



Audio/Visual Materials Bibliography

Nebraska Council on Economic Education

Grade Levels: All

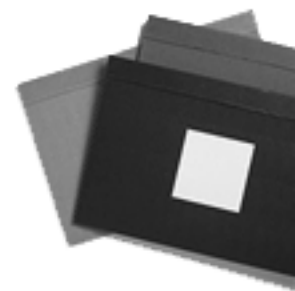
Document Type: Reference

Description:

This document provides a list of videotapes, films, software and filmstrips with item descriptions. Actual media is not included on the Virtual Economics CD-ROM. In some cases, ordering information is provided.



This document may be printed.



Main Menu



Document

Title American Economy Map Game
Publisher Educational Materials Associates (1981)
Ordering Source [Social Studies School Service](#)
Grade Levels 4-12
Media Type game
Topics social studies, economics, economic geography
Description Familiarizes students with the resources and industries of American states and cities. Each game contains five sets of playing cards and five 8.5 inch x 11 inch two-color maps which serve as game boards. Since this set is designed with a format to permit flexibility in the number of players and the degree of difficulty, students may use the materials in a variety of ways. Also included in the kit are a reproducible master of the map, pre- and posttests, data sheets, and word activities.
Item Number
Price \$23.00

Title American Enterprise Series
Publisher Phillips Petroleum Company
Ordering Source publisher
Grade Levels 9-12
Media Type video
Topics economic development, economic growth
Description This video examines economic issues in America's natural resources. Tapes are 3/4" and VHS videocassette. There are five films in the series, starring William Shatner, each lasting approximately 30 minutes. 1. Land, 2. People, 3. Organization, 4. Government, 5. Innovation. Teacher's guide included.
Item Number
Price

Title American Farmer, The: Hard Times, Hard Choices
Publisher American School Publishers (1987)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip and cassette
Topics agriculture, economic problems
Description This *New York Times* Current Affairs program investigates the causes of-and possible solutions to-the greatest crisis in American agriculture since the 1930s Oklahoma dust bowl. It examines problems contributing to this crisis, including the rise of giant agribusiness corporation, the decline in farm land values, the complexities of farm subsidies, the problems of overproduction and stockpiling, and the use of farm surplus as a foreign policy tool.
Item Number
Price \$48.00

Title Andrew Carnegie: The Original Man of Steel
Publisher
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics entrepreneurship, business
Description Narrated by Hugh Downs. this biography traces Carnegie's life, from his humble beginnings at a \$2.50-per-week job as a messenger to his rise to the top of the steel industry. The program provides students with anecdotes and stories about the man behind the fortune, documenting how the Scottish immigrant eventually gave away most of his billion dollar empire. Includes tours of his home in the back alleys of Pittsburgh, as well as his grand 64 room mansion in New York, and a glimpse at the concert halls, institutes, universities, and libraries he endowed. Color. 24 minutes.
Item Number
Price \$69.95

Title At Work in the New Economy
Publisher Roosevelt Center
Ordering Source [Zenger Media](#)
Grade Levels 10-12
Media Type VHS videocassette
Topics
Description Explores the radical changes now taking place in the American workplace. Documentary footage is used to put these changes in historical context as this timely program explores the impact of advanced technology, women in the workplace, and the increasing need for job retraining. (The program points out that people now need to retrain five times during the course of their working life.) Unemployment, displacement, changing skill demands, new career choices, and the need for child care services are discussed in interviews with economists and workers whose work has been drastically affected by the new economy. Color. 25 minutes.
Item Number RC103V-96
Price \$49.95

Title Automobile, The : A Revolution in Our Time
Publisher American School Publishers (1988)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrips
Topics business, competition and market structure
Description This timely program examines the economic and social changes brought about by the automobile in the United States. It surveys the industries that are dependent on the automobile (steel and oil, for example), inspects such environmental changes as air pollution, and studies social changes catalyzed by the automobile (including those in the areas of housing, transportation, and family relationships). Finally, the program looks at the future and speculates on whether the car can survive in the face of foreign competition and rising prices.
Item Number
Price \$84.00

Title Bank On It: A Comprehensive Overview of the American Banking System for Teenagers
Publisher Foundation for Teaching Economics
Ordering Source [Zenger Media](#)
Grade Levels
Media Type VHS videocassette
Topics
Description Stressing that banks are businesses, this engaging and lively production introduces basic banking operations. Customers at the Young Americans Bank in Denver (an innovative institution where depositors are all under the age of 22) discuss making deposits, opening savings accounts, earning interest, and getting loans. Next, interviews with four teenage borrowers who started their own businesses--a t-shirt artist, two budding musicians, and the inventor of a special strongbox for car valuables--illustrate how bank loans can create a multiplier effect that pushes the national economy forward. Color. 14 minutes.
Item Number PYR103V-96
Price \$60.00

Title Banking and Money Series
Publisher Marshfilm (1985)
Ordering Source [Social Studies School Service](#)
Grade Levels 4-9
Media Type filmstrip
Topics social studies, money and banking
Description This four-part color filmstrip series introduces students to the working and history of the monetary, banking, and federal reserve systems. With simple graphics and photographs, the programs mix basic theory about the banking and the federal reserve system with survival skills such as how to open a savings or checking account and how to get a loan to increase students' understanding of current national economic affairs and prepare them for the adult world. Each filmstrip is accompanied by a teacher's guide with script and vocabulary words.
Item Number
Price \$159.50

Title Baseball Game: A Marketplace Learning Activity
Publisher Figgie International (1976)
Ordering Source publisher
Grade Levels 6
Media Type game
Topics social studies, economics, markets
Description Uses buying and selling baseballs to teach about supply and demand, price, and inflation. Includes buyer and seller cards, score sheet, and direction.
Item Number
Price \$5.00

Title Buy Me That 3! A Kid's Guide to Food Advertising
Publisher HBO
Ordering Source [Zenger Media](#)
Grade Levels K-6
Media Type VHS videocassette
Topics
Description Contrasts nutritional facts against commercial blandishments, debunking claims in many popular food ads, with segments on fruit juices, fruit snacks, cereals ("candy for breakfast?"), sports drinks, and the food stylist gimmicks that make fast foods look so delicious on TV. Color. 29 minutes.
Item Number FLM321V-96
Price \$49.00

Title Buy Me That Too!
Publisher HBO
Ordering Source [Zenger Media](#)
Grade Levels K-6
Media Type VHS videocassette, guide
Topics
Description "It's like they hypnotize you or something," says one youngster, but these energetic productions equip children with critical thinking skills by exposing advertisers' tricks. Some segments show exciting, special effects-filled commercials, then the less-than-exciting actual products. Other segments use movie clips, video game, and behind-the-scenes interviews to expose the secrets of hidden commercials, kids club scams, and celebrity endorsement. One memorable demonstration reveals that you need to buy 73 boxes of Kellogg's Cornflakes to collect a complete set of 15 "free" baseball cards. Comments by kids themselves prove that young consumers can be quite sophisticated. Color. 30 minutes.
Item Number TL369V-96
Price \$69.95

Title Buyer Be Aware: Avoiding Rip-Offs
Publisher Learning Seed
Ordering Source [Zenger Media](#)
Grade Levels 10 and up
Media Type VHS videocassette, guide
Topics
Description Operating from the premise that most consumer schemes succeed only because of consumer ignorance, this program is designed to help young adults steer clear of those offers that are literally "too good to be true." Following the adventures of an unsuspecting consumer who is provided with a telephone number guaranteed to solve his debt problems, is approached by a delivery man who is willing to sell expensive speakers for a fraction of their real cost, and learns of a self-made millionaire who will sell his "insider tips" for only \$29.95 (all on the same day!), the program counsels viewers on the warning signs of crooked schemes and on what to do when they realize someone is trying to rip them off. Color. 24 minutes.
Item Number LSC-192V-96
Price \$89.00

Title Buyer Be Wise
Publisher Disney Educational Productions
Ordering Source Coronet/MTI Film and Video
Grade Levels 4-8
Media Type animated film
Topics social studies, consumer education, money
Description Help younger students become more responsible, aware shoppers and savers. In a montage of classic cartoon sequences, Goofy is a confused consumer who's tempted to buy things he doesn't need and can't afford. But with help from friends Mickey Mouse and Donald Duck, Goofy wises up. He begins to set priorities, compare prices, look for sales, and check guarantees to get the best value for his money. By watching Goofy make common consumer errors, youngsters learn what to avoid and how to develop good habits for a lifetime of smart shopping.
Item Number
Price 16mm film, \$225; video, \$175

Title C.E.O.
Publisher I-Motion
Ordering Source [Zenger Media](#)
Grade Levels Advanced Students
Media Type CD-ROM for DOS
Topics
Description One of the most powerful conglomerates in the world has just lost its CEO in a plane crash over the Balkans. In this sophisticated economic simulation, users must step in and take control of the company's diversified enterprises, including highway and rail transportation, real estate, and stocks and bonds. Players strive to keep the conglomerate efficient and profitable as they deal with such factors as taxes, loans, construction costs, resource allocation, stock fluctuations, and fierce competition. The CD presents ten scenarios of varying degrees of difficulty, such as develop a thriving commercial/industrial complex in the vacuum created by the departure of Allied forces from Germany; work in post-communist Moscow to update road and rail networks, spur industrial development, and foster trading centers that will drive Russia's economic rehabilitation; restore London's aging subway system to profitability; or revitalize Paris's cultural centers and organize its tourist infrastructure. Stars James Coburn. **Requirements:** 486DX or better, 4MB RAM, DOS 5.0, SVGA graphics.
Item Number MD140CDM-96
Price \$68.95

Title Capitalism, Communism, Socialism: An Introduction
Publisher BFA
Ordering Source [Zenger Media](#)
Grade Levels 5-9
Media Type VHS videocassette
Topics
Description Putting modern political upheavals in perspective, this program introduces these three systems of government; defines their distinct political, economic, and social aspects; and depicts how, in practice, they are modified and often blinded. While praising the workings of capitalism, the program illustrates historical backgrounds of the three systems, including the 1917 Russian Revolution, the effects of the Industrial Revolution, the spread of communism after WWII, and the collapse of communism in the Soviet Union. Capitalism's market economy, labor as the single source of wealth in Socialism, and how Communism was designed to induce the withering away of government are explained. Black-and-white and color. 28 minutes.
Item Number PHX142V-96
Price \$89.95

Title Checking Out Checks
Publisher Federal Reserve (1983)
Ordering Source Federal Reserve Bank of New York
Grade Levels 9-12
Media Type filmstrip and cassette
Topics money and banking, personal finance
Description This filmstrip helps students understand personal and family transactions and gives students practical experience in writing and endorsing checks and balancing checkbooks. Approximately six minutes in length. Includes a teacher's guide and student comic book.
Item Number
Price

Title Chickenfeed
Publisher World Research, Inc. (1984)
Ordering Source publisher
Grade Levels 5-12
Media Type film/video
Topics exchange, money
Description The San Diego Chicken explains the basic concepts of the monetary system: medium of exchange, money substitutes, money supply, exchange, and inflation.
Item Number
Price No price information

Title Chickenomics
Publisher World Research, Inc. (1981)
Ordering Source publisher
Grade Levels 6-12
Media Type film/video
Topics business, markets, supply and demand
Description The San Diego Chicken explains five aspects of the U.S. market economy: private ownership of economics resources, consumer sovereignty, markets, self-interest and competition. 24 minutes.
Item Number
Price Contact distributor for price information.

Title Chickenpower
Publisher World Research, Inc. (1984)
Ordering Source publisher
Grade Levels 4-12
Media Type film/video
Topics social studies, economics, energy economics
Description The San Diego Chicken recalls the energy crisis of the 1970s, explores the causes, and offers suggestions for preventing a reoccurrence. Also shows price as language, the supply and demand relationship, and the need for alternatives.
Item Number
Price Contact distributor for price information.

Title Cliffs Studyware for Economics
Publisher
Ordering Source [Zenger Media](#)
Grade Levels 10 and up
Media Type Mac disk or DOS 3.5", book, guide
Topics
Description This easy-to-use program is right on the money as it challenges students' knowledge of theories and terms in 31 categories of economics. Market equilibrium, aggregate expenditure, perfect competition, and much more are made clear as students answer hundreds of questions at their own pace. The test mode allows students to simulate classroom pressure while the tutor mode explains incorrect answers with helpful feedback. Touch-key graphs show economic theories in practice, a glossary explains hundreds of terms and hints prod users to pinpoint weak spots and improve scoring. Includes *Cliffs Quick Review Economics*, a 164-page paperback with complete basic course notes.
Item Number CLF174N3-96 Mac disk, book, guide; CLIF174MC-96 DOS 3.5"
Price \$39.95

Title Common Cents
Publisher Agency for Instructional Technology (1977)
Ordering Source publisher
Grade Levels 1-2
Media Type film/video series
Topics social studies, economics
Description This series addresses ten different economic topics. A teacher's manual is also included. Tapes are available on 3/4" and VHS videocassette. (free loan) Topics are:
1. Trading
2. Producers and Consumers
3. Choices
4. Survival Economics
5. How Money Works
6. Wants and Needs
7. Credit
8. Banking
9. Jobs
10. The Production Process

Item Number

Price

Title Consumer Choice
Publisher Proctor and Gamble Educational Services (1976)
Ordering Source publisher
Grade Levels 9-12
Media Type filmstrip and cassette
Topics consumer
Description Materials for teachers of consumer education.

Item Number

Price

Title Credit Cards: Living With Plastic
Publisher Learning Seed
Ordering Source [Zenger Media](#)
Grade Levels 10 and up
Media Type VHS videocassette, guide
Topics
Description An informative and practical video guide for young adults on how to "shop" for a credit card and how to avoid some of the common pitfalls associated with their use. Presented in simple straightforward language, the program instructs viewers on what to look for in a credit card, how to match their own spending patterns to the "ideal" card, how to avoid needless fees, and how to read the monthly statement. Also covered are the legal rights of the individual cardholder, the differences between credit cards, travel and entertainment cards, and debit cards and what to do if a card is lost or stolen. Color. 22 minutes.

Item Number LSC193V-96

Price \$89.00

Title Demystifying the Stock Market
Publisher Durrell Institute of Monetary Science
Ordering Source [Zenger Media](#)
Grade Levels 9-12
Media Type Complete Kit: VHS video, paperback, workbook, poster, guide
Topics
Description This video kit provides a detailed but easy-to-understand introduction to the mechanics of the stock market and teaches students about the history of stock trading, how stock exchange work, investment options and portfolio management, reading stock tables and indexes, and the relationship between the stock market and the national economy as a whole. The kit includes a 25-minute video overview, a 126-page paperback that expands upon the concepts presented in the video, a 52-page student workbook with exercises in which students simulate investing \$15,000, nine transparency masters, a 22" x 27" poster ("investment Growth: 1960-1992"), and a guide.
Item Number DUR101-96
Price \$42.00

Title Desert Shall Blossom as the Rose, The
Publisher Nebraska Department of Education (1979)
Ordering Source publisher
Grade Levels elementary and junior high
Media Type filmstrip and cassette
Topics social studies, Nebraska history, economic development
Description Economic growth as it relates to the history of Nebraska. Subjects are: Pioneer Communities; Communities Mature; Our 20th Century Communities.
Item Number
Price free loan

Title Dinopark Tycoon
Publisher MECC
Ordering Source [Zenger Media](#)
Grade Levels 4-8
Media Type Mac disks or DOS 3.5 disks
Topics
Description In this lively simulation, students must use business, economics, math, and science skills to build successful dinosaur theme parks from the ground up. Users start off by choosing whether to build on marshland, desert, or grassy plains, then erect fences and buy dinosaurs suited to the habitat selected. As the park begins to grow, owners will need to hire a staff, put in tourist amenities (souvenir shops, food stands, parking lots), analyze ticket sales and adjust prices accordingly. However, disaster can strike at any time: disgruntled employees may quit, rods will thin out at the least opportune moments, or dinosaurs may even escape! Only with proper management, skillful budgeting, and widespread advertising will a park thrive and expand. The program uses charts, graphs, and animations to give visual feedback, and also lists information on over 30 types of dinosaurs. Macintosh requires 4MB RAM.
Item Number MEC175N3-96 Mac disks; MEC175M3-96 DOS 3.5" disks
Price \$49.95

Title Down and Out in America
Publisher Joseph Feury Productions (1985)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics wealth and poverty, distribution of income
Description Directed and narrated by Lee Grant. This winner of the 1986 Academy Award for Best Documentary interviews a few of the 34 million poor, the 20 million hungry, and the 2 million homeless in America. Visiting Minnesota, where 250 farms fail per week, the production shows farm equipment auctions, families forced off their farms, and farmers who have organized to fight the bank foreclosures. VHS videocassette, 57 minutes.
Item Number
Price \$29.95

Title Econ and Me
Publisher Agency for Instructional Technology (1989)
Ordering Source publisher
Grade Levels 2-5
Media Type video series
Topics social studies, economics, scarcity, opportunity cost, consumption, production, interdependence
Description This series introduced basic economic concepts through five 15-minute programs. The videos revolve around four children and their invisible friend, Jeremiah E. Connery (Econ). The programs utilize basic economic terms in a straightforward yet engaging approach, drawing on real-life experiences common to most students. Lesson titles are: 1) Scarcity; 2) Opportunity Cost; 3) Consumption; 4) Production; 5) Interdependence.
Item Number
Price free loan

Title Economic Geography-Trading Resources: CNN World Beat-Exploring Geography
Publisher CNN (1990)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics geography, international economics
Description This production presents news broadcasts from five countries on the effects of natural resources on their economies. The program shows footage from the grand opening of along underwater train in Japan and speculates that the train will promote future jobs. Color. 17 minutes.
Item Number
Price \$72.00

Title Economics by Choice
Publisher Disney Educational Productions
Ordering Source Coronet/MTI Film and Video
Grade Levels 4-8
Media Type film
Topics social studies, economics
Description Illustrate basic economics concepts for children with situations that relate to their own lives. The film illustrates the concepts of unlimited wants, scarcity, choice, and opportunity costs. Filmed in a documentary style, classroom activities are combined with real-life applications (buying a bicycle, buying concert tickets) to make the concepts relevant and understandable. Instead of dealing with the economics of business, this film takes a more fundamental approach, illustrating what is involved in making choices--a key part of economics. The film is also an excellent resource for workshops on teaching economics. Produced in cooperation with the National Center of Economic Education for Children.

Item Number
Price 16mm film \$460; video \$250

Title Economics in a Changing World: Where Do I Fit In?
Publisher Churchill Media
Ordering Source [Zenger Media](#)
Grade Levels 9-12
Media Type Complete Set: 4 VHS videocassettes
Topics
Description Inviting viewers to ask themselves where they fit into the economic picture ("you might get a few ideas and a few surprises"), this informative series emphasizes the human aspect of economics. Fast-paced location footage, brief interviews, and a well-organized script provide basic concepts while showing the relevance of economics in an increasingly interdependent world. Among the topics covered are scarcity, economists, the basic tools of economics, production and consumption, "the big picture," and America's trading partners. Each segment concludes with on-screen questions. Color.

Item Number CHL150V-96
Price \$349.95

Title Economics in the '90s--Interdependence Among Nations: Current Affairs
Publisher New York Times
Ordering Source [Zenger Media](#)
Grade Levels 7-12
Media Type VHS video from filmstrip, guide
Topics
Description This informative program introduces students to the major factors shaping the world economy. It explains that in the Pacific, a new star has risen as Japan advances to the forefront of economic power and that the Latin American debt crisis continues to pose problems for world banks. Meanwhile, China and the Soviet bloc nations experiment with limited forms of capitalism. Also discusses the European Community's move toward a single economic entity. Color. 19 minutes.

Item Number NYT477V-96
Price \$67.32

Title Economics in the Marketplace
Publisher Encyclopedia Britannica (1982)
Ordering Source [Social Studies School Service](#)
Grade Levels 4-8
Media Type filmstrips and cassettes
Topics social studies, economics, competition and market structure, supply and demand
Description The concept of market, the roles of producers and consumers, and the different types of economic systems that exist are defined, examined, and illustrated in this program. Explaining how the laws of supply and demand determine what is produced, this program looks at the modern-day division of labor, global interdependence, and mediums of exchange. A case study of the Montero family pizza parlor introduces the concepts of profit, production costs, and competition. Factors that influence consumer demand--price, wants, advertising--are discussed. Three basic types of economic systems are identified and compared: market, traditional, and "command" economies. Four filmstrips and four cassettes.

Item Number
Price \$171.00

Title Economics U\$A
Publisher The Annenberg/CPB Collection
Ordering Source [Zenger Media](#)
Grade Levels Advanced students
Media Type Complete Set: 28 programs on 14 VHS videocassettes
Topics
Description Examining economic trends, issues, and controversies from recent history, this comprehensive series explains the fundamental concepts, key decision makers, and conflicting interest groups which drive the U.S. economic system. The fast-paced television news format combines analysis with interviews of leading authorities such as Milton Friedman and John Kenneth Galbraith. Graphs and visual aids help reinforce concepts such as the trade-off between available resources devoted to one area of production and another. Questions relevant to students' lives are explored, including how the principles of supply and demand were used to predict the length of the designer jeans fashion trend, what factors influenced Coca-Cola to change the formula for Coke, and how much value our society assigns to protecting workers' health and preserving the environment. Color. Two 30 minute programs on each videocassette.

Item Number ANB100V-96
Price \$419.30

Title Entrepreneurs, The: An American Adventure
Publisher Martin Sandler
Ordering Source [Zenger Media](#)
Grade Levels
Media Type Boxed Set: 6 VHS Videocassettes
Topics
Description Narrated by Robert Mitchum. A six-volume series which profiles the men and women whose inventions, innovations, and ingenuity transformed American business and brought about such diverse products and services as the electric light, safety razors, overnight package delivery, and MTV. Each episode relates stories of American entrepreneurial spirit from Thomas Edison's nascent 19th-century research and development lab to Gerard O'Neill's Geostar network, which will allow instantaneous communication between two people anywhere on the planet. Color and black-and-white. Approximately 5 hours.
Item Number EN100V-96
Price \$119.98

Title Entrepreneurship
Publisher Glencoe
Ordering Source [Zenger Media](#)
Grade Levels 7-12
Media Type VHS video from filmstrips, guide
Topics
Description An introduction to the spirit of the American entrepreneur, this two-part program describes the accomplishments of several well-known entrepreneurs and outlines practical approaches to setting up money-making activities for individual or club projects. Introducing the people behind such business legends as Heinz ketchup, Mary Kay Cosmetics, Kentucky Fried Chicken, and Famous Amos cookies, the section on successful entrepreneurs discusses factors that have a common, giving students some idea of the characteristics that may help them succeed. Color. 20 minutes.
Item Number GL115V-96
Price \$106.89

Title Equality in America
Publisher Human Relations Media (1984)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video from filmstrips
Topics distribution of income
Description Part 1 examines the standards used to assess individual worth, the concept of excellence, and the coexistence of excellence and equality. Part 2 outlines the history of civil liberties in America, covering such topics as the Constitution, the role of the Supreme Court, and the social and political changes resulting from the ongoing quest for equal rights. Part 3 discusses the principle of equal opportunity, focusing on affirmative action and reverse discrimination.
Item Number
Price \$175.00

Title Facts or Fiction? Misleading Statistics
Publisher ABC News
Ordering Source [Zenger Media](#)
Grade Levels 7,8,9,10,11,12
Media Type VHS videocassette
Topics
Description The media bombard us with statistics. But what are the sources of these data and can they be trusted? In this disturbing report, ABC News correspondent John Stossel looks at how the media, eager to get a story, often cite erroneous or distorted statistics without checking for accuracy or bias, leading to a snowball effect of information pollution. Stossel examines several recent studies that got big headlines but are the questionable validity (Are teen girls really victims of low self-esteem? Does wife beating really increase dramatically on Super Bowl Sundays? Is oat bran truly the next century's miracle food?) In each case the study's results were flawed by hyped or political or commercial reasons, or even based on fabrication or rumor. the program can encourage students to think critically above sources and investigate beyond the headlines before blindly accepting false conclusions. Closed captioned. Color. 13 minutes.
Item Number ZP125V-96
Price \$65.00

Title Federal Reserve: Serving Our Nation and the Region, The
Publisher Federal Reserve
Ordering Source Federal Reserve Bank of New York
Grade Levels 7-12
Media Type video
Topics background on Federal Reserve, money and banking, Federal Reserve
Description Part 1 examines the standards used to assess individual worth, the concept of excellence, and the coexistence of excellence and equality. Part 2 outlines the history of civil liberties in America, covering such topics as the Constitution, the role of the Supreme Court, and the social and political changes resulting from the ongoing quest for equal rights. part 3 discusses the principle of equal opportunity, focusing on affirmative action and reverse discrimination.
Item Number
Price

Title Federal Reserve System,The
Publisher
Ordering Source [Zenger Media](#)
Grade Levels
Media Type VHS video from filmstrips, guide
Topics
Description A thorough introduction to America's centralized federal banking system, this program provides background to the Federal Reserve Act of 1913, traces the history of the Federal Reserve, and analyzes key controversies surrounding its power over the economy. Illustrated with contemporary as well as archival photographs and prints, the production covers such topics as the need for a central banking system, the structure of the Federal Reserve, how the supply of money and credit in the economy are controlled, and the unusual independence of the Federal Reserve Board. Color. Approximately 30 minutes. 1. Creating the System. 2. Making the System Work.
Item Number WS217V-96
Price \$99.00

Title Foundations of Wealth-Video Series
Publisher Films for the Humanities 91985)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-10
Media Type video
Topics general economics
Description Weaving together whimsical animation and documentary footage, this unique series provides students with an audiovisual supplement to the basic facts and theories of economics. Narrated by Lucie Arnaz and Lawrence Luckenbill in a humorous, informal style, each colorful program offers a commonsense explanation to the topic at issue, summarizing the details through simple language and concrete descriptions. A teacher's guide accompanies each program, offering a summary, objectives, discussion questions, and key concepts.
Item Number
Price \$69.00

Title Free to Choose: A Personal Statement by Milton Friedman
Publisher
Ordering Source [Zenger Media](#)
Grade Levels
Media Type 5 VHS videocassettes
Topics
Description Free-market economist Milton Friedman presents his views on the problems of the American economy resulting from an erosion of the free enterprise system. This ten-part PBS series (two programs per cassette) features controversial and provocative documentaries and debates in which he makes strong arguments against unions, welfare, bureaucracy, and minimum wage laws (which he calls "anti-Negro legislation"). Blaming many of the problems of the economy on government interference with the natural balance of such free-market forces as supply and demand, he explores a variety of examples supporting his position. Color. Total time: approximately 12 hours.

Item Number VL200V-96
Price \$149.00

Title Gazillionaire: The Game of Intergalactic Wheelin' and Dealin'
Publisher Lava Mind
Ordering Source [Zenger Media](#)
Grade Levels 4-12
Media Type CD-ROM for Windows
Topics
Description An educational economics simulation set in a wacky science fiction fantasy environment, this entertaining CD-ROM acquaints students with fundamental business management principles as they run trading companies in outer space. Competing against the computer or one another, users try to make money by transporting such "essential" commodities as lava lamps, diapers, jelly beans, and "Moon ferns" among the seven planets of a far-off solar system. The simulation can operate as a simple exercise in understanding supply and demand, or more complex features can be added one at a time that require player to deal with such factors as interest-bearing loans, taxes, capital investment and maintenance, passenger transports, advertising, warehousing, insurance, savings accounts, employee management, and government auctions. **Requires 4MB RAM.** Players: 1-6.

Item Number MD137MPC-96
Price \$19.95

Title Give and Take
Publisher Agency for Instructional Technology (1982)
Ordering Source publisher
Grade Levels 8-10
Media Type film/video series
Topics general economics
Description Each of the twelve 15-minute segments focuses on the need for effective producer, consumer, and public economics decisions and the interaction of individual and public decisions. Includes a teacher's manual with lesson activities. Available on 3/4" and VHS videocassette. Titles are: 1. You Choose (Scarcity and Personal Decision-Making) 2. We Choose (Scarcity and Social Decision-Making) 3. Let's Save (Opportunity Cost) 4. Creditwise (Credit) 5. Where Do Jobs Come From? (Derived Demand) 6. A Key to Productivity (Human Capital) 7. Private or Public? (Public Goods and Services) 8. Changing Taxes (Public Goods and Services) 9. Market Prices (Supply and Demand) 10. The Changing Market (Supply and Demand) 11. Take Your Choice (Substitution) 12. Why Competition? (Market Structure)

Item Number

Price

Title Go For It!
Publisher Valmont
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics business, entrepreneurship
Description Kevin, budding teenage rock entrepreneur, learns about the free enterprise system as he manages the career of a female singing group. Through his efforts to provide and promote a recording of the group's song "Go For It," Kevin learns the practical meaning of economic terms such as opportunity cost and resource allocation. This video demonstrates the risks and demands—as well as the rewards—faced by the entrepreneur in starting and maintaining a small business. Color. 22 minutes.

Item Number

Price \$90.00

Title Grapes of Wrath, The
Publisher 20th Century-Fox
Ordering Source [Social Studies School Service](#)
Grade Levels 9-12
Media Type video, book
Topics economic history, economic development, agriculture
Description Directed by John Ford. A chronicle of the injustice and inhumanity encountered by the Joad family in their journey from the Dust bowl of the Depression to the "promised land" of California, where they become migrant farm workers. Based on the novel by John Steinbeck. Stars Henry Fonda. Black-and-White. 129 minutes.

Item Number

Price \$19.98, film; \$4.95, book

Title Great American Deficit: Mortgaging the Future, The
Publisher New York Times (1986)
Ordering Source [Social Studies School Service](#)
Grade Levels 10-12
Media Type filmstrip
Topics government
Description Noting that the federal beget deficit has recently reached unprecedented levels, this filmstrip examines the often conflicting views of politicians, economists, and others on how to deal with this potential fiscal crisis. The program reviews the Reagan administration's role in adding to the problem, the short- and long-term consequences of America's indebtedness to foreign banks, and proposed remedies, including administration plans to cut the federal budget. The program emphasizes the uncertain nature of the deficit's effects on the economy and the elusiveness of a workable solution to the problem.
Item Number
Price 48.00

Title Images of Conflict: A Media Literacy Workshop Kit
Publisher Media Literacy
Ordering Source [Zenger Media](#)
Grade Levels 7 and up
Media Type Complete Kit
Topics
Description Based on the premise that "the more we watched, the less we knew" about the Persian Gulf War, this kit presents lessons analyzing the coverage of the war, how the Pentagon managed the media, and how the media created "enemies." among the other topics covered are how doublespeak masks the horrors of war and why peace isn't covered. The kit includes:
* a step-by-step leader's guide with reproducible handouts
* a 24-page booklet of background articles on the Gulf War for teacher preparation
* an eight-page booklet, *From Awareness to Action: Media Literacy for the 90s*, on the basics of media literacy.
Item Number CMV102-96
Price \$21.95

Title Industrial America
Publisher
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type color filmstrips
Topics business, market structure, history
Description This three-part program examines the elements which made up America's booming factory economy at the end of the 19th century. The program shows how individuals multiplied their fortunes through honest and dishonest business schemes, creating the class of people called, "robber barons", how labor reacted to the growing size and domination of industry by forming labor unions and striking to achieve their ends, and how the industrial demand for labor reshaped American cities, creating urban centers with new problems and lifestyles.
Item Number
Price 139.00

Title Industrial Revolution in America
Publisher Coronet
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrips, cassettes
Topics business, productivity, competition and market structure, economic growth
Description This program explores in depths how this abundance came about and examines the huge cost in terms of human energy, struggle, and suffering that transformed a young agricultural nation into an industrial superpower. 1. Historical Roots; 2. Long Hours, Low Wages; 3. Cities and the Masses; 4. Captains of Industry; 5. Workers Organize!; 6. From Model T's to Tanks. 6 color filmstrips, 6 cassettes.
Item Number
Price \$162.00

Title Inflation...Taxing the American Dream
Publisher Federal Reserve (1980)
Ordering Source Federal Reserve Bank of New York
Grade Levels 10-12
Media Type filmstrip and cassette
Topics inflation
Description Examines the causes, effects, and policy problems of inflation. 24 minutes.
Item Number
Price \$41.95

Title Infrastructure--An American Crisis
Publisher Associated General Contractors Education and Research Foundation (1986)
Ordering Source publisher
Grade Levels 9-12
Media Type filmstrip and cassette
Topics government, economic development
Description A unit for high school students which includes a teacher's guide with student activities. It is a program developed to heighten the awareness of high school students about the "infrastructure" of community life, the role it plays in our daily lives, and its significance in terms of our economic goals.
Item Number
Price

Title Inheritance, The
Publisher Harold Mayer Production
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics economic history, economic growth
Description Celebrates the spirit of the men and women who came to America in search of better lives for themselves and their children. Crowded into ghettos, huddled in sweatshops, united in demonstrations, and victimized by lockouts and systematic anti-labor violence, these immigrants became the backbone of the American labor movement, fighting for the dignity and well-being of the working person. Black-and-white, 45 minutes.
Item Number
Price \$90.00

Title Interest Rates: The Impact on Society and the Individual
Publisher Human Relations Media (1983)
Ordering Source [Social Studies School Service](#)
Grade Levels 10-12
Media Type filmstrip on video
Topics money and banking, interest
Description What interest rates are, why they vary, and their impact on society are treated in this program. Part 1 considers the factors influencing interest rates, explains the prime rate, and evaluates the role inflation plays in forcing up interest rates. Part 2 defines the money supply and details the impact of the Federal Reserve Board on interest rates through its regulation. Also discussing the impact of deficit spending on interest rates, the program outlines the influence of Reagan Administration economic policy on the supply of money left for private borrowing.
Item Number
Price \$145.00

Title International Economics
Publisher Federal Reserve (1978)
Ordering Source Federal Reserve Bank of New York
Grade Levels 11-12
Media Type filmstrip and cassette
Topics international economics
Description This filmstrip demonstrates the principles of comparative advantage and determination of exchange rates. Includes teacher's guide and student comic book.
Item Number
Price

Title Introduction to Intelligent Money Management, An
Publisher Cambridge Career
Ordering Source [Zenger Media](#)
Grade Levels 9 and up
Media Type VHS videocassette
Topics
Description Basic financial information and common-sense principles merge in this lively program for inexperienced money handlers. Emphasizing that more is at stake than just one's bank balance, a family counselor, an accountant, a banker, and a credit counselor explain how to set short- and long-term spending goals, assess spending habits with a diary of expenditures, create a budget, understand the difference between gross and take-home pay, choose the right bank account, save for a rainy day, and use credit wisely. Color. 31 minutes.
Item Number SDA281V-96
Price \$79.95

Title Introduction to the *Stock Market Game*
Publisher Nebraska Council on Economic Education (1987)
Ordering Source publisher
Grade Levels 5-12
Media Type video, teacher/administrator resource
Topics social studies, economics, business education
Description Introduction to the Securities Industry Association's Stock Market Game. The Stock Market Game is a simulation activity for the classroom sponsored by the Securities Industry Association. Video is approximately 30 minutes in length. Available on VHS videocassette.
Item Number
Price free loan

Title Inventions That Made America
Publisher Multi-Media productions
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type color filmstrip, cassette
Topics productivity, economic growth
Description This instructive program begins with Oliver Evans, tracing the course of American invention within the framework of technological, social, and political stimuli.
Item Number
Price \$40.00

Title It's Our Business
Publisher Foundation for Teaching Economics (1990)
Ordering Source MERC
Grade Levels 7-10
Media Type instructional unit with video
Topics business
Description This is a ten-lesson instructional unit. Lessons are structured around the idea that successful businesses serve four constituent groups: customers, employees, owners, and the community. Includes 15-minute video.
Item Number
Price \$45.00

Title Joys of Stocks: Forbes Guide to the Stock Market, The
Publisher MGM/UA (1987)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics business, market structure, stock market
Description Based on the Forbes Stock Market Course. Helps viewers understand the stock market and develop winning investment strategies. Robert Krulwich interprets market jargon, answers most frequently asked questions, and emphasizes key points in the short quizzes following each ten-minute segment. He explains such fundamentals as what stock are, types of exchanges and brokers, and "bull" and "bear" markets. Viewers are also shown how to set their personal financial goals, evaluate the safety and growth potential of stocks, read technical reports on stocks, and track and anticipate major market cycles.
Item Number
Price \$56.50

Title Learning About Our Economy
Publisher Encyclopedia Britannica (1982)
Ordering Source [Social Studies School Service](#)
Grade Levels 1-3
Media Type filmstrips, cassettes
Topics social studies, economics
Description An introduction to basic economics encouraging students to understand and verbalize fundamental concepts and to identify them to their own experiences. The Three Bears show Goldilocks that people work to buy things they need and want: both goods and services. Segments illustrated with photographs of people working and spending money explain that those who buy goods and services are consumers; they use money, a natural outgrowth of the barter system; they do specialized work, instead of everything; and cooperate with each other for more efficient production and consumer satisfaction.
Item Number
Price \$171.00

Title Lions of Capitalism: Great American Millionaires, The
Publisher Forbes/LCA
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics economic systems, productivity, entrepreneurship, competition and market structure
Description From the turn of the century to the modern era, this award-winning production chronicles the achievements of the capitalists who shaped the history and substance of American industry: J.P. Morgan, Andrew Carnegie, Henry Ford, and Ray Kroc. Rare archival footage, historical photographs, and selected kinescopes provide visualize as Orson Welles, Robert Max Neil, and Lowell Thomas narrate. Closed captioned. Color and black-and-white. 55 minutes.
Item Number
Price \$21.95

Title Making Money Work
Publisher Federal Reserve (1984)
Ordering Source Federal Reserve Bank of New York
Grade Levels 9-12
Media Type filmstrip and cassette
Topics money and banking, Federal Reserve
Description Examines the central bank's money management role. Includes behind the scenes photos of Fed activities to provide an inside look at monetary policymaking in action. 11 minutes.
Item Number
Price \$22.95

Title Marketplace: Explaining the Stock Market
Publisher Knowledge Unlimited
Ordering Source [Zenger Media](#)
Grade Levels 5 and up
Media Type VHS videocassette, guide
Topics
Description Supplemented with teaching suggestions and reproducible activities, this video introduces students to the nature and purpose of stocks and stock exchanges. Accounts and images of the crashes of '29 and '87 serve as bookends for an explanation of such terms as *public corporation*, *stock broker*, and *capital gains*. The accompanying teacher's guide contains the complete video script along with five lesson plans, four of which include reproducible activity sheets. Color. 17 minutes.
Item Number ED151V-96
Price \$55.00

Title Merchant: A Simulation of Small Town Businesses Competing in a Free Market
Publisher Interact
Ordering Source [Social Studies School Service](#)
Grade Levels 5-8
Media Type simulation
Topics social studies, consumer education, business, competition and market structure
Description A simulation that combines economic understanding with American history to introduce students to the changes which occurred in marketing at the end of the 19th century. Students "own" competing general stores, facing increased demands of their customers. They must select their inventory, decide on store hours of operation, set pay schedules, create displays, advertise, and hold sales. The simulation kit includes 35 copies of the 32-page student booklet and a teacher's guide which provides the simulation sequence. Players: 35 students. Time: 14 class periods.
Item Number
Price \$44.00

Title Money
Publisher Guidance Associates
Ordering Source [Social Studies School Service](#)
Grade Levels 10-12
Media Type video
Topics money and banking
Description How the use of money developed throughout history, from the exchange of cowrie shells and elephant tails to the role of computers in finance today. Among the topics discussed are the invention of metal and paper money, the similarities in the history of money in China and in Europe, and the origin of such terms as "head or tails," "pieces of eight," and "four bits."
Item Number
Price \$119.00

Title Money Tree, The
Publisher Federal Reserve (1989)
Ordering Source Federal Reserve Bank of St. Louis
Grade Levels 4-8
Media Type instructional unit, video
Topics money and banking, Federal Reserve
Description Contains 19 lesson plans on history and use of money, banks, credit, the Federal Reserve, and international exchange. Includes a videocassette titled "Where the Bankers Bank", a 12-minute tour of the Federal Reserve Bank of St. Louis.
Item Number
Price \$25.00

Title Movin' On
Publisher Harold Mayer Production
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics business, economic growth, history
Description Using documentary footage, period artwork, and archival photos and featuring songs, this program shows how railroads linked the nation and opened up opportunities-with positive and negative results. Important events in railroading are revealed as key moments in American history, prompting discussion on the importance of the railroads as an agent of social change in the United States. Black-and-white and color. 58 minutes.
Item Number
Price \$85.00

Title Mrs. Peabody's Beach
Publisher Disney Educational Productions
Ordering Source Coronet/MTI Film & Video
Grade Levels 7-12
Media Type film and video
Topics market and prices, capital investment, economic systems
Description An enterprising senior citizen agrees to let teen surfers use her beach in exchange for their labor to clear a road to the beach, and share of the expected profits from customers who will pay for the privilege of surfing at a clean, attractive beach. This story of a summer business gives students a practical course in the laws of supply and demand, capital investment and depreciation, diminishing returns, and other aspects of basic economics and the free enterprise system. 24 minutes. Available on 16mm film and VHS videocassette.
Item Number
Price film \$565, video \$250

Title Norman Brinker: Profiles of Achievement
Publisher Social Studies School Service (1986)
Ordering Source publisher
Grade Levels 7-12
Media Type video
Topics business, entrepreneurship
Description Norman Brinker-the businessman who built the Steak and Ale restaurant chain and sold it to Pillsbury for \$100 million-describes how he exhibits the characteristics of a successful entrepreneur. The program relates Brinker's life story and illustrates his ability to take risks, focus on a goal, listen to people, recognize a need, and bring out the best in people. Color. 45 minutes.
Item Number
Price \$29.95

Title	Oak Lane Tales
Publisher	World Research, Inc.
Ordering Source	publisher
Grade Levels	3-6
Media Type	filmstrip on videocassette
Topics	social studies, economics, language arts
Description	A cross curriculum series emphasizing economic concepts and providing an interdisciplinary approach through the accompanying instructional guide. The programs, featuring animated animals, can be incorporated into the many subject areas such as: math, art reading, vocabulary, communications, and decision making. Titles are: <ol style="list-style-type: none"> 1. Welcome to Oak Lane 2. The Newspaper 3. The Bank 4. The Insurance Office 5. Productivity 6. Competition 7. Risk and Reward 8. Taxes 9. Honesty in Business
Item Number	
Price	contact distributor for price information

Title	Once Upon A Dime
Publisher	Federal Reserve (1985)
Ordering Source	Federal Reserve Bank of New York
Grade Levels	4-6
Media Type	VHS videocassette, comic booklet
Topics	social studies, economics, banking, inflation, money, exchange
Description	Examines the development of a modern economy on a mythical island of Mazuma as it presents the basic economic concepts of specialization, barter, money, banking, and inflation.
Item Number	
Price	Comic books are available free of charge or the entire package

Title	One-Man Band That Went to Wall Street, The
Publisher	New York Stock Exchange Educational Products
Ordering Source	publisher
Grade Levels	5-12
Media Type	video
Topics	business, entrepreneurship, stock market
Description	A 16-minute animated film discussing the role of securities in the American economics system, how a buy and sell order is executed on the trading floor, why stock prices change, how the investing public is protected, the history and role of the NYSE, and students' potential role as investors. Includes lesson plan booklets.
Item Number	
Price	\$59.95

Title Origins of America's Economy, The
Publisher Multi-Media Productions
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type color filmstrip, cassette
Topics history
Description Highlights the economics and social changes caused by the War of 1812. Among the topics included are the regional nature of the U.S. economy, the growth of the factory system, the early development of unions, new methods of transportation, and the shift of the population from rural to urban centers.
Item Number
Price \$30.00

Title Our Economy: How It Works
Publisher New York Times (1984)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video series
Topics general economics
Description Illustrates economics processes by tracing certain familiar commodities from harvest to market. The first four segments take viewers to every workplace in the chain of production and describe such elements of a functioning economy as inventors, entrepreneurs, technology, all kinds of labor, agriculture, conservation, and the need for resources and raw materials. The last two segments examine the basic institutions that comprise the framework of our economic system, explaining the roles of savings, investment, and government regulations.
The Jeans Story
Money and the Banking System
From Wheat to Bread
The Role of Government in the Economy
The Story of Paper
The Story of Petroleum
Item Number
Price Prices: Set of 6 videos, \$208.00; each \$43.00

Title Our Nation's Homeless: Who, Where, and Why?
Publisher New York Times (1989)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip; cassette/filmstrip on videocassette
Topics general economics, wealth and poverty
Description Explores who the homeless are, where they are located, and why so many people are losing their homes. This New York Times Current Affairs series program examines how the homeless of today differ from those of the past, focusing on the lack of low-cost housing, the impact of budget cuts, the shift of the economy from manufacturing to technology, and the increase of drug use. The program features interviews with both the homeless and those who aid them.
Item Number
Price \$57.00 VHS video filmstrip, \$48.00 filmstrip and cassette

Title People on Market Street Series
Publisher Disney Educational Productions
Ordering Source Coronet/MTI Film & Video
Grade Levels 7-12
Media Type film and video
Topics general economics
Description One of the best-selling secondary economic film series, these seven films discuss the fundamental economic concepts. Each film is approximately 20 minutes. Available in 16mm film and VHS videocassette.
Titles are:
COST.
DEMAND.
MARKET CLEARING PRICE.
PROPERTY RIGHTS AND POLLUTION.
SCARCITY AND PLANNING.
SUPPLY.
WAGES AND PRODUCTION.

Item Number
Price film \$400 each, video \$130 each

Title Perils of Plastic: Handling Credit
Publisher Cambridge Educational
Ordering Source [Social Studies School Service](#)
Grade Levels 9-12
Media Type VHS videocassette
Topics
Description Geared to young people learning to manage their own finances, this live-action program amusingly dramatizes what can go wrong when consumers are tempted to use credit to live beyond their means. Featuring an average young couple out to improve their social status, this program clearly explains how credit works, the importance of maintaining a good credit rating, and how to use charge accounts and loans wisely. It also shows how easily one can slip into unmanageable debt, what the consequences are, and how to deal with the problem if it should occur. The program concludes with tips for healthy credit management and creating a positive financial resume. Color. 35 minutes.

Item Number SDA231-V-96
Price \$79.95

Title Positive Credit
Publisher Cambridge
Ordering Source [Zenger Media](#)
Grade Levels 9-12
Media Type VHS videocassette
Topics
Description Credit: used irresponsibly, it can become a nightmare of never-ending debt. Designed to show students how to use credit wisely in the working world, this straightforward live-action program discusses the best ways to establish and utilize the various forms of credit available. Urging young consumers to set and stick to concrete financial goals, the program covers savings accounts, credit cards, interest, collateral, credit bureaus, and different types of loans (including student, bank, installment, and small business). Color. 30 minutes
Item Number SDA270V-96
Price \$79.95

Title Power of the Purse, The: Confrontation in Government
Publisher Cable News Network (1989)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type video
Topics government
Description Exclusive footage from the Cable News Network plunges students into the thick of a budget battle in this informative program. Introducing the concept of "the power of the purse", the program debates whether the legislative branch wields more power than the executive branch by virtue of the power. A teacher's guide supplements the program with learning objectives, historical background information, suggested class activities, a bibliography, a glossary, and photocopy master. VHS videocassette, 20 minutes.
Item Number
Price \$81.00

Title	Powerhouse
Publisher	Impressions
Ordering Source	Zenger Media
Grade Levels	9 and up
Media Type	CD-ROM for MPC (Windows)
Topics	
Description	Set in the near future, this intriguing business simulation requires students to balance profit-making with judicious consideration of environmental issues. Players take on the roles of CEOs of energy development corporations trying to survive and prosper in the resource-depleted works of 2020. The globe has been divided into 60 large territories (under UN control), each with its own energy resources and needs. Starting with only a single territory open for development (more become available as the simulation progresses), users first send out survey teams to determine the potential of different sites for producing any of nine natural resources; they then build any of a variety of cutting-edge power plants. Other factors that come into play include stock and bond trading, bank loans, government permits, scientific research and development (to discover and implement more efficient means of extraction), site maintenance, and environmental cleanup. The CD also contains "The Story of Energy," an extension text-and-photo history of energy development from before the Industrial Revolution to the present. Requirements: 4MB RAM, DOS 5.0, SVGA graphics. Players: 1-4.
Item Number	DAV109MPC-96
Price	\$59.95

Title	Psycho-Sell: Advertising and Persuasion
Publisher	Learning Seed
Ordering Source	Zenger Media
Grade Levels	7,8,9,10,11,12
Media Type	VHS videocassette, guide
Topics	
Description	"Myth and magic haven't died. They've just moved to Madison Avenue," asserts the narrator of this informative program detailing methods advertising use to attract consumers to products ranging from soap to the U.S. Army. Among the techniques discussed are creating product personalities, developing brand name recognition, using loud sounds and bright colors, and linking products with emotions such as instant personal improvement. Topics include time, demographics, and other tactics designed by advertisers to target audiences and sell products that may differ only slightly from their competitors'. Color. 25 minutes.
Item Number	LSC202V-96
Price	\$89.00

Title Pullman Strike, The
Publisher Multi-Media Productions
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip
Topics labor, labor unions, history
Description Explains the key events and identifies the major figures of the Pullman Strike in the context of the late 19th century. The program explores the causes of the 1894 strike, how business and government combined to break the strike, the role of Eugene Debs and the American Railway Union, the legacy of the strike. The teacher's guide provides background information, research ideas, discussion questions, and a reproducible worksheet.
Item Number
Price \$40.00

Title Return to Mocha
Publisher Amoco Foundation (1987)
Ordering Source publisher
Grade Levels 7-12
Media Type video
Topics business, economic systems, comparative advantage, international economics
Description This animated feature continues the story of the *Kingdom of Mocha* and the problems it faces with a growing economy. International trade, comparative advantage, and comparative economic systems are discussed. Available on VHS videocassette.
Item Number
Price

Title Rise of the American Labor Movement, The: Toil and Struggle
Publisher Educational Enrichment (1983)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip
Topics business, labor, labor unions, history
Description Labor movement history from its violence-prone beginnings to contemporary problems is explored in this two-part program. Part 1 discusses the roots of the labor/management conflict and the extremely hostile climate between them as labor rights gradually began to gain acceptance. The impact of the Great Depression and the Wagner Act of 1935, which legalized the right to collective bargaining, are the focus of Part 2. The program ends by considering current problems of unemployment, inflation, and the shift from production to service industries.
Item Number
Price \$84.00

Title Road to Ruin, The: Only One Earth
Publisher Social Studies School Service (1987)
Ordering Source publisher
Grade Levels 7-12
Media Type video
Topics environmental economics
Description Explaining complex concepts through concrete examples, this program avoids prophecies of gloom and doom, exploring instead the causes and effects of the world's deepening environmental problems. Suggesting that we make nature an ally rather than a victim, each segment documents the history of the region, speaks with its inhabitants, and uncovers what's gone wrong there. Color. 53 minutes.
Item Number
Price \$129.00

Title Scrooge McDuck and Money
Publisher Disney Educational Productions
Ordering Source Coronet/MTI Film and Video
Grade Levels 4-8
Media Type animated film
Topics social studies, economics
Description Who can give a more memorable lesson on money matters than Scrooge McDuck? songs, dance and lively choruses educate student about the basics of money. Scrooge relates the history of money, defines a basic economics vocabulary, illustrates how money flow influences inflation, and discusses capital investments.
Item Number
Price 16mm film \$410; video \$250

Title Stock Market Crash of 1987: Causes and Effects
Publisher New York Times (1988)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip and videocassette
Topics business, stock market
Description This investigation of the October 1987 crash of the stock market and considers comparisons with the crash of 1929 while discussing the complex and controversial issues surrounding the shocking events of the crash. Entertaining a diverse range of opinions and explanations, the program examines probable causes of the crash and speculates about the crash's immediate and long-term effects.
Item Number
Price \$57.00

Title *Stock Market Game, The: Selecting a Portfolio*
Publisher Nebraska Council on Economic Education (1989)
Ordering Source publisher
Grade Levels 5-12
Media Type video, teacher resource
Topics social studies, business education, stock market
Description This video helps players of the Stock Market Game in developing a strategy for investment and selection of stocks for a portfolio. Dr. James Marlin of the Nebraska Council on Economic Education is host to several stock brokers in a discussion of the stock market and investments.
Item Number
Price free loan

Title Stock Market,The: Understanding the Basics
Publisher Paragon
Ordering Source [Zenger Media](#)
Grade Levels 9 and up
Media Type VHS videocassette
Topics
Description What's the difference between *common stock* and *preferred stock*? What does it mean when a stock goes "ex-dividend"? What do all the abbreviations on stock tables mean? Offering clear answers to these questions and more, this comprehensive program gives students a highly detailed introduction to the workings of the stock market. topics discussed include distinguishing between different types of stocks and exchanges, analyzing and tracking stocks, buying and selling, structuring a portfolio, and planning a basic investment strategy. timed segments make finding specific information easy, and an on-screen investment glossary is included. Color. 103 minutes.
Item Number PGV101V-96
Price \$39.95

Title Supply and Demand
Publisher Greenhouse Films
Ordering Source [Zenger Media](#)
Grade Levels 6-9
Media Type VHS videocassette
Topics
Description A shopper discovers an intricate web of economic connections as she considers buying a product in this general overview. Various real-life scenarios help explain the basic economic forces that affect a product's price, quality, and variety, and thee forces also make an impact on salaries, wages, and lifestyles. The program outlines how demand constantly determines supply and how prices are the result of a complex equation involving cost of labor, profit, and even weather. Color. 15 minutes.
Item Number PHX157V-96
Price \$89.95

Title Taxes in U.S. History
Publisher Agency for Instructional Technology (1991)
Ordering Source Internal Revenue Service
Grade Levels 7-8
Media Type video series
Topics taxes, history, government
Description Three 20-minute video program focus on important events typically included in U.S. history courses:
"The Whiskey Rebellion: First Test of the Federal Power to Tax, 1794"
"The Protective Tariff Issue, 1832"
"Fairness and the Income Tax, 1909"
Package includes videocassette and student activities, comprehensive teachers guide and video, and an instructional poster.

Item Number
Price free

Title Television and Human Behavior
Publisher Learning Seed
Ordering Source [Zenger Media](#)
Grade Levels 7,8,9,10,11,12
Media Type VHS videocassette, guide
Topics
Description Exploring how television effects us all, this timely program urges viewers to choose alternative activities rather than a steady diet of TV. Influences in four major areas are examined: how television occupies time, how it shapes people's expectations and worldview, how it teaches people to behave, and how it influences relationships. One unusual segment envisions a world where television has disappeared. In this imaginary world, people spend more time talking, local--not national--policies and sports become more consequential, and libraries and health clubs expand. Other topics include TV's barrage of changing images, violence, commercials, and distortions of the real world. Color. 26 minutes.

Item Number LSC203V-96
Price \$89.00

Title Today's Fed
Publisher Federal Reserve (1987)
Ordering Source Federal Reserve Bank of Dallas
Grade Levels 9-12
Media Type slides
Topics money and banking, Federal Reserve
Description Outlines the purposes and functions of the Federal Reserve System and explains its role in setting monetary policy.

Item Number
Price \$10.00

Title Too Much, Too Little
Publisher Agency for Instructional Technology (1985)
Ordering Source publisher
Grade Levels 9-12
Media Type video
Topics money and banking, Federal Reserve
Description This video explains how the United States has dealt with the issue of the appropriate amount of money for the economy and reviews the events that led to the establishment of the Federal Reserve System. Includes teacher's guide. 25-minutes VHS videocassette.
Item Number
Price

Title Town That Had No Policeman, The: Why We Have Taxes
Publisher (1970)
Ordering Source Coronet/MTI Film and Video
Grade Levels K-6
Media Type video
Topics social studies, economics, money, specialization, public goods and taxes
Description These humorous 8-minute animated videos illustrate how money and jobs specialization increase productivity and how taxes pay for public services.
Item Number
Price \$175.00 each

Title U.S. Economic History
Publisher Teaching Resources
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip, cassette
Topics history, economic history
Description A look at American economic history in terms of the country's great growth and the search for a stable monetary system. The program shows the roles of natural resources, a productive labor force, increasing capital, technology, and research, all of which interact to produce economic growth. The effect of a large population, consumer demands, the shorter work week, technological advances, and the environmental crisis are pondered. Briefly presents the history of economic fluctuations, the increased role of the government in regulating market fluctuations, and the conflicting theories of economists.
Item Number
Price \$63.00

Title U.S. Economic System, The
Publisher United Learning
Ordering Source [Zenger Media](#)
Grade Levels
Media Type 2 VHS videos from filmstrips, photocopy masters, guide
Topics
Description Focuses on the basic economic concepts that students encounter in everyday life and in the news. Both historical and contemporary examples are used to present general trends and theories behind our country's economic system, highlighting the relationships among government, business, and the consumer. Each of the six segments examines one important concept: debt, credit, capitalism, inflation, recession, and managing the economy. Includes 27 activities on photocopy masters. Color. Approximately 75 minutes.
Item Number FH114V-96
Price \$119.95

Title U.S. Trade Deficit, The: Competition vs. Protectionism
Publisher New York Times (1988)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip, cassette
Topics international economics
Description This discussion of the growing U.S. trade deficit explains the nature of the trade war between the U.S. and Japan--the most dramatic since the end of World War II. The production shows how the yen and dollar battle for supremacy in everything from ordinary consumer goods to sophisticated "high tech" devices. Among the other topics explored the rising imbalances, budget deficits, foreign governments subsidizing business, and Japanese education and industry.
Item Number
Price \$48.00

Title Uncle Sam's Budget Balancer
Publisher Banner blue
Ordering Source [Zenger Media](#)
Grade Levels 9 and up
Media Type DOS 3.5" disk
Topics
Description This information-packed, hands-on program empowers students to explore their own ideas for reducing the federal deficit. The program provides the President's fiscal 1995 budget along with over 300 options for cutting spending or raising taxes as researched and documented by the congressional Budget Office. complete details about each choice are provided, and users can also make their own custom modifications. The goal is to eliminate the deficit in five years; the computer instantly computes how each choice affects the end result. A more personal feel for the deficit can be obtained by viewing each item, not just in billions of dollars, but also in dollars per taxpayer or percent of GDP. This valuable tool can spark discussions about political and economic choices and their consequences. May be copied freely as long as it is not modified.
Item Number ZP213M3-96
Price \$10.00

Title Understanding American Finance: The Commodities and Stock Market
Publisher VMA
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrips and cassettes/filmstrip on video
Topics business, commodities, stock market
Description Introduces the behind-the-scenes workings of both the commodities and stock markets. The program considers the history of the various stock exchanges, discusses buying and selling procedures, and explains the role of the stock market as a barometer of national confidence. The program also explains the complexities of the commodities market, including the difference between spot and future sales, and the nature of trading and time limits.
Item Number
Price \$159.00

Title Understanding Economics
Publisher Knowledge Unlimited
Ordering Source [Zenger Media](#)
Grade Levels 6-12
Media Type Complete Kit: 2 VHS videos, 3 posters, 3 guides
Topics
Description Stressing that economics is about the choices people make, this kit of videocassettes, posters, and activities demystifies key economic terms and issues.
* *Introduction to Economics* is a video survey of topics including costs, incentives, and disincentives. The program examines the historical origins of capitalism and communism and traces how both systems have evolved (22 min.)
* *Marketplace: Examining the Stock Market* explains how the stock market works, analyzes its historical and current importance in our economic system, and investigates some of the key issues likely to dominate news about the stock market in the future (17 min.)
* The kit also includes three 16 1/2" x 21" posters ("What Is Money?," three teacher's guides with reproducible activities, scripts, and resource lists. Color and black-and-white.
Item Number ED120V-96
Price \$110.00

Title Understanding Our Economic System
Publisher United Learning (1979)
Ordering Source publisher
Grade Levels 6-8
Media Type filmstrips/cassettes
Topics social studies, economics, general economics
Description This set of six filmstrips provides an introduction to economics. The first four introduce various aspects of an economic system in general, and then, examine various aspects of capitalism. The last two strips provide an in-depth look at the important concepts of inflation, recession, productivity, and prices.
Item Number
Price free loan

Title Understanding Taxes
Publisher Agency for Instructional Technology (1988)
Ordering Source Internal Revenue Service
Grade Levels 9-12
Media Type instructional unit, video series
Topics taxes, government
Description This is a ready-to-use instructional unit featuring a VHS videocassette, adaptable lesson plans, transparencies, worksheets, and IBM or Apple II student activity programs. This unit helps students learn about the history, economics and politics of the nation's tax system. Annual updated materials are made available. Program titles are:
1. Income Tax and You
2. Evolution of our Federal Tax System
3. Making Federal Tax Laws
4. Taxes Raise Revenue
5. Taxes...Can they be Shifted?
6. Taxes Influence Behavior
7. Taxes Involve Conflicting Goals
8. Taxes Affect Different Income Groups
9. Taxes...What is Fair?

Item Number
Price free

Title Understanding the American Economy
Publisher Human Relations Media
Ordering Source [Zenger Media](#)
Grade Levels
Media Type VHS video from filmstrips, guide
Topics
Description Using everyday language, this three-part program provides an overview of the American economic system, explains the principles and components of pure capitalism (private property, free enterprise, self-interest, unrestricted markets, and the price system), and describes how the American economy is affected by government intervention in the marketplace. Among the topics discussed are the variety of businesses from giant corporations to Mom and Pop stores, the differences between private and public sectors of the economy, the impact of economic fluctuations on the lives of Americans, and conflicting economic theories explaining why booms and busts take place. Other topics include economic indicators, GNP, inflation, and unemployment. Color. 46 minutes.

Item Number HRM222V-96
Price \$95.00

Title Wall Street On-Line: An Investment Simulation for the Classroom
Publisher J. Weston Walch
Ordering Source [Zenger Media](#)
Grade Levels 7-12
Media Type Apple 5.25" disk Mac disk, or DOS 5.25" and 3.5" disks, 24 photocopy master, guide
Topics
Description Using real stock prices found in the daily paper, this software-and-worksheet simulation offers students hand-on experience researching and developing stock investment strategies. Once set up, the program requires only a few minutes a day for updating stock prices and entering student-investor transactions. Teachers can create their own customized group of selected stocks or use the designated Dow Jones stock provided on the disk. The computer records and calculates all transactions including brokerage charges and penalties, if any. Worksheets include transaction forms, word puzzle activities, stock reports for 20 leading companies, and activity sheets exploring stock market concepts. Revised edition.
Item Number JWW698A-96 Apple 5.25" disk, JWW698N3-96 Mac disk,
Price \$59.95

Title Wall Street Week with Louis Rukeyser: An investment Primer
Publisher PBS
Ordering Source [Zenger Media](#)
Grade Levels 10 and up
Media Type VHS videocassette
Topics
Description For the inexperienced investor who wants to make money but is either unsure how or feels intimidated by the jargon of high finance, this program explains the basics of the stock market and investing using simple, easy-to-understand language. Louis Rukeyser, host of the acclaimed PBS series, discusses the fundamentals of stocks, bonds, and gold with six of America's leading financial expert. An invaluable resource, this investment primer makes the market accessible to anyone who wants to know more about how fortunes can be made--and lost. Color. 60 minutes.
Item Number PF116V-96
Price \$24.95

Title What About Unemployment?
Publisher U.S. Department of Labor
Ordering Source publisher
Grade Levels 9-12
Media Type filmstrip and cassette
Topics income distribution, employment
Description This 13-minute filmstrip discusses the causes and effects of unemployment and the personal, social, and economics issues involved. Includes 30 activity cards which extend the lessons in the units and connect the study of unemployment with other aspects of the curriculum.
Item Number
Price

Title What is a Recession? An Introduction to Economics
Publisher American School Publishers
Ordering Source [Zenger Media](#)
Grade Levels 7-12
Media Type VHS videocassette
Topics
Description Basic economic theories are clarified in this live-action program that compares and contrasts America's most recent recession with previous economic downturns. Interviews with unemployed workers, small business owners, and other concerned individuals humanize complex issues and provide real-life evidence of the workings of economic laws in the international marketplace. the program also examines efforts by government and business to lessen the impact of a recession. Color. 19 minutes.
Item Number RH452V-96
Price \$95.88

Title What is Economics?
Publisher Guidance Associates (1986)
Ordering Source [Social Studies School Service](#)
Grade Levels 7-12
Media Type filmstrip on video
Topics general economics
Description The basic concepts of economic forces and mechanisms are introduced in this production. Students learn the fundamental concerns of economists and the varied ways in which economic needs can be satisfied in traditional, command, and market economies. Designed for discussion interruptions so that points can be clarified, the program explores the relationship between economic decision-making and social goals and values.
Item Number
Price \$159.00

Title Where the Bankers Bank
Publisher Federal Reserve (1989)
Ordering Source Federal Reserve Bank of St. Louis
Grade Levels 4-8
Media Type video
Topics social studies, economics, Federal Reserve
Description This video gives a tour of a Federal Reserve Bank. It highlights activities of our central bank. VHS videocassette.
Item Number
Price free loan

Title Why You Buy: How Ads Persuade
Publisher Learning Seed
Ordering Source [Zenger Media](#)
Grade Levels 7,8,9,10,11,12
Media Type VHS videocassette, 2 guides
Topics
Description Using actual commercials and direct mail campaigns to demonstrate how ads influence consumers, this program looks at the six most common techniques of persuasion: involvement (hooking consumers with attention-getting action), appeal to the emotions (selling a feeling rather than a product), buzz words (such as *new*, *homemade*, and *free*), association (implying the product is connected with wealth, fame, family, or patriotism), positioning (tailoring ads to specific interest groups), and fear (which works best when it doesn't intimidate too much). Includes two guides with reproducible activities. Color. 33 minutes.
Item Number LSC172V-96
Price \$89.00

Title Winnie-the-Pooh and the Value of Things
Publisher Walt Disney Educational Media (1977)
Ordering Source Coronet/MTI Film and Video
Grade Levels 1-4
Media Type filmstrips and cassettes
Topics social studies, economics, general economics
Description This popular six-part series covers simple economic concepts applicable to the primary curriculum.
Item Number
Price \$199.00

Title World of Economics
Publisher Federal Reserve
Ordering Source Federal Reserve Bank of San Francisco
Grade Levels 7-12
Media Type video
Topics general economics
Description An educational series on economics and the American Economy. Each segment is approximately 15 minutes. Available on VHS videocassette with teacher's guide and student activities. Titles are: Money Games (Money's role in the economy), Mind Over Muffins (Making economics decisions), The E-Team (Solving some major economics puzzles), Go With the Flow (Real Life "circular flow" model), Signs of the Times (Traces three economics indicators), Wilde About Trade (Understanding international trade and finance). Includes complete teacher guide and classroom materials.
Item Number
Price loan only

Title	Writing Checks Right
Publisher	Cambridge Career Productions
Ordering Source	Zenger Media
Grade Levels	7 and up
Media Type	VHS video, student workbook, manual
Topics	
Description	Three teenagers spend a day at a bank, gaining a basic understanding of the workings of a checking account and learning the importance of maintaining accurate records. The well-organized program explains how to write checks, make deposits or withdrawals, read a bank statement, and balance a checkbook, along with providing suggestions for selecting a bank. More than a score of correlated reproducible activities provide hands-on experience in writing checks, filling out deposit slips, and reconciling a bank statement. The teacher's guide includes learning objectives and complete answer key, in addition to sample checks and check register. Color. 30 minutes.
Item Number	SDA167V-96
Price	\$89.95
