013 $149.95 (Colleges & Universities $329.95) $299.95 *CC *SA

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. 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." Lois Dino, Jacob Burns Film Center
In this courageous, deeply personal 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. 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. #12650/0685 57 minutes 2009 $149.95 *Includes Guide (Colleges & Universities $249.95) *CC *SA

BEAUTY MYTH: The Culture of Beauty, Psychology, and the Self with Naomi Wolf
Naomi Wolf presents her definitive treatise on THE BEAUTY MYTH. On a sweeping historical canvas, from the Industrial Revolution to today’s multi-billion-dollar diet and cosmetic industries, Wolf exposes the Beauty Myth as a distinct cultural narrative - a fiction that "beauty" exists objectively and universally. 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. #12886/920 50 minutes 2009 $279.95 *SA (See also NAOMI WOLF: IN DEPTH #12887 23-minutes 2009 $89.95 )

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. #13120/0685 50 minutes 2010 $149.95 (Colleges & Universities $249.95) *CC *SA
ART & THEATRE

ART 21: Art in the Twenty-First Century: Collection (Seasons 1-6)
Meet the most dynamic artists of our time - direct, accessible, and unfiltered - in the award-winning documentary series ART IN THE TWENTY-FIRST CENTURY. Unparalleled in its access to today's artists, this unique series invites viewers into artists' studios, homes and communities to provide an intimate view of their lives, creative processes, and sources of inspiration. These 24 one-hour programs present groundbreaking artists of the new century speaking in their own words about how, why, and what they create. Compelling and thought-provoking, ART IN THE TWENTY-FIRST CENTURY takes viewers behind the scenes - and beyond the museum or gallery experience - to reveal how contemporary art can change how we see the world around us. #15355/1725 2012 $139.95 *CC

New! STAGE MANAGEMENT 2nd Edition
Filled with hands-on demonstrations and real world tips for students, this 2nd Edition will have your students running shows like professionals in no time! A new Overview Section identifies just what a stage manager does, from pre-show conferences to closing night in Limited, Touring, and Extended runs. Detailed sections illustrate rehearsal skills like Taping the Stage, making Prompt Books and Calling Scripts, using Blocking and Cueing Shorthand, Production Meetings, and other tricks of the trade. #15577/0917 2013 $249.95 *CC *SA

CAREERS IN THEATRE
This program will help your students explore a typical production staff as well as compare different types of producing organizations (Regional, NY, Touring, Commercial, and Not-for-Profit). Includes footage of...
*Performers: actors, director, casting director, stage manager, choreographer, dance captain, stage manager, vocal coach, etc.
*Technical: designers, production manager, TD, carpenters, audio, scenic artists, props carpenters and artisans, electrics, drapers, stitchers, trimmers, crafts, board programmers, and running crews.
*Theatre Administration: producer, artistic director, managers, development & company, front-of-house, marketing.
*Interviews with working professionals show what a typical day at work is like for the different jobs, what are the most satisfying and challenging aspects of their profession, what kind of training their areas require, and which jobs demand irregular hours and travel.
*Explore careers in theatre education #15575/0917 2012 $249.95 *CC *SA

ARTS AND THE MIND: Strengthening Our Minds Across a Lifetime
This two-part documentary (CREATIVITY and THE ART OF CONNECTION) explores the vital role of the arts in human development across a lifetime. Shares stories of how music, dance, painting, poetry, and theater markedly improve well-being at both ends of life, and reveals the cutting-edge science behind this positive impact. Showcasing some of the nation's most innovative and successful arts programs, plus the work of leading American educators and scientists, ARTS AND THE MIND illuminates:
- How the arts can improve children's school performance as well as keep our brains agile and sharp into old age.
- How teenagers find meaning and hope through poetry at Los Angeles' renowned Get Lit program.
- Why a leading Alzheimer's researcher advises that dance is the single most effective way to ward off dementia.
- How the arts help to heal children in hospitals and veterans with PTSD. #15313/1725 120 minutes 2012 $99.95 *CC

New! HORROR AND SPECIAL FX MAKEUP TECHNIQUES
Hosted by legendary horror actor Michael Berryman, this program breaks down several techniques that can be used to create a multitude of monsters and FX characters. Top Hollywood makeup artist Christina Rodriguez, demonstrates how to approach monster make-up and special effects including how to create a zombie look (deformation of the skin, color technique for different layers of dead flesh, shadow contouring to create facial structure), techniques to complete monster characters (sickly eyes, rotting teeth and tongue) and a detailed demonstration of gashes with skin structure and color modeling to create blood and scaring. Techniques include: skin preparation, coloring for different layers of dead flesh, sponge and brush color technique, creating veiny and discolored eyes, creating a rotting mouth and tongue (including secret formula for zombie mouthwash), sculpting skin to create cuts and gashes, molding gashes into existing skin, blood modeling, color technique for blood and scaring skin.
#15648/2003 44 minutes 2013 $99.95 *SA

COSTUMING FOR THEATRE
This program is written and hosted by EdTA Hall of Fame inductee Terry McGonigle.
It is a 6 to 10 day unit that will help your students discover...
*The Elements and Concepts of Costume Design: script and character analysis, research, the functions of costume design, the 8 basic elements of costume design, additional components of costume design, costume charts and plots.
*Developing a Design Concept: items to address, the collaborative process of working with other theatre professionals, and the importance of having a solid production concept.
*Figure Drawing...even for people who are convinced they cannot draw.
*Costume Drawing: lines and silhouettes typical of different historical periods, and drawing fabric.
*Turning Modern Clothing into Period Clothing
*A Backstage Tour of a Professional Costume Shop.
#15570/0917 2012 $249.95 *CC *SA

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 Zaz® 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 DVDs 2010 $99.95 each or series $189.95 *SA
HEALTH KNOWLEDGE for KIDS & ADULTS

COUNTDOWN TO YOUR HEALTH FOR KIDS!
An overview of the six things kids can do each day to stay healthy! Perfect for elementary students, kids will discover the importance of eating fruits and vegetables, drinking water, having positive mental health, limiting time spent in front of a screen, getting plenty of physical activity and enough sleep. This DVD focuses on the numbers for health essential for kids, including an overview of age-appropriate sleep recommendations, presented by medical professionals giving the facts behind the numbers and kids who give practical advice on how they live the countdown. #14995/1290 20 minutes 2012 $7.95 Grades 1 to 6 *CC *SA

SKIN OUR LARGEST ORGAN
The skin is the largest human organ. Take a close look at the epidermis, which provides the first line of defense against the outside world and delves into the mysteries of the dermis - the inner skin. Discover how the body fights off infections and the damaging effects of the sun. #15182/2003 14 minutes 2012 $6.95 Grades 4 to 9 *SA

BLOOD: Vital to our Existence
Plasma and red blood cells transport essential nutrients through the circulatory system, while different types of blood cells fight off bacteria and viruses to help keep us healthy. This program explores the composition of blood and looks at the heart and circulatory system. It features animated graphics that demonstrate the pumping of the heart, how red blood cells carry oxygen to the cells and remove carbon dioxide and how white blood cells protect the body. #15182/2003 14 minutes 2012 $6.95 Grades 4 to 9 *SA

THE SPINE AND SPINAL CORD: The Body's Control
The spinal cord has fascinated scientists for centuries. The ability to walk is engineered by the spinal cord and the spinal column. This program looks at the design of the spinal cord and the medical advances in treating spinal cord injuries. Discover the research being done by scientists researching paralysis in an effort to one day find a cure. #15184/2003 15 minutes 2012 $6.95 Grades 4 to 9 *SA

A TRIP THROUGH THE CIRCULATORY SYSTEM
This program looks at how our bodies acquire and process energy for everyday life. Explore two different physiological systems that work together in order to keep our bodies running efficiently. Students will learn how our respiratory system processes oxygen and how oxygen is used within our bodies. Well also learn about the circulatory system and how it transports oxygen throughout our bodies. #15181/2003 12 minutes 2012 $6.95 Grades 4 to 9 *SA

New! CHILDREN AND GRIEF: Children Teaching Children about Grief
"The wisdom captured in this video is profound. Kids speaking honestly and openly to other kids about their experiences with death can empower other kids and offer hope." Amy Foster-Wexler, LCSW
Ten brave children share their stories of losing a loved one. We hear about their grief and loss, how they are coping and healing. Their advice for other children who have lost a loved one is honest, sincere and heartfelt. These children have experienced a life-changing event, yet they manage to share their stories with a sense of strength and resiliency. Viewers will be left with a sense of hope and an understanding that they are not alone in experiencing death. *Includes free downloadable companion workbook. #15657/1743 40 minutes 2013 $8.95 *SA

New! SUICIDAL SIGNS: Depression, Self-Mutilation, RAD
Young people with mental health problems such as anxiety, depression, bipolar disorder, self mutilation, reactive attachment disorder are at higher risk for suicidal thoughts. Raising teenagers with mental health issues can be a difficult and very challenging experience. This reflective program focuses on parents and teenagers who tell their stories of struggle as they learn how some families cope with parenting a mentally ill teen. When parents have to deal with a mentally ill teen they face many unique challenges. Through personal stories and discussions, you'll learn some of the reasons for mental illness and some of the solutions and resources for dealing with and available to help support families. Health professionals explore the subject of mental illness and offer thoughtful counsel and advice for parents and teens to help guide them through challenging times. Subjects Covered include: Depression and emotional problems, How to watch for teens displaying suicidal tendencies, Genetic and environmental factors, Support groups. #15329/2003 21 minutes 2013 $6.95 Grades 8 to 12 *SA

New! SLEEPLESS EPIDEMIC: Practical Steps to Help Adolescents Get the Sleep They Need
It is estimated that 85 percent of adolescents are sleep deprived, compromising their academic performance and putting them at higher risk for accidents and health related issues. With the proper amount of sleep, adolescents report feeling better and are less stressed. Their grades and athletic performance improve, they experience fewer sick days and are less prone to obesity and type 2 diabetes. As renowned sleep expert and author Mary Sheedy Kurcinka, Ed. D reports, getting enough sleep optimizes your performance across the board and it's free! #15378/1290 32 minutes 2013 $7.95 Grades 6 to A *CC *SA

COUNTDOWN TO YOUR HEALTH FOR TEENS!
An overview of six things teens and adults can do each day to stay healthy. Viewers will discover and learn about the importance of fruits and veggies, drinking water, positive mental health, limiting screen time, getting physical activity and enough sleep. The countdown provides an easy way to remember the expert-recommended amounts of each one. In this DVD, medical professionals share the facts behind the numbers and students share some practical advice about how to live the countdown. #14996/1290 24 minutes 2012 $7.95 *CC *SA

www.kineticvideo.com  Phone (716) 856-7631 or (800) 466-7631  Fax (716) 856-7838  info@kineticvideo.com
FIRST AID BASICS: Knowing What to do in an Emergency
First, call 911. This program shows viewers how to respond to common medical emergencies while waiting for professional help to arrive. With demonstrations and commentary from an experienced paramedic throughout, each section describes trauma situations or symptoms of distress and the best way to address them. The video also includes relevant advice on topics such as giving yourself the Heimlich maneuver, using an epi-pen on someone having an allergic food reaction, performing CPR in tandem with a defibrillator, and what to do at the scene of a car accident. Sections include First Steps of First Aid, Heart Attacks, Strokes, Broken Bones and Cuts, Burns, Diabetic Emergencies, Seizures, Asthma Attacks and Anaphylactic Reaction, Choking, Drowning, and Head Injuries. #14400/0635 45 minutes 2011 $129.95 *Includes Guide

PREVENTING & MANAGING COMPUTER RELATED INJURIES
Office-related discomfort and injuries have skyrocketed. In this video experts on ergonomics and CTDs pinpoint the causes and explain prevention strategies for computer-related traumas. Explains what a CTD is, and risk factors that can be controlled. Also provides seven hints to make your chair more comfortable; eight suggestions for maintaining keyboard comfort; five recommendations for proper monitor placement; six exercises that can help protect the hands, wrists and forearms; nine exercises for the neck and shoulders; and, four exercises for the eyes. * Includes a 38-page guidebook.  #11176/2005 27 minutes 2007 $55

ADULT HEALTH AND DEVELOPMENT
This program describes the physical and psychological characteristics of the three stages of adult development, along with some factors that influence wellness as men and women age. Universal determinants of health are covered, including lifestyle choices, gender differences, and environmental conditions. Addressing the emotional development of adults, the video outlines Erik Erikson's psychosocial stages, from the youthful balancing of individuality with intimacy through to the inner conflicts of middle age and the emotional reckoning of elderly adults. Throughout the program expert input is interspersed with personal opinions from adults at all stages of life. #14843 21 minutes 2011 $129.95 *CC *SA

THE DISTRACTED MIND
Hosted by renowned neuroscientist and M.D., Ph.D., Dr. Adam Gazzaley, this title delves deeply into attention, distraction, the myth of multi-tasking, and how to use the latest research to possibly improve our skills and abilities at any point during our lives. While the brain can seem almost boundless in its potential, it has limitations, such as processing speed, attentional limitations, working memory limitations, and sensitivity to interference, which can be both internal and external. Dr. Gazzaley explores the impact that multi-tasking has on our safety, memory, education, careers, and personal lives. Most importantly, this program tells us what we can do to improve our attentional abilities and our focus as we age, and as media continues to dominate our landscape.  #15309/1725 60 minutes 2012 $89.95 *CC

SPIRITUALITY IN MENTAL HEALTH CARE
Focuses on two clients: one diagnosed with schizophrenia and one diagnosed with manic depressive illness. Explains the rationale for incorporating spirituality into mental health care. Expressions of spirituality that nurture mental health are described. How a mental illness could impact a person's life, including the spiritual dimension, is explored. Unique aspects relative to mental illness that have implications for spiritual care are discussed. Key spiritual issues and needs experienced by persons who have a mental illness are identified. The role of the nurse in providing spiritual care to persons experiencing mental illness is illustrated throughout the video.  #15656/1374 26 minutes 2013 $199.95 *SA *** See also SPIRITUALITY IN ADDICTIONS #15509/1374 30 minutes 2013 $299.95 *SA

New! THE FAMILY IN TREATMENT with Mark Lundholm
This innovative new product takes direct aim at some of the most challenging beliefs, behaviors, and barriers facing the recovering addict and his or her family. With presentations intended for separate viewing by the addict, the family members, and for both addict and family together, this engaging, humorous, and yet powerful presentation addresses many of the most difficult issues that often stand in the way of achieving and maintaining sobriety. This is a powerful educational program for use by professionals in the recovery field, and serves equally well for individuals and families in a home setting who have not attended treatment yet or who have just finished treatment. * A detailed description of this series is available on our website.
Part 1: The Addicted (2 DVDs) - Mark works with addicts in treatment and in various stages of recovery.
Part 2: The Affected - the Family (2 DVDs) - Mark works with family members of addicts, both currently in treatment and in various stages of recovery.
Part 3: The Connected - Family and Addict Together (3 DVDs) - Mark brings family members and addicts together to interact and share what they’ve learned.  #15299/370 Three parts on 7 DVDs 2013 $299.95
ESSENTIALS OF INTERACTIVE FUNCTIONAL ANATOMY

This is the ideal software for helping students and professionals thoroughly review components of structural anatomy. Featuring computer graphic models of human anatomy derived from MRI scan data, it allows users to view the high-resolution 3-D models from all angles as well as fully interactive 3-D animations that detail muscle and joint function. The models used can be rotated and allow for 11 layers of anatomy to be visually removed (from skin to bone) with a strip-away technique. Specific muscles within the 3-D models can be highlighted to show accompanying text about the selected muscle, such as name, agonists, antagonists, proximal and distal attachments, nerve innervation, blood supply, and primary and secondary actions. Informational text also accompanies specific ligaments in the model, providing information on function, injury mechanism, and pathology of injury. This is a resource for students learning or reviewing structural and functional anatomy; also a resource for professionals who require knowledge of human anatomy, such as athletic trainers, physical therapists, fitness professionals, biomechanists, and motor behaviorists. #15020/0860 2012 $109.95

THE ANATOMY AND PHYSIOLOGY SERIES

This series provides a comprehensive overview of human anatomy. Each of the ten programs focuses on one body system and includes brief descriptions of how on each system interacts with or impacts others. The information is presented in a logical as well as entertaining format, with clear descriptions and explanations reinforced by full color animated graphics. Comparisons using common experiences and everyday objects assist the learner in remembering the information presented. Below, the individual program learning objectives are provided for each title.

Appropriate for entry level healthcare training and nursing. Also high school and college science.

127.1 THE CIRCULATORY SYSTEM (16 min cc)
1. Name the four components of the circulatory system.
2. Describe the size and location of the heart.
3. Outline the route of blood circulation.
4. Name the primary components of the cardiac conduction system.
5. Outline the route of a cardiac impulse through the heart.
6. Discuss the role of each of the three types of blood vessels.
7. Describe the four main components of blood.
8. Differentiate between blood and lymph

127.2 THE DIGESTIVE SYSTEM (16 min cc)
1. Name the three types of nutrients found in food.
2. Differentiate between nutrients and electrolytes.
3. List three organs that assist with digestion.
4. Outline the digestive process.
5. Describe peristalsis and its role in the digestive process.
6. Discuss the role of the blood vessels in digestion.

127.3 THE NERVOUS SYSTEM (16 min cc)
1. List the organs of the nervous system.
2. Differentiate between the central and peripheral nervous systems.
3. Name the two types of cells in the nervous system.
4. Name the structures that make up a neuron.
5. Differentiate between the three main types of neurons.
6. Describe the role of the cerebral spinal fluid.
7. Discuss the function of the autonomic nervous system.

127.4 THE RESPIRATORY SYSTEM (17 min cc)
1. List the two main functions of the respiratory system.
2. Differentiate between ventilation and gas exchange.
3. Name the organs of the respiratory tract.
4. Differentiate between the upper and lower respiratory tracts.
5. Describe the process of gas exchange.
6. Discuss how inspiration and expiration occur.
7. Describe how oxygen and carbon dioxide levels initiate respiration.

127.5 THE SKELETAL SYSTEM (17 min cc)
1. Describe the four basic shapes of bones.
2. Differentiate between the diaphysis & epiphysis of the long bones.
3. Differentiate between the axial skeleton and the appendicular skeleton.
4. Describe the role of the fontanels in protecting the infant brain.
5. List the five divisions of the vertebral column.
6. Name the three types of rib pairs seen in the thorax.
7. Name and describe the function of the six types of diarthrosis joints.

127.6 THE MUSCULAR SYSTEM (17 min cc)
1. Give the four properties possessed by muscle tissue.
2. Differentiate between skeletal, smooth and cardiac muscle.
3. Describe how muscles work together to create movement.
4. Discuss the ways in which skeletal muscle fiber cells differ from other cells in the body.
5. Describe the effects of strenuous exercise on the muscular system.
6. Tell how the terms "voluntary" and "involuntary" relate to muscular tissue.

127.7 THE REPRODUCTIVE SYSTEM (17 min cc)
1. Name two things that make the reproductive system different from the other body systems.
2. List the components of the male and female reproductive systems.
3. Describe the male and female reproductive cells.
4. Discuss the role of hormones in the female reproductive cycle.
5. Describe the processes of ovulation and fertilization.
6. List the changes that occur to the fertilized egg during pregnancy.
7. Differentiate between colostrum and breast milk.

127.8 THE URINARY SYSTEM (18 min cc)
1. List the components of the urinary system.
2. Describe the location and appearance of the kidneys.
3. Discuss the process of urinary filtration.
4. Explain how micturition occurs.
5. Discuss the role of the urinary system in maintaining homeostasis.

127.9 THE INTEGUMENTARY SYSTEM (18 min cc)
1. Name four accessory structures related to the integumentary system.
2. Describe the five layers of the epithelium.
3. Discuss the mechanism by which the skin surface forms.
4. Name the two layers of the dermis.
5. Describe the roles of collagen and elastin.
6. Explain the skin’s role in maintaining body temperature.
7. Differentiate between the two types of glands located within the integumentary system.

127.10 THE ENDOCRINE SYSTEM (17 min cc)
1. Define the term homeostasis.
2. Name the three classes of hormones produced by the endocrine system.
3. Describe the role of negative feedback in hormone activity.
4. Discuss the role of the hypothalamus in hormone regulation.
5. Name the master gland and explain why it is called this.
6. Name the thyroid hormones.
7. List the seven major endocrine glands.

*Scripts, study guides and CEU packets for each program are provided on a CD-ROM in PDF format. The study guides and CEU packets include program descriptions and objectives, pre-viewing and post-viewing tests with answer keys, discussion topics and glossary. #15650/0552 Ten programs 2013 $279.95 each or series $2,549.95 *CC *SA
NUTRITION AND FOOD

New! ADDED SUGARS: The Bitter Truth
Sugar is sweet, but it's effect on your body can leave a bitter taste in your mouth. First step? Learn how added sugars differ from naturally-occurring sugars. This program shows how extra calories from sugar convert into fat molecules, and the dangers of having too much sugar in your bloodstream. Find out where in your diet all that extra sugar hides and how to easily reduce your daily intake. #15642/1120 17 minutes 2013 $79.95 Grades 6 to 12 *CC *SA

GET OFF THE SOFAS! Avoiding Solid Fats and Added Sugars
Teach your students why SOFAS don't belong in the kitchen! Viewers learn what SOLid Fats and Added Sugars have in common, and why new nutritional guidelines say to avoid these calorie nightmares. But are other fats and sugars really any different? They are! This program explains the why, what, and how of it all. #14495/1120 20 minutes 2012 $139.95 Grades 7 to A *CC

New! THE SKINNY ON SOLID FATS
This program explains the different types of fat and why solid fats are harmful to your health (and waistline!). Take a ride on an LDL and HDL raft to discover how fats affect your cholesterol. Find out where fats hide in your diet and ways to reduce the amount you consume. #15643/1120 17 minutes 2013 $79.95 Grades 6 to 12 *CC *SA

SPORTS DRINKS AND EXERCISE PERFORMANCE: Scientific Evidence
This program provides an overview of what constitutes a sports drink and the impact of each principle component in a sports drink on physiological function. Also details the purpose of having sodium in a sports drink. In addition, the DVD points out what individuals should do if they work in a hot environment, particularly with regard to replacing sweat losses. Also discusses the fact that beverages with more than 10-12% carbohydrate are not optimal during exercise in the heat. #15065/04 63 43 minutes 2012 $99.95 *SA

FIVE TIPS FOR HEALTHY EATING ON THE GO
School, sports, work, social obligations - you have a lot to do. In order to get it all done you need energy, but preparing optimal meals is time-consuming. So where do you get the energy to keep up with your busy schedule - without resorting to fast/junk food? This program answers that question with five practical tips for healthy eating in a fast-paced lifestyle: plan ahead, don’t skip breakfast, learn to read food labels quickly, snack smart, and eat out wisely. Expert commentary is provided by a registered dietitian, a healthy living coordinator, and a health officer - and pop quizzes reinforce the learning. #15389/0635 23 minutes 2012 $99.95

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. #13746/1290 20 minutes 2010 $79.95 *CC *SA

NUTRITION (8 Modules)
Pizza, pasta, pancakes, papaya, and pie! What should you eat??? So many choices, but eating is more than just consuming delicious foods, it's essential. This Standard Deviants Teaching Systems series gets down to the fruits and nuts of the vitamins, minerals and water needed to make our bodies work. Teens will understand the importance of the choices they make to maintain a healthy, strong lifestyle and what makes up the perfect plate!

1: INTRO: CELLS AND MACRONUTRIENTS - Provides the breakdown of the six main types of nutrients that a body needs to get fueled everyday.
2: WHAT YOUR BODY DOES WITH FOOD – Explains Digestion, Metabolism, Metabolic Syndrome, Sugar Overload and Processed Foods, Calories and Nutrients, Hunger, and Appetite.
4: MICRONUTRIENTS: VITAMINS, MINERALS, AND WATER - Without micronutrients, you wouldn't be able to access the energy the macronutrients provide.
6: EATING IN CONTEXT - Humans come in all shapes and sizes. Students will deep dive into the factors that determine body composition, body type and our reactions to foods.
7: WHERE DOES YOUR FOOD COME FROM? Students will gain an understanding of what it means for a food to be organic and discusses fresh, local foods and their alternatives.
8: THE SAVVY EATER - Discusses practical tips for being an informed and savvy consumer in the grocery store. Then delves into the harrowing world of food safety.

#14465/1945 Eight DVDs each includes CD-ROM with a Digital Workbook 2011 $49.95 each or series $358.95 Grades 6 to 12 *CC *SA
A CLOSER LOOK AT NUTRITION
Covers five major topics in five comprehensive DVDs!

VITAMINS, MINERALS AND WATER - All essential elements for proper nutrition of our body. Explains the importance of the various vitamins and minerals needed for proper nutrition as well as explain deficiencies and toxicities.

PROTEINS AND AMINO ACIDS - Explores the components which build them and examines the role proteins play in the body and how they help maintain proper nutrition as well as sources of protein found in the diet.

METABOLISM AND ENERGY - Shows students the roles which metabolism and energy play in maintaining good health. Explores the components of metabolism, including anabolism and catabolism, as well as examines latent heat in phase changes.

FATS AND LIPIDS - Is all fat bad for you? Do you need fats in your daily diet? This program explores these questions as well as identifies good fats versus bad fats.

CARBOHYDRATES - Learn the different categories of carbohydrates and where we get them in our diet.

Best seller! ELEMENTS OF HUMAN NUTRITION SERIES
Six fully revised programs explore the science and nutritional elements of food, their role in the human body, and their impact on our health:

CARBS - Learn how our bodies use carbs, how many we should eat each day, and which foods are healthier choices for carbs than others. 21 minutes

FATS - 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. 22 minutes

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. 21 minutes

#12225/1120 Six programs 2009 $99.95 each or Series $539.95 Grades 7 to A *CC

New! THE MAYO CLINIC DIET
Join the experts at Mayo Clinic as they debunk the various weight-loss programs and provide a real plan for lifelong weight management and success. Not a fad diet, just the facts, and tools to help you lose weight the healthy way. This program is the result of years of research at the Mayo Clinics in Minnesota, Florida and Arizona. Based on research conducted under the most rigorous and exacting standards by the most respected physicians, nutritionists and other medical experts in the world. The results have already been tested on the thousands of patients who have trusted their medical care and personal health to the Mayo Clinics. #15308/1725 60 minutes 2013 $79.95 *CC

HEALING HUNGER: Dieting
One of the most disturbing facts is that although obesity is at an all-time high, 57 million people are dieting. How can we inspire and educate our clients to place value on their health and let the natural size follow? For too long diets have ruled women’s (and men’s) lives and created an unhealthy relationship with food. Learn how you can inspire a hunger for health and gain a new respect for and relationship with food and the body. #14128/0463 98 minutes 2010 $69.95 *SA

NUTRITION LABELS: Reading Between the Lines
USDA Guidelines are shifting all eyes to Nutrition Facts labels...where they should be! Whether you’re explaining Trans Fat or how to balance calories, this video supports your efforts!

Students learn the meaning of each item on the Nutrition Facts labels, how to use daily values, and how to interpret label health claims. #15301/1210 21 minutes 2012 $99.95 Grades 7 to A *CC

HEALTHY EATING ON A BUDGET FOR SINGLES AND COUPLES
Singles don’t like to cook for themselves and couples wonder how they can take advantage of savings that seem geared to larger families. This program will help both shop for, prepare and enjoy healthy meals and still save money.

#13927/1420 19 minutes 2010 $119.95 Grades 9 to A *SA

SOUL FOOD JUNKIES: A Film about Family, Food, and Tradition
Award-winning filmmaker Byron Hurt offers a fascinating exploration of the soul food tradition, its relevance to black cultural identity, and its continuing popularity despite the known dangers of high-fat, high-calorie diets. Inspired by his father’s lifelong love affair with soul food even in the face of a life-threatening health crisis, Hurt discovers that the relationship between Africa n-Americans and dishes like ribs, grits, and fried chicken is deep-rooted and culturally based. At the same time, he moves beyond matters of culture and individual taste to show how the economics of the food industry have combined with socioeconomic conditions in predominantly black neighborhoods to dramatically limit food choices. The result is an absorbing and ultimately inspiring look at the cultural politics of food and the complex interplay between identity, taste, power, and health. Features soul food cooks, historians, doctors, and food justice movement activists who are challenging the food industry, creating sustainable gardens, and advocating for better supermarkets, more farmers’ markets, and healthier takes on soul food. #15306/0685 64 minutes 2012 $149.95 (Colleges and Universities $279.95) *CC *SA
TEEN PREGNANCY

TEEN PREGNANCY (Real life Teens Series)
Pregnancy amongst teenagers is still a significant problem in today’s society. Dealing with the responsibility of becoming a parent at a young age is one of the hardest tasks to take on. Many teenagers don't fully understand the large responsibility and full time commitment it takes to raise another human being, when they themselves still have a lot of growing up to do. It is vital that teenagers become educated about sexual responsibility, as well as ways to protect themselves from getting pregnant if they’re sexually active.

#1475/2003 18 minutes  2011  $89.95 Grades 8 to 12  *SA

THE GLOUCESTER 18: The Realities of Teen Pregnancy
“... 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. 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  $39.95 (Colleges & Universities $199.95)  *CC  *SA

GLBT ISSUES

Best-seller! STRAIGHTLACED: How Gender's Got Us All Tied Up
*Winner of many awards including CINE GOLDEN EAGLE
With a fearless look at a highly charged subject, Straightlaced unearths how popular pressures around gender and sexuality are confining teens. Their stories reflect a diversity of experiences, demonstrating how gender role expectations and homophobia are interwoven, and illustrating the different ways that these expectations connect with culture, race and class. From girls confronting media messages about culture and body image to boys who are sexually active just to prove they aren't gay, this fascinating array of students opens up with brave, intimate honesty about the toll that deeply held stereotypes and rigid gender policing have on all our lives. Coming of age today has become increasingly complex and challenging; Straightlaced offers both teens and adults a way out of anxiety, fear and violence and points the way toward a more inclusive, empowering culture.  *A detailed description is available on our website.

#13100/788 67 minutes  2009  $139.95 (Colleges & Universities $299.95)  (Includes 15-page curriculum Guide)  *CC  *SA

Best-seller! GAY, STRAIGHT AND ACCEPTED
Life can get confusing for adolescents when they begin to develop sexual attractions. Through the perspective of straight teenagers, we meet students coming to terms with how they feel and dealing with the anxiety of "coming out". Noel became extremely depressed because she did not know how to deal with being a lesbian. We meet Sam, who is a victim of homophobic harassment. He overcomes the bullying by building a support team. In the end students will realize that sexual orientation should not be isolating. At the end of this program students will learn...
* Having sexual feelings and attractions, of any orientation, is a normal part of growing up.  *Includes Guide on CD
* Being gay or lesbian can make a teen feel different and confused; it is important to deal with those feelings and not suppress them.
* Gay and lesbian teens should not to hide who they are.
* Find a support system - people you can talk to, trust, and rely on.
* Straight teens should speak up if they see gays being bullied and harassed.  #14716/0433 30 minutes  2012  $79.95 Grades 9 to 12  *SA

TRANSCEndING GENDER: Portraits from the Community
If the challenges and complexities of a transgendered lifestyle are hard for some people to identify with, first-hand accounts of those experiences may be the best means of creating more understanding. This program features real-world portraits of individuals from the transgendered community; men and women describing for the camera what they’ve gone through and, in other scenes, going about their daily lives.

#14475/0635 43 minutes  2011  $169.95

BECOMING ME: The Gender Within  *TELLY WINNER!
What ultimately determines a person’s gender? Is it chromosomes, hormones, genitals, or an innate sense of self? In this program, five transgendered individuals between the ages of 20 and 50 speak openly about what it has meant to them to be transgendered - their first experiences of gender confusion, life after coming out, family responses, and more. Advice for others who may be questioning their own gender is provided, and the process of sexual reassignment surgery is addressed.  *The DVD includes an expanded version with graphic operating room footage of male-to-female and female-to-male SRS.  #13393 40 minutes  2009  $169.95

I'M COMING OUT
This program accompanies two men ages 24 and 55 when they return home with the idea of coming out to family members. Though their lifestyles are different, they share the same fears and sensitivities as they consider the impact their news will have on loved ones. One does eventually reveals his sexuality; but the other cannot bear the pain he imagines he might inflict. Filmed with respect for the feelings of both the men and those they come out to, the video provides a candid glimpse into a long struggle for acceptance, and stands as encouragement to those in a similar place.  #14232/0635 45 minutes  2010  $169.95

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CULTURAL DIVERSITY / PREJUDICE

RESPONDING TO DIVERSITY and Respecting Differences
Classrooms are training grounds for students to learn how to respond positively to diverse environments. Every day, they interact with people who look different, come from different places, and have different preferences. This program explores the many types of diversity and the perils of stereotyping, prejudice, and discrimination. Also discusses ways to express curiosity in others while respecting the differences that make every person interesting, unique and valuable. #13964/1120 26 minutes 2011 $105.95 Grades 7 to A *CC

GROUP COUNSELING WITH CHILDREN:
Celebrating Cultural Diversity
How do you introduce the topic of cultural diversity to children, when so often it is the “elephant in the room”? What are age-appropriate ways to talk about such complex concepts as discrimination and culture? Watch as group counseling experts, Drs. Sheri Bauman and Sam Steen, demonstrate the answers to these and other thought-provoking questions in this complete recording of six live, unscripted counseling sessions with a group of fifth graders. Go behind the scenes with the co-leaders as they process each session, providing the viewer with rich insights into their thinking processes. As you get to know the leaders through their revealing conversations, you will learn what works and what mistakes to avoid, while gaining a deeper understanding of the benefits and challenges of co-leading groups. Chock-full of tips on everything from participant screening to self-disclosure to termination, this uncut video is an exceptionally valuable learning tool for professionals who want to improve their group facilitation skills, no matter the topic or population. 4 hours 46 minutes *Includes Instructor’s Guide. #14774/1410 2012 $249.95

New! WHITE LIKE ME: Race, Racism and White Privilege in America
WHITE LIKE ME, based on the work of acclaimed anti-racist educator and author Tim Wise, explores race and racism in the U.S. through the lens of whiteness and white privilege. In a stunning reassessment of the American ideal of meritocracy and claims that we’ve entered a post-racial society, Wise offers a fascinating look back at the race-based white entitlement programs that built the American middle class, and argues that our failure as a society to come to terms with this legacy of white privilege continues to perpetuate racial inequality and race-driven political resentments today. For years, Tim Wise’s bestselling books and spellbinding lectures have challenged some of our most basic assumptions about race in America. WHITE LIKE ME is the first film to bring the full range of his work to the screen - to show how white privilege continues to shape individual attitudes, electoral politics, and government policy in ways too many white people never stop to think about.
#15663/0685 66 minutes 2013 $149.95 (Colleges & Universities $279.95) *CC *SA

New! HOW RACISM HARMs WHITE AMERICANS
Distinguished historian John H. Bracey Jr. offers a provocative analysis of the devastating economic, political, and social effects of racism on white Americans. In a departure from analyses of racism that have focused primarily on white power and privilege, Bracey trains his focus on the high price that white people, especially working class whites, have paid for more than two centuries of divisive race-based policies and attitudes. Whether he’s discussing the pivotal role slavery played in the war for independence, the two million white Americans who died in a civil war fought over the question of slavery, or how business owners took advantage of the segregation of America’s first labor unions and used low-wage, non-unionized black workers to undercut the bargaining power of white workers, Bracey’s central point is that failing to acknowledge the centrality of race, and racism, to the American project not only minimizes the suffering of black people, but also blinds us to how white people have been harmed as well.
#15333/0685 52 minutes 2013 $69.95 (Colleges and Universities $129.95) *CC *SA

The Stuart Hall Collection
"These four programs are a marvelous opportunity to see Stuart Hall in action - he is a major force in the fields of communication and cultural studies. He is more than engaging - he is spellbinding."

THE ORIGINS OF CULTURAL STUDIES - In this classic 1989 lecture, now available for the first time, world-renowned cultural theorist Stuart Hall traces the social, intellectual, and institutional environnent from which cultural studies emerged. An invaluable introduction to the issues that inspired cultural studies as both an intellectual and political project. 40 minutes

REPRESENTATION AND THE MEDIA explains the concept of representation and, using visual examples taken from common cultural experience as depicted in the media, demonstrates how the ever more pervasive influence of modern media results in the broad adoption of stereotypes. Understanding WHY this happens and WHY it is important to us goes as deep as our basic view of everything we experience. 55 minutes

RACE, THE FLOATING SIGNIFIER - Focusing specifically on race in this lecture, Hall demonstrates in detail how our minds make use of racial and cultural classification. He explains that biological science has taken the place of religion and anthropology as the newest source of the rationale for this mind set that has resulted in hierarchies and repression. He also explains why achieving an understanding of it matters. 45 minutes. (58 minute 'reference edition' also available)

PERSONALLY SPEAKING: A Long Conversation with Stuart Hall
In this stimulating and eloquent four-hour interview, Hall reflects on his life and career, talking personally and in depth about the trajectory of his work and how it has intersected with his broader political movements. 4 Hours 18 minutes

2250/0685 Four programs $219.95 (Colleges & Universities $449.95)

www.kineticvideo.com Phone (716) 856-7631 or (800) 466-7631 Fax (716) 856-7838 info@kineticvideo.com
**LESSON BOOSTER GUIDANCE SERIES**

Eight "Lesson Boosters" each present real-life scenarios demonstrating the feelings that young students experience, as well as present ways to cope with and handle these emotions. Students will learn the importance of respect, self-esteem, anger control, and problem-solving within a school setting. There are 2 programs for Grades K to 3 and 6 programs for Grades 4 to 7 as a supplement to any guidance curriculum. Each includes a DVD and a CD-ROM with a lesson plan for implementing the content. *Detailed descriptions of this series is available on our website

1. **LESSON BOOSTER - ANGRY?**
   These four programs will provide ways for children to identify, talk about, and handle their anger. 13 minutes K to 3

2. **LESSON BOOSTER - GOT A PROBLEM?**
   This program includes three episodes to help children find a solution to their problems. 11 minutes K to 3

3. **LESSON BOOSTER - GOT EMPATHY?**
   Children will learn to understand the meaning of empathy and its importance in these four programs. 13 minutes Grades 4 to 7

4. **LESSON BOOSTER - INTERNET BULLIES**
   These three programs teach students the meaning of cyber harassment, why it spells trouble, and how to protect themselves from being a victim. 14 minutes Grades 4 to 7

5. **LESSON BOOSTER - WHY DO BULLIES BULLY?**
   After watching these four programs, students will gain a better understanding of bullying and build a stronger foundation when dealing with bullies. 16 minutes Grades 4 to 7

6. **LESSON BOOSTER - CLIQUES**
   These four programs identify through real-life examples the meaning and effects, both good and bad, of cliques. 18 minutes Grades 4 to 7

7. **LESSON BOOSTER - WHAT'S RESPECT?**
   Each of these four programs teaches about respect. By the end of this program students will understand the importance of respecting rules, themselves, and others. 9 minutes Grades 4 to 7

8. **LESSON BOOSTER EVERYBODY'S DIFFERENT**
   In these three episodes, viewers learn that everyone is different in some way and that we must learn to accept those differences. 16 minutes Grades 4 to 7

#14463/0433 COMPLETE SET of 8 DVDs each with Guide 2010 $79.95 each or SERIES SPECIAL $399.95 Grades K to 8  *CC  *SA
#14464/0433 Set of 2 programs for ELEMENTARY Grades K to 3 $149.95
#14466/0433 Set of 6 programs for MIDDLE SCHOOL Grades 4 to 7 $349.95

**New! CHILDREN OF MILITARY FAMILIES**

What special burdens and challenges, especially emotional and psychological, are experienced by children of a parent or parents in the armed forces and absent while serving overseas? Fear, anxiety, loneliness, detachment? Children share their personal stories of what it's like. Stories focus on deployment, a parent's return and advice for other children.  #19659/1743 45 minutes 2013 $89.85

**SAY NO WITH PRIDE**

It's important to do things that make you feel comfortable and safe; sometimes that means having to say no. When you do you'll feel better about yourself; it's called pride. Young students are taught to say no with confidence and stand firm. They don't have to compromise with someone creating an unsafe situation. When you feel like you or someone you know is in danger, it's important to say no and give your reasons for saying no. If necessary, get an adult to help. Even if you say yes at first it's never too late to change your mind.

#14713/0433 15 minutes 2012 $79.95 Grades 3 to 6  *SA

**GOAL SETTING: Discovering Your Gifts**

Do you know what you want to do when you grow up? Do you know how to get there from here? Walk through the steps and strategies of goal-setting, and discover how these steps can help you accomplish your goal! Interviews feature real students who are pursuing their goals in order to discover their secrets to success. No matter what your dream in life, you will be inspired.

*Includes PDF Teaching Materials.

#14038/1290 20 minutes 2011 $49.95  *CC  *SA

**THE PROBLEM SOLVING PROCESS: Taming the Tiger**

By the end of this program, students will have a six-step process to tackle any problem - whether it's delivering a paper when the printer breaks or delivering a 600 lb. tiger who missed breakfast. Students learn to identify the problem, brainstorm solutions, evaluate their options, implement the best idea, and then review and plan for prevention. We also present five tips to help viewers tap into their natural problem-solving creativity. Whether an obstacle big or small, this program show there's no tiger too big to tame.

#13965/1120 23 minutes 2011 $109.95 Grades 7 to A  *CC

**COURTESY AND RESPECT: Give and Take**

Show your students why courtesy and respect really matter to their lives. This program introduces students to key concepts in the context of entertaining scenarios that viewers can consider, judge, role play, and reflect on. We discuss the consequences of alternative behaviors and give viewers an opportunity to engage in the best means of learning behavior.... practice!

#14451/1120 23 minutes 2012 $109.95 Grades 7 to A  *CC

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BUILDING CHARACTER WITH KELSO CURRICULUM KIT  *WINNER - 2013 Communicator Award of Distinction*

This NEW character education kit from Kelso encourages students to be RESPECTFUL, CARING, FAIR, RESPONSIBLE and HONEST - a powerful tool to develop positive character traits in elementary-aged students. The program is based on the highly acclaimed and successful model of the KELSO’S CHOICE, CONFLICT MANAGEMENT KIT. In this character education kit, Kelso keeps students interested while helping them understand and develop positive character traits to succeed socially and academically.

The curriculum contains differentiated instruction for lower and upper elementary students while keeping language consistent throughout all grade levels. Students are introduced to each trait by identifying what it looks, sounds and feels like. As the lessons progress, students develop a more complex understanding of what it means to have good character. Diverse lesson styles cater to visual, auditory, and kinesthetic learners while being engaging and fun! Includes differentiated instruction for lower elementary and upper elementary students and 30-minute lesson plans.

The complete kit includes a DVD, leader’s guide with 42 comprehensive lessons plus activities, Back to Willow Pond storybook with discussion questions, Kelso and Lily hand puppets, grades K-3 Kelso Star 5-pack poster set, and grades 4-5 K.C. Star 5-pack poster set packaged in a handy case with handle. #14740/0433 Complete kit 2012 Grades K to 5 $499.95

New! A SENTENCE APART

The fact that prisoners have families is sometimes forgotten. And behind these prisoners lies an infinite ripple effect of incarceration on the family and community. A SENTENCE APART follows three stories of people coping with a family member in prison, attempting to bridge broken relationships, and diligently working to reverse the generational cycle of incarceration.

*A Closed Captioned version is available - please specify when ordering #15687/1416 12 minutes 2012 $89.95 (Colleges & Universities $189.95) *CC *SA

New! GAMES AND ACTIVITIES TO PROMOTE WELL-ADJUSTED YOUTH

Four volumes in this series teach games and activities that foster the essentials of well-adjusted youth.

PHYSICAL AND MENTAL FITNESS - Volume One (87 minutes)
Includes 29 fun and active games and activities that provide purposeful movement for the body and problem-solving for the mind. These games are perfect for youth-serving organizations that want to help kids become physically fit, as well as to develop their cognitive skills.

SOCIAL AND SPIRITUAL FITNESS - Volume Two (81 minutes)
Features 26 fun and meaningful games and activities that are designed to develop social skills and provide faith-building opportunities. These games are perfect for youth-serving organizations that want to help kids become socially prepared to work in teams by building healthy relationships and by developing faith.

EMOTIONAL FITNESS AND CIVILITY/SPORTSMANSHIP - Volume Three (100 minutes)
Offers 27 fun and rewarding games and activities that can help the emotional stability of youth, as well strengthen their ability to exhibit patience, grace, and strength of character when interacting with others. These games are perfect for youth-serving organizations who want to assist kids become more emotionally balanced by creating meaningful relationships involving both trust and kindness.

OUTDOOR SKILLS AND SELF-RELIANCE - Volume Four (62 minutes)
Features 19 fun and adventurous games and activities that are designed to enhance a participant’s level of self-reliance through the development of selected outdoor skills. These games are perfect for youth-serving organizations that want to help kids thrive in the outdoors where they can build self-worth, independence, and self-sufficiency.

#15554/0463 Four volumes 2013 $49.95 each or series $189.95 Grades 6 to 12

GAMES AND ACTIVITIES THAT TEACH LEADERSHIP AND TEAMWORK

Four volumes in this series teach games that foster the essentials of leadership and teamwork to youth.

Volume One - TRUST AND INNOVATION GAMES
Includes twenty-three games and activities that build team unity through trust and innovation. As team members come together to problem solve, relying on their own strengths, as well as the strengths of each person, they will build a bond of trust. 55 minutes

Volume Two - COOPERATION AND COMMUNICATION GAMES
Includes twenty-four games and activities that focus on the benefits of cooperation and competition and then how these two teambuilding aspects can be combined to achieve positive results. Communication games feature opportunities for team members to articulate and express themselves in a positive environment, where quality listening and feedback are encouraged. 63 minutes

Volume Three - INITIATIVE, TENACITY AND GOAL-SETTING GAMES
Includes thirty games and activities that are challenging and fun and are designed to encourage team members to think of new ways of accomplishing a series of tasks that may appear daunting at first, but rewarding in the end. 61 minutes

Volume Four - ADAPTABILITY, AFFINITY AND REFLECTION GAMES
Features twenty-four games and activities that allow each individual to learn flexibility while they adjust to different team building situations. At the same time, meaningful team affinity develops as team members assist each other in problem solving different fun-filled scenarios. 52 minutes #14170/0463 Four volumes 2011 $49.95 each or series $189.95
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 included, and food safety is emphasized. Essential viewing for first-time shoppers!

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!

STEPPING ON UP SERIES: A Four-Part Series for Upper Elementary Students with Michael Pritchard  *CINE GOLDEN EAGLE! *GOLD REMI - 1st Place!
The focus is on bullying, cyberbullying, character and life skills in this research-based series, instills the necessary social and emotional skills to successfully navigate the profound challenges and changes of elementary school, middle school and the teen years. Each of the programs includes four lessons, presenting real-life problems in a warm-hearted, uproarious skit performed by Michael Pritchard and our lovable, zany puppet characters. Our problem-solving format sparks student discussion in guided brain-storming sessions with Michael bringing his trademark insight and caring humor to the research-based solutions. Each lesson includes two video segments plus a problem-solving leader's guide which provides detailed questions for a scripted discussion as well as follow-up activities. This comprehensive series brings valuable new insights for educators and a powerful array of tools for guiding students through this challenging period of rapid change.

1. STEPPING UP TO BULLYING
Dealing with Bullies
Standing Up, Not Standing By
Reaching Out to Victims
Building Bully-Free Schools/Communities

2. STEPPING UP TO CYBERBULLYING AND WEB SAFETY
Being Safe and Secure on the Web
Protecting Yourself from Cyber Bullying
Online Rumors, Texts, and Gossip
Helping and Caring in a Digital World

3. STEPPING UP TO CHARACTER
The Power of Respect
Making Responsible Choices
Using Good Judgment
Being True to Yourself

4. STEPPING UP TO LIFE SKILLS
Controlling Your Anger
Resolving Conflicts Creatively
Learning to Bounce Back
Choosing to Do Your Best

#14959/0483 Two parts 57 and 85 minutes 2013 $169.95 Grades 7 to A *CC *SA

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TEENS IN ACTION SERIES
This is a high-energy, video-based series for ages 11 to 16 - the crucial tween and early teen years - designed to teach important communication skills while helping teens understand the dangers of risky behavior. Teens may act like they know it all, but they are full of questions and are eager to learn how to succeed in the adult world. This series is a fun way to help them understand changes in their bodies and brains; communicate in a mature way with adults and others; develop skills for resisting negative peer pressure; and learn techniques for peaceful conflict resolution.

TO SURVIVE AND THRIVE
Learn the five keys of character; what’s up with your brain these days; what your parents are thinking; the power of choice; school success; challenges of teen life: drugs, sexuality, and violence. 22 minutes

CO-OPERATION AND COMMUNICATION
Learn about the spiral of success (and how to make it work for you); gaining co-operation through effective communication. 14 minutes

RESPONSIBILITY AND DISCIPLINE
Learn how freedom and responsibility are two sides of the same coin; the voice of discipline; understanding and accepting consequences. 16 minutes

BUILDING COURAGE AND SELF- Esteem
Learn about courage and self-esteem; how to turn discouragement into encouragement; recognizing and getting past power struggles; and the Think-Feel-Do Cycle. 21 minutes

DRUGS, SEXUALITY, AND VIOLENCE: Reducing the Risks Part 1
Learn ten strategies for avoiding risk; negative and positive influences; talking about sexuality. 24 minutes

DRUGS, SEXUALITY, AND VIOLENCE: Reducing the Risks Part 2
Learn about the risks of tobacco, alcohol, and other drugs; explore bullying and relationship violence; recognizing peer pressure (both positive and negative); confronting high-risk behavior. 21 minutes

*Each video (also sold separately) comes with discussion guidelines and a reproducible Parent’s Tips Sheet on CD

#15235/0155 Six programs 2012 $69.95 each or series $279.95 Grades 7 to 10

A Special LANGUAGE ARTS/CHARACTER DEVELOPMENT Series for CHILDREN

New! LITTLE FABLES SERIES
Plot twist in the forest! Drama in the barnyard! Presented with beautiful shadow theater, LITTLE FABLES turns children on to Aesop, La Fontaine and the other classics. In each animated episode, animals face a problem that young children readily relate to such as, “What if I am the smallest kid on the block?” Together, the animals come up with solutions to their problems in ways that convey pro-social messages easily understood by young children. LITTLE FABLES is an entertaining series of 26 six-minute programs (also available individually) that helps foster a child’s character and problem solving skills while assisting emergent literacy.

1. The Lion & the Mouse- Everyone, large or small, has their own special and unique ability.
2. The Fox & the Stork- What is right for one may not be right for another.
3. The Goat & the Hare- Learn from other’s mistakes.
4. The Ants & the Crumbs- Quality is more important than quantity.
5. The Mouse, the Hare & the Raven- When two friends fight, they both lose in the end.
6. Two Goats & a Bridge- When you argue and fight, you loose sight of what is right.
7. The Dog & the Crab- Help others; you may need help one day too.
8. The Mole & the Eagle- Listen to the experts who know, only then will you truly learn and grow.
9. The Tortoise & the Hare- Sometimes talent and ability come second to hard work and persistence.
11. The Crow & the Fox- Sometimes a friend doesn’t say or act as he really means.
12. The Hedgehog & the Stork- It is better to have something small, than nothing at all.
13. The Tortoise & the Hedgehog- What may at first seem scary, with time can turn familiar and even merry!
14. The Crab & the Stork- In order to succeed you must work together.
15. The Mouse & the Dog- Believe in yourself.
16. The Owl & His Voice- There are two sides to every situation.
17. The Thirsty Crow- A little thought and determination will make everything right.
18. The Rhino & the Sparrow- Don’t jump to conclusions.
19. The Love Doves- Before you react on what you see, take a moment to question what else may be.
20. The Sparrow & the Feathers- Be true to yourself.
21. The Pelican & His House- Be happy with what you have.
22. The Caterpillar & the Cocoon- Life is full of surprises.
23. The Flight of the Birds- The joy of helping another is a prize far better then any other.
24. The Fox & the Tortoise- Sometimes saying you’re sorry just isn’t enough.
25. The Dog & the Hedgehog- Shouting is not the best way to be heard.
26. The Mouse, the Hare & the Goat- We all need help sometimes.

DVD extras: READ * PRINT BOOK * COLOR * LEARN MORE ABOUT ANIMALS

#15680/0697 Twenty-six programs 2011 $79.95 each or series $1,799.95 *SA
ISSUES OF BULLIES & BULLYING

THE REENA VIRK STORY  *Canadian
Reena Virk was only fourteen when she was beaten and drowned by a group of her peers in a middle-class suburb of Victoria, B.C. Reena's parents' profound dedication to the prevention of similar tragedies, has led them into dialogue with communities, teachers and students, and even one of the youths responsible for Reena's death. Manjit and Suman's courageous journey brings us to reconsider much of what we believe about conflict, compassion and justice.  *The DVD is accompanied by a Dialogue Guide for generation discussion and includes two versions of the story. One version is for Ages 13 plus and is 20 minutes. The other version is for ages 10 to 12 and is 25 minutes.  #14707/867 Two versions total 45 minutes  2009 $79.95  *SA

New! THE BOY GAME *** Award Winner!
"If the conversation about bullying is going to advance, this is the project to help us advance it."
Michael Kimmel, author of Pulitzer nominated, Manhood in America
"This invaluable video will be a powerful tool to help students develop the skills that support socially responsible, "upstander" behavior."  
Jonathan Cohen, President of The National School Climate Center
"The Boy Game may well save a life."  Steven Brion-Meisels, Harvard School of Education
THE BOY GAME tackles bullying among boys at its core - the cult of toughness and silence boys live by. The video unpacks the complex dynamics that lead some boys to bully and the majority, who are bystanders, to stand watching in silent fright. It's the story of: Reynaldo, who masks his insecurities by acting tough and targeting Noel, too scared of looking weak to tell anyone, and Kenny, the protagonist/bystander, increasingly conflicted by his friendship with both. Based on off-the-record interviews with boys nationwide, then fashioned into a hard hitting scenario, it captures the intense pressures boys face every day.  *Includes a comprehensive study guide (designed for co-ed groups or boys alone).  
#15679/1416 31 minutes  2012 $29.95  *SA

BULLYING: True Stories
"A very touching and honest account of bullying from different perspectives... a very powerful teaching tool because they speak directly to the listener. I highly recommend this for anyone who wishes to reach young people about the devastating impact of bullying behavior and most importantly, how to stop it." Robin D'Antona, Ed.D., Educational Consultant, International Bullying Prevention Association
In this program four young people tell their heartfelt stories about bullying. Daniel tells why he stopped his bullying behavior; Daniel's target, Courtney tells her story; Tre describes being shunned by a popular crowd; and Victor tells of being cyberbullied. We hear what actions finally stopped the bullying, and how schools handled bullying.  #14643/0680 20 minutes  2010 $99.95  Includes Guide Grades 4 to 12  *SA

BULLYING, THERE'S ALWAYS A WAY OUT
Bullying has moved past face-to-face interaction. Junior High and High School students present real-life scenarios of bullying, including bullying through the internet, texts and video - covers social issues that result from modern day technology. Difficult and distressing situations in a variety of settings are addressed, followed by both unproductive actions and resolutions that work. This program covers bullying from its painful beginning to its peaceful end.  *Includes a CD-Rom with a Complete Lesson Plan and a Digital Workbook with activities, program summaries, discussion questions and further resources.  #14008/433 25 minutes  2011 $79.95  Grades 7 to 12  *SA

AFTER I'M GONE: Suicide Awareness
This program takes a haunting look at teen suicide from the perspective of Cari, a young girl who appears to have taken her life due to relentless bullying and abuse from her parents and peers. As Cari observes life from the other side, she meets Christine, an older more rebellious spirit, who reluctantly acts as her guide and confidante. Together they observe Michael, an artist friend of Cari's, who has also been the victim of bullying and abusive parents. As a desperate Michael begins to contemplate suicide, a helpless Cari is suddenly forced to revisit her own nightmares,... and find a way home.  #15209/668 23 minutes  2012 $89.95  *SA

RUMORS, GOSSIP, AND TEASING: It Hurts
Harassment is when someone or a group of people target someone else with the goal of making them feel bad. Teasing and taunting might get you angry, but there are healthy ways to deal with it and how it makes us feel. Sometimes the best thing to do is just ignore it. You can avoid people who say mean things. If you see others being bullied and picked on, you should say something to stop it. Helping the person being picked  #14714/0433 15 minutes  2012 $79.95  Includes Guide Grades 3 to 6  *SA

HATING TAMI: A Look at Female Bullying
Angela and her friends take every opportunity to make Tami's life miserable, even going so far as to pose as a boy interested in Tami on a social networking site. During the film, we meet Tami's and Angela's parents, which gives us insight into the girls' behavior and what life stressors they face. While Tami's hyper-competitive parents continually pressure their 'A' student daughter to be the best at everything, Angela's single mom appears more interested in being her daughter's best friend than her parent. In a dramatic turn of events, Angela's cruel prank is uncovered.  #14668 26 minutes, 2008 $89.95  *SA

*** See also TOUGH GUISE 2, THE PHYSICS OF BULLYING, and BULLYING INTRODUCTORY VIDEOS FOR ELEMENTARY AND MIDDLE SCHOOL STUDENTS, TEACHERS AND PARENTS in this catalogue
OTHERABUSIVE RELATIONSHIPS (Child abuse, Dating Violence, Internet & Social Media)

HEALTHY TOUCH, GOOD BOUNDARIES, SAFE KIDS
"Realistic situations and excellent explanations, devoid of scare tactics, characterize this helpful video." Booklist Dec. 2012
***Highly Recommended! Video Librarian 2012
Almost all juvenile sexual assault victims know their offender. And 1 in 4 girls and 1 in 8 to 10 boys are sexually abused by the age of 18. It’s time to start teaching kids about safe boundaries and what to do when they are made to feel uncomfortable. This is an introductory video for children to learn what to do and how to get help, and for adults to learn the likely warnings signs indicating that a child may be a victim of sexual abuse.
*Included on the DVD is the Teacher’s Guide, fact sheet, resources, and letter to inform parents of the video content
*Features segments for children and parents/teachers, plus 3 situational segments
#15006/2165 34 minutes 2012 $99.95 Grades 2 to 5 *CC *SA

CHRISTIE’S CHOICE: A Proactive Approach to Teen Dating Violence *Canadian!
Meet Christie, a typical 16 year old girl. She used to enjoy hanging out with her friends, watching movies, and listening to music; but lately Christie doesn’t talk as much, and the only person she hangs out with these days is her boyfriend Josh. Christie’s been fighting with her mom a lot. Christie’s best friend Amy has noticed a change in her too. Now Christie is always upset, and Josh is all she ever talks about. Lately Christie finds herself doing things just to keep Josh happy and to prevent arguments between them. If you ask her, she would tell you ‘it’s just easier this way’. Are all relationships this complicated? Christie loves her boyfriend Josh, but there are things about him she does not like. She needs some help, but she is unsure who to ask. Is Christie in an abusive relationship? It’s not always clear if you or someone you love is in an abusive relationship. There can be many questions with no easy answers. This DVD includes the following...
1. A linear version of the program (20 minutes)
2. An interactive version (15 minutes) designed to help young adults learn and generalize the warning signs, dispel myths, and begin to learn skills necessary for safe conflict resolution.
3. A scene menu allowing the audience to go back and view selected scenes independently.
4. A making of documentary highlighting the students who worked in front of and behind the camera, and an interview with the producer (Kathy Thompson) about what makes this program so unique
5. A DVD-ROM folder containing worksheets to customize projects to classroom or group needs
6. A glossary of useful terms for teachers and facilitators (available as PDF or Word Doc
#15048/0283 20 minutes 2012 $149.95 *SA

LOVES ME NOT: Dating Violence
Focuses on dating violence from the point of view of a 17-year old deceased victim named Cari. Cari was relentlessly beaten by her boyfriend Marco and so viciously bullied by his friends after leaving him that she, ultimately, took her own life. Now Cari finds herself helplessly watching the same thing happen all over again to another girl, Sharon (Marco’s new girlfriend). Between her manipulative and violent boyfriend and her self-absorbed parents, Sharon would appear to have the deck stacked against her - but her best friend, Tina refuses to give up on her. Even as Sharon pushes her away, Tina desperately searches for a way to save her friend from meeting the same fate as Cari.
#15208/0768 17 minutes 2012 $89.95 *SA

DIGITAL FOOTPRINT: Watch Where You Step! DVD & Activity Packet
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 Digital Footprint DVD and Activity Packet with handouts, worksheets, discussion questions and more related to Internet safety and your digital identity.
#14281/1290 20 minutes 2010 Packet $99.95 (DVD only #13860 $79.95) Grades 8 to 12 *CC *SA

MY DIGITAL LIFE
This thought-provoking program explores the perils and possibilities of the brave new digital world and addresses issues of privacy and the digital footprint; misguided notions about multitasking and learning; as well as the value of being wired vs. unplugged. Are we really more connected or are we losing intrapersonal skills? Is this technology robbing us of our sleep, our free time? Is it controlling our lives? And, what should we be telling our children, ourselves? Experts and adolescents offer powerful strategies to effectively navigate a rapidly growing and ever-changing digital world. #15097/1290 28 minutes 2012 $79.95 Grades 6 to A *CC *SA
FLIRTING WITH DANGER: Power and Choice in Heterosexual Relationships
Social and developmental psychologist and author Lynn Phillips explores the line between consent and coercion in this thought-provoking look at popular culture and the ways real girls and women navigate their heterosexual relationships and hookups. Featuring dramatizations of interviews that Phillips conducted with hundreds of young women, the film examines how the wider culture's frequently contradictory messages about pleasure, danger, agency, and victimization enter into women's most intimate relationships with men. The result is a refreshingly candid, and nuanced, look at how young women are forced to grapple with deeply ambivalent cultural attitudes about female sexuality. Essential for courses that look at popular culture, gender norms, sexuality, and sexual violence. *VIEWER DISCRETION ADVISED: Contains Sexual Imagery and Language.
#15142/685 55 minutes 2012 $149.95 (Colleges and Universities $249.95) *CC *SA

SEXTING: SEX PLUS TEXT EQUALS TROUBLE
SEXTING is a combination of sex and text messaging. Junior High and High School students demonstrate the threat of "sexted" sexually explicit or suggestive photographs, messages and videos. Real life scenarios are presented along with the resulting irreversible consequences affecting a teenager's personal, social and future life. Follow students through a variety of sexting situations stemming from careless fun to cyberbullying along with their painful effects. Covers social issues that result from modern day technology.
*Includes a CD-Rom with a Complete Lesson Plan and a Digital Workbook with activities, program summaries, discussion questions, etc
#14001/0433 30 minutes 2011 $79.95 Grades 7 to 12 *SA

DANGERS OF SOCIAL MEDIA (Real Life Teens Series)
Social networking sites are open to anyone however offer a low level of security and protection. Because students often post detailed and specific information, they can be more easily stalked by strangers or even acquaintances. However students don't often consider the dangers that social networking introduces to their lives. The content they place on the networks can easily make them very vulnerable. This program includes the following subjects:
* What are the benefits of Social Networking Sites?
* What are the dangers of Social Networking?
* What should you not post on your site?
* What is the impact from incriminating and inappropriate information posted on network sites?
* Can postings on a network site effect employment?
* The Felony charges associated with sexting
#14571/2003 18 minutes 2011 $89.95 *SA

SEXTING CRISIS VIDEO CLIP COLLECTION
Immersed in technology and caught up in the impulse of the moment, a teenager sends a sexually explicit text message to one of his or her classmates - and ruins a life in a matter of seconds. Exaggeration? Sadly, no. This collection of six ABC News segments makes clear to viewers the dangers involved in what has become known as "sexting" - a form of spontaneous free expression which, all too often, becomes a digital avenue for bullying, harassment, self-destructive behavior, even for a life-long criminal sex offender record!! Parents, educators, legal authorities, and teens all take part in these illuminating and sometimes disturbing stories.
Video Clips include:
* The Consequences of Sexting
* Sexting Spreading Among Teens
* Teen Sex Gone Viral
* Parents Discuss Sexting with Teens
* Parental Text Control.
NOTE: Contains mature content. Viewer discretion is advised
#14207/0635 Six clips duration ranges from 2 to 10 minutes (total 34 minutes) 2010 $99.95

THINK B4 U POST: Your Reputation and Privacy on Social Networking Sites
A person normally wouldn't shout out the details of a secret hook-up or give a credit card to a total stranger and say "Max it out for me". Yet as this video playfully points out, in effect that's what people do when they post indiscriminately on social networking sites or are duped by phishing scams. This program uses a light touch to deliver some very serious information on how people can protect their reputation and guard their privacy online while still having a good time using social networking sites. On the "reputation" side, viewers are advised to keep their postings positive, remember that "intended readers" (friends) are only a subset of "actual readers" (friends, teachers, prospective employers), and more. And on the "privacy" side, viewers are made aware of the consequences of cyberbullying and defamation as well as steps they can take to safeguard their personal information and avoid online/offline predators. Data mining is also discussed.
#14311/0635 22 minutes 2011 $99.95 Includes Guide *CC
YOUTH & SUBSTANCE ABUSE

New! DRUG ADDICTION AND DEPENDENCE: The Consequences
See and hear from teens and young adults who describe how their lives were ruined because of drug dependency - dreams can be shattered, lives can be ruined and overcoming addiction can be a life-time process. The downward spiral and effect it took on their families, how it fast tracked their lives into lives of crime and how in some cases it left many living on the streets. Teens learn that drug dependence can happen to anyone. #15327/2003 16 minutes 2013 $69.95 Grades 8 to 12 *SA

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 18 minutes, 2010 $89.95 *SA

New! YOUTH AND DRUGS OF ABUSE: Prevention to Recovery
In this program, doctors and clinicians join teens and young adults with firsthand accounts to examine the symptoms and consequences of substance abuse. This engaging video is divided into four segments and discusses drugs of abuse across the continuum - from prevention to intervention, to treatment, and early recovery. Segment 1 focuses on the short and long-term consequences of alcohol and other drug use as well as the basic signs of harmful use and chemical dependency. Segment 2 focuses on how alcohol and other drug use effects the developing brain and body, covering all major drugs but with specific emphasis on alcohol, prescription drugs, marijuana, and synthetic drugs. Segment 3 focuses on the messages that have been proven to reduce or prevent drug use, such as finding positive alternatives to use and learning refusal skills. Segment 4 focuses on how to get help and what the treatment experience is like. *The accompanying CD-ROM features reproducible materials for both young people and their clinicians, teachers, and other leaders. #15699/0795 90 minutes 2013 $224.95 *CC

DRUGS: The Straight Facts
The only antitode 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 five-program 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 also described.

*Correlates to National and State Educational Standards including the NCLB Act
#12908/0635 Five 20 minutes programs 2010 Grades 7 to A $99.95 each or Series $449.95 *Includes PDF Guides for each program

Binge Drinking Blowout 2.0: The Extreme Dangers of Alcohol Abuse
Now updated to include social media, this very popular title is aimed at young adults and teenagers who seem to have adopted 'overloading' the system with alcohol as a rite of passage in many party situations, this video clearly demonstrates how very X-TREME the consequences can actually be. Although some participants may wish to tempt fate and cannot be reached by the facts, many others naively get caught up in the behavior due to lack of knowledge and really have no idea how dangerous their actions actually are. This program lays out those facts clearly and truthfully from emergency room medical staff, parents and friends of dead victims, as well as specialists in alcohol poisoning.
#9538/0505 28 minutes 2010 $99.95 *Includes Discussion Guide Grades 7 to A
There are all kinds of drugs. Some are helpful. Some can be hurtful, and even deadly. What do all they have in common? They all change how your body works and they should all be taken seriously. At the end of this program students will learn the following:

* All drugs, including over the counter medications, prescription medicines, energy drinks, alcohol, and marijuana, affect the way your body and mind work.
* Over-the-counter and prescription medication can also be harmful if they are misused or abused.
* Taking medicine prescribed for someone else can be dangerous to your health; it is also illegal.
* Inhalants are potent chemicals that can have serious, even deadly, consequences.
* Contrary to popular belief, using drugs can have a negative impact on a teen's social and academic life.

**DRUGS AND ALCOHOL: Your Choice**

Now updated to include social media, this very popular title points out how marijuana plays a key role in addiction by introducing users to illegal drugs. Because marijuana has mind-altering properties, it is certainly considered to be the launching pad for hard drugs for many people. The video combines hard-hitting teen interviews and the presentation of a probation officer and former addict whose brother was murdered by a dealer while buying pot.

**MARIJUANA: The Gateway Drug 2.0**

According to MADD, motor vehicle crashes are the leading cause of teen death, and one in three of these fatalities is related to alcohol. In this two-part series the behaviors leading to drunk driving, and the consequences of engaging in this dangerous activity, are explored in a language that teens understand. The series features a powerful dramatization, compelling personal testimonies, and commentary from a psychiatrist on the workings of the adolescent brain. Designed to spark classroom discussion, the programs emphasize the role of conscious choice on the part of young people in social situations.

**PARTY DRUGS (Real Life Teens)**

Graduation from middle school to high school is a critical point for most teens and where the risk of alcohol and drug abuse rises dramatically. Many studies show that 14-year-olds are four times more likely to be offered prescription drugs and three times more likely to be offered ecstasy or marijuana than 13-year-olds. Older teens are far more likely to encounter alcohol and drugs at parties even when parents are supervising. Raves, nightclubs, bars, dances and parties are places young people go for fun and good times. But today's "fun places" often carry an added dimension of danger. The use of Ecstasy, Roofies, Georgia Home Boy and Special K are all street names for club drugs that teenager's are using at raves and parties to get high. Prescription pills have also become popular among teens because they are easy to get and represent a more socially acceptable way of getting high than taking street drugs. Some teens, are self-medicating undiagnosed depression or anxiety, while others are using stimulants to try to get an edge on tests and studying.

**THINK ABOUT IT: Choosing to Drink and Drive**

According to MADD, motor vehicle crashes are the leading cause of teen death, and one in three of these fatalities is related to alcohol. In this two-part series the behaviors leading to drunk driving, and the consequences of engaging in this dangerous activity, are explored in a language that teens understand. The series features a powerful dramatization, compelling personal testimonies, and commentary from a psychiatrist on the workings of the adolescent brain. Designed to spark classroom discussion, the programs emphasize the role of conscious choice on the part of young people in social situations.

**PEER PRESSURE AND CHOOSING TO DRINK Think About It**

David and Julie are excited but nervous about their invitation to a party hosted by "the cool kids". Sharing his thought process with viewers, David describes an elevated heart rate and feelings of being a social outcast, laughed at because he and Julie don't drink. David allows a subtle form of peer pressure to take control, with tragic results. In this dramatization the potential consequences of choosing to drive while intoxicated are played out.

**DRIVING AND CHOOSING TO DRINK: Think About it**

In this powerful program people whose lives were affected dramatically by drunk driving tell their stories. Relying on a mechanized communication device, a former athlete recounts the joyride that caused his traumatic brain injury, while another describes the lasting psychological problems that followed his physical injuries. An inmate serving time for DUI manslaughter after downing "a few beers and a few shots" recalls facing the mother of the person he killed, and a first responder gives details of a fatal collision involving an intoxicated driver and her children. **NOTE** - Viewer discretion is advised.

**THIS IS YOUR BRAIN ON ALCOHOL 2.0**

Now updated to include social media! Charismatic high school students present to middle school students some groundbreaking information about the effects of alcohol on developing brains. New studies show that the brain is a complex organ that builds its basic capacities and potential for the future during adolescent years. Alcohol use during this time has a major impact because it disrupts the growing brain's plasticity (encoding and programming progress), which in turn impairs its response to stimuli essential to learning and memory. There is now evidence that the brain continues to develop until the age of 24, three years past the "legal" drinking age. The message to middle school students in this peer education video is clear: Alcohol use is not healthy and not cool; most kids do not use it; and those who do risk irreversible damage to their developing brains. *Includes Presenter's Resource Guidebook.

**DRUGS ON TRIAL: Prescription Drug Misuse (CD & CD-ROM)**

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

**THIS IS YOUR BRAIN ON PARTIES (2012)**

* Includes Presenter's Resource Guidebook

* Intermedia GOLD GLOBE Award

Now updated to include social media, this very popular title points out how marijuana plays a key role in addiction by introducing users to illegal drugs. Because marijuana has mind-altering properties, it is certainly considered to be the launching pad for hard drugs for many people. The video combines hard-hitting teen interviews and the presentation of a probation officer and former addict whose brother was murdered by a dealer while buying pot.

* Includes Guide Grades 7 to 12

* Includes CD Guide

* Includes the audio CD and a CD-ROM with facilitator's guide, prosecutor's files, reproducible materials, and parent information.

**THE WORKING BRAIN: A Masterpiece**

Based on the latest findings in neuroscience, this video presents a unique look at how the brain works. From the time you are born until you are 24 years old, the brain changes dramatically. The video explores how the brain's response to stimuli is essential to learning and memory. Now updated to include social media!

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**THE KEY TO SUCCESSFUL LEARNING (2010)**

* Includes Presenter's Resource Guidebook

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#16715/0433 30 minutes 2012 $79.95 *Includes CD Guide Grades 9 to 12

#9537/0505 28 minutes 2010 $99.95 *Includes Guide Grades 7 to 12

#1572/0203 18 minutes 2011 $89.95 Grades 8 to 12 *SA

#15290/0635 Two 20-minute programs 2011 $99.95 each or series $189.95 *CC

#8112/0505 17 minutes 2010 $99.95 Grades 5 to 9

* Includes Presenter's Resource Guidebook
BUSINESS

Section One - Leadership: Coaching, Mentoring & Self Knowledge

*** See SPECIAL PRICING OFFER only until January 1st below!!!

New! THE NEW BUSINESS OF PARADIGMS WITH JOEL BARKER 2nd Edition
Joel Barker was the first person to popularize the concept of paradigm shifts for the corporate world. He discovered that the concept of paradigms could explain revolutionary change in all areas of human endeavour. By going back to the original film footage, the producers of this title were able to make vast improvements to this best selling program. The result is a fast moving, visually stunning video that will engage the viewer while helping them develop the skills needed to anticipate, understand, and take advantage of change. This is critical viewing for every organization because it explains how the rules we live by, or paradigms, can limit our ability to innovate and be creative. In example after example, Joel demonstrates how thinking differently is necessary for us to grow as organizations and as individuals.

Key Concepts:
* Paradigms are Common
* Paradigms are Useful
* Don’t Let Your Paradigm Become the Paradigm
* Outsiders Bring New Paradigms
* Shifting Paradigms Take Courage
* You Can Choose to Change Your Paradigm

Support Materials are provided on the DVD including:
Training Guide, Group Discussion Questions, Group Activities, Poster, and a Transcript of the program.
#15715/1043 21 minutes 2013 $495 until January 1st then its $895!!!

ACTING WITH POWER - Deborah Gruenfeld
Working well with others is critical to professional success, yet many people struggle with “authority issues” that can block their progress. Professor Gruenfeld combines research on the psychology of power with the acting skills of the theater to illustrate how our nonverbal behavior affects how we are perceived in a hierarchy - far more than the words or arguments we use. In fact, she notes, our words account for only 7% of our argument’s impact. The good news is that we can control how we are perceived by using our body language to influence others. From how we hold ourselves to how we speak, Dr. Gruenfeld explores the ways to “play high” when we want to be authoritative, and “play low” when it’s more advantageous to be approachable. In the end, she notes, we’re judged not on the quality of our argument, but on how we act and how we make others feel. #15076/3005 59 minutes 2012 $99.95 *SA

COACHING IN HOSPITALITY
The longevity of any hospitality enterprise is dependent on the quality of coaching given to their trainees and apprentices. So why do many hospitality managers consider coaching a time-consuming and costly exercise? Disposable workers perhaps? But really what’s disposable is the badly managed enterprise itself! This program uses input from hospitality training experts and loads of real world footage and examples to shine a spotlight on coaching in a hospitality environment, and to explain key factors for effective coaching. We start by outlining the purpose and importance of coaching, followed by preparing for coaching. Next is an in-depth look at on-the-job coaching, followed by the all-important follow-up. We conclude by reinforcing the many benefits of coaching.
#14662/3045 17 minutes 2011 $139.95 *CC *SA

THE CURE FOR TOXIC-BOSS SYNDROME: Avoid the Blunders that Disrupt Teams
Do you want to ensure that the managers in your organization steer clear of the behaviors that destroy morale and productivity and lead to bitter, frustrated and disengaged employees? In this multi-media product, you will witness five of the worst bosses and learn how to avoid becoming one. THE VIDEO shows viewers how these toxic bosses act: The Brush Off; The Slayer; The Micromanager; The Fear Monger; and, The Glory Hog. Viewers learn how to: Delegate effectively; Become more decisive; Share credit with staff; Gain respect from employees; and much more! The CD-ROM includes both a substantial Trainer’s Guide and A Viewer’s Guide – see details on our website.
#14032/0277 19 minutes 2011 $389.95 *SA

GOOD BOSS, BAD BOSS: How to Master the Art of Leadership
*Features Robert Sutton, Professor of Management Science and Engineering, Stanford University
People in power tend to focus on their own needs over the needs of others. They also believe they have a stronger positive influence over their people than they actually do. From peer-reviewed research and case studies, Professor Sutton found truly in-tune leaders share five hallmark characteristics. Good bosses are “perfectly assertive” - they are aware of people’s reactions to them, and adjust, knowing when to push or back off. They have the “attitude of wisdom”, dancing on the edge of overconfidence, but with a healthy dose of self doubt and humility. They use a “small wins” strategy, framing big, hairy goals in terms of small, manageable steps. And they eliminate the negatives in an organization, such as competitive superstars or rotten apples. Finally, the best bosses serve as a “human shield”, protecting their people from harm, distractions, and indignities. #14401/1005 54 minutes 2011 $99.95 *SA
LEADERSHIP AT EVERY LEVEL
Imagine if all your good managers became great leaders. When you have leaders at all levels, and not just at the top, productivity climbs and the atmosphere improves throughout your organization. Good management skills are a start. But that’s not what makes you a leader. What makes you a leader is the willingness of others to follow you. And this requires respect, admiration and many other intangibles that go into true leadership. Fortunately, even though not everyone is a “born leader,” every manager in your organization has the potential to become a leader. This video begins by demonstrating successful management styles: direction, influence, collaboration, and delegation. And then explains how your setting and your subordinates determine which management style is most appropriate for your situation - and the need to adapt to changing circumstances. Dramatic scenes help you recognize leadership behaviors at all levels of an organization. You’ll learn how to exhibit leadership by making good decisions and keeping your own emotions under control. And you’ll learn the critical importance of personal integrity. Leadership takes more than good management. And there’s no better time than right now for you to take it to the next level.
* The 31-page booklet accompanies the program as a tool for trainees to use during and after the training. It goes over the different styles of leadership as well as their characteristics. Thought questions are provided along with different scenarios indicated in the video.
#13926/1005 24 minutes 2010 $179.95 *SA

LEADERSHIP FOR INNOVATION: How to Create Collective Genius
*Features Linda Hill, Professor of Business Administration, Harvard Business School.
What kind of leadership is needed when innovation is how you compete? From her research on companies that have achieved breakthrough innovations, Professor Hill found a common leadership approach. Leaders at Pixar, eBay Germany, Google, HCL Technologies, and IBM, among others, build communities of people who are both willing and able to innovate. They develop willing teams by pulling people together with a shared purpose, values, and rules of engagement. And they build capabilities by fostering intellectual diversity and debate (creative abrasion), high experimentation (creative agility), and integrative, rather than compromise-driven, solutions (creative resolution).
#14026/1005 54 minutes 2010 $99.95 *SA

MANAGEMENT STYLES EXPLAINED
Management styles are characteristic ways of making decisions and relating to subordinates. The predominant management styles are commonly defined as autocratic, persuasive, consultative, participative and laissez faire. While leaders often exhibit a preference for a particular style of management, it is argued the different styles of leadership should be employed dependent upon the culture of the business, the nature of the task, and the nature of the workforce. Effective management will ensure that the objectives of an organization are met. This informative program examines the five management styles, their characteristics, advantages and disadvantages and application to various management situations.
#14676/0545 17 minutes 2011 $129.95 Grades 8 to A *CC *SA

BOTTOM-UP INNOVATION: Unleash the Creative Intelligence of Everyone in Your Organization
If innovation stalls within your organization, you can’t be competitive in today’s ever-changing business world. This training resource teaches you the four-step IDEA process, a strategy you can use to increase creativity at every level in your organization. THE VIDEO shows how to: Boost the flow of ideas from front-line employees; Encourage problem solving at every level; Take calculated risk; Increase outside-the-box thinking; Acknowledge ideas that work; and more! *The CD-ROM includes extensive TRAINER’S and VIEWER’S GUIDES – detailed descriptions are available on our website. #14034/0277 17 minutes 2011 $389.95 *SA

CREATING INFECTIONOUS ACTION: How to Make Ideas Take Flight with Jennifer Aaker
An emerging trend in brand development is a shift from an advocacy marketing model (why one should buy a brand) to an ambassador model (how you can participate in the brand). In this participatory environment, social media offers a platform that not only rapid

SEVEN PRINCIPLES FOR BUILDING SUCCESSFUL BUSINESSES
*Featuring David DeWalt, President and CEO, McAfee, Inc.
"If you can see it, you can be it." Based on 25 years of experience in Silicon Valley, David DeWalt's first principle for building a successful enterprise is to communicate a strategic vision - capturing employee loyalty by framing it as a noble undertaking. His second is to create a winning culture, one in which competing to be Number One not only drives strategic imperatives but also flows through actionable projects, budgets, and timelines in order to accomplish your goals. If you can't get these two principles right, notes DeWalt, you'll fail. Devotion to customer success is his third requirement. Customers don't believe you have to be perfect, but they do expect you to do the right thing, particularly when something goes wrong. Fourth, develop an entrepreneurial spirit among your employees, and track attrition and retention to ensure their success. Fifth, execute well on acquisitions by aligning the goals of both companies, and sixth, take practical steps to market globally. And finally, strive for operational excellence. #14402/1005 54 minutes 2011 $99.95 *SA
HAPPINESS MATTERS: How to Create a Culture for Business to Thrive
CEO Tony Hsieh has grown Zappos into a billion-dollar company by delivering "happiness" rather than shoes - not just to customers but to employees and business partners as well. In this fun Stanford Executive Briefing, Tony details how Zappos hires and inspires an energetic team of loyal workers who build the brand through superior service - motivated by connectedness, meaning and a sense of progress.
#14384/1005 55 minutes 2011 $99.95 *SA

ICT PROJECT MANAGEMENT
How is a good idea for a computer application turned into a tangible, functioning product? This program studies the iPod and iPad app development team at Bjango to show how an Information and Communication Technologies project is successfully managed. The video follows the stages from conception and planning to building, testing, implementing, and evaluating the finished product, looking at the personnel, tools, and methodologies used along the way. Gantt charts, collaborative software, systems analysis and planning tools, and formal documentation are shown in action, and the importance of teamwork and conflict resolution is emphasized.
#14761/0545 20 minutes 2011 $129.95 *CC *SA

Section Two - Mastering Effective Workplace Communications

New! FALL SEVEN TIMES, STAND UP EIGHT
This motivational meeting opener uses quotes, pictures and video clips featuring world renowned personalities including Winston Churchill, Steve Jobs, Oprah Winfrey, the Beatles and Michael Jordan to dramatically demonstrate how through perseverance and resiliency success can be achieved. Eileen McDargh's inspirational book "The Resilient Spirit" is FREE with each DVD. An award-winning business author, consultant to national and international organizations, and popular keynote speaker, Eileen wrote this book because "Each of us has the strength to overcome odds. We just need to be reminded at times." #15593/0133 2013 $394.95 *SA

AM I MAKING MYSELF CLEAR? Get Your Point across Whenever You Communicate
Whenever you communicate, you have one purpose; to move people to act. Whether you want people to follow your instructions or buy into your ideas, if you aren't crystal clear when you communicate, you'll cause confusion, errors, and conflict. You'll hurt productivity, and you'll destroy morale. This program teaches you how to get your point across whenever you speak. The video shows you how to: Communicate so that everyone fully understands your message and knows how to act on it; Give clear instructions that get results; Address employee performance issues; Gain buy-in and support for your ideas; and more! *The CD-ROM includes extensive Trainer's and Viewer's Guides. #14024/0277 17 minutes 2011 $389.95 *SA

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.
*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 *SA

NEGOTIATION: Myths, Misperceptions and Damned Lies
*Features Margaret Neale, Professor of Organizations and Dispute Resolution, Stanford Graduate School of Business Professor Neale convincingly debunks common myths as she shares the results of empirical research on negotiating strategies and the process of "mutual influence" that drives negotiation. In fact, making the first offer can set the bar high - to your advantage. Being honest about your bottom line can backfire. And emotions can play a powerful role in negotiations. Before you begin, be clear about your goal. Is it to get as much value out of a deal as possible? To develop a relationship and create value for both parties? Or simply to win - a dangerous goal! In any case, you need to determine three things: your bottom line, your optimistic target, and your alternatives if the deal fails. Try to figure out the same of your negotiating counterpart. The more prepared you are, the more flexibility you have in negotiating strategies. In the end, don't settle for just any deal. Work to get a good deal - or it's no deal. #14399/1005 54 minutes 2011 $99.95 *SA

NO SWEAT! Overcome Your Fear of Public Speaking
Are you afraid to present in front of a group? If so, you are not alone! That anxiety can hold you back, making you look unprofessional, or worse, incompetent, to your co-workers, boss, employees or customers. This program teaches you how to overcome the biggest obstacles you'll face when presenting to a group of people. Demonstrates techniques for reducing your public-speaking fear and teaches you how to control your anxiety and overcome the top challenges you face when presenting to a group. Armed with this advice, you will become a polished and professional presenter, and that will increase your credibility exponentially. Discover how to: Recover when you go blank; Take precautions to reduce anxiety-induced sweating; Respond when audience members point out your mistakes; Slow down so people can understand you; and so much more! The CD-ROM includes extensive TRAINER'S and VIEWER'S GUIDES. Detailed descriptions are available on our website.
#14033/0277 15 minutes 2011 $389.95 *SA

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**WORDS, CAMERA, ACTION! How Body Language, Tone and Words Affect Communication**

Learn vital communication skills in this new program. Viewers watch our local acting troupe work through their assigned scenes, only to realize how dramatically communication skills can affect meaning and perception. Good communication skills not only helps them with their craft, but in real life! With help from their instructor, a communications expert, they learn the importance of body language, tone and words, whether playing a character on stage, making new friends at school or trying to get ahead in the workplace.

#14719/1280 20 minutes 2012 $109.95 *Includes Guide Grades 7 to A *SA

**NONVERBAL COMMUNICATION: Body Language, Gesture, and Proxemics**

This program explores bodily communication, including gestures and postures; proxemic communication; and tactile communication, or touch. It considers the communicative functions of each form of nonverbal communication, examines the role of each in interpersonal interactions, and discusses key concepts. The DVD includes commentary from experts in such areas as business, management, jury selection, dating, psychology, and nursing and offers entertaining, illustrative vignettes. #15042/0880 28 minutes 2010 $219.95 *CC *SA

**NONVERBAL COMMUNICATION: Vocal Cues and Facial Expressions**

Introducing nonverbal communication, this program explores vocal cues, facial expressions, and eye behaviors. It offers relevant definitions; considers the communicative roles and functions of each form of nonverbal communication; and covers such topics as Ekman's seven categories of communicative meaning in facial expressions, facial deception, and the eye behaviors identified by research. The DVD includes entertaining, illustrative vignettes and offers commentary from experts in such areas as law enforcement, jury selection, dating, nursing, business, management, and psychology. #15041/0880 30 minutes 2010 $219.95 *CC *SA

**THE PR FUNCTION**

For celebrities and public figures, there's only one thing worse than being talked about - and that is not being talked about. Similarly, most corporations have a need to both nurture and control publicity, and that means hiring a public relations firm. This program features two respected PR specialists who discuss what they do and how they do it. Outlining the differences between public relations and advertising, the video illustrates the PR specialist's main objectives: influencing public behavior, improving an individual or corporate reputation, and shaping the opinions of a target audience through a series of planned communication strategies and activities. Viewers learn how technology, especially social media, has shaped today's PR industry. Viewable/printable educational resources are available online.

#16121/0545 20 minutes 2011 $129.95 *SA

**WORKPLACE COMMUNICATION SKILLS**

Communication skills top the list of qualities that employers seek from job candidates. Individuals who possess stellar communication skills are more likely to land jobs, keep them and get promoted. This program teaches viewers about the importance of good communication in the workplace and how to improve upon these skills. Viewers get guidance for developing their verbal, listening, nonverbal, and written skills. Depicts scenarios of good and poor communication skills in action and includes expert interviews on workplace communication. Addresses communication through e-mail, voicemail, cell phones, video conferencing, and online sites like Facebook and Twitter. Helpful pause points allow instructors to stop the program and discuss the material.

#16652/1015 50 minutes 2012 $149.95

**CHILEAN RESCUE: The Unstoppable Team**

Talk about teamwork and communication! Can it get any better than this? In 2010, millions of people throughout the world were captivated by the extraordinary teamwork demonstrated in the successful rescue of 33 Chilean miners. CHILEAN MINE RESCUE: THE UNSTOPPABLE TEAM is a dynamic and compelling video accompanied by a comprehensive Leader's Guide and PowerPoint slide presentation. These tools are the foundation for a successful workshop that will help team leaders at all levels understand how to:

*Clearly define a common goal and rally people around the goal by creating a vivid connection to the larger purpose of your task.*
*Effectively reinforce and communicate the vision to keep your team united and inspired.*
*Identify and leverage the skills and capabilities of your team members.*
* Forge partnerships and alliances to expand your capabilities.*
* Stay open to new ideas, emerging leaders and alternative solutions.*

#14991/1033 20 minutes 2012 Education & Non-Profit $295 Others $649.95 *SA

**THE WELL-MANAGED MEETING: How to Run Effective, Results-Oriented Business Meetings**

This program starts with the common pitfalls that often derail meetings. Then you'll see proven methods that can have a dramatic impact on the effectiveness of your organization's meetings. You'll learn how being properly prepared allows you to encourage engagement and teamwork while keeping the meeting on time and on track. And you'll see specific techniques for a variety of specialized situations, including web meetings. We're all busy these days and we can't afford to waste our time with nonproductive meetings. Use this new video to set a company-wide standard for meetings that reach their goals - and end on time. *The 34-page guide goes over the different types of meetings covered in the video along with how to prepare for each of them. This booklet is good to use during and after watching the program. Questions are also provided to help figure out how to run your meeting more efficiently.  #13925/1005 22 minutes 2011 $179.95 *CC *SA
Section Three - CUSTOMER SERVICE

CUSTOMER SERVICE BASICS: Service with a Smile!
In this humorous video that is reminiscent of "The Office", join the employees of the fictitious Lucky Star Coffee Company as they learn about customer service. Mark, the manager of the store, thinks he’ll be leading this seminar. And why wouldn’t he, since he knows everything there is to know on the subject? Well, Mark and his crew quickly discover exactly why when they are shown security camera footage of their misguided (and hilarious) interaction with customers. If the staff of Lucky Star can learn the three steps to good customer service including listening to the customer, anticipating needs, and admitting mistakes, maybe we can too. #14062/1290 20 minutes 2011 $79.95 *CC *SA

New! CUSTOMER SERVICE COUNTS *Telly Award Winner!
Loyal, happy customers and clients are the foundation of your success. The best customer service is how they get that way! Your business or organization wouldn’t exist without your customers. But sometimes this all-important fact gets lost in the demands of daily activities. This award-winning video is the solution. Great for new hires or energizing your current team, it uses humor to show employees that being good at customer service (and taking pride in their work) is not only a job requirement but can be personally satisfying as well.
The "customer" part of customer service:
*Greet the customer
*Connect with the customer
*Respect the customer’s priorities and time

The "service" part of customer service:
*Listen and evaluate
*Meet the customer's needs

Viewers will enjoy the amusing story of two co-workers who start their day experiencing bad customer service as customers themselves. Comparing notes, they enter a friendly competition to see who can offer the best customer service that day on the job. As they demonstrate sales skills and handle rushed (even unhappy) customers, their fun rivalry reminds employees that customers are people too. And it makes the point to employees that their peers are counting on them as well. In fact, we all know that everyone has "internal customers" when helping other employees meet common goals. And every employee represents the organization when encountering outsiders, whether or not customer service is a major part of their job description.
#15516/1005 18 minutes 2013 $189.95 *CC *SA

DEALING WITH THE IRATE CUSTOMER Update!
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 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 *SA

CUSTOMER SERVICE ESSENTIALS
Whether it happens in person, by telephone, or online, good customer service is vital. In fact, it’s just as important as advertising or product quality in building a company’s reputation and it can decide, ultimately, whether or not that company will survive. This three-part series illustrates best practices for delivering effective customer service, focusing on what an individual employee can and should do to improve his or her attitudes and behavior toward the customer. Each episode features dramatizations that help to illustrate real-world lessons, while easy-to-read text summaries follow each segment, enabling viewers to further consider and discuss concepts. *Detailed program descriptions are available on our website.
PERSON-TO-PERSON CUSTOMER SERVICE
TELEPHONE CUSTOMER SERVICE
ONLINE CUSTOMER SERVICE
#15350/0635 Three 20-minute programs 2012 $99.95 each or series $279.95 *CC

New! CUSTOMER SERVICE: The Telephone Connection
Excellent telephone customer service doesn’t just happen. It requires dedication, skill - and enthusiasm. Your voice, responsiveness, and product knowledge are the only tools you have to convey the right impression and build customer loyalty over the telephone. Our comedic hosts have a lot of fun with this subject, but their underlying message is sincere: telephone customer service is an important job and it has to be done well. You don’t get a second chance once a customer hangs up - unless you leave that customer with a good feeling and the desire to do business with you again. This new release portrays traditional and nontraditional customer service roles, ranging from a mail order company to a medical setting, from a corporate admin to a warehouse supervisor. These different scenes show that everyone in the organization has customers - even if they are your “internal customer” coworkers. Our narrator hosts also touch on the finer points, such as upselling and cross-selling (when an additional product or service would better satisfy customer needs). And they explain how to handle angry or dissatisfied customers in a way that both solves the problem and ultimately strengthens the relationship. Telephone customer service takes skill and finesse. This video conveys the communication skills and positive attitude necessary to provide service - and project that warmth in your voice, call after call!
#15518/1005 27 minutes 2013 $169.95 *CC *SA

www.kineticvideo.com Phone (716) 856-7631 or (800) 466-7631 Fax (716) 856-7838 info@kineticvideo.com
Section Four - ETHICS

ETHICAL MARKETS 3: Transforming finance

What is the purpose of finance in human societies, and what principles should guide investing and trade? Can definitions of wealth be expanded to include clean air and water, and the quality of daily life? In this nine-part series scholar and producer Hazel Henderson interviews key figures in the ethical economics movement. Each program identifies ways to bring financial practices into alignment with social values, helping to create an environmentally sustainable future.

1. FINANCING CLEAN DEVELOPMENT
2. PRIVATE FINANCING OF GREEN COMPANIES
3. GREENING OF PENSION FUNDS
4. HOME GROWN GREEN ECONOMIES
5. STEERING CAPITAL TOWARD SUSTAINABILITY
6. FINANCE IS A GLOBAL COMMONS
7. ESCAPING THE WEB OF DEBT
8. FINANCE SHOULD SERVE SOCIETY
9. CHINA'S NEW DEVELOPMENT

*Detailed descriptions of each program are available

#13759/1005 Nine 29 to 33 minute programs 2010
$99.95 each or SERIES SPECIAL $499.95 (regular $849.95) *CC

WORKPLACE ETHICS and MANAGING ETHICS

Ethics matter. It's not just the big scandals you see in the news, but the small everyday decisions that add up, too. In fact, that's where you need to draw the line - with the little things - before serious damage is done. These videos follow four realistic scenarios that demonstrate the importance of basic values such as respect for others, fairness, and honesty. And they teach a three-part decision-making process that helps employees find their way to a solution even in complex situations where the right answer doesn't come easily.

In WORKPLACE ETHICS (*WINNER 2013 PLATINUM REMI), Employees will learn to recognize behaviors that may do harm, determine whether they are personally responsible to take action, and compare possible outcomes to select the solution that best repairs the ethical breakdown when protecting the integrity of the organization. #15078 16 minutes

MANAGING ETHICS brings managers and supervisors into the same situations from our introductory video, WORKPLACE ETHICS, and supplements their ethics training with ethical leadership skills necessary for maintaining an ethical workplace. Your managers and supervisors will learn how to share core values in ways that employees can personally understand, live the values themselves every day, and take appropriate action - by acknowledging positive behavior or promptly correcting ethical lapses. #15079 17 minutes

#15080/1005 Two programs *Includes Guides 2012 $229.95 each or series $399.95 *CC *SA

VIOLENCE & HARASSMENT

WORKPLACE VIOLENCE: The Early Warning Signs Series

Workplace violence. It can happen in any size organization, in any industry. Much is now known about such attacks, so that the vast majority can be prevented by paying attention to the warning signs and responding with quick, decisive action. These two dramatic programs are narrated by Dr. White draws from his experiences to dispel some of the common myths about workplace violence, while providing a better understanding of what you should be aware of to help keep your workplace safe. The EMPLOYEE VERSION #13758 - details the ten warning signs of workplace violence, as seen from the employee perspective. 17 minutes. THE MANAGER VERSION #13759 - provides supervisors with additional content, including guidelines for holding information-gathering meetings, confronting a bully, or terminating a problem employee. 24 minutes

*Includes a 34-page Study Guide #13760/1005 Two programs 2010 $199.95 each or series $359.95 *CC *SA

HARASSMENT: Sex, Religion and Beyond

Every employee needs to understand one basic truth: a respectful workplace is more pleasant and more productive for everyone. These two programs bring this message home, showing that bad behavior is not OK - whether it applies to sex, religion, or anything beyond - and whether it actually crosses the line into illegal harassment or not. Examples of bad behavior are shown in both versions.

In a series of compelling stories, the EMPLOYEE VERSION (19 minutes) captures the imagination and personalizes the value of inclusiveness by showing the potential harm that can be caused by unwelcome conduct. It also explains the law.

Using the compelling stories from the employee program, the MANAGER VERSION (24 minutes) explains to supervisors the potential harm that can be caused by unwelcome conduct, and their responsibility for preventing it. They receive specific instruction on steps they should take in meeting these responsibilities. These new programs meet the highest standards and we fully expect viewers will take to heart the positive message - that everyone shares in the responsibility to maintain a civil, respectful workplace.

#14738/1005 Two programs 2012 $279.95 each or series $499.95 *CC *SA
Section Three – SERIOUS MARKETING (See also Page 33 for ADVERTISING & MARKETING)

New! DIGITAL MEDIA FOR BUSINESS MARKETING
Digital technology has transformed the way companies use traditional media such as TV, radio, and print while simultaneously introducing Web sites, social media platforms, and mobile apps to the marketing mix. This new two-part series will show viewers how to put online and mobile media to work expanding and enhancing customer/company relationships as consumers continue to seek out products and services whenever they want them and wherever they are.

SOCIAL MEDIA FOR BUSINESS MARKETING
When used correctly, popular social media platforms offer the ability to connect - easily, affordably, and directly - with customers and prospects to build brand awareness and loyalty, improve customer service, and much more. This program clearly and concisely explains how to get started with social media; make the most of Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Yelp; and develop and manage a comprehensive social media marketing strategy. 30 minutes

ONLINE AND MOBILE BUSINESS MARKETING
Today, a business Web site paired with a mobile app and supported by a nuanced online marketing strategy is a necessity in order to serve an increasingly technosavvy customer base. This program gives a detailed overview of how companies can create and maximize an online/mobile presence starting with the basics - goal-setting, search engine optimization, the user experience, and traffic analysis - and finishing with more advanced promotional considerations such as Web site tie-ins (e-newsletters, blogs, social media); mobile apps; online/mobile/offline advertising (Google Ad Words, Facebook Mobile Ads, QR codes); and text message marketing. 25 minutes

NOTE: Detailed descriptions of the following programs are available on our website

MARKETING SERIES 1: The Internet Revolution
This video explores how technology has driven marketing over the past 50 years, from the golden age of television ads to the internet revolution of today. *#14020/2047 31 minutes 2010 $249.95 *SA

MARKETING SERIES 2: The 4 Ps and Beyond
The four Ps of the marketing mix - product, promotion, price and place - are still as relevant as ever. This film explains and explores each of the Ps. #14019/2047 28 minutes 2010 $249.95 *SA

New! MARKETING SERIES 5: The Marketing Mix - Product
CASE STUDIES
This series introduces three case studies:
PART 1 (17 mins): Extension Strategies: Skoda: how did Volkswagen reinvent the Skoda brand? Famous Failures! How some brands went “a stretch too far”, including Harley Davidson perfume, yoghurt from Cosmopolitan magazine and mountain bikes from gun makers Smith & Wesson.
PART 2 (9 mins): Long Lives, Short Lives, Reincarnations: The Mars bar. What is the secret of its longevity? Cadbury’s Fuse went off like a rocket but fizzled out - but Wispa came back from the dead. Lyle’s Golden Syrup has hardly changed in 100 years!
PART 3 (6 mins): New Product, Same Brand: Call of Duty is the masterbrand for a range of products - critics accuse Activision of “diluting the brand”. Activision says: just look at sales! Special Editions is another way of getting new life out of an old product - but for the Queen’s Jubilee 2012 not everyone was amused.
#15492/2047 22 minutes 2013 $249.95 *SA

New! MARKETING SERIES 6: The Marketing Mix - Price
PART 2 (11 mins): Pricing Strategies: Cost Plus, Penetration, Predatory, Promotional pricing, plus examples. Also: psychological pricing and differential pricing. What do we mean by “skimming the market”?
PART 3 (15 mins): Pricing Case Studies: The catering trade: how do rising costs affect pricing strategies? Innocent Drinks command a premium price, but have new products undermined their usp? 99p Stores use price as a strategic weapon. Ryanair a classic case of penetration pricing. Diesel uses its brand image to charge top prices. But “price” can have damaging social effects: we look at cheap alcohol sales in supermarkets and energy sector pricing. Is it effectively a monopoly?
#15493/2047 35 minutes 2013 $249.95 *SA

New! MARKETING SERIES 7: The Marketing Mix - Promotion
Why do businesses promote their goods? To sell more, of course - but it’s not as simple as that. There are different reasons requiring different solutions: a different “promotional mix”.
Part One of this program looks mostly at advertising, in all its forms including TV, radio, billboards, cinema and press - and also the internet, which now threatens the existence of some of the old media. What does the internet offer compared to older media? 15 minutes.
Part Two covers other parts of the promotional mix (apart from advertising, covered in Part 1): including direct marketing (mail, email & social media), public relations, sponsorship and point of sale. Above the line and below the line: what do these terms mean? Do they apply these days? Marketing Ethics: large companies are very hot on “responsible marketing”, but how much is real, how much PR whitewash? 15 minutes.
#15714/2047 Total 30 minutes 2013 $249.95
SKILLS IN THE TRADES – Electrical, Refrigeration & Air Conditioning, Welding, Safety

ELECTRICAL SAFETY: What Everyone Should Know
This program is intended for everyone in your organization that uses electricity on or off the job and presents important electrical safety information that everyone needs to know. Covers the following topics: What is electricity and how does it work; Electrical terminology; Effects of electricity on the body; How to work with electricity safely including; Ground fault protection; Circuit loading; Care of power and extension cords; Wet locations; and, Recognizing current carrying conductors.

*Includes Instructor's Guide and Quiz and PowerPoint Presentation

#14421/0490 16 minutes 2011 $589.95 *CC *SA

ELECTRICAL SAFETY
Viewers will get a first-rate introduction to professional electrical safety from this program, which allows learners to understand all the most important elements in safety regulations associated with electrical theory. Enhanced with quality animations includes topics on electrical hazards, electrical shock, arcing incident, personal protective equipment, lock out tag out procedures, safe work practices, proper use of electrical meters, hand tools, power tools and employer responsibility. Includes the following sections:

- Introduction.
- Electrical Shock.
- Arc Flash/Arc Blast.
- Introduction to Personal Protection Equipment.
- Fire Resistant (FR) Electrical Rated (ER) Clothing.

#14492/0430 22 minutes 2012 $619.95 *CC *SA

SEMICONDUCTORS, DIODES AND TRANSISTORS
This program uses succinct descriptions and dynamic graphics to demonstrate the operation of semiconductors, diodes and transistors, and explains how the invention of the integrated circuit and transistor has revolutionized electronics.

#14764/0545 15 minutes 2011 $129.95 Grades 8 to A *CC *SA

SINGLE PHASE TRANSFORMERS & ELECTRICAL MACHINES
A complete set of videos enhanced with interactive graphics, animations, and questions that can easily be used by your students as a homework solution, study guide, or supplemental online classroom instruction to meet the needs of a mandatory hybrid requirement for your class. These interactive videos allow your students to better connect with the subject matter while fulfilling instructor requirements for electronic learning material. Includes: Single-Phase Transformers; DC Machines; and, Single-Phase Motors, Parts 1 and Part 2.

#15280/0430 Four programs 2011 $979.95

ELECTRICAL THEORY AC INTERACTIVE INSTITUTIONAL
This DVD contains a complete set of videos that are enhanced with interactive graphics, animations, and questions that can easily be used by your students as a homework solution, study guide, or supplemental online classroom instruction to meet the needs of a mandatory hybrid requirement for your class. These interactive videos allow your students to better connect with the subject matter while fulfilling instructor requirements for electronic learning material. Includes: Basic Alternating Current; Inductance in AC Circuits; Capacitors; Capacitors in AC Circuits; and, RLC Circuits.

#15095/0430 Five programs 2011 $979.95

ELECTRICAL THEORY DC INTERACTIVE INSTITUTIONAL
This DVD contains a complete set of videos that are enhanced with interactive graphics, animations, and questions that can easily be used by your students as a homework solution, study guide, or supplemental online classroom instruction to meet the needs of a mandatory hybrid requirement for your class. These interactive videos allow your students to better connect with the subject matter while fulfilling instructor requirements for electronic learning material. Includes: Basic Electricity; Series and Parallel Circuits; Combination Circuits; and, Small Sources of Electricity.

#15090/0430 Four programs 2011 $979.95

ELECTRICAL WIRING SET
This series (see also #13867) sets the stage for learning by motivating viewers and heightening their enthusiasm. Shot on various construction sites and enhanced with explanations, each DVD is devoted to a specific specialized topic including: electrical installation planning essentials, GFCIs, special-purpose outlets, and custom installation. In addition to high-quality animations, questions have also been incorporated at strategic points to promote discussion aimed at enhancing viewers’ understanding and preparing them for successful attainment of all learning objectives. Viewers get a first-rate introduction to the broad spectrum of specialized knowledge essential to an electrician.

PROGRAMS 1 to 4
Video 1: Introduction to Electrical Installation Video.
Video 2: Planning for Circuit Installation Video.
Video 3: Special Circuits Video.
Video 4: Lighting by the Room Video

#13866/0430 2011 $1,069.95 *CC

PROGRAMS 5 to 8
Video 5: Ground Fault Circuit Interrupters Video.
Video 6: Special Purpose Outlets Video.
Video 7: Miscellaneous & Custom Installations Video.
Video 8: Service Entrances Video.

#13867/0430 2011 $1,069.95 *CC
THREE PHASE CIRCUITS AND ELECTRICAL MACHINES
The intricacies and variations of three-phase electrical circuits are explained in this set of four programs enhanced with interactive graphics, animations, and questions that can easily be used by your students as a homework solution, study guide, or supplemental online classroom instruction to meet the needs of a mandatory hybrid requirement for your class. These interactive videos allow your students to better connect with the subject matter while fulfilling instructor requirements for electronic learning material.

*the blend of theory, formulas, and entertaining historical information captivates viewers, stimulating interest in the study of electric motors, generators, and transformers
*objectives, pre- and post-tests (with answers), applied academic questions, and discussion questions are included in the accompanying Instructor’s Manual, reducing prep time
*run-time of approximately 20 minutes per program makes it easy to integrate these videos into any education or professional training program

THREE-PHASE CIRCUITS
THREE-PHASE TRANSFORMERS
THREE-PHASE MOTORS Part One
THREE-PHASE MOTORS Part Two
#15279/0430 2013 $97.95

ELECTRICITY FOR REFRIGERATION, HEATING AND A/C
This series of 16 videos is an excellent way to introduce essential electrical topics from basic concepts of electricity through motor controls. A powerful blend of live action, precise graphics and top-quality animations enable viewers to quickly grasp the new knowledge and skills being introduced with clear step-by-step demonstrations.

DVD ONE INCLUDES: Safety - Basic Electricity and Circuits - Electric Meters/Basic Components and Symbols - Wiring Diagrams and Schematics
DVD TWO INCLUDES: Alternating Current/Power Distribution and Voltage Systems - Installation of Heating, Cooling and Refrigeration Systems - Basic Electrical Motors - Components of Electric Motors

Russell E. Smith is an Air Conditioning Technology Instructor emeritus at Athens Technical College in Athens, Georgia. Mr. Smith also ran his own contracting and consulting firm for many years. He is a Certificate Member of the Refrigeration Service Engineers Society and holder of Conditioned Air Non-Restricted in the State of Georgia. He holds an AE in Air conditioning Engineering Technology.

#15140/0430 a Four DVD Set 2011 $1,789.95 *CC

REFRIGERATION AND AIR CONDITIONING TECHNOLOGY, 7th Edition
This seven DVD set addresses over 120 topics. Each DVD contains three to four 20-minute videos. Each of the six DVDs features theory-related topics as well as practical, step-by-step skills for successful maintenance and troubleshooting. Videos address all aspects of HVAC-R with a focus on personal safety, equipment and tool safety, and the governmental agencies that help ensure safety on the job.

DVD ONE - Videos 1 to 4
*Heat Theory/Matter and Energy
*Refrigeration, Refrigerants and the Pressure-Enthalpy Chart
*Safety/Tools and Equipment/Calibration/Fasteners
*Tubing and Piping Operations

DVD TWO - Videos 5 to 8
*Refrigerant management, Evacuation and Charging
*Basic Electricity, Magnetism and Circuits
*Automatic Control Components/Troubleshooting
*Electric Motors and Motor Components

DVD THREE - Videos 9 to 12
*Motor Controls, Motor Troubleshooting, Relays, Contactors and Switches
*Commercial Refrigeration
*Refrigeration Systems / Special Components and Applications
*Refrigeration Typical Operating Conditions/Troubleshooting

DVD FOUR - Videos 13 to 16
*Heating Part I - Control Devices
*Heating Part II - System Operation

#14589 Twenty-seven videos on Seven DVDs 2013 $2,569.95
(NOTE – DVD #7 was just added to this series.
If you already have DVDs 1 to 6, you can purchase DVD #7 separately #15529 80 minutes $419.95)
WELDING PROCESSES AND FUNDAMENTALS

Whether the industry is car-making, airplane manufacturing, or even rocket science, few things are more important than a quality weld. This series combines engaging videography, no-nonsense explanations, and eye-catching graphics as it introduces viewers to the most common welding processes. From electrode choices to plasma or oxy-fuel cutting options - from proper safety precautions to the push and drag techniques involved in laying a bead - each video offers up-to-date guidance that will help build a foundation for entering and mastering welding profession.

SHIELDED METAL ARC WELDING (SMAW)
Often referred to as “stick welding”, SMAW has been used for decades to weld most metals and alloys. 24 minutes

GAS TUNGSTEN ARC WELDING (GTAW)
GTAW is also known as “TIG” or tungsten inert gas welding, and uses a non-consumable electrode to make high-quality welds on both ferrous and non-ferrous metals. 23 minutes

GAS METAL ARC WELDING (GMAW)
#14750/0635 Four 20 to 24-minute programs 2012 $99.95 each or series $349.95 *Viewable/printable instructor’s guides are available

THE TALLEST TOOL IN THE TOOLBOX: Using Ladders Safely
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