

## Career Guidance

### ADVERTISING AND DESIGN (THE DESIGN GROUP, INC.)

20 min; color; c,a

1/2" VHS **EC1694,VH**

CLUES to Career Opportunities for Liberal Arts Graduates series - Discusses the diverse opportunities the field of advertising offers liberal arts majors in public relations, sales, market research, finance, and scientific areas. Focuses on both large and small advertising firms which seek employees with organized, creative, and energetic personalities. (INURTS;INUISS;p1978)

Career guidance

### AGE NO PROBLEM

50 min; color; c,a

1/2" VHS **CC6277,VH**

Highlights Vita Needle, a medical manufacturing company in Massachusetts that only employs the elderly and allows them to work there as long as they are able. Illustrates how these employees gain confidence and independence through feeling useful. Interviews and follows several of the employees, ranging in age from 70's to 89, through a typical day. Interviews president Fred Hartman, who says that after the company went through some economic problems he began hiring elderly people who had been laid off from their jobs; because of their loyalty and dedication, he now hires only the elderly. Suggests this as a useful strategy as the population ages. (FILMK;c2002)

Aged; Personnel management; Work

### AMERICA'S AD ICONS

51 min; color; j,h,c,a

1/2" VHS **CC6489,VH**

Examines how advertising agencies develop icons for name brand products, illustrating the creation and evolution of an icon with television and advertising footage from past decades. Discusses the psychology behind each icon and the accompanying advertising campaign. Examples include Tony the Tiger, the Kool Aid Man, and Mr. Peanut. (FFHS;c2001)

Advertising; Marketing

### AVOIDING THE 10 MOST COMMONLY MADE BUSINESS FAUX PAS

33 min; color; c,a

1/2" VHS **BC0376,VH**

Details business etiquette for students going through the interview process, as well as for those who are actually entering the business world, through a question and answer session with a college audience. Covers a Rule of Twelve which deals with first impressions in interviews. Reviews the ten most common business mistakes committed, and reveals how people can avoid them. (ATEASI;c1989)

Etiquette; Job interviews

### CAN'T SLOW DOWN

27 min; color; h,c,a

1/2" VHS **CC5037,VH**

Documents the change in the middle class American lifestyle of the last 20 years, which has been marked by a dramatic loss of leisure time and a corresponding rise in stress levels as Americans spend more and more time working. Pins some of the blame on recently invented time-saving devices that actually require more work than they save and workers' fear of layoffs due to the recent popularity of downsizing as a cost-containment measure. Uses narration, statistics, and interviews with the members of four different middle-class households, family counselors, a biofeedback practitioner, a school counselor, and an inventor. (WSMVNAS;FFHS;c1993)

Leisure; Social change; Stress; U.S.—Social life and customs; Work

### CAREER ENCOUNTERS: MECHANICAL ENGINEERING

13 min; color; c,a

1/2" VHS **EC2743,VH**

Career Encounters Series - Profiles the role of the mechanical engineer and shows how this profession affects our everyday lives. Includes an interview with NASA astronaut and mechanical engineer Jan Davis, who explains her exciting contribution to space exploration. (DAVGRAI;MERIDEC;c1991)

Engineering; Occupations

### CAREER ENCOUNTERS SERIES

CAREER ENCOUNTERS: MECHANICAL ENGINEERING [EC2743]

### CAREERS FOR PHYSICISTS SERIES

TODAY'S PHYSICIST: THE FIRE THAT BURNS WITHIN [EC2918]

### CAUGHT IN THE SPEED TRAP: INFORMATION AGE OVERLOAD

43 min; color; c,a

1/2" VHS **EC2944,VH**

In today's high-speed, high tech business world, more people are reaching their breaking points, becoming ill and even dying. Filmed in the U.S., Japan, Canada, and France, looks at techno-stress and its expression as mood disorders, heart attacks, strokes, and brain hemorrhages. Insights provided by a diverse group including a psychiatrist, a time management consultant, an entrepreneur, and the parents of a young woman who worked herself to death. By contrast, SAS Institute is profiled as a positive example of a business that is as compassionate as it is profitable. (FFHS;c2000)

Stress; Work

### A CENTURY OF WOMEN SERIES

FAMILY [CC5021]

WORK [CC5020]

### CHANGING NATURE OF WORK SERIES

NURSE [EC2781]

### CLASSIC COMMERCIALS

240 min; b&w; c,a

DVD **CB6406,DV**  
(AMAZON)

### CLUES TO CAREER OPPORTUNITIES FOR LIBERAL ARTS GRADUATES SERIES

A 15-part series of videocassettes developed to demonstrate to students, particularly liberal arts students, that employment possibilities do exist within a large variety of employment areas, that they have accumulated skills that are of value to employers, and that such employment could be compatible with their self-concepts and lifestyles. Interviews with representatives from a number of employment areas have been taped. Sample questions include: What kinds of skills do you look for in a liberal arts student as a prospective employee? Where or how do you look for evidence of these skills? How would you go about applying for a job in this area? These videotapes were developed at Indiana University by the Academic Counselors of the College of Arts and Sciences with the cooperation of the Arts and Sciences Placement Office. (Indiana University Radio and Television Services; Produced 1978-79) *For descriptions see individual film titles:*

ADVERTISING AND DESIGN (THE DESIGN GROUP, INC.) [EC1694]

SMALL BUSINESS [EC1750]

**COURAGEOUS FOLLOWERS, COURAGEOUS LEADERS**

21 min; color; c,a  
1/2" VHS **BC0438,VH**

The New Directions series - One of a series of training videos for dealing with change in the workplace, highlights the relationships between bosses and workers. Based on the book *The Courageous Follower* by Ira Chaleff, looks at the changing roles of leaders and followers in an organization no longer adhering to the traditional top-down leadership. Suggests that it takes courage to change roles and discusses four areas where it is necessary. Begins with the courage to serve and to assume responsibility; both are means to help build credibility with the leader. Follows with the courage to challenge, which should be done only after careful preparation and with tact. Concludes with the courage to leave when all other avenues to resolve conflict have been exhausted. (CRM; c1996)

Personnel management; Social change; Work

**CRISIS IN THE WORK FORCE: HELP WANTED**

22 min; color; h,c,a  
1/2" VHS **EC2568,VH**

Examines America's work force productivity, literacy, and basic skills. Explores areas of the American educational system that must be improved if the United States is to compete in the global economy, and suggests methods to do so. Notes the severity and impact of the high school drop-out and illiteracy rates. Filmed in factories and public high schools around the country. (PUBAGFO;FILMK; c1991)

Education—Aims and objectives; Social problems; Work

**CROSSTALK AT WORK PART 1 & 2**

100 min; color; c,a  
1/2" VHS **CC6525,VH**

Part 1: Performance Appraising Across Cultures; Part 2: Recruitment Interviewing Across Cultures. Examines how different cultures communicate differently, and how that affects business and performance reviews. Specifically focuses on formal interviews and offers advice on how to communicate more effectively in that context, as well as how to be sensitive to cultural assumptions. Based on interviews in a London Transport recruitment office and Asian Resource Centre involving applicants and employees of Chinese or Korean origin. (FFHS)

Culture conflict; Job interviews; Personnel management

**DEADLY CORN**

28 min; color; c,a  
1/2" VHS **CC5749,VH**

Discusses unsafe working conditions at A.E. Staley, a Decatur, Illinois corn-processing plant. Workers say they lack safety training regarding the chemicals used to process corn into starch, syrup, and sweeteners. Describes the 1990 death of a worker, who lacked a working respirator and was exposed to propylene oxide. Fearing a loss of medical benefits, another worker is forced to work near asbestos and water-treatment chemicals after being diagnosed with a rare lung cancer. Points out that Staley also mandates twelve-hour shifts. (LABRVIS;DOUHES;INULAST;n.d.)

Safety education; Trade-unions; Work

**DISCUSSING CAREER GOALS**

11 min; color; c,a  
1/2" VHS **BC0258,VH**

Management Basics in Action Series - Explains how managers can develop a sensitivity for the career climber, provide constructive appraisals, and establish a structured plan for advancement in order to help an employee move ahead in his career. Presents six steps to be considered in discussing career goals with an employee. Suggests ways a manager can steer an employee in the right career direction. (MTI;c1985)

Career guidance; Personnel management

**DOES AMERICA STILL WORK?**

56 min; color; h,c,a  
1/2" VHS **CC5617,VH**

Frontline Series - Explores the uncertainties faced by U.S. workers as industries continually downsize their workforces and move corporations overseas. Follows two unemployed workers in Milwaukee over a period of five years as they enter training programs, struggle to find other jobs, and provide for their families. Interviews workers, family members, union organizers, labor historians, and industry officials. Discusses the efforts of some Milwaukee industries such as Harley Davidson, Chrysler and Master Lock to reinvest in their communities rather than moving overseas. Concludes with the two workers eventually finding steady and reliable work with Chrysler and Master Lock. *Closed captioned.* (WGBHEF;PBSV;c1996)

Industrial relations; International business; Labor and laboring classes; Work

**THE DOUBLE BURDEN: THREE GENERATIONS OF WORKING MOTHERS**

56 min; color; c,a  
1/2" VHS **CC5001,VH**

Speaks with women about the problems and benefits of being working mothers. Shows three families, from various ethnic and geographical backgrounds, each of which has at least three generations of working mothers. Discusses a variety of issues surrounding working mothers, and the complexity of feelings about both having and being a working mom, including guilt, anger, pride, and independence. (BOOTHMA;NEWDAY;c1992)

Family; Parent and child; Sex roles; Women; Work

**ENTERPRISE I SERIES**

*For descriptions see individual titles:*  
FIRED [BC0279]

**FAMILIES MATTER**

54 min; color; h,c,a  
1/2" VHS **CC5040,VH**

Listening to America with Bill Moyers Series - Outlines the problems that American parents face in raising their children while working long hours in order to survive financially. Explores the causes of these problems and proposes some possible solutions, emphasizing that parents and children need a network of support. Asserts that the community and the government must be the ones, ultimately, to provide this network. Presents various scenarios which then serve as the basis for round table discussion moderated by Bill Moyers. (PUBAFTV;FFHS; c1992)

City and town life; Family; Social change; Work

**FAMILY**

60 min; color; j,h,c,a  
1/2" VHS **CC5021,VH**

A Century of Women series - Explores the history of women in the workplace, covering the concept of the American dream; women's involvement in the labor movement; the events surrounding the inclusion of a ban on sex discrimination in Title 7 of the Civil Rights Act; and the failure of the states to ratify the Equal Rights Amendment. Discusses the layoff after World War II of most of the women who had worked in industries to support the war effort, the discrepancy between many suburban women's feelings of isolation and the media's picture of their ideal existence, legal cases pioneering the protection of rights for pregnant women and mothers, public criticism of various First Ladies, and the rewards and demands of parenting. Includes interviews of Hillary Clinton, Delores Huerta of the Farm Workers' Union, and other women, as well as dramatizations, historic photographs and film, and quotes read by Candice Bergen, Sally Field, Amy Irving, Mary Steenbergen, and Marlo Thomas. Narrated by Jane Fonda. (TBSPRO; AMBROSV;c1994)

U.S.—Social life and customs; Women's rights; Work

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### FAST FOOD WOMEN

28 min; color; h,c,a

1/2" VHS **CC5690,VH**

Looks at the lives of the women who prepare the food at four different fast food restaurants in eastern Kentucky. The women, mostly middle-aged with children to raise, are often the sole source of income for their families. Shows scenes of the women working at the various restaurants. (APPALSH)

Food service; Labor and laboring classes; Women; Work

### FATHERHOOD U.S.A. SERIES

JUGGLING FAMILY AND WORK [CC5960]

### FIRED

29 min; color; h,c,a

1/2" VHS **BC0279,VH**

Enterprise I Series - Documents the true story of a fired, 44-year-old former vice-president of a large packaged-goods firm who is trying to regroup and find a new job. Describes the special problem unemployed executives face and the responsibilities of corporations as they make personnel changes. Profiles an executive outplacement firm that attempts to find jobs for their clients and also helps the person determine a protocol which could include self-exploration exercises, fitness training, confidence building, even suggestions for clothing and hairstyle changes. (WGBHTV;MTI;c1983)

Business; Career guidance; Personnel management

### FRONTLINE COMMITMENT

23 min; color; c,a

1/2" VHS **BC0386,VH**

Quality Service Series - Encourages frontline employees to develop skills that are effective in providing service that is good from a customer's point of view. Uses a fictional situation in which frontline personnel handle challenging customer situations that result from a computer software problem. Reviews the situation using five key principles that emphasize skills which effectively meet customer loyalty and develop overall improved customer relations. (WGBHTV;MTI;c1990)

Job advancement; Office practice; Personnel management

### FRONTLINE SERIES

Probes into the heart of the issues behind the headlines, investigating a wide variety of topics from international affairs to domestic news and current trends. Produced by the Documentary Consortium of public television stations (KCTS Seattle, WGBH Boston, WNET New York, WPBT Miami, WTVS Detroit). *For descriptions see individual titles:*

DOES AMERICA STILL WORK? [CC5617]

LIVING ON THE EDGE [CC5108]

SECRET HISTORY OF THE CREDIT CARD [CC6515]

### THE FUTURE IS NOW: CELEBRATING DIVERSITY

26 min; color; c,a

1/2" VHS **BC0409,VH**

The Mosaic Workplace series - Looks at how the demands of the diverse work force of tomorrow can best be met by steps taken today. Suggests that business leaders collaborate with schools to help prepare students to be "work ready" for the mosaic workplace. (MASTCOG;FFHS;c1991)

Education—Aims and objectives; Ethnic groups; Prejudices and antipathies; Work

### GETTING A JOB USING NONTRADITIONAL METHODS

21 min; color; c,a

DVD **EC3070,DV**

Getting the Job You Really Want series - Based on the best-selling book by Michael Farr, this fifth part of the ten-part series identifies the four stages of a job opening as Stage 1) There is no opening now; Stage 2) No formal opening exists, but insiders know a job may soon be available; Stage 3) A formal opening exists, but it has not been advertised; Stage 4) The position is finally advertised. Promotes the idea of actively searching for a job through two tested methods: networking, and cold contacting. Details the advanced job-seeking techniques connected to these methods. (JISTPUB;c2005)

Career guidance; Career guidance—Methodology

### GETTING A JOB USING TRADITIONAL METHODS

21 min; color; c,a

DVD **EC3069,DV**

Getting the Job You Really Want series - Based on the best-selling book by Michael Farr, this fourth part of the ten-part series identifies and discusses the following points in the traditional job search process: identifying employment agencies (free agencies, pay agencies, and temporary job agencies) and the benefits of mailing resumes and filling out job applications. Outlines the job option risk assessment criteria that a job seeker should incorporate to succeed in finding a job. Trains the job seeker on how to organize one's life around finding the right job. Identifies the importance of getting the interview and making the right impression. (JISTPUB;c2005)

Career guidance

### GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES

21 min; color; c,a

DVD **EC3073,DV**

Getting the Job You Really Want series - Based on the best-selling book by Michael Farr, this eighth part of the ten-part series identifies the seven stages of the interview as 1) Before the interview; 2) Opening moves; 3) The interview itself; 4) Closing the interview; 5) Following up; 6) Negotiating salary; 7) Making a decision. Emphasizes the importance of appearance, dependability, and skills when presenting yourself to a potential employer. Illustrates the stages with interviews with employers and job seekers as they discuss their perspectives on the interview process. (JISTPUB;c2005)

Career guidance; Job interviews

### GETTING AND USING YOUR RESUME COVER LETTER JIST CARD, AND PORTFOLIO

21 min; color; c,a

DVD **EC3071,DV**

Getting the Job You Really Want series - Sixth in a ten-part series, promotes effective resume tips as shown in interviews with job seekers, job consultants, and counselors. Mike Farr presents his method for composing an effective resume, focusing on ways to articulate personal skills and skill sets with concise language and action verbs. Eliminates false assumptions regarding the length and form of resumes by showing a wide range of useful formats. Suggests following one of three resume types: chronological, skill, or combined. (JISTPUB;c2005)

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### GETTING GOOD ANSWERS TO TOUGH INTERVIEW QUESTIONS

21 min; color; c,a

DVD

**EC3074,DV**

Getting the Job You Really Want series - The ninth in a ten-part series provides suggestions and recommendations for job seekers in answering critical questions asked during the job interview stage. Describes Mike Farr's three-step method for preparing for the job interview: 1) Understand what's being asked; 2) Answer questions briefly in a non-damaging way; 3) Answer the real concern by presenting your skills. Breaks down the process into four manageable questions using the "prove it" method: 1) Why should I hire you? 2) What are your weaknesses? 3) What would your references and your former employer say about you? 4) Why don't you tell me about your personal situation? Encourages the job seeker to give examples when answering questions. Captures the tension and pressure of an interview setting, while encouraging job seekers to prepare in order to avoid anxiety, present themselves in the most dynamic way possible, and make a good impression. (JISTPUB;c2005)

Career guidance; Job interviews

### GETTING JOB LEADS FROM THE INTERNET AND TELEPHONE

21 min; color; c,a

DVD

**EC3072,DV**

Getting the Job You Really Want series - Seventh of a ten-part series, identifies means of communicating and researching for the job search. Explains the difference between cold contacts and "warm," familiar ones. Mike Farr presents the concept and method of using a "jist" card which contains the name statement, objective statement, strength statement, good-worker traits, and goals statement. Suggests ways to keep from getting 'screened out' in a job search. (JISTPUB;c2005)

Career guidance; Job interviews

### GETTING THE JOB YOU REALLY WANT SERIES

GETTING A JOB USING NONTRADITIONAL METHODS [EC3070]

GETTING A JOB USING TRADITIONAL METHODS [EC3069]

GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES [EC3073]

GETTING AND USING YOUR RESUME COVER LETTER JIST CARD, AND PORTFOLIO [EC3071]

GETTING GOOD ANSWERS TO TOUGH INTERVIEW QUESTIONS [EC3074]

GETTING JOB LEADS FROM THE INTERNET AND TELEPHONE [EC3072]

GETTING TO KEEP THE JOB YOU FIND [EC3075]

GETTING TO KNOW WHAT AN EMPLOYER WANTS [EC3067]

GETTING TO USE YOUR SKILLS IN YOUR IDEAL CAREER [EC3068]

AN INTRODUCTION TO GETTING THE JOB YOU REALLY WANT [EC3066]

### GETTING TO KEEP THE JOB YOU FIND

21 min; color; c,a

DVD

**EC3075,DV**

Getting the Job You Really Want series - The final part of a ten-part series, proposes a number of ways to keeping a desired job. Outlines briefly the behaviors which may lead to being fired or asked to leave. Provides suggestions for succeeding, not just keeping the job. Focuses on Mike Farr's 12 steps to survive and get ahead: 1) Correct weaknesses in your basic skills; 2) Dress and groom for promotion; 3) Arrive early and leave late; 4) Be positive and enthusiastic; 5) Avoid negative people; 6) Set goals; 7) Ask for more responsibility; 8) Ask for advice about pay raises and responsibility; 9) Ask for training; 10) Learn more on your own time; 11) Volunteer for difficult projects; 12) Get measurable results. Ends the program with advice that promotes a planning mentality. Points out that finding a job that fits your skills and interests is the best way of ensuring success. Presents concepts and methods through interviews and dramatizations. (JISTPUB;c2005)

Career guidance

### GETTING TO KNOW WHAT AN EMPLOYER WANTS

21 min; color; c,a

DVD

**EC3067,DV**

Getting the Job You Really Want series - The second in a ten-part series, Mike Farr suggests ways to analyze the employer before beginning the job search, focusing on three main screening techniques used by employers to identify the most qualified, competitive candidates: 1) Appearance, 2) Dependability, and 3) Skill. Suggests that in many cases the job is offered not to the most skilled candidate but to the best job-seeker. Implies tht job-seeking is a skill in and of itself that can be learned and practiced in order to present one's strengths to any potential employer. Specifies a specific preparation scheme which focuses on hard (technical) and soft (personal) skills, while stressing knowledge of an employer's expectations. (JISTPUB;c2005)

Career guidance

### GETTING TO USE YOUR SKILLS IN YOUR IDEAL CAREER

21 min; color; c,a

DVD

**EC3068,DV**

Getting the Job You Really Want series - Part three of ten presents a skill-planning set which addresses a job seeker's ability to articulate specific job skills. Employs a method based on Mike Farr's skills triad: 1) Job-related skills; 2) Adaptive skills and personality traits; and 3) Transferable skills. Details the three steps to develop a personal skills language. Profiles a fourth set of skills, Power Skills, which can be used in the interview to identify skills that may be less obvious to a job seeker but may have significance for an employer. Suggests the Occupational Outlook Handbook as well as the website O\*NET for job research and interview preparation. (JISTPUB;c2005)

Career guidance; Job advancement; Job interviews

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### THE GLOBAL ASSEMBLY LINE (LONG VERSION)

58 min; color; c,a

1/2" VHS **CC5118,VH**

Shows the effects of American corporations' transfer of manufacturing production to underdeveloped nations to reduce labor costs and circumvent unionization. Shows workers, 90% of whom are women, in Export Processing Zones in Mexico and the Philippines, laboring under conditions of low wages, long hours, and exposure to toxic chemicals, without union representation or workers' rights. Presents interviews with corporate spokespersons, a reporter, and workers in the textile and electronics industries. Shows the effects on U.S. workers in Tennessee and Silicon Valley who were laid off when factories were moved overseas. Shows workers striking and attempting to unionize, and the military and police intervention used against them. (GRAYLOR;NEWDAY;c1986)

International business; Labor and laboring classes;

Trade-unions; Women; Work

### GLOBAL ASSEMBLY LINE (SHORT VERSION)

32 min; color; c,a

1/2" VHS **CC4897,VH**

Shows the effects of American corporations' transfer of manufacturing production to underdeveloped nations to reduce labor costs and circumvent unionization. Shows workers, 90% of whom are women, in Export Processing Zones in Mexico and the Philippines, who labor under conditions of low wages, long hours, and exposure to toxic chemicals, without union representation or workers' rights. Presents interviews with corporate spokespersons, a reporter, and workers in the textile and electronics industries. Shows the effects on U.S. workers in Tennessee and Silicon Valley, who were laid off when factories were moved overseas. Shows workers striking and attempting to unionize, and shows the military and police intervention used against them. (GRAYLOR;NEWDAY;c1986)

International business; Labor and laboring classes;

Trade-unions; Women; Work

### GROWING OLD IN A NEW AGE SERIES

Features commentary by gerontological experts and conversations with more than seventy-five older adults interviewed over a two-year period. A developmental picture of aging is revealed as the elders' stories unfold in each program.

WORK, RETIREMENT AND ECONOMIC STATUS  
[CC4599]

### HARDWOOD DREAMS

47 min; color; j,h,c,a

1/2" VHS **EC2663,VH**

Follows the senior year of five stars on a high school basketball team in a suburb of Los Angeles. Emphasizes the strengths of each member and their personal success in going to college, despite their loss of the championship game. Explores the obstacles to this success, including peer pressure and family problems, with special emphasis on distraction and lack of self-motivation. Uses interviews to draw distinct portraits of each team member, and shows the strong and repeated efforts of faculty and administration to keep them motivated and disciplined. Narrated by Wesley Snipes. (TOLROPR;CINEGU;c1993)

Basketball; Blacks; Guidance, Educational

### HOW PEOPLE ARE PAID: UNDERSTANDING SALARIES AND BENEFITS

19 min; color; j,h,c,a

1/2" VHS **BC0448,VH**

Introduces the basic concepts of employee earnings and benefits. Explains differences between hourly wages and salaries, providing examples of jobs that fall into each category. Defines terms unique to sales positions, such as commission and draw, and terms unique to various other specialties, such as royalties to writers. Discusses the importance of benefits, including health insurance and retirement plans. Employs graphics of a pay stub to show how employers calculate take-home pay. Interviews a newspaper editor and a sales representative about how they are paid and what benefits they receive from their employers. (LEARNSE;c1994)

Career guidance; Money; Work

### HOW TO BREAK INTO SCI-FI

29 min; color; j,h,c,a

1/2" VHS **KC0833,VH**

Prisoners of Gravity Series - Presents a series of published writers, cartoonists, artists, and editors to offer advice on entering the field of science fiction and comic book fiction. Guided by Commander Rick, gives insights into the usefulness of tactics such as writers' groups and writing workshops. Lists ten concepts to consider before starting a career in this field and advises the need to master your craft before it can become art. (TVONTA;FFHS;c1994)

Career guidance; Creative writing; Science fiction

### IMPOSSIBLE DREAM

8 min; color; j,h,c,a

1/2" VHS **CC3627,VH**

Provides a whimsical look at a typical working women's life using animation without dialogue or narration and with "The Impossible Dream" playing in the background. Depicts how the woman, between her job and family responsibilities, ends up working much more than the man while being paid less. Suggests that dividing family responsibilities more equitably between husband and wife would go a long way to improve women's lives and also would contribute to the happiness of the family. (UN;LUCERNE;c1983)

Family; Sex roles; Women; Work

### IN AND OUT OF AFRICA

60 min; color; c,a

1/2" VHS **RC1716,VH**

Follows a Nigerian Muslim trader in African wood sculpture named Gabai Baare on his rounds of artists' shops and on a trip to the United States to market the sculptures. Shows the trader's lifestyle and values, focussing on his reasons for choosing his career and its place in his life. Discusses issues related to the trade including authenticity, the popularity of the comic *Colon* style, collectors' motives, fair pricing, and who can best judge quality. Demonstrates how artists can make a sculpture look old. Uses African music, documentary footage, and interviews with Baare, artists, gallery owners, collectors, a representative of Sotheby's, and merchants. (BARBILI;TAYLUCI;UCEMC;c1992)

Art, African; International business; Occupations

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### IN BRANDS WE TRUST

52 min; color; c,a  
1/2" VHS **EC3056,VH**

Reveals the importance of branding in the American consumer culture. Examines the concept of branding, its history, its impact on youth, and the convergence of brands and culture. Provides insight and discussion on topics of culture creation and media manipulation and covers brands such as Coke, Nike, Chanel, Apple, and Benetton. Looks at how brands have shaped a society both legally and through the underground economy. Includes commentary by Saatchi & Saatchi Worldwide's Kevin Roberts, Chanel's Jacques Helleu, and anti-corporate crusader Naomi Klein. (FFHS;c2004)  
Advertising; Business; Consumer education; Mass media

### INDIANA ARIA

24 min; color; h,c,a  
1/2" VHS **RC1902,VH**

Follows the final moments of truth in the lives of four students studying opera at Indiana University, one of the premier music schools in the nation. Dramatically depicts the stress and joy of preparing for an unpredictable career in opera through documentary footage, interviews, and informative statistics. Follows IU School of Music students Evelyn Pollock, Evan Rogester, Emilio Jiminez-Pons Madrigal, and Alphonso Cherry. (CINEGU;c2002)  
Career guidance; Music—Study and teaching; Opera; Students; Universities and colleges

### INTERVIEWING

31 min; color  
1/2" VHS **BC0452,VH**

Management Skills Series - Shows an interviewer move through the four stages of a realistic interview. The host introduces each segment of the process and recaps essential guidelines for interviewing. (AMA;CRM;c1993)  
Job interviews

### AN INTRODUCTION TO GETTING THE JOB YOU REALLY WANT

21 min; color; c,a  
DVD **EC3066,DV**

Getting the Job You Really Want series - Presents job-seeking skills through interviews with actual job seekers and employers. Introduces the ten-part series with a general overview of the job market and simple rules to follow when looking for a job. Suggests that many earlier job-search strategies are too passive for the current economy. Provides breaks for the instructor to pause and conduct a classroom discussion at various points in the presentation. (JISTPUB;c2005)  
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### INVESTIGATIVE REPORTS SERIES

WAGE SLAVES: NOT GETTING BY IN AMERICA  
[CC6455]

### JOB HUNTING: THE BASIC FUNDAMENTALS

28 min; color; h,a  
1/2" VHS **BC0379,VH**

Actor Robert Reed introduces three basic steps to finding employment: finding out where the jobs are; preparing resumes and cover letters; and going on a job interview. Stresses that appearance, communication skills, work experience, and personality are all important factors in getting a good job. Shows how three different job seekers use classified ads, employment agencies, networking, and cold calls to locate job prospects. Different types of resumes are shown that capitalize on their varying skills and backgrounds. (CAREERP;AIMS;c1989)  
Career guidance

### JUGGLING FAMILY AND WORK

57 min; color; j,h,c,a  
1/2" VHS **CC5960,VH**

Fatherhood U.S.A. Series - Challenges the customary societal role of the father and questions why fatherhood is not a more valued, admirable position. Explores the traditional role of fatherhood as it is affected by the ever-demanding job market. Tackles the cultural issues around gender socialization by documenting each interviewed father's personal transition into active parenting. (FFHS;c1998)  
Parent and child; Sex roles; Work

### THE LAST RUN

28 min; color; h,c,a  
1/2" VHS **CC4845,VH**

Documents the last route of Bill Augburn, an independent milkman who delivered milk and other food for forty years in the Boyle Heights area of East Los Angeles, an increasingly dangerous neighborhood, while interviewing Augburn both in his truck and at his customers' homes. Interviews customers and shows Augburn interacting with his customers and with their pets. (MALKLAU;PENNSU;c1992)

City and town life; Folklore; Friendship; Work

### LEARNING MATTERS

56 min; color; c,a  
1/2" VHS **EC2729,VH**

Presents the progress of three new teachers from their first day in the classroom to the last day of their first year. Discusses the teachers' confrontations with a high workload, with their own disillusionment about the behavior of their students, and with unforeseeable problems such as pay cuts. Emphasizes the parallels between teaching and performing. Uses footage of the new teachers in the classroom, interviews with them and their superiors, and with student teachers who have not yet graduated. (AMERCSN;SCETVN;c1993)

Career guidance; Education—Study and teaching; Teaching

### THE LEGACY OF ACHIEVEMENT

27 min; color; a  
1/2" VHS **EC2789,VH**

Dr. Dennis Kimbro, author of *Think and Grow Rich: A Black Choice*, discusses common traits found in high achievers of all races and backgrounds. Provides motivation by teaching the keys for overcoming any obstacle to fulfill one's dreams. (HOLMANJ;FLMIDEA;c1995)

Career guidance; Guidance, Personal; Motivation

### LISTENING TO AMERICA WITH BILL MOYERS SERIES

FAMILIES MATTER [CC5040]

### LIVING ON THE EDGE

60 min; color; c,a  
1/2" VHS **CC5108,VH**

Frontline Series - Bill Moyers tells the story of several hardworking Milwaukee families struggling with low-paying jobs after previous employers downsized their operations. Filmed over a period of five years, these families were first featured in Moyers' 1992 documentary *Minimum Wages: The New Economy*. Chronicles the families' emotional and financial strains as well as their search for better jobs and a way to survive in the global economy. (OKAPIPR;PBSV;c1992)

Labor and laboring classes; Labor economics; Poverty; Work

## Career Guidance

### LOS TRABAJADORES: THE WORKERS

48 min; color; c,a  
1/2" VHS **CC6290,VH**

Tells the story of immigrant day laborers, placing their struggles and contributions in the context of the economic development of Austin, TX. Through the stories of Juan from Nicaragua and Ramon from Mexico, and through the controversy surrounding the relocation of a day labor site from downtown to a residential neighborhood, examines the misconceptions and contradictions inherent in America's dependence on and discrimination against immigrant labor. (NEWDAY;c2003)  
Emigration and immigration; Work

### MAKING WELFARE WORK

58 min; color; h,c,a  
1/2" VHS **CC4857,VH**

Examines the issues surrounding welfare reform. Traces the development of welfare and the growth of the conviction that it doesn't work. Shows various ways different states try either to get people off welfare or to regulate the way they live while on welfare. Points out the underlying economic problems which lead to poverty and welfare, and which prevent people from leaving the system. Argues that any federal welfare reform package must address all these problems or it will fail as previous measures have. Hosted by Walter Cronkite. (PUBLPP;FILMK;c1994)

Poverty; Social service; U.S.-Politics and government; Welfare economics; Work

### MANAGEMENT BASICS IN ACTION SERIES

*For descriptions see individual titles:*

DISCUSSING CAREER GOALS [BC0258]

### MANAGEMENT SKILLS SERIES

INTERVIEWING [BC0452]

### MANAGING A DIVERSE WORKPLACE: RECRUITING AND INTERVIEWING

18 min; color; c,a  
1/2" VHS **BC0399,VH**

The Mosaic Workplace series - Shows how good recruitment efforts and effective, non-biased job interviews can find and select the best employees. The realities of today's workplace are that there are not enough qualified employees who have the proper skills. (MASTCOG;FFHS;c1991)

Job interviews; Personnel management

### MEN AND WOMEN WORKING TOGETHER

18 min; color; c,a  
1/2" VHS **BC0412,VH**

The Mosaic Workplace series - Looks at the issues raised by the changing roles of women in the workplace as the number of working women, especially the number of women with family obligations, is dramatically increasing. Considers discrimination based on sex and the legal issues involved, as well as the more common issues of confusion, resentment, and lack of cooperation and emotional support, as the changes in the workforce have not been matched by changes in the workplace. (MASTCOG;FFHS;c1991)

Personnel management; Sex roles; Work

### MINIMUM WAGES

60 min; color; c,a  
1/2" VHS **BC0416,VH**

Bill Moyers takes a piercing look at how global economic changes are destroying the lives and livelihoods of hard-working Americans. Follows several individuals and their families in Milwaukee, Wisconsin as they struggle to make ends meet in the "new economy." Observes that Americans are dividing into two groups: one that works for a living and makes it, and one that works for a living and can't make it. *Closed Captioned*. (WNET/13;FFHS;c1992)

Labor and laboring classes; Labor economics; Work

### THE MOSAIC WORKPLACE SERIES

THE FUTURE IS NOW: CELEBRATING  
DIVERSITY [BC0409]

MANAGING A DIVERSE WORKPLACE:  
RECRUITING AND INTERVIEWING [BC0399]  
MEN AND WOMEN WORKING TOGETHER  
[BC0412]

### THE NEW DIRECTIONS SERIES

COURAGEOUS FOLLOWERS, COURAGEOUS  
LEADERS [BC0438]  
TAKING CHARGE OF CHANGE [BC0439]

### NURSE

12 min; color; c,a  
1/2" VHS **EC2781,VH**

Changing Nature of Work Series - An ICU neonatal nurse describes her work, the changing role of nurses in a hospital toward more responsibility and authority, her relationship with the patients, competition with doctors, and other issues. For use in a discussion of work attitudes, motivation, high performance, and job analysis and design. Captures a traditional job coupled with new technology, a strong theme of intrinsic motivation, and a shift in the authority and responsibility of work. (GOODMPS;ROUSDEM;c1996)

Job analysis; Nurses and nursing; Occupations

### OUT OF WORK

60 min; color; c,a  
1/2" VHS **BC0422,VH**

Examines the subjects of job termination, transition to joblessness, and the job search itself while presenting advice on maintaining control of one's life during unemployment. Emphasizes the mental state necessary to succeed in a job search: suggests avoiding panic; quickly accepting the situation; being determined, flexible, and as financially prepared as possible beforehand; and seeking out and accepting support from family and friends. Focuses on the massive personal and financial upheavals caused by the current downsizing trend in business, which usually involves the laying off of long-time white collar employees. (DONNELA;FFHS;c1992)

Career guidance; Job interviews

### PAVING THE WAY

52 min; color; h,c,a  
1/2" VHS **CC5172,VH**

Profiles Supreme Court Justice Ruth Bader Ginsburg, Reverend Addie Wyatt, Congresswomen Patsy Mink, and Major General Jeanne Holm, social pioneers who were instrumental in eliminating barriers to women's career advancement. They discuss the obstacles they encountered and comment on children and family. Includes remarks by their children. Offers an historical perspective on such issues as the Civil Rights movement, McCarthyism, education, and the women's movement. (JVDPROI;FILMK;c1995)

Career guidance; Social change; Women; Women's rights

### PRISONERS OF GRAVITY SERIES

HOW TO BREAK INTO SCI-FI [KC0833]

### PROFESSIONALISM IN THERAPEUTIC RECREATION

24 min; color; c,a  
1/2" VHS **EC2824,VH**

Recreation Therapy Videos series - Features a discussion with Ann Huston, MPA, CTRS, Executive Director, American Therapeutic Recreation Association (ATRA). Discussion explores a variety of the components that can contribute to and enhance professionalism. (WINNINJ;INUDRPA;c1997)

Career guidance; Therapeutic recreation

### QUALITY SERVICE SERIES

FRONTLINE COMMITMENT [BC0386]

## Career Guidance

### RECREATION THERAPY VIDEOS SERIES

PROFESSIONALISM IN THERAPEUTIC  
RECREATION [EC2824]

### SECRET HISTORY OF THE CREDIT CARD

60 min; color; h,c,a

1/2" VHS **CC6515,VH**

Frontline Series - Provides an analysis of credit card company growth in the United States. Directs attention to business practices, consumer impact, and the laws behind financing and supporting credit card companies and the industry which forms the basis for mass consumer credit. Investigates how the credit card industry became so pervasive, lucrative, and politically powerful, and the most profitable sector of the American banking industry, yielding profits over \$30 billion in 2003, while consumer protection laws erode under the lobbying pressures of the industry. (PBSV;c2004)

Consumer credit; Finance

### SELLING SICKNESS

52 min; color; c,a

1/2" VHS **HC1762,VH**

Illustrates the power of marketing in the media especially when it comes to monitoring behavior of pharmaceutical companies and their messages. Tells the stories of patients who have had terrible side-effects to drugs marketed on television without explicit statements of potential side effects. Promotes a government hearing on the use and abuse of certain drugs, especially those dealing with depression and anxiety. Suggests that the selling of drugs has become as sophisticated as their synthesis, with their side effects played down and their "necessity" played up. Argues that advertising influences the way conditions are defined, and may even be artificially dividing symptoms into named disorders. (ICAR;c2004)

Advertising; Business ethics; Drugs (Medical);  
Marketing; Medicine

### SMALL BUSINESS

30 min; color; c,a

1/2" VHS **EC1750,VH**

CLUES to Career Opportunities for Liberal Arts Graduates series - Interviews three people who found that opening their own business was an attractive career alternative. Highlights the importance of skills developed through previous work, educational and life experiences, and the resources available to the small business person. Includes discussion by a bank loan officer on financing small businesses. (INURTS;INUISS;p1979)

Business; Career guidance

### STONE CARVERS

28 min; color; j,h,c,a

1/2" VHS **CC4143,VH**

Celebrates the heritage and profession of Italian-American stone carver Vincent Palumbo, a fifth-generation master carver working on the Washington Cathedral. Reveals the carver's step-by-step process in translating a clay model into finished stone as he decorates Washington's gothic monument, begun in 1907. Captures the camaraderie at a reunion of retired carvers—among the last traditional carvers in the U.S. Highlights the history of stone carving, the dignity and strength of an ancient craft, and points to changing styles as the cause of the profession's decline. Observes the slow process of stone carving that can in time produce a monument. Emphasizes the artisan's sense of accomplishment and pride in a work that will stand for generations. (HUNTM;WAGNERP;DIRCIN;c1984)

Architecture; Occupations; Sculpture

### TAKING CHARGE OF CHANGE

20 min; color; c,a

1/2" VHS **BC0439,VH**

The New Directions series - A training program that deals with social and organizational change. Distinguishes between change in the past—slow and manageable—with change in the 20th century—chaotic and fast—and discusses some strategies for coping. Presents the change cycle with its three discrete stages: (1) an ending, akin to grieving, where we leave behind something known and stable; (2) the middle stage or neutral zone, where we learn to live with ambiguity; and (3) a new beginning, when we plunge into something unpredictable. Proposes that although there are no panaceas for dealing with change, we need to view it positively. (TIMMOKI;CRM;c1993)

Personnel management; Social change

### TAKING CREDIT FOR YOUR CREDIT

20 min; color; c,a

1/2" VHS **CC6502,VH**

Presents a life-skills training seminar for students learning how to manage their own finances and the finances of others. Presents the pitfalls and the dangers of credit cards as well as their usefulness in improving one's quality of life, helping with emergencies, and providing security. Emphasizes the importance of good information when selecting the best credit card or bank. Discusses the problems that arise from poor decision-making and spending with credit cards. Provides meaningful advice from financial advisers, credit counselors and bank personnel on options to enhance one's future financial stability and security. (FLMIDEA;c2005)

Consumer credit

### TIME FRENZY

58 min; color; h,c,a

1/2" VHS **EC2978,VH**

Investigates the relationship of time, work and computer technology to health and well-being. Explores the psychological, sociological, philosophical, and cultural ramifications of our increasingly fast-paced lives. Looks at how life is changing as people become more dependent on computer technology. Compares life in Tuscany, Italy to that of Silicon Valley, California. Presents interviews with Americans and looks at how different people live their lives. (UCEMC;c2001)

Future studies; Technology; Time management; Work

### TODAY'S HISTORY SERIES

*For descriptions see individual titles:*

WHY WORK? [CC3271]

### TODAY'S PHYSICIST: THE FIRE THAT BURNS WITHIN

45 min; color; h,c,a

1/2" VHS **EC2918,VH**

Careers for Physicists Series - Examines the variety of occupations available to physicists in interviews with ten physicists currently working in diverse professions. Discusses the difficulties, challenges, and positive aspects of the professions, and describes how each individual was drawn to the specific job. Includes recommendations for physics students who are exploring careers and finishing up their college education. (AMINSOP;KENDHUN;c1998)

Career guidance; Guidance, Educational; Occupations; Physics

**VANISHING MOMMY**

24 min; color; h,c,a  
1/2" VHS **EC2726,VH**

Examines the question of working mothers. Have they abandoned their traditional roles? How do they feel about others caring for their children? Why do they want to work? Are their children being damaged? Are the fathers assuming more responsibilities in the home? Explores the alternatives for day care, the child's need for mothering, and how the parent handles the feelings of guilt. A child psychologist outlines the warning signals the child may express when disturbed about the parents' absence. (NLA;c1977)

Family; Parent and child; Sex roles; Work

**WAGE SLAVES: NOT GETTING BY IN AMERICA**

100 min; color; c,a  
1/2" VHS **CC6455,VH**

Investigative Reports Series - Follows five people working in low-wage jobs in Nevada, Alabama, California, and Florida to see how well they survive working at a dry cleaning service, driving a limo, working as a home health care aide for disabled people, and working at a daycare center. Looks at the difficulties of raising children while working low-wage jobs. Looks at campaigns in many states for a living wage as the gulf widens between the salaries of CEOs and workers. Points out the decline of unions and worsening working conditions, including random drug testing, shifting schedules, and constant surveillance. Mentions the suit brought against Wal-Mart for its labor practices. Examines the effect of TANF (temporary assistance for needy families) as a replacement for welfare. Includes interviews with low-wage workers as well as economist Donald Boudreaux; former Labor Secretary Robert Reich; former Assistant HHS Secretary Peter Edelman; Barbara Ehrenreich, author of *Nickel and Dimed*; Iain Levison, author of *A Working Stiff's Manifesto*; attorney Rachael Geman; Dr. Wade Horn, USDHHS; Lewis Maltby of the National Work Rights Institute; Ellen Galinsky, president of the Families and Work Institute; Heather Boushey of the Economic Policy Institute; Eric Schlosser, author of *Fast Food Nation*; author and columnist Walter Williams; and Lee Culpepper of the National Restaurant Association. (A&EHOVI;c2002)

Labor economics; Poverty; Work

**WHEN SHE GETS OLD**

30 min; color; c,a  
1/2" VHS **CC4832,VH**

Examines the economic problems facing many women over the age of 60. Discusses the economic discrimination these women have experienced throughout their lives, and how it affects them as they near or reach retirement age. Explains why many women fall below the poverty line when they are widowed, as well as the many problems within the Social Security system. Argues that all women, even if they plan to marry and/or stay at home with children need a career or training for a career, and that all women, including homemakers, must make their own preparations for their financial future. (WTTW; TERNF;c1993)

Aged; Career guidance; Poverty; Welfare economics; Women

**WHY MEN DON'T IRON SERIES**

**THE BRAIN AT WORK**

50 min; color; h,c,a  
1/2" VHS **CC5725,VH**

Uses narration and interviews to examine the science of sex differences, and how social forces interact with biology to affect gender roles in the work place. Examines research by psychologist Ernie Govier examining the brain patterns of men and women, and research by sociologist Alan Booth, examining testosterone levels of women and men during physical and non-physical competition, and the effects of testosterone on the brain. Includes interviews with men in high risk positions, and men and women in occupations usually dominated by the opposite sex. (MEYERJI;ICAR;c1998)

Brain; Psychology, Physiological; Sex differences (psychology); Sex roles; Work

**WHY PHYSICS?**

36 min; color; h,c,a  
1/2" VHS **FC1816,VH**

Why Series - Uses a dramatized encounter between a motorist who has a flat tire on the highway and a physics professor who stops to help him to explain basic concepts in physics. Shows the motorist then becoming interested in the field of physics and how basic rules can be seen in all aspects of daily life. Examines concepts such as air resistance, friction, inertia, gravity, balance, and relativity. Includes interviews with astronomers and physicists who describe their personal interests and why they were drawn to physics. (CAMBREG;FFHS;c1998)

Career guidance; Physics; Scientists

**WHY SERIES**

WHY PHYSICS? [FC1816]

**WHY WORK?**

26 min; color; h,c,a  
1/2" VHS **CC3271,VH**

Today's History Series - Traces the changing nature of work in the last hundred years, dealing particularly with the concept of the "Protestant work ethic" and how this idea has fared over the years. Emphasizes the unemployment of the late 1970s, which followed the prosperity of the 1960s. Concludes by asking how the work ethic can survive. (VISNEWS;JF;r1984)

Economic history; Labor and laboring classes; Work

**WOMEN AT THE TOP**

26 min; color; c,a  
1/2" VHS **BC0404,VH**

Considers whether a woman has to act like a man to achieve a position of power in the business world. Debates whether traditional feminine characteristics of compassion and nurturing are undermined by aggression, domination, and control in business and political situations, and whether women can aspire to and attain positions of power and still be "feminine." (EDUCBC; FFHS;c1985)

Sex roles; Work

**WOMEN IN BUSINESS**

24 min; color; h,c,a  
DVD **BC0201,DV**

Documents a variety of professional roles women have assumed in business to encourage potential businesswomen to pursue ambitions for which they may feel incapable. Interviews with successful career women indicate their need for goal orientation, self-confidence, and a desire for growth, along with the realization that there will be trials. Illustrates the creative contributions women have made as owners/managers of such enterprises as a moving company, an automotive garage, a leasing firm, a clothing boutique, and a cooking school. (LSBP;c1980)

Business; Career guidance; Women

**WORK**

50 min; color; j,h,c,a

1/2" VHS **CC5020,VH**

A Century of Women series - Explores the history of women in the workplace, covering the events leading up to the Triangle Shirtwaist Fire; the violent opposition to the women's strike in Lawrence, Massachusetts; the perception of women as not being unemployed during the Depression; the changes in the work force associated with World War II; discrepancies between women's wages caused by racism in the workplace; and the changes in Japanese-American women's lives because of U.S. government-ordered internment. Presents information on American women's quality of life, the history of women's labor organizing, and their efforts to improve education and to modernize housekeeping. Uses interviews, dramatizations, historic photographs, and quotes read by Candice Bergen, Sally Field, Amy Irving, Mary Steenbergen and Marlo Thomas. Narration by Jane Fonda. (TBSPRO;AMBROSV;c1994)

U.S.—Social life and customs; Women; Work

**WORK, RETIREMENT AND ECONOMIC STATUS**

60 min; color; c,a

1/2" VHS **CC4599,VH**

Growing Old in a New Age Series - Explores labor force trends, early retirement, and new job opportunities for older workers. Retirees describe community service and leisure activities. Discusses Social Security, pensions and other income sources. *Closed Captioned.* (PBSV; UHAMAC;ANBERG;c1993)

Aging; Work