

# JIST



# 2005 Career Catalog

Caswell & Caswell 1-800-757-7667  
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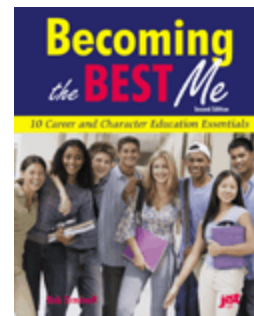
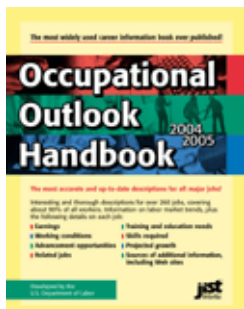


# New Stuff

Keep an eye out for these titles while browsing the catalog!



NOTE: A PRODUCT PROFILE is a downloadable .pdf file that concentrates on only one product. There are three - the Occupational Outlook Handbook, Becoming the Best Me, and the Enhanced Occupational Outlook Handbook. Connect the internet and click on the covers of the books to download the files, or click on the titles here.





# JOB SEARCH

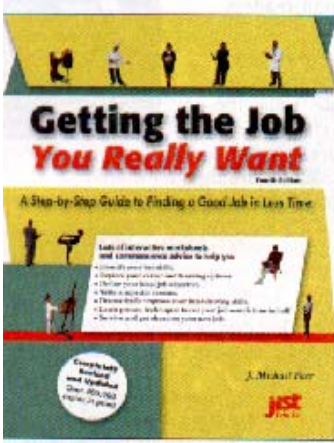
## Getting the Job You Really Want, Fourth Edition

### A Step-by-Step Guide

by J. Michael Farr

For: HS-Adult, Reading Level: Grade 8

Winner of the  
Benjamin Franklin Award



### Getting the Job You Really Want, Fourth Edition

Author: J. Michael Farr

Format: 240 pp, 8.5x11, softcover,  
copyright: 2002

C2-J8035 \$12.95

◆ Free Instructor's Guide with purchase of 25+ workbooks!

**Getting the Job You Really Want** continues to be the most widely used workbook on self-directed career planning and job search at schools, colleges, and employment programs in North America! Here are the four main reasons:

1. **It's the best job search workbook ever!** **Getting** is the most thorough and user-friendly workbook on self-directed career planning, job search, and career survival available. It covers all the major topics, yet is fun to read and easy to use.
2. **Results oriented.** Mike Farr has more than 25 years of experience in researching and teaching self-directed career planning and job seeking skills. Employment and training programs across the country have used his materials for many years because more job seekers get jobs in less time, sometimes dramatically less time.
3. **Chock full of interactive activities.** Not only is the workbook full of charts, checklists, worksheets, and in-the-book-activities, there are many sample resumes and JIST Cards, including scannable resumes.
4. **Excellent instructor support materials.** Includes a thorough instructor's guide, overhead transparencies, a pocket research planner, and many videos!

#### Features:

- ◆ Proven Techniques
- ◆ Lots of in-the-book activities
- ◆ Covers ALL major job search topics
- ◆ Details on more than 200 jobs
- ◆ Dozens of annotated sample resumes, cover letters, and JIST Cards
- ◆ Clear, friendly writing style
- ◆ Fun graphics

#### Benefits

- ◆ Easy to use and understand
- ◆ Useful for youth through adults
- ◆ Easy to use in a class or group setting
- ◆ An approach that gets results.

#### Revision Highlights - Fourth Edition

- ◆ New information throughout on using the Internet and other technology effectively in the job search.
- ◆ Chapters 1 and 2 revised and reorganized for more logical flow.
- ◆ More skills identification activities - new chapter 4 with worksheets for documenting work-related experience.
- ◆ All new chapter 5 on determining job objectives. Includes new job-matching chart based on interests; organized to match JIST's new **Guide for Occupational Exploration, Third Edition**, for further career research.

## Getting the Job You Really Want Instructor's Guide, Fourth Edition

By J. Michael Farr

Save hours of time preparing presentations and classes!

This **Instructor's Guide** saves time PLUS helps instructors and trainers prepare more interesting group presentations and classes. It's especially helpful for those who are new to the subject.

All activities are based on years of training experience. Many are fun, and all are interactive. The **Instructor's Guide** also provides

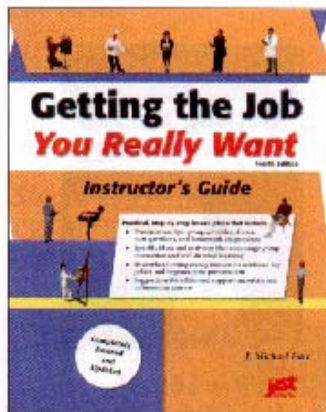
- ◆ Lesson plans for multiple sessions
- ◆ Specific individual and group activities
- ◆ Worksheets and supplemental handouts
- ◆ Suggested outside activities and homework
- ◆ Discussion and quiz questions

A thorough **Instructor's Guide** is worth its weight in gold. But we will give you a FREE one when you purchase 25 or more workbooks. Just include the code J8205 with your order for 25 or more copies of **Getting**.

Guide

C2-J8205

\$14.95



#### Related Award Winning Videos!

- ◆ The Quick Job Search video series
- ◆ Skills identification Video
- ◆ Two Best Ways to Find a Job
- ◆ Dialing for Jobs video
- ◆ Resume Remedy Video, Revised Edition
- ◆ Complete Job Application video
- ◆ You're Hired! Video
- ◆ Getting the Job You Really Want Video Series

# JOB SEARCH

## Getting the Job You Really Want Video Series

*Interest Level: High School-Adult*

Instructional, with in-depth coverage of each topic area. Features lots of interviews with Mike Farr on all aspects of career planning and job search, as well as interviews with employers and job seekers. This complete job search program works especially well as a supplement to Getting the Job You Really Want workbook. But this series—and any of its component videos—can reinforce training on virtually any job search topic. It is also very valuable in a resource center where individuals may use one or more as a "stand-alone" to brush up on a particular topic(s).

Format: VHS or DVD, copyright: 2005, Length: 10 videos, 15–23 minutes each

Style: Informational, instructional

JV1089 Ten Videos \$895.00

JD1097 DVDs \$895.00



Save \$89.50 when you order this ten-part series by December 31, 2004!

**PRICE SLASH**  
**\$805.50**  
**for entire series**

### BONUS for Series Purchase

When you purchase this ten-part video series, add these complimentary items to your order:

Student workbook (J8035-99) 4 copies (valued @ \$12.95)

Instructor's Guide (J8205-99) (valued @ \$14.95)

PowerPoint Presentation (J1178-99) (valued @ \$29.95)

*Additional copies of the student book available for \$7.80 with purchase of the package.*

Discount price includes 4 copies of the student workbook, 1 copy of instructor's guide, and 1 powerpoint presentation!

Getting the Job You Really Want Video Series includes (individual titles are \$129.00):

JV1518 (VHS)	JD1526 (DVD)	An Introduction to Getting the Job You Really Want, with Mike Farr
JV1534 (VHS)	JD1542 (DVD)	Getting to Know What an Employer Wants
JV1550 (VHS)	JD1569 (DVD)	Getting to Use Your Skills in Your Ideal Career
JV1577 (VHS)	JD1585 (DVD)	Getting a Job Using Traditional Methods
JV1593 (VHS)	JD1607 (DVD)	Getting a Job Using Nontraditional Methods
JV1516 (VHS)	JD1623 (DVD)	Getting and Using Your Resume, Cover Letter, JIST Card, and Portfolio
JV1631 (VHS)	JD164X (DVD)	Getting Job Leads from the Internet and Telephone
JV1658 (VHS)	JD1666 (DVD)	Getting a Positive Response in Each of the Seven Interview Phases
JV1674 (VHS)	JD1682 (DVD)	Getting Good Answers to Tough Interview Questions
JV1690 (VHS)	JD1704 (DVD)	Getting to Keep the Job You Find

## Getting the Job You Really Want Instructional Transparencies, Fourth Edition

*by J. Michael Farr*

Jazz up presentations and reinforce key content points!

Author Mike Farr created a brand new set of overhead transparencies to support the use of *Getting the Job You Really Want* in classrooms and other group presentations. This 60-transparency set is very professionally done and reinforces key concept points from all chapters. Use of transparencies is referenced in the *Instructor's Guide* so anyone can use them!

Transparencies come perfect-bound and three hole punched for storage in a binder

**Package of 64 C2-J8183 \$69.95**

## Getting the Job You Really Want Data Guide, Fourth Edition

- ◆ Organizes many easy-to-forget details, such as dates, phone numbers, and street and email addresses.
- ◆ Great when completing job applications or preparing resumes.
- ◆ Just 4 x 6 - fits in most pockets and purses

This little book not only organizes details and makes them easy to access, the pocket book also includes brief tips on essential job search topics; how to find job leads and get interviews; tips on filling out applications; employer's expectations; interviewing, and follow-up.

**Package of 25 C2-J8191 \$29.95**  
**Single Copy J8698 \$ 1.95**

## Getting the Job You Really Want Power Point Presentation, Fourth Edition

The 60 transparencies above are now available in Power Point CD-Rom.

**J1178 \$29.95**

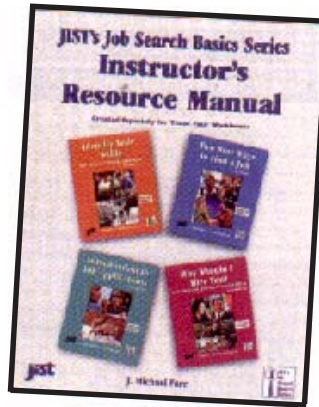
# JOB SEARCH

## JIST's Job Search Basics Series

by J. Michael Farr and Susan Christopherson  
For: HS to Adult, Reading Level: Grade 5  
Complete Curriculum

Four very "Snazzy" workbooks. These second edition workbooks give new definition to completely redesigned.

- ◆ Vastly upgraded interiors with engaging, easy-to-follow design
- ◆ Page layout with lots of space in which to write answers
- ◆ New icons that quickly identify examples, things to think about, key content points, worksheets, hints and tips, checkpoints, and practice questions
- ◆ Upgraded text and examples
- ◆ Many high interest photos

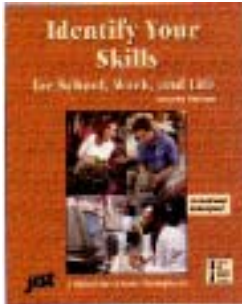


## JIST's Job Search Basics Series Instructor's Resource Manual

Save hundreds of hours of class preparation time. One manual for all four workbooks. For each workbook chapter, there are chapter objectives, presentation suggestions, group and individual activities, homework options, discussion/quiz questions, quick quizzes and answers. 192 pp, copyright: 2000

**C2-J6210 \$24.95**

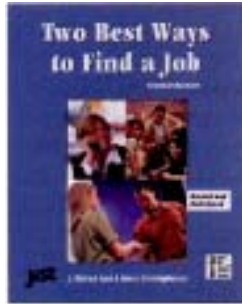
Free w/class set of 25+



### Identify Your Skills for School, Work, and Life Second Edition

#### Major Chapter Content

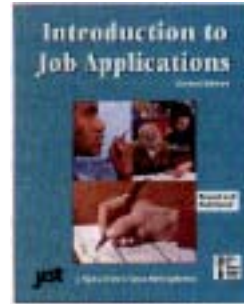
- ◆ Learn about your three skill types: adaptive skills, transferable skills, and job-related skills
  - ◆ Know which skills you enjoy using most so you can put them to work in satisfying jobs and activities
  - ◆ Create and use a skills inventory of your experiences from school, work, volunteer jobs, hobbies, and other activities
  - ◆ Prove your skills to an employer and get a good job
  - ◆ Learn where to get facts about jobs that match your skills
  - ◆ Consider options to improve your skills, including more education or training
  - ◆ Set goals and plan how to best use your skills today and tomorrow.
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5834 \$7.95**



### Two Best Ways to Find a Job Second Edition

#### Major Chapter Content

- ◆ Find the unadvertised "hidden" job market (where 85% of all job openings are)
  - ◆ Get job leads by networking with people you know - and people they know
  - ◆ Use the Yellow Pages to identify possible employers
  - ◆ Make direct employer contact to get interviews - before a job is available
  - ◆ Get more interviews in less time
  - ◆ Develop a JIST Card to use as a mini-resume
  - ◆ Learn how to follow-up with employers.
- 96 pp, 8.5x11, copyright: 1999  
**C2-J580X \$7.95**



### Introduction to Job Applications, Second Edition

#### Major Chapter Content

- ◆ Learn why employers use applications and what they want to know
  - ◆ See how applications can screen you out of consideration
  - ◆ Create an "application inventory" that will prepare you to fill out any form
  - ◆ Complete applications correctly and increase your chances of getting an interview - and the job you want
  - ◆ Deal with negative information
  - ◆ Practice filling out a variety of sample applications
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5818 \$7.95**



### Why Should I Hire You? Second Edition

*Turn interview questions into job offers*

#### Major Chapter Content

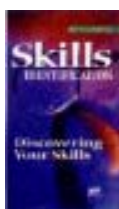
- ◆ Obtain interviews before a job opens up - so employers think of you first when one does
  - ◆ Present the key skills you have for the job and support them with examples
  - ◆ Learn the three clues that employers look for in applicants
  - ◆ Use a three-step process to answer most questions
  - ◆ Feel confident and ask questions in an interview - then ask for the job
  - ◆ Negotiate pay
  - ◆ Follow up after interviews with phone calls and thank-you notes
  - ◆ Role play your interviews so you can speak with confidence and be prepared
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5826 \$7.95**

**Four newly revised workbooks, each focused on one essential job search topic!**

## Companion Videos

### Skills Identification Revised Edition

**C2-JV1456**  
VHS \$99.00  
**C2-JD0392**  
DVD \$99.00



### Two Best Ways to Find a Job

**C2-JV3173**  
VHS \$99.00  
**C2-JD0414**  
DVD \$99.00



### The Complete Job Application, Revised Edition

**C2-JV7276**  
VHS \$99.00  
**C2-JD0384**  
DVD \$99.00



### Why Should I Hire You?

**C2-JV3726**  
VHS \$99.00  
**C2-JD0406**  
DVD \$99.00





# JOB SEARCH

## You're Hired!

### Employers Give Tips for Successful Interviewing

#### For High School to Adult

- ◆ Real employers from large and small businesses answer questions about what they look for in the people they hire
- ◆ Very good in class settings: The video can be stopped after employers answer each question to encourage group discussion.

The job interview is an extremely important part of the hiring process. Knowing and understanding what employers look for in the people they hire can be the difference between working and staying unemployed.

This video packs a lot into 21 minutes! It answers a dozen questions job seekers have about interviewing, and the questions cover a range of issues before, during, and after the interview. AND, the answers come from employers; viewers learn *their* expectations. Some of the question employers address:

- ◆ When should I bring up pay?
- ◆ What if I have little or no work experience?
- ◆ What if I've been laid off?
- ◆ How should I start an interview?
- ◆ How can I make a good first impression?
- ◆ How should I prepare?

Real employers are the experts in this video. They represent a variety of small and large business and industries, and their advice is important for new graduates as well as experienced workers.

#### You're Hired!

**Length:** 21 minutes

**Style:** Informational

**Key Characters:** Caucasian, African-American

**Production Date:** 1997

**C2-JV2967 VHS \$99.00**



## Why Should I Hire You?

### How to Be More Than Just a Face in the Crowd

#### For High School to Adult

Why SHOULD someone hire you? Employers ask a lot of questions during job interviews, but this is really THE underlying question for which you must have an answer. If you can't give good reasons why someone should hire you, no one will!

This award winning video will help viewers answer this interview question as well as many others. More importantly it helps viewers understand what employers look for in the people they hire. This knowledge will help them review their backgrounds and be prepared to give examples of how they can do the job. Content comes from the many career and job search books written by Mike Farr, which sold more than 2 million copies.

#### Instead of lecturing, *Why Should I Hire You?*

- ◆ Uses a "slice of life" story to show the importance of narrowing the focus of the job search.
- ◆ Dramatizes the power of "cold-calling" - what can happen just by calling on potential employers unannounced, but with specific job objectives in mind.
- ◆ Contrasts good and so-so interview performances.

See Companion workbook: ***Why Should I Hire You? Second Edition***

#### *Why Should I Hire You?*

**Length:** 18 minutes

**Style:** Slice-of-life case studies

**Key Characters:** Caucasian, African-American, Asian

**Production Date:** 1996

**C2-JV3726 VHS \$99.00**

**C2-JD0406 DVD \$99.00**

**Winner!**

**U.S. Film & Video Festival**

**Certificate of Creative Excellence!**



## Looking Sharp

### Grooming for Success

#### For High School to Adult

Clothes that look good and are work-appropriate are only half the appearance equation. If YOU don't look as good as your clothes, consider yourself only half-dressed.

People react to how you groom. In job interviews, even minor grooming problems such as uncombed hair will create a negative impression.

This new JIST video covers the basic principles of good grooming for both men and women. Professionals in various grooming specialties provide tips on how to improve your grooming to create a more professional and appropriate image. They will share time- and money-saving tips to help you make a good first impression in a job.

#### Get Professional Tips On:

- ◆ 'Do's' and 'don't's' of hair care, nail trimming, and other "extras"
- ◆ The appropriate use of deodorants, perfumes, and colognes
- ◆ For women: how to even out imperfections with makeup while creating a natural look
- ◆ For men: trimming or shaving facial hair

**Winner!**  
**Telly Award**  
**Communicator Award**

#### *Looking Sharp: Grooming For Success*

**Length:** 17 minutes

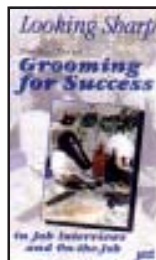
**Style:** Informational

**Key Characters:** Caucasian, African-American, Asian

**Production Date:** 1997

**C2-JV2983 VHS \$99.00**

**C2-JD0503 DVD \$99.00**



## Looking Sharp

### Dressing for Success

#### For High School to Adult

According to employer surveys, 4 out of 10 interviewees make negative impressions based on their dress and grooming.

It's true: How you look makes a difference in a job interview and on the job. While there is much more to career success than how you dress, clothing provides a variety of social clues that others use to help define you.

This new JIST video takes a look at the basics of dressing for success on the job interview and on the job.

#### Male and female viewers get tips on how to:

- ◆ Avoid the "little things" that can ruin their appearance at a job interview
- ◆ Dress appropriately for a formal office as well as for a less formal "blue-collar" job
- ◆ Dress well on the first day of a new job
- ◆ Use creative shopping methods to find good clothes on any budget
- ◆ Develop a style that best presents their personality
- ◆ Use accessories to jazz up their wardrobe
- ◆ Avoid clothing that can create on-the-job safety problems
- ◆ Care for their clothes

#### An Important Job Retention Topic

While your skills, abilities, and other factors play a big role in your career success, your dress and appearance are also significant. Looking sharp and professional in any job can give your career a boost, and this video will show you how!

#### *Looking Sharp: Dressing for Success*

**Length:** 18 minutes

**Style:** Informational

**Key Characters:** Caucasian, African-American, Asian

**Production Date:** 1997

**C2-JV2975 VHS \$99.00**

**C2-JD049X DVD \$99.00**



**NOW IN DVD FORMAT!**

# CAREER/CHARACTER EDUCATION

## Exploring Your Career Options

*Interest Level: Middle School-High School*

- ◆ New video inspires young people to explore job alternatives!
- ◆ Teaches the process of career exploration, a skill that students will use throughout their lives!
- ◆ Provides direct support for career exploration and awareness programs in grades 6-12!
- ◆ Teaches everyday, hands-on ways that young people can explore careers.



*Exploring Your Career Options* is a new video from JIST that inspires young people to explore careers by showing them everyday, hands-on ideas that they can use to learn more about their career interests. Real students describe their interests, what they like to do, and what they are good at. Then these students use their insights to identify occupations and careers for exploration.

*Exploring Your Career Options* video is not filled with details about specific jobs. Instead, viewers learn a process for learning more about careers and occupations. First, viewers learn to "Explore Career Clues," including their interests and talents. Second, viewers "Explore Job Groups" where they see that there are groups of jobs related by their interests and talents. Third, viewers are encouraged to "Seek Facts About All Related Jobs" and to dig for more details by looking into occupational references such as *Exploring Careers*, the *Occupational Outlook Handbook*, and others. Fourth, career experts describe everyday hands-on ideas that young people can use to "Explore Career Possibilities," for example, by finding professionals with whom to shadow or talk. We think *Exploring Your Career Options* will benefit a wide audience of young people and the professionals who work with them:

- ◆ Young people in grades 6-12, ◆ Parents, ◆ Librarians
- ◆ Teachers and counselors, ◆ Youth program professionals
- ◆ Anyone working with, training, or advising young people

VHS Length: 23 minutes with 20 minutes of bonus content

Format: VHS or DVD, copyright: 2004

JV9996 VHS \$129.00

JD0104 DVD \$129.00

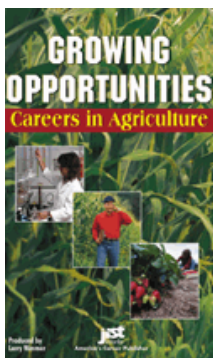
Download a FREE Instructor's Guide (PDF file)



## Growing Opportunities Careers in Agriculture

*Interest Level: Middle School-Adult*

- ◆ Covers 23 careers directly related to the agricultural field.
- ◆ Each person is shown in his or her work environment, and each gives an opinion of how his or her job is unique!
- ◆ Graphics highlight job titles, recommended education, and salaries.



"Students really enjoy it. The video hits all the important subjects without overkill. It opens windows for students to investigate a variety of careers. And the video also gives teachers a lot of opportunities to create follow-up assignments."

—Donna Pinkerton, teacher in Ventura County

"It made me aware of all that is done in order for me to eat a good salad." This quote is from a student who watched *Growing Opportunities*, and it's true: Most people are amazed at what they learn when they see the wide range of people that a farmer interacts with during a typical day. The video includes thumbnail descriptions of 23 careers that exist in the agricultural industry. Some people work in the fields, and many are professionals, such as weather forecasters, chemical and fertilizer specialists, and others.

VHS, Length: 23 minutes, Format: VHS or DVD copyright: 2002

JV0147 VHS \$99.00

JD0155 DVD \$99.00

Download a FREE Instructor's Guide (PDF file)



## A Meeting at the Crossroads Straight Talk from Real Teens About Substance Abuse

*Interest Level: Teens and preteens*

**Teens Warn Teens: Stay Off Drugs.**

This honest, hard-hitting video shows teens and preteens the real consequences of drug and alcohol use. Teens in a juvenile detention facility tell how they got involved with drugs and talk about the negative consequences of their decisions. Their experiences serve as a warning to others who might choose the same path.

The video also includes interviews with teens in a SADD (Students Against Destructive Decisions) program who have committed to staying clean and sober. In a rare face-to-face meeting, the incarcerated teens and the teens in SADD discuss peer pressure and what it takes to stay away from drugs.

The message in *A Meeting at the Crossroads* is clear: Peer pressure and environment may play a role in drug use, but the issue ultimately comes down to choice. Teens have the power to choose their friends wisely and decide for themselves whether or not to drink and use drugs. An ideal length for any workshop or classroom setting, the video is appropriate for both at-risk and general youth populations. It can be shown in schools, agencies, counseling centers, support groups, and other settings where youth need to hear straight talk on the issues.

**Key Features:**

*A Meeting at the Crossroads* provides a unique point of view from both sides of the teen drug issue. Teens who normally would never talk to each other sit down and have an honest discussion about peer pressure and substance abuse.

- ◆ Documentary style
- ◆ Real teens are interviewed
- ◆ Character Education
- ◆ ER Physician talks about teen substance abuse
- ◆ Trauma surgeon talks about result of drunk driving
- ◆ Narrator
- ◆ Diverse
- ◆ Discusses the consequences of alcohol and drug use
- ◆ Discusses the power of peer pressure
- ◆ Provides perspective of each side of the issue
- ◆ Length of program is compatible for any workshop or classroom setting

VHS, Producer/Director: Vincent Yarbrough

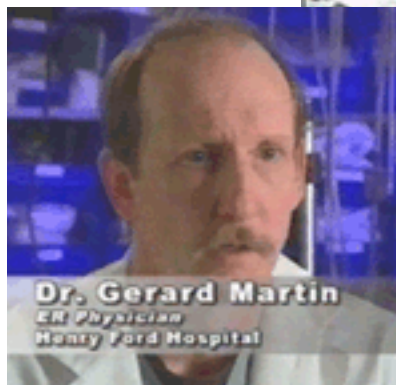
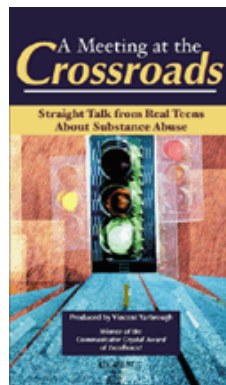
Format: VHS or DVD, Style: Documentary

Length: 24 minutes, copyright: 2001

Price:

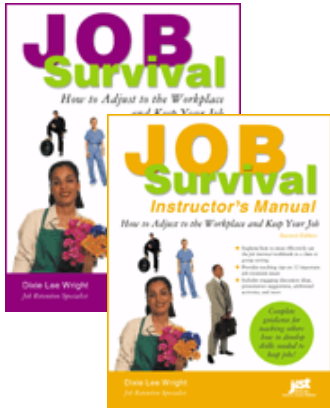
KV1424 VHS \$129.00

KD1475 DVD \$129.00





# JOB SEARCH



## Job Survival

**Author:** Dixie Lee Wright, Job Retention Specialist  
**Format:** 192 pp., 8.5x11, softcover, **copyright:** 2005  
**Workbook**  
**C2-J1208 \$9.95**

## Job Survival Instructor's Guide

**Author:** Dixie Lee Wright, Job Retention Specialist  
**Format:** 96 pp., 8.5x11, softcover, **copyright:** 2005  
**Guide**  
**C2-J1216 \$19.95**

## Job Survival, 2nd Edition

### How to Adjust and Keep Your Job

by Dixie Lee Wright

**Reading Level: Grade 6, For: HS-Adult**

- ◆ Excellent workbook for at-risk populations and those with limited reading skills
  - ◆ Open, friendly design with lots of exercises and checklists
  - ◆ Written for those who have been out of the workplace for various reasons or are having trouble keeping a job
  - ◆ Covers essential, basic job retention topics
- So this is a very special workbook for those with different job needs. It focuses on basic, essential job retention topics in a straightforward manner, excellent for those who are having trouble keeping a job.

#### Core Content - Job Survival

Twelve key topics are explored through dozens of examples and questions.

- 1.) How to cope at work when you have barriers, special needs, or background problems.
- 2.) Why a good attitude can make up for fewer skills.
- 3.) Why workplace rules should not be broken.
- 4.) How to set goals to get things done.
- 5.) How priorities give you direction and focus.
- 6.) Why your job is important to your boss, co-workers, and company.
- 7.) Why using your best skills make you a better worker.
- 8.) Why you should be ready for unexpected problems.
- 9.) How to fix problems both at and away from work.
- 10.) How to strengthen good work habits and dump bad ones.
- 11.) Why good manners work magic.
- 12.) How to handle bad stress on the job.

Use the thorough **Instructor's Guide** with the Job Survival workbook to teach key job retention topics that best suit the students, their situations, and their time schedules. For lively, interactive instruction, choose from the many group activities, presentation suggestions, and discussion ideas. If your time is tight, the material is easily adapted to give quick overviews and make assignments.

- ◆ Free with purchase of 25 or more student workbooks

#### Related:

- ◆ **Barriers to Employment Success Inventory**
- ◆ **Make a Good First Impression Video**
- ◆ **Social Skills at Work Video**
- ◆ **The Art of Effective Communications Video**

NOW IN DVD FORMAT!

**NEW!**

## Job Survival Skills

### It's a Jungle Out There!

- ◆ Good advice on surviving and getting ahead on a new job.
- ◆ Tips on getting promotions and pay increases.
- ◆ An entertaining and memorable approach.

One of our best-selling videos, **Job Survival Skills** has won a prestigious Telly Award against formidable competition. Its excellent production quality, solid advice, and entertaining style were all factors in winning the award.

#### Solid content

The content is based on material from Mike Farr's **Getting The Job You Really Want**. Mike is an expert on this topic and his advice is based on employer surveys on why people lose jobs. While the message is serious, the video is lots of fun and quite effective in getting people to look at and change their behaviors.

#### Two Major Sections

The video presents the most common reason employers report for people losing jobs, including dishonesty, substance abuse, interpersonal problems, and poor grooming. It presents these issues in a non-threatening way and provides tips to avoid them. Once basic job survival issues are covered, it presents techniques employers suggest to earn promotions and pay increases.

**Recommended for: HS - Adult**

**Winner! Telly Award**  
**Silver Screen Award - U.S. Film and Video Festival**  
**Job Survival Skills**

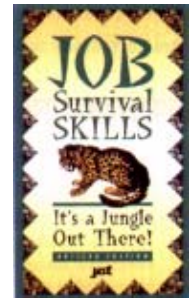
**Length:** 10 minutes

**Style:** Humorous, informational

**Key Characters:** Culturally diverse

**Production Date:** 1997

**C2-JV4323 VHS \$99.00**  
**C2-JD0546 DVD \$99.00**



## Math Skills for the Workforce

At last, a math program designed specifically for workforce development. Teach all the math skills your learners need for job success in just four books.

**Math Skills for the Workforce** develops the math skills that ensure workforce success. It's also a great value. With just four titles you can cover what your learners need to know -- at a much better price than competing titles.

- ◆ A pretest ensures proper placement; a post-test measures progress.
- ◆ With reading levels of 4-6, even limited readers can master math.
- ◆ All unit openers and practice exercises deal with work-related issues and scenarios.
- ◆ A glossary defines unfamiliar words to keep learners focused on problem solving.

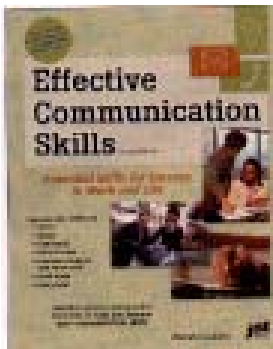
<b>63756SV</b>	<b>Whole Numbers</b>	<b>\$14.90</b>
<b>63764SV</b>	<b>Fractions</b>	<b>\$14.90</b>
<b>63772SV</b>	<b>Decimals and Percents</b>	<b>\$14.90</b>
<b>63780SV</b>	<b>Measure, Geo., &amp; Algebra</b>	<b>\$14.90</b>



**Visit Us On The Web!**  
**Multiple Catalogs Available for Download!**



# CAREER DEVELOPMENT



**Effective Communication Skills, Second Edition**  
**Author:** Marsha Ludden, M.A.  
**Format:** 128 pp, 8.5x11,  
**copyright:** 2002

**Paperback**  
**C2-J8523      \$8.95**

**Instructor's Guide**  
**C2-J8531      \$12.95**

## Effective Communication Skills, Second Edition

**Essential Tools for Success in Work, Social, and Personal Situations**

*by Marsha J. Ludden, M.A.*

**Reading Level: Grade 8, For HS-Adult**

Employers rate effective on-the-job communication skills as the most important for job success!

- ◆ More than 40,000 copies in print!
- ◆ Completely revised!
- ◆ New Instructor's Guide has tons of extra activities.

Includes quizzes and practice exercises to sharpen communication skills in

- ◆ Listening
- ◆ Speaking
- ◆ Using E-mail
- ◆ Writing letters
- ◆ Using the telephone and voice mail
- ◆ Sending faxes
- ◆ Using pagers

## Communicating Well: A Key to Success in Work and in Life

Poor communication affects the ability to get and keep jobs. It can lead to confusion, business losses, missed appointments, and missed opportunities. Learning to communicate well lets others understand ideas and needs. It is equally important to understand the messages others are sending.

## Improve Your Ability to Speak, Write, and Share Ideas

**Effective Communication Skills** covers the basics of getting your message across in casual conversation or public speaking, in e-mails or in letters, and at work or with friends. Ludden provides specific life and work examples of each type of communication, as well as tips for improving communication skills.

## Tools and Quizzes Sharpen Communication Skills

**Effective Communication Skills** includes quizzes and practice exercises to help sharpen communication skills:

- ◆ In "Check it Out" exercises, readers can rehearse basic skills, from talking with new acquaintances to writing and sending e-mails and faxes
- ◆ Vocabulary reviews reinforce key terms in each chapter
- ◆ Sample conversations, letters, and phone messages show effective communication put to practical, real-life use.

### Related Product

- ◆ **The Art of Effective Communication Video, Revised Edition**
- ◆ **Make a Good First Impression Video**

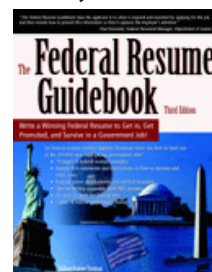
## The Federal Resume Guidebook, Third Edition

*by Kathryn Kraemer Troutman*

- ◆ A terrific 'how-to' book for those seeking employment with the federal government
- ◆ Tips on writing scannable RESUMIX resumes and which agencies require them
- ◆ How to submit federal resumes by e-mail or through the Web
- ◆ Copies of federal employment forms
- ◆ Lists of federal occupational groups, including the group and series numbers the government uses to classify them

### NEW for this edition:

- ◆ How to apply for jobs with the Homeland Security Administration, including the new resume format needed for these jobs
- ◆ New sample resumes
- ◆ Federal resumes for career changers
- ◆ How to pack your resume with keywords
- ◆ Six ways to apply for federal jobs
- ◆ The government's new required core competencies and how to highlight yours



**Format:** 416 pp, 8.5x11, softcover, **copyright:** 2004  
**C2-J9252      \$21.95**  
**The only guidebook designed to develop competitive federal resumes!**

## Guide to America's Federal Jobs, Second Edition

**A complete Directory of Federal Career Opportunities**

*Compiled from various Federal Resources by JIST Editors*

**Reading Level: Grade 8, For: HS-Adult**

The most comprehensive resource on federal employment for job seekers and federal employees. Includes lists of all federal job titles plus information on all major federal agencies and departments, including their web addresses.

**Format:** 528 pp, **copyright:** 2001

**C2-J5265**

**\$18.95**



**Recommended for: HS - Adult Winner!**  
**Telly Award**



**The Art of Effective Communication, Revised Edition**

**Length:** 27 minutes

**Style:** Humorous, informational

**Key Characters:** Culturally Diverse

**Revision Date:** 2000

**C2-JV7284      VHS      \$129.00**

**C2-JD0422      DVD      \$129.00**

## The Art of Effective Communication, Revised Edition

**Communication THE key skill for getting and keeping a job.**

**Tips on verbal, nonverbal, listening, and written communication with supervisors, coworkers, and customers.**

Many people believe communication is the key to good relationships. This is especially true for relationships between employers and job seekers. How you communicate with your supervisor, other managers, and your coworkers can significantly affect your success.

This award winning video demonstrates the impact of good - and poor - communication skills on work relationships, and gives tips for improving verbal, nonverbal, listening, and written skills. Viewers learn that:

- ◆ What they do with their bodies while speaking or listening is just as important as the words they speak.

# PRISON RESOURCES

A JIST Bestseller!

## Putting the Bars Behind You, Revised Edition

For: HS-Adult

- ◆ Addresses special needs of ex-offenders looking for work.
- ◆ Learn from experiences of ex-offenders.

Ex-offenders are often clients or participants in programs operated by many organizations - community-based organizations, postsecondary institutions, one-stop career centers, other training programs funded by JTPA, and welfare-to-work programs, to name some. Both ex-offenders and the professionals who work with them will benefit from this excellent, newly revised video that addresses the unique challenges that ex-offenders face when they look for work.

### Results-Oriented Job Search Methods

This is still a very special video that addresses key topics with solid content. Real-life ex-offenders talk about looking for - and finding - jobs. Ex-offenders learn

- ◆ Mike Farr's practical, self-directed job search techniques, with emphasis on the unique needs of ex-offenders.
- ◆ Why traditional job search methods - filling out applications, answering newspaper ads, and "shotgunning" resumes - are less effective for ex-offenders.
- ◆ The two most effective job search methods that can dramatically reduce the time it takes to find a job. And the job search methods are the very best! They're based on techniques by Mike Farr, whose job search books have sold more than 2 million copies!

### Shows Ex-Offenders How to Interview Successfully

The toughest challenge for ex-offenders seeking work is the job interview. Special attention is given to the interview, and ex-offenders learn how to

- ◆ Discuss their incarceration with potential employers
- ◆ Communicate their skills and strengths
- ◆ Answer tough interview questions.

### Putting the Bars Behind You, Revised Edition

Length: 24 minutes

Style: Serious, informational

Key Characters: Caucasian, African-American, Hispanic

Revision Date: 1999

C2-JV6512	VHS	\$149.00
C2-JD0481	DVD	\$149.00



## Corrections/Pre-Release Job Search and Retention Package

5 copies each of the *Putting The Bars Behind You* Workbooks and the *Instructor's Guide* with one copy of the *Putting The Bars Behind You* Video/DVD  
CCJ3314 \$335.40 save \$37.27

## Back in the World: Life After Prison Video Series



For: Adults

**It's a fact:** Most incarcerated individuals serve their time and return to the "real" world. But as inmates count down the days and months to release, their anticipation runs the gamut from excitement about freedom to apprehension about making a new start.

This is a very special three-video series, years in the making. Why? Because inmates have unique challenges - both obstacles AND opportunities - to make a good transition from prison to "civilian" life. The solid advice offered in these new videos is drawn from numerous interviews with inmates near their release dates and with their counselors and instructors. Their words offer practical tips and inspiration for ex-offenders to embrace - and succeed with - their new lease on life.

*"I really like this video because it stresses the importance of offenders taking advantage of all the programs offered by the institution."*

- Marge Warner, A.B.E. Teacher  
State of Indiana Department of Correction

- ◆ Solid advice for pre-released offenders.
- ◆ Excellent information for professionals who work with inmates.
- ◆ Includes numerous interviews with inmates near their release dates.
- ◆ Filmed at correctional facilities across the country.
- ◆ Very practical advice, tips can be put into practice immediately.

### Back in the World: Life After Prison Video Series

Length: Each video 25 minutes average

Style: Documentary, informational

Key Characters: Caucasian, African-American, and Hispanic

Three -Video Set ---Save \$48.00

C2-JV5214  
\$329.00

## Post-Prison Blues: Adjusting Your Relationship with Family, Friends, and Yourself

The emotional challenge of prison release can be daunting. Even family and close friends may take some time to adjust, not to mention society at large. Inmates and experts relate their experience and valuable insights on how to make the emotional transition, and they talk about:

- ◆ Dealing with the label "ex-convict"
- ◆ Surviving without support from family or friends
- ◆ Helping children understand why you were in prison
- ◆ Coping with the change from structured; instructional time
- ◆ Dealing with the uncertain future.

Approx. 25 minutes, copyright: 1999

C2-JV5796

\$129.00

## Inside Opportunities:

### Training and Education Behind Bars

The time spent in prison need not be wasted! Correctional facilities provide a wealth of training and education programs for inmates to develop some of the skills they'll need to get and hold jobs when they're released. Current and former inmates offer insight on

- ◆ Basic literacy
- ◆ High school completion
- ◆ GED certification
- ◆ Vocational training
- ◆ Postsecondary education
- ◆ Job search training
- ◆ Employment skills training.

Approx. 25 minutes, copyright: 1999

C2-JV5656 \$129.00



See our new five workbook series for Ex-offenders on page 50!

## After Prison:

### How the Ex-Convict Can Find a Place to Live, Get Work, and Stay Straight

Basic human needs for food, shelter, and employment - critical factors in transition - are the focus of this video. Where can ex-offenders find housing and jobs? And most important - where can ex-offenders find extra emotional strength during those first few months? Inmates answer these and many other questions:

- ◆ When should I begin to plan for release?
- ◆ How do I handle money and credit?
- ◆ What can I do about housing?
- ◆ What do I tell potential employers?
- ◆ How can I overcome the stigma of being incarcerated?
- ◆ What support programs are available?

Approx. 25 minutes, copyright: 1999

C2-JV5664 \$129.00

### WINNERS!

- ◆ **Inside Opportunities:** Telly Award
- ◆ **After Prison:** Bronze, Worldfest Houston; Award of Distinction, Communicator Awards
- ◆ **Post-Prison Blues:** Telly Award; Silver, Worldfest Houston; Honorable Mention, Communicator Awards; Second Place, ACA Festival



# CAREER DEVELOPMENT VIDEOS

## Get Motivated!

With Toby Malichi  
For HS-Adult

Get Motivated with Toby Malichi

Length: 36 minutes

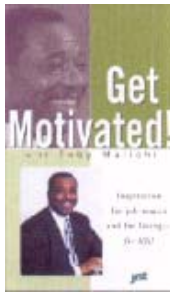
Style: Live Presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 2001

C2-JV8515

\$149.00



Inspiration for job search and for living - for life!

People receive negative feedback and advice more than 25,000 times during their lives!

Viewers learn how to fight back in this fine motivational video that features Toby Malichi, Captured "Live," Toby engages his audience to emphasize that attitude permeates virtually every aspect of what we do, including job search.

The key to success? Self management skills that start with attitude. See why Toby Malichi has been invited to present more than 4,000 talks around the world. His positive attitude is absolutely infectious, and there's plenty to go around.

As Toby says, "At the beginning of every task is an attitude!"

## Looking for Work with Attitude Plus!

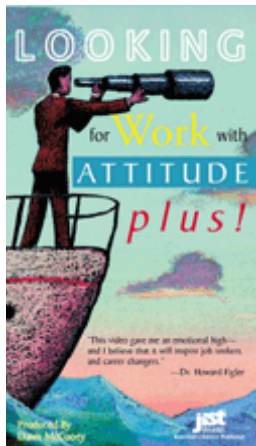
High School-Adult

A good attitude is a key element in a successful job search! A very important first step in job search: your attitude. A half-hearted approach usually produces half-hearted results. Many people who have lost their jobs—especially through no fault of their own—experience loss and even some degree of depression over their situation. While this is understandable, people have to overcome these feelings in order to begin a transition to new employment.

Looking for Work with Attitude Plus! is an excellent new video/DVD that speaks directly to the emotional impact that job loss brings. It uses the metaphors of several sports—including sailing, rock climbing, fly-fishing, and windsurfing—to help viewers understand the dynamics of job loss and career change. Then it offers valuable insights into ways to move through and beyond emotional barriers.

Key Messages:

- ◆ Support is an important ingredient in dealing with emotions.
  - ◆ Overcoming fears and taking risks creates freedom.
  - ◆ Change is possible.
  - ◆ Knowledge and preparation are two important elements of job search.
- Use this video with:



- ◆ One-stop career center clients
- ◆ Students in life skills courses
- ◆ Welfare-to-work program participants
- ◆ Vocational/technical school students
- ◆ Community college placement centers
- ◆ Any job search training program or course
- ◆ Corporate/HR training
- ◆ Clients with community-based organizations
- ◆ Outplacement program participants

Length: 22 minutes  
Format: VHS or DVD  
Copyright: 2004



JV0791

VHS

\$99.00

JD0848

DVD

\$99.00

## Think Small

Finding Big Jobs in Small Businesses

- ◆ Seven of ten non-government workers are employed by organizations with fewer than 250 employees
- ◆ Eighty percent of job growth comes from these same companies
- ◆ Small businesses create rewarding careers and jobs

Viewers Learn

◆ That small organizations - both for profit and non profit - offer a wealth of opportunities that should be considered by anyone on a job search.

- ◆ How to research small businesses.
- ◆ What things to keep in mind when searching for jobs in small businesses.
- ◆ What small businesses look for in employees.

This is an excellent new video focused on a topic that is often overlooked in job search training.

Think Small!

Length: 25 minutes

Format: Informational, lots of interview segments with narrator

Key Characters: African-American, Caucasian, Hispanic

Production Date: 2002

C2-JV6601

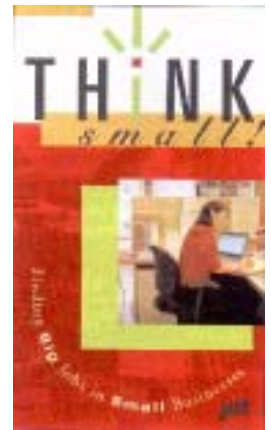
VHS

\$129.00

JV918X

DVD

\$129.00



Related Products:

- ◆ *Two Best Ways to Find a Job*, Second Edition Workbook
- ◆ *Why Should I Hire You?* Second Edition Workbook

## Attitude

With Toby Malichi

For: HS-Adult

"Success works with you, after you work for success."

—Toby Malichi



Why is this man smiling?

Toby Malichi has spoken to individual and groups all over the world, he's even addressed an economic forum at the United Nations. If you tell Toby that is quite an achievement, he will agree. But in the next breath he will say it is simply the realization of a dream he's been chasing since he was eight years old.

As a motivational speaker for more than 17 years, Toby has dedicated his life to presenting an inspiring new way of thinking. He continues to enlighten people throughout the world and from all walks of life with a simple message: *The keys to success can always be traced to perseverance and a positive attitude!*

This motivational video can be especially helpful for job seekers: It inspires viewers to change their attitudes to overcome current circumstances.

- ◆ Ideal for those who are overcoming layoffs
- ◆ Hope for the discouraged
- ◆ Road map to success in life and at work

Attitude!

Length: 50 minutes

Style: Interview with a trainer, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 1994

C2-PV0386

\$129.00

# WELFARE TO WORK

## Welfare-to-Work Video Series Recommended for: Adults

A new four-video series targeted at people who receive public assistance—and the professionals who work with them!

- ◆ Speaks directly to public assistance recipients.
- ◆ Reinforces the main message of welfare reform: Learn how to find a job, and learn how to keep it.
- ◆ Includes real-life welfare recipients discussing finding and keeping a job.

### Motivates AND educates on four essential job search topics:

- 1) Getting started.
- 2) Your Job Is Out There.
- 3) Making A Good Impression.
- 4) Success That Lasts.

### Excellent for:

- 1) New welfare applicants.
- 2) Candidates for welfare-to-work programs.
- 3) Welfare-to-Work program participants.
- 4) Welfare-to-Work professionals.

### Jist's Welfare-to-Work Video Series

Welfare-to-work professionals have tough jobs! Many programs have moved hundreds, even thousands of welfare recipients into jobs. But new people apply for benefits every day, and many of the most challenging clients remain. Jist's new Welfare-to-Work Series is targeted at people who receive public assistance, including first-time applicants, candidates for welfare-to-work programs, and those who have yet to make the transition.

Jist's Welfare-to-Work Video Series delivers the right content for its audience.

- ◆ Comprehensive. Viewers are exposed to all essential job search topics.
- ◆ Flexible. Viewers can focus on just one or many essential job search topics.
- ◆ Two videos are motivational and inspirational in style.
- ◆ Includes relevant content. Designed with input from current and former public assistance recipients.
- ◆ Includes viewers' perspective. Viewers will identify with current and former recipients as well as professional staff.
- ◆ Keeps viewer interest. Good mix of lecture, group discussion, group activities.
- ◆ Goes beyond job search techniques. One video focuses on keeping and succeeding on the job.

**Produced with input from welfare professionals and recipients.** Former and current recipients are featured in the series as well as professional staff, and it has already been presented to thousands of recipients. This series presents their experiences, observations, and tips, and it talks "up" to recipients - they will relate easily to both the content and the presenters.

**High quality production values.** These videos are designed to capture and maintain viewers' interest - they're much more than just "talking heads." The format includes a good mix of lecture, group discussion, group activities, comments from recipients and professionals, and professional facilitation. Sound and video quality are excellent.

#### Welfare-To-Work Video Series

**Length:** Four videos, 30-36 minutes each

**Style:** Motivational, educational

**Key Characters:** Culturally diverse

**Production Date:** 1999

**Four-Video Series - Save \$131.00**

**C2-JV6784 \$495.00**

**Individual Videos: \$149.00 each**

Online Instructor's Guide available for each video



NOW IN DVD FORMAT!

### Getting Started

A motivational video that provides an overview of all the steps necessary to start a successful job search regardless of education or work experience. Scheduling time, self-assessment, skills inventories, and goal setting are covered, and former recipients describe their successes and the benefits of leaving public assistance and moving into the world of work.

**33 minutes, copyright: 1999**

**C2-JV6792 VHS \$149.00**

**C2-JD0449 DVD \$149.00**

### Your Job Is Out There

Viewers learn how to locate jobs in the "hidden" job market and how to create professional resumes. One strength of this video: It makes the difficult task of looking for and applying for work simple and easy to understand, and viewers will be able to create a powerful master job application and resume regardless of work experience and education.

**36 minutes, copyright: 1999**

**C2-JV6806 VHS \$149.00**

**C2-JD0457 DVD \$149.00**

### Making a Good Impression

Job interviews are a critical step for all job seekers, but this video is especially strong at showing viewers how to answer difficult questions. For example, "I see by your job application that you don't have a lot of work experience, so what can you do for this company?" Viewers gain confidence by learning good strategies and practical techniques to answer this—and other difficult questions - resulting in more quality job offers.

**30 minutes, copyright: 1999**

**C2-JV6814 VHS \$149.00**

**C2-JD0465 DVD \$149.00**

### Success That Lasts

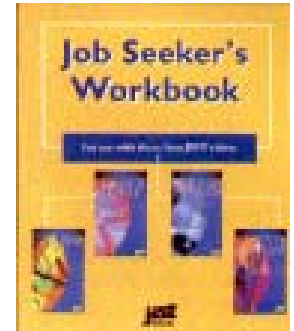
Minimum wage is the reality of many jobs offered to people moving off welfare. This motivational video educates viewers on what it takes to have secure employment, and it teaches them how to turn minimum wage jobs into successful, high-paying careers. The solid advice in this video can be used in many settings!

**34 minutes, copyright: 1999**

**C2-JV6822 VHS \$149.00**

**C2-JD0473 DVD \$149.00**

Also available!  
Welfare-to-Work  
Workbook



### Job Seeker's Workbook

by the Editors of JIST  
**Reading Level: Grade 6**  
**For: HS - Adult**

- ◆ New activity book to use with Welfare-to-Work Video Series
- ◆ Lots of interactive worksheets, charts, and checklists
- ◆ Use with individuals or in groups

This new workbook reinforces the main message of welfare reform: Learn how to find a job, and learn how to keep it!

The content complements the Welfare-to-Work Video Series, and the activities can be used as in-class activities and/or as homework assignments.

Covers the basics of skills identification, how to locate job openings, write resumes and cover letters, fill out job applications, telephone skills, interview skills, how to prepare for work, and how to ensure success on the job.

**Format:** 80 pp, 9.5x11, softcover, **copyright: 2001**

**C2-J8337 \$6.95**



# JOB SEARCH VIDEOS

## The Video Guide to JIST's Self-Directed Job Search

### Interest Level: Grade 11- Adult

This is a best selling series for JIST, and here are some reasons why. Each of the 10 videos

- ◆ Covers a specific job search topic in depth.
- ◆ Presents practical, result-oriented techniques.
- ◆ Supports a 20 session curriculum with text and activity book.
- ◆ Includes superb graphics to reinforce major points.
- ◆ Is produced very professionally, network news quality.

**Length:** 10 videos, 12-16 minutes

**Style:** Serious, informational

**Key Characters:** Culturally Diverse

**Production Date:** 1994

**Ten Video Series: SAVE \$390.01**  
Set of 10

**C2-JV1472 \$600.00**

**Individual Videos: \$ 99.00 each**

### Complete Job Search Course

Students can preview instructional content with the videos, study in depth in the text, discuss the content in class or training, see major points reinforced on the overheads, work extra assignments in the activity book, and then review the instructional content as needed with videos. This coordinated approach fosters effective learning among students with a variety of learning styles.

Videos in this series have won prestigious awards - including Telly Awards as best in their category - competing against the likes of Disney and other major competitors. They are exceptionally well done!

*"These are the best, most professionally done videos on job search - the high quality has clients thinking they are watching TV news documentaries. I use them in my training, and I especially like that they cover all job search topics in depth."*



### Self Assessment I: *Defining Your Skills*

Introduces the series. Focuses on the importance of skills. Directs job seekers to use their skills as a foundation for career planning. Order this video to review the series.

**C2-JV1480 \$99.00**

### Self Assessment II: *Putting Your Skills to Work*

Successful job seekers must be able to identify abilities, strengths, and assets. Shows three key ways to assess skills and introduces "clusters" for career decision making.

**C2-JV1499 \$99.00**

### *Evaluating a Job*

Over 12,000 jobs are out there, an overwhelming number for many job seekers. Presents career planning tips to research job titles; describes growth areas.

**C2-JV1502 \$99.00**

### Organizing Your Job Search

Provides methods for organizing/conducting a job search from home, tools needed, and ways to stay organized. Covers on the job behavior to meet employer expectations, plus tips for advancement.

**C2-JV157X \$99.00**

### Employment Applications and Tests

Shows do's and don'ts for completing applications to increase chances of being "screened in" for interviews. Introduces employment tests and how to approach them, how to deal with gaps in employment, and other problem areas.

**C2-JV1502 \$99.00**

### Resume I: *Their Styles and Use*

Compares and contrasts chronological and skills resumes. Explains the combination resume and tells who is best suited for each type of resume.

**C2-JV1529 \$99.00**

### Resume II: *JIST Cards, Cover Letters, and Thank-You Notes*

How to get the best results from resumes, JIST Cards, and cover letters. How to write thank-you notes.

**C2-JV1537 \$99.00**

### Traditional and Non-Traditional Job Search Methods

Provides an overview of traditional methods and their success rates. Discusses four stages of job openings, emphasizes non traditional methods, covers "warm" contacts and "cold" contacts.

**C2-JV1545 \$99.00**

### The Interview I: *Mastering the Job Interview*

Discusses three types of interviews and the seven common interview phases. Gives five tips for successful interviews and emphasizes importance of the interview in obtaining jobs.

**C2-JV1553 \$99.00**

### The Interview II: *Answering Problem Questions*



Presents typical problem questions and two simple techniques for understanding what the interviewer is really asking, and then answering them. Great confidence builder for interviewing.

**C2-JV1561 \$99.00**

**Attention Instructors and Trainers:**

This video series directly supports the content of a complete 20-session career planning and job search course with four components:

- ◆ **Instructor's Curriculum** for 20 one-hour class sessions
- ◆ A textbook, **The Very Quick Job Search, 3rd Edition**
- ◆ An optional activity book, **The Very Quick Job Search Activities Book, 3rd Edition**
- ◆ A set of 52 multicolor overhead transparencies.

# JOB SEARCH VIDEOS

Recommended for: Grade 8 - Adult

Award Winning Videos!!

NOW IN DVD FORMAT!



## The 50 Best Jobs for the 21st Century

- ◆ New videos that deliver occupational information on targeted lists of the best jobs!
- ◆ The ONLY videos based on data from Department of Labor's new Occupational Information Network (O\*NET), release 3.0
- ◆ Informative, fast-paced.
- ◆ Appealing focus on the best jobs.

**Much of the information comes from real "experts"** - people who are actually employed in a representative sample of the best jobs. And these experts talk about why they chose their current jobs, the relative importance of money in their choices, their likes and dislikes, and the training/preparation required. Great advice from experienced employees to people considering jobs in their fields!

All jobs in these new videos were selected from 650 jobs that meet one or more of three criteria:

1. Number of job openings is expected to increase 10% or more.
2. Average annual earnings are equal to or greater than \$40,000
3. Occupation has 100,000 or more job openings each year

### The 50 Best Jobs for the 21st Century Promising Careers With a College Degree

A Partial list of jobs in this video includes:

- ◆ Doctors
- ◆ Paralegals
- ◆ Designers
- ◆ Computer programmers
- ◆ Secondary school teachers
- ◆ Loan officers and counselors
- ◆ Electrical and other electronic engineers
- ◆ Occupational therapists
- ◆ Writers and editors
- ◆ Top executives

42 minutes, copyright 2001

**C2-JV6520 VHS \$149.00**  
**C2-JD0643 DVD \$149.00**

### The 50 Best Jobs for the 21st Century Promising Careers Without a College Degree

A partial list of jobs in this video includes

- ◆ Musicians
- ◆ Vocational education and training instructors
- ◆ Clerical supervisors and managers
- ◆ Correction officers
- ◆ Insurance adjusters, examiners, and investigators
- ◆ Sales specialists and support workers
- ◆ Food service and lodging managers
- ◆ Cost Estimators
- ◆ Police patrol officers
- ◆ Flight attendants

35 minutes, copyright: 2000

**C2-JV6547 VHS \$149.00**  
**C2-JD0651 DVD \$149.00**

### The 50 Best Jobs for the 21st Century Fastest Growing Fields

A partial list of jobs in this video includes

- ◆ Physician's assistants
- ◆ Dental hygienists
- ◆ Medical records technicians
- ◆ Personal and home care aides
- ◆ Electronic semiconductor processors
- ◆ Occupational therapy assistants
- ◆ Residential counselors
- ◆ Human services worker
- ◆ Desktop publishing specialists

35 minutes, copyright: 2002

**C2-JV6555 VHS \$149.00**  
**C2-JD0635 DVD \$149.00**

### The 50 Best Jobs for the 21st Century Good Pay, Most Openings, Fastest Growth

A partial list of the jobs include

- ◆ Systems analysts
- ◆ Computer engineers
- ◆ Engineering, mathematical, and natural science managers
- ◆ Marketing, advertising and public relations managers
- ◆ Computer scientists
- ◆ Physical therapists
- ◆ Special education teachers
- ◆ General managers and top executives

36 minutes, copyright: 2000

**C1-JV6970 VHS \$149.00**  
**C1-JD0627 DVD \$149.00**

**Winner of Three Awards!**  
**Videographer Award of Distinction**  
**Worldfest Finalist**  
**Communicator Honorable Mention**

### The 50 Best Jobs for the 21st Century Video Series

**Length:** Four videos, 32-42 minutes each

**Style:** Informational

**Key Characteristics:** Culturally diverse

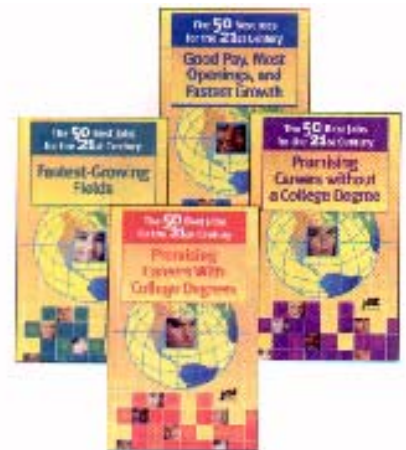
**Production Date:** 2000-2002

**Four-Video Series - Save \$100**

**C2-JV7268 VHS \$496.00**

**C2-JD0619 DVD \$496.00**

**Wouldn't the "best" jobs for me be different from the "best" jobs for you?** Of course! The best jobs are ones that support your lifestyle, likes/dislikes, talents, values, and goals. And that's the strength of these new videos: *They don't presume to list the best jobs for everyone, each video presents a targeted list of "best" jobs!*





# JOB SEARCH VIDEOS

## Skills Identification, Revised Edition

### Discovering Your Skills

For: **Grade 7-Adult**

**FACT:** Many people do not realize they have hundreds of skills!

**FACT:** Many people do not know that some of their skills are more important than others!

**FACT:** People who know their skills create better resumes and do better in interviews!

This award winning video helps viewers understand what skills are, identify the hundreds of skills they possess, and clarify which skills are more important in a competitive job market.

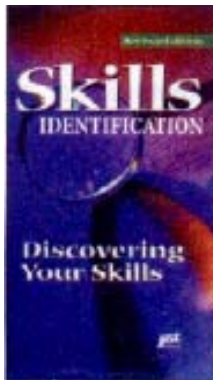
Good skills identification is the foundation for improved career decisions and a fast, effective job search.

#### Viewers Learn to:

- ◆ Identify skills that will improve resumes and interviews
- ◆ Relate abilities to the skills they require
- ◆ Use formal education, apprenticeships, and the military to learn skills
- ◆ Create a skills database from work, leisure, volunteer, and life experiences
- ◆ Set career and life goals - and reach them

#### A solid Video That's Even Better

New graphics and revised video footage make this edition clearer, and it does a better job of reinforcing key content points.



Recommended for  
Grade 7 - Adult

Winner!  
Telly Award

*"An essential first step in job search!"*

## Skills Identification, Revised Edition

Length: 13 minutes

Style: Informational

Key Characters: Caucasian, African-American, Hispanic

Revision Date: 2000

C2-JV1456 VHS \$99.00

C2-JD0392 DVD \$99.00

NOW IN DVD FORMAT!

## Recommended for HS-Adult

Winner!  
Multiple Tony Awards  
Worldfest  
Videographer

## How to Be a Success at Work Video Series - Revised Edition

Length: 16-20 minutes  
each

Style: Entertaining, informational

Key Characters: Caucasian, African-American, Hispanic, Asian-American  
Revision Date: 1999

### Three-Video Series - Save \$58!

C2-JV6113 \$330.00

Individual Videos: \$129.00 each

## How to Be a Success at Work Video Series, Revised Edition

- ◆ An excellent primer for entry-level workers on job survival and success.
- ◆ Based on the best-selling book *Job Savvy*, by LaVerne L. Ludden, Ed. D.

Congratulations! You got the entry-level job you wanted. But...where do you go from here?

At first glance, this question may seem trivial. But the answer is more important than you might think: *Because every entry-level job opportunity might set the stage for your future in that field!*

The *How to Be A Success at Work* video series provides thorough answers focused on the needs of entry-level workers. Viewers will understand what it takes to establish - and maintain - healthy relationships with their workplaces. This three-video series is designed to help entry-level workers:

- ◆ Get a positive start in the working world
- ◆ Handle day-to-day work issues
- ◆ Move ahead faster

What's new in the *How to Be a Success at Work Video Series*. There are extensive content revisions and additions (besides the new narrator and upgraded graphics):

- ◆ Better focus on the needs of entry-level workers
- ◆ More - and more diverse - examples of workers in entry-level jobs
- ◆ Expanded section on job ethics
- ◆ Expanded content on job retention

This series is based on the best-selling book *Job Savvy* and helps viewers adjust to their new work environments and, most importantly, succeed!



## Succeed In Your Job

Advice to Keep Your Career on Target  
*How Entry-Level Workers Can Move Ahead Faster*

Employers are looking for more than just workers, they're looking for people who can solve problems, who are team players, and who can think on their feet. They want people with excellent work habits and strong ethical values. The mere possession of these and other qualities can help employees stand out from others. And by demonstrating these qualities, employers help themselves to achieve satisfying and rewarding careers.

*Succeed in Your Job* shows how to acquire and maintain these long-term traits that make employees more valuable. And these employees are the ones who get noticed for raises, promotions, and career development. Viewers learn about:

- ◆ The importance of solving problems effectively
- ◆ The benefits of being able to work as part of a team
- ◆ The best ways to express satisfaction on the job
- ◆ The best resources to use when planning out a career

20 minutes, copyright: 1999

C2-JV6857 VHS \$129.00

## Survive On Your Job

Tips for Staying Ahead at Work

*How entry-level workers can handle day-to-day issues.*

Time invested in improving self-image and creating good working relationships with co-workers and supervisors pays off in the long run. *Survive on Your Job* show that every day creates a new opportunity to grow from a success...to learn from a mistake...and to seek out the challenges that make being there worthwhile. Viewers see why it's important to:

- ◆ Take responsibility for successes and failures
- ◆ Interact with supervisors and co-workers
- ◆ Realize the different types of skills they can offer now, as well as develop for the future
- ◆ Do the "little things" that make workdays more productive and enjoyable workdays more productive and enjoyable

16 minutes, copyright: 1999

C2-JV6849 VHS \$129.00

## Start Your Job

Promptness and Other Skills Employers Seek  
*How Entry-Level Workers Can Get A Positive Start in the Workplace*

*Start Your Job* uses three settings - an office, a health care facility, and a hotel lobby - to explain the importance of the employee/employer relationship and how it can benefit both worker and supervisor. Viewers discover:

- ◆ How dependability, appearance, attitude, and even personal hygiene can affect their chances of job success - *right from the start*
- ◆ The seven basic skills that employers look for in new employees
- ◆ Ways that lifestyle plays a vital role in job performance

17 minutes, copyright: 1999

C2-JV6830 VHS \$129.00

# JOB SEARCH VIDEOS

## The Very Quick Job Search Video

**Get A Better Job in Half the Time! Revised Edition**

by J. Michael Farr

Overview of the best self-directed job search techniques in the best overview in the galaxy!

Money can't buy a better video than the **Very Quick Job Search Video** when it comes to self-directed job search. It's based on the best selling book of the same name by J. Michael "Mike" Farr, the national authority on self-directed job search. It presents the essentials of a successful job search in about 30 minutes.

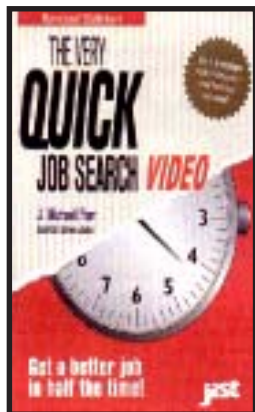
- ◆ The differences in traditional and nontraditional job searches
- ◆ The benefits of networking
- ◆ The basics of cold-calling to set up interviews

Students in job search courses and participants in job search workshops can view it as a course or workshop overview and again for review or brush up. Very helpful!

### Much Has Been Updated!

Computers and the Internet are much more important tools in job search, and the revisions new and expanded section shows how technology can be used to a job seeker's advantage.

- ◆ Career-related software
- ◆ Online research on a career or an organization
- ◆ Internet Job databases
- ◆ Resume posting on the Web
- ◆ Networking on the biggest "net" work in the world!



### The Very Quick Job Search Video, Revised Edition

**Length:** 32 minutes  
**Style:** Serious, informational  
**Key Characters:** Caucasian, African-American, and Hispanic  
**Revision Date:** 1999  
**C2-JV2835 VHS \$129.00**  
**C2-JD052X DVD \$129.00**

### Plus There Are Many Improvements

- ◆ Mike Farr explains the use of computers in the job search - new interview footage
- ◆ All-new interviews with employers sharing their impressions of various job-seeking methods
- ◆ All-new interviews with former job seekers, telling how they found their jobs through nontraditional channels
- ◆ New graphics, new narrator, new dramatized scenarios

## Computer Skills in the Workplace

**Revolution on the Job**

For: HS-Adult



**No matter what career field you choose, the need for computer skills is constant and ever growing!**

Everyone needs computer skills to get good jobs, and they need to continually upgrade these skills to stay competitive. Interviews with and advice from people whose jobs have been affected by computers. Employers explain what computer skills they look for. Workers in different jobs tell how important computer skills have become in the their jobs and people without computer skills share the problems they have had in getting good jobs or promotions.

### Tips on Getting Computer Training.

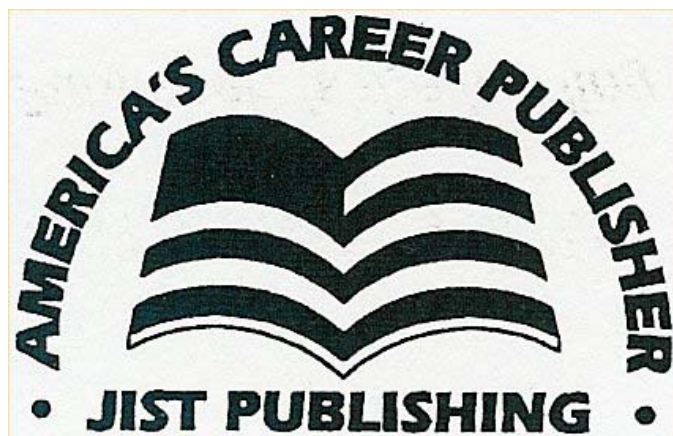
Various sources of computer skills training are reviewed, including formal courses, online and video tutorials, employer-sponsored training and even low-cost alternatives such as reading computer magazines and books.

**29 minutes, copyright: 1997**

**C2-JV4331**

**VHS**

**\$99.00**



## The Complete Job Application

**Filling in the Blanks, Revised Edition**

**No matter where job seekers go, job applications will be waiting.**

And remember: Job applications are designed to SCREEN applicants OUT, not in. It's true! In many companies, filling out applications is a standard step in the hiring process that often comes before the interview. So there are advantages to knowing how to do a good job of completing applications.

### An entertaining video that highlights

- ◆ Basics like leave no blanks, bring an erasable pen, leave off anything that could be perceived as negative
- ◆ How to deal with the salary question
- ◆ Which questions the law doesn't require you to answer
- ◆ How to handle tricky questions, like "Have you ever been arrested?"
- ◆ How to handle previous work and volunteer experience effectively

See companion workbook: **Introduction to Job Applications, Second Edition, see page 28**



### The Complete Job Application, Revised Edition

**Length:** 20 minutes, **Style:** Informational  
**Key Characters:** Caucasian, African-American  
**Revision Date:** 2000  
**C2-JV7276 VHS \$99.00**  
**C2-JD0384 DVD \$99.00**

## Envision Your Career

**NEW!**

### A Language-Free Video Career Interest Inventory

**Interest Level: High School-Adult**

**Envision Your Career: A Language-Free Video Career Interest Inventory**, is a visual, language-free occupational interest inventory, in video format, that is based on John Holland's Theory of Types. It was designed to measure career interest in people who have little or no English skills and/or limited reading and writing abilities.

### Key Messages and Features/Benefits:

There are no words, everything is visual. Viewers watch pictures of various occupations, 66 total, and then use a response sheet, available free via the Web, to circle numbers, on a scale of 1 to 5, corresponding to whether or not they liked the occupation they've seen. After completion of the test, columns are totaled for score. Each column represents one of John Holland's occupational clusters. 1 = Realistic, 2 = Investigative, 3 = Artistic, 4 = Social, 5 = Enterprising, 6 = Conventional. Finally, they confer the user manual, also free on the Web, to interpret their scoring. **Length: 22 minutes Format: VHS or DVD, Copyright: 2004**

**JV1712**

**VHS**

**\$149.00**

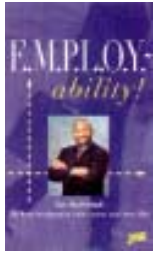
**JD1720**

**DVD**

**\$149.00**



# JOB SEARCH VIDEOS



Recommended for: Grade 11 - Adult

## E.M.P.L.O.Y.ability!

Length: 36 minutes

Style: Entertaining, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 2001

C2-JV6245 VHS \$129.00

## E.M.P.L.O.Y.ability!

### Six Steps to Change Your Life

**Question:** What's the best way to get money?

**Answer:** Get employed and stay employed!

Motivational speaker Bryon Ricks shares his effective **EMPLOYability formula**. His live audience relates easily to his personal observations and relevant stories that illustrate the key concepts of **Enthusiasm, Motivation, Planning, Learning, Obstacles, and You!**

The key lesson: Once viewers resolve to change, no obstacle - lack of work experience, education, skills - is too great to overcome. This fine motivational video encourages viewers to do the very things they think they can't do.

*"I know what it means to be on welfare. I know what it means to have to continuously justify your existence...why you need this money. I know what it means to never have enough money to do anything with, really...I know what that means. And I have to help people. That's why I'm in the business I'm in today."*

- Bryon Ricks, Motivational Speaker

Recommended for HS - Adult

## Social Skills at Work

Length: 19 minutes

Style: Live-action video with narration

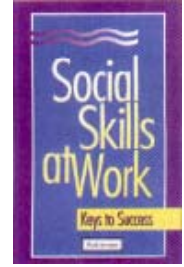
Key Characters: New employee and supervisor; Caucasian

Production Date: Graphics updated 1997

Comment: A good video for special needs and special-education populations

C2-JV0866 VHS \$89.00

C2-JD0511 DVD \$99.00



## Social Skills at Work

### Keys to Success

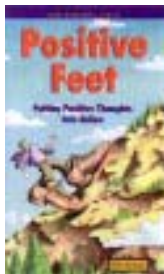
*An excellent video for youth and adults who need basic employability skills.*

Repetition and concrete situations give this video special value for special-needs populations, such as those with limited academic or cognitive abilities. Keeping a job requires more than just the ability to do it well; it calls for the ability to contribute to a pleasant and positive work environment. **Social Skills at Work** offers a realistic presentation on this topic in a way that anyone can appreciate.

It has practical, no-nonsense information focused on a few common problems many people experience in the early phases of a job. It then repeats and reinforces key points for better comprehension.

This video uses situations to teach appropriate on-the-job behavior, such as making new friends, handling frustration and anger, and using good manners.

NOW IN DVD FORMAT!



Recommended for HS - Adult

## Positive Feet

Length: 25 minutes

Style: Entertaining, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 1999

C2-JV1056 VHS \$99.00

## Positive Feet

### Putting Positive Thoughts into Action

Motivational speaker Byron Ricks captured "live" with an audience. Give students or clients an action plan to help get and stay motivated!

- ◆ Easily holds viewers interest
- ◆ Good group dynamics reinforce key points
- ◆ Very good for one-stop centers, welfare-to-work programs, organizations and professional who work with young adults, and adults who may be discouraged about looking for jobs

Motivational speaker Byron Ricks makes a convincing argument that positive thinking does not bring its own results - it requires ACTION to take those thoughts to reality. The video captures Byron "live" as he shows his audience how to put "positive feet" to their thoughts and goals. He emphasizes that success is a journey and often requires change. And he illustrates the importance of change in creating a positive reality by using the acronym CHANGE as his outline: **C**hange, **H**elp others reach their goals, **A**ttitude, **N**ever quit, **G**oals, **E**valuate progress daily.

An excellent video for many career development and job search settings. The presentation is very approachable, and the advice is realistic. Career changers and job seekers can immediately apply Byron's principles to their challenges.



Recommended for: HS - Adult

Winner!

Certificate of Excellence, U.S. International Film & Video Awards, Communicator Award

## Eight Easy Ways to Lose a Job

Length: 20 minutes

Style: Dramatic portrayals, informational

Key Characteristics: Caucasian, African-American, Asian

Production Date: 1998

C2-JV4471 VHS \$129.00

JV9198 DVD \$129.00

## Eight Easy Ways to Lose a Job...and How to Head in the Right Direction

- ◆ Show students and clients what it takes to keep and succeed on the job!
- ◆ Based on research into why people lose jobs, the video gently teaches values and behaviors employers want.

The eight main reasons people lose jobs.

- ◆ **Not following directions.** Viewers follow a story in which workers at a plant nursery decide to overrule a decision made by their boss.
- ◆ **Work too slowly, or make too many mistakes.**
- ◆ **Dishonesty.** Examples include lying on a resume, lying to customers about a product, using work time for personal business, and stealing.
- ◆ **Relationships with coworkers that are counterproductive**
- ◆ **Reliability.** Viewers watch a car shop manager cover for a mechanic who doesn't show up for work.
- ◆ **Attitude.** Workers gossip about their boss. A new employee responds negatively to an experienced employee's question, "How's the job going?"
- ◆ **Personal Life.** A concerned employer gets on the phone and on the case of an employee who shows signs of a substance abuse problem.
- ◆ **Personal appearance.**

Excellent for programs where job retention is an important issue, such as

- ◆ Youth and first-time job seekers
- ◆ Welfare-to-work programs
- ◆ WIA programs
- ◆ School placement programs
- ◆ Programs that work with ex-offenders

**DVD FORMAT**

Includes bonus footage not on video!

# JOB SEARCH VIDEOS

## Innerviews Video Series

For High School to Adult

The Interviews Video Series is JIST's longest running, best-selling series. The reason?

- ◆ All five videos are informative and entertaining
- ◆ It focuses in depth attention on an extremely important job search topic.
- ◆ The content is based on the self-directed job search methods of America's leading career and job search author, Mike Farr.

"An outstanding series of five job search how-to videos...In today's economic climate, this is a must-have addition to every community and university video library collection." - Bookwatch



**The Seven Phases of a Job Interview**  
41 minutes  
C2-0654 \$149.00



**Effective Answers to Interview Questions**  
37 minutes  
C2-0662 \$149.00

**Employers Expectations Or What the Dickens Do Employers Want?**  
35 minutes  
C2-0581 \$149.00



**Where (& How) to Look for Job Leads Looking for Jobs in All the Right Places**  
29 minutes  
C2-0565 \$149.00

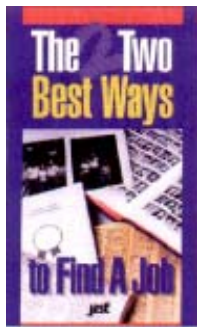


**How to Get Interviews & Organize Your Time Getting Interviews in the Hidden Market**  
25 minutes  
C2-0573 \$149.00



**Innerviews Video Series**  
**Length:** 5 videos, 26-41 minutes  
**Style:** Informational, some humor  
**Key Characters:** Culturally diverse  
**Production Date:** 1992  
Series Purchase Includes: One copy each of Getting the Job You Really Want, Getting the Job You Really Want Instructor's Guide, and The Very Quick Job Search, Second Edition.

5 Video Series: **SAVE \$180.00**  
C2-0557 \$565.00



**The Two Best Ways to Find a Job**  
**Length:** 21 minutes  
**Style:** Informational  
**Key Characters:** Caucasian, African-American  
**Production Date:** 1997  
C2-JV3173 VHS \$99.00  
C2-JD0414 DVD \$99.00

## The Two Best Ways to Find a Job

**Learn how two-thirds of job seekers succeed at the job search!**

A whopping 80% of job seekers today find success from 1) Networking, and 2) Making direct contacts with employers. These two proven techniques make a huge difference in getting a *better* job in *less* time.

First, viewers review the more common job search methods, but statistics show how few actually succeed in getting jobs from these methods. Tips are offered on using these methods to supplement the two best ways.

The video then moves on to the best job search methods: networking and making direct employers contacts.

### Viewers learn:

- ◆ How a network can get started from a single, informal meeting with a warm contact.
- ◆ How to expand a network and track its progress
- ◆ How to create **JIST Cards** and circulate them effectively
- ◆ How to write skills statements
- ◆ How networking can lead to interviews
- ◆ How to use the yellow pages to locate potential areas of employment
- ◆ How to successfully reach the person who does the actual hiring
- ◆ How cold contacts can lead to interviews, even when there are no positions open
- ◆ How following up with thank-you notes can be advantageous

The video has several places to pause for group discussion, so it is good for instructional settings. Content is based on the award-winning books of J. Michael "Mike" Farr.

## Dialing for Jobs, Revised Edition

*Using the Phone in the Job Search*

- FACT:** Over 75% of job openings are NEVER advertised!  
**FACT:** Over 60% of job openings are filled by word-of-mouth referrals or by contacting employers directly.  
**FACT:** Job seekers who get more interviews find jobs faster.  
**FACT:** Effective telephone use is the best way to get interviews.

### Viewers learn how to

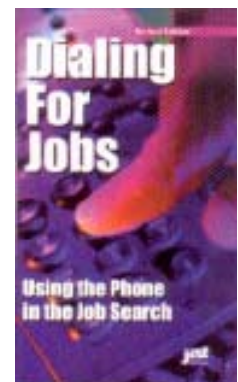
- ◆ Make "warm" calls to develop a personal job referral network among friends, relatives, and acquaintances
  - ◆ Locate unadvertised job openings by using the yellow pages and making cold calls directly to potential employers
  - ◆ Develop short, powerful phone scripts
  - ◆ Set up interviews, even when no job openings exist
- Chock-full of practical techniques that job seekers can use immediately.

### Dialing for Jobs, Revised Edition

**Length:** 40 minutes  
**Style:** Entertaining, Informational  
**Key Characters:** Caucasian, Asian, Hispanic  
**Revision Date:** 2000  
C2-JV7241 VHS \$129.00  
C2-JD0538 DVD \$129.00

Recommended for HS - Adult

**WINNER!**  
Telly Award  
Worldfest Award





# JOB SEARCH VIDEOS

## The JIST Video Guide for Occupational Exploration (GOE) Real People, Real Jobs, Real Information

Recommended for: Grade 5-Adult  
**Winner!**  
Four Telly Awards  
New York Film Festival

**16 - Video Series - Save \$709!**  
**C2-JV2231 \$395.00**  
**Revisions Date: 1997-99**  
**Individual Videos \$69.00 each**



*"I highly recommend The JIST Video GOE series. I think it's very helpful for students to see real people talking about what they actually do in their respective career fields."*

-Jan Dailey, Counselor.  
Austin Community College

Videos in this series have won prestigious Telly Awards as the best in their category, competing against the likes of major studios. These videos are exceptionally well done!

- ◆ A comprehensive AND affordable career video series!
- ◆ Features real comments from real workers!
- ◆ Sixteen-video series

*These videos support career exploration for a wide range of ages!*

### Students of Many Ages - No Reader Level Limitations

Students who are exploring career options benefit greatly from the advice of people who work in jobs that interest them. The video format has no reading level limitations. Students from grade school through college can use these videos.

### First-Time Job Seekers

Job seekers will relate to the adults who "star" in this series as they provide insight about their work - very helpful for first-time job seekers of all ages as they prepare for interviews.

### Adults

Many adults find themselves changing careers after being with the same company or job for many years. Others may be reentering their workforce after an extended absence. This series is excellent for adults who need up-to-date information about the labor market.

### Supports School-To-Work

The videos emphasize the connections among education, work, and on-the-job success. Their TV documentary quality appeals to a wide range of people, from middle school students through adults. Infuse one or more of these videos into courses to relate course content to jobs and careers. This series is an excellent addition to career libraries and collections in a variety of training and instructional settings.

### Good Advice on Careers, Education, and Life

These videos don't ramble. We asked specific questions of people, and their responses are edited for interest and clarity. Workers often emphasize the importance of education and hard work and how they have been able to find a connection between their work and the things they enjoy doing (their interests). Their honest responses clearly support the connection between education and on-the-job success.

**NEW Low Price! \$69 each**

### The GOE Format Allows for Quick Access

The videos cover each of the 12 interest areas in the *Guide for Occupational Exploration (GOE)*. The *GOE* coding system has proven itself over many years and its used widely in career exploration materials. As a result, this video series is cross-referenced to (and can be used with) hundreds of career assessment instruments, books, and computer programs.

### Introducing a Cast of Hundreds!

A professional narrator introduces the cluster of jobs in each video and guides viewers through the topics covered in the interviews. But the stars are not actors. We went to work sites across America to interview real people at work in real jobs. This is a big country, and the videos emphasize its enormous opportunities by featuring different locations, accents, and a diverse group of people. Hear their words and see them work as you learn

- ◆ What their jobs are like
- ◆ How they got started in their careers or ended up in their jobs
- ◆ What they like and do not like about their jobs
- ◆ What training, education, and experience they recommend to get started
- ◆ Tips for getting ahead

### Individual Videos @ \$69.00 each

### Your Career: Series Introduction

J. Michael Farr, job search expert and author of more than 20 books on the subject, explains the importance career exploration plays in people's lives and how it can affect your job search and your life. Also includes interview excerpts from real workers.

### Your Career

**C2-JV2088**

Artistic Careers	C2-JV2096
Scientific Careers	C2-JV210X
Careers with Plants & Animals	C2-JV2118
Protective Careers	C2-JV2126
Mechanical Careers 1: Engineers/Design	C2-JV2134
Mechanical Careers 2: Equipment Control/Management	C2-JV2142
Mechanical Careers 3: Construction	
New York Film Festival Award Winner	C2-JV4633
Industrial Careers	C2-JV2150
Business Detail Careers	C2-JV2169
Selling Careers	C2-JV2177
Accommodating Careers	C2-JV2185
Humanitarian Careers	C2-JV2193
Leading & Influencing Careers: Part One	C2-JV2207
Leading & Influencing Careers: Part Two	C2-JV2215
Physical Performing Careers	C2-JV2223

# JOB SEARCH VIDEOS

## JIST TV Series: The Job Search Channel

Recommended for: HS

Winner!

Two Axiem Finalist Awards

Two Worldfest Houston Silvers

Telly Award

- ◆ Uses a fun, fast-paced, entertaining style
- ◆ Very Good for high-school-aged and first-time job seekers
- ◆ Covers all essential topics use individually or to structure or complement a complete course
- ◆ Based on Mike Farr's proven job search methods

**The JIST Television Network is on the Air!** This new five video series presents the basics of J. Michael Farr's proven self-directed job search methods. And the JIST TV format appeals to high-school-aged youth the videos are informative, upbeat, fast-paced, AND very entertaining! Popular television programs are spoofed throughout the series. There are even "commercials" to keep things moving.

"Network" show summaries:

### Sportopia:

This low-budget sports show can't afford taped footage, so the host discusses job search information when he runs out of sports material - which is most of the time!

### Double or Nothing:

When game-show contestants answer job search questions, each correct answer doubles the prize value. The catch: The contestants must keep doubling until they try for the grand prize, which proves quite elusive.

### Psychic Employment Network:

A psychic reads palms and uses other devices to discover that people are unhappy in their jobs. She gives job search pointers while charging for the psychic readings.

### Nightmare Theater:

A job seeker that never successfully found a job is forced to spend eternity teaching others. Film clips from "classics" like *Resume Chain Saw Massacre* and *Don't Look in the Mirror* illustrate content points in unforgettable ways.

### Aunt Pauline's Sixty Seconds:

A wacky TV chef dishes out delectable job search advice.

### Important Underlying Message

These videos emphasize that just getting a job is not enough. They provide detailed information on defining satisfying long-term career and life goals. And this series emphasizes that getting the most out of high school and getting additional training and education are often the best ways to achieve this.



### JIST TV Series

**Length:** Five videos, approx. 25 minutes each

**Style:** Entertaining informational

**Key Characters:** Culturally diverse

**Production Date:** 2000

**Five Video Series—Save \$150.00**

- ◆ **Identify Your Skills**
- ◆ **Organize Your Job Search**
- ◆ **Paper Job Search Tools**
- ◆ **Effective Interviewing Skills**
- ◆ **Job Search Manual**

**C2-JV7071 \$495.00**

**Save \$150!**

**Individual Videos: \$129.00**

### Identify Your Skills

#### A Job Search Essential

Employer surveys show that more than 90% of job seekers can't describe their skills, and many cannot articulate specific job objectives. Yet knowing your skills is important in selecting the right job, crafting resumes, and doing well in interviews—especially for first-time job seekers.

This entertaining video uses cinematic spoofs to present specific activities to identify hundreds of skills-job specific, transferable, and adaptive skills. For example, being reliable, learning quickly, and working hard are very desirable skills from employers' perspectives. But these are often overlooked by job seekers in interviews and in resumes. Basic sources of occupational information are also presented plus ideas that tie jobs - even part-time jobs - to long-term career interests.

**C2-JV7098 VHS \$129.00**

### Organize Your Job Search

#### The Key to Getting a Good Job Fast

**Most job seekers find it very hard to structure their job search effectively!**

Use the common sense JIST techniques in this video to make job search a job all by itself. Weekly and monthly calendars, sample daily schedules, and follow-up cards can cut job search time in half.

**Viewers learn good tips and techniques to:**

- ◆ Organize their time to get more interviews.
- ◆ Develop basic job search schedules.
- ◆ Create written weekly and daily plans.
- ◆ Document all employer contacts.
- ◆ Follow up on all prospects.

**C2-JV711X VHS \$129.00**

### Paper Job Search Tools

#### From Resume to Applications

**Tips are provided on the best ways to use paper job search tools to get interviews.**

Viewers learn about an innovative mini-resume, **the JIST Card**, whose efficient 3 x 5 format also guarantees that employers will read it. Resume basics are reviewed with examples that show how to create and use chronological or skill resumes for best results.

There are good tips for completing applications to reduce the chances of being screened out. Examples of cover letters are also presented, and the key step of sending out thank-you letters after interviews and other contacts is stressed.

A main point emphasized here: Paper tools are best used to follow up on direct contacts, not to replace them.

**C2-JV7128 VHS \$129.00**

### Effective Interviewing Skills Strategies That Get Results

**Job seekers learn basics to improve their interview performances dramatically.!**

Viewers learn how to make their very best first impression the first five to ten seconds of the job interview are critical.

JIST's three-step approach to answering open-ended *problem* questions is presented - questions like "Are you a good worker?" or "Why do you want to work here?" These questions are often used to screen people out; practice can turn these questions into opportunities to present strengths.

Techniques for closing the interview and follow-up are covered, all in the series framework of entertaining TV spoofs.

**C2-JV708X VHS \$129.00**

### Job Search Methods That Get Results!

**Learn the two very best ways to find jobs!**

The key to getting jobs is to get interviews, and the key to getting interviews is to make direct contact with people who have hiring authority in organizations and companies that have openings for people like you.

While traditional job search methods are mentioned, the two most effective methods are emphasized. First, networking is presented. This one method accounts for as many as 40% of all job leads.

Second, make direct contact with employers, a method that accounts for another 30% of all job leads.

A third key is the importance of small business—they employ about 60% of the civilian workforce.

**C2-JV7101 VHS \$129.00**

**FREE Instructor's Guide Online**



# JOB SEARCH VIDEOS



## From Pink Slip to Paycheck Video Series

### *The Road to Reemployment*

*For: Adults*

It's a reality of our economy: Many people lose jobs through no fault of their own. But there is a second, more hopeful reality: Studies show that a high percentage of people who lose jobs this way find better jobs.

**Video Series C1-PA022X \$349.00**

**Five Video Series SAVE \$46.00**  
*Individual Videos \$79.00*

**Strategy: Planning Your Job Search**  
C2-PA3168 **\$79.00**

**Networking: Connections to Employment**  
C2-PA3172 **\$79.00**

**Writing: Resumes & Cover Letters**  
C2-PA3171 **\$79.00**

**Feeling Positive: Coping With Job Loss**  
C2-PA3169 **\$79.00**

**Interviewing: The Key to Employment**  
C2-PA3170 **\$79.00**

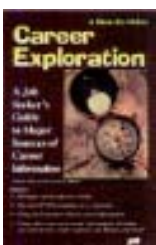
## Career Exploration: A Job Seeker's Guide to Major Sources of Career Information Revised Edition

*For Adults*

Summarizes immense changes in the labor market and their implications for job seekers!

This recently revised video includes revised information on major career print references, and new content covering career information on computers and the Internet! Plus, the latest source of occupational information, the **Occupational Information Network (O\*NET)**, is included for the first time.

**A big time saver.** This all-new edition can save many hours of wasted time using incorrect materials or, even worse, not getting the information needed to make good career decisions. Career counselors, librarians, and other professionals save time by using this video to introduce individuals and groups to major career information sources. The video also discusses the difference between a job and career, and it introduces all major sources of career information. **Introduces major sources of career information with detailed reviews of major career print references.** Librarians say that print resources are still the most direct, most often used sources of career information. Major career references are covered - how they differ and how to use them:



## Career Exploration, Revised Edition

**Length:** 36 minutes, plus 6 minute trailer on the DOT

**Style:** Informational, entertaining

**Key Characters:** Caucasian, African-American

**Revision Date:** 1999

**C2-JV5443 VHS \$99.00**

## Ace the Interview

*Get the Job You've Always Wanted*

*For: HS/Adults*

Written by a successful career counselor!

◆ Compares good and not-so-good interview techniques

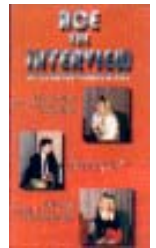
◆ Offers proven tips to help viewers prepare for, and be successful in, an interview

◆ Lists the most frequently asked questions, and helps define the most effective answers

◆ Highlights presentation and style points for viewers to follow

55 minutes, **copyright:** 1996

**C2-PV0513**



**\$109.00**

## Workforce: Building Success

6 softcover book series \* *Teacher's Guide*

Encourage learners to examine their own strengths and weaknesses and change from within. Bound in answer key. 96 pages.

<b>65171SV</b>	<b>Communication</b>	<b>\$13.50</b>
<b>6521XSV</b>	<b>Customer Service</b>	<b>\$13.50</b>
<b>65198SV</b>	<b>Personal Development</b>	<b>\$13.50</b>
<b>65201SV</b>	<b>Problem Solving</b>	<b>\$13.50</b>
<b>6518XSV</b>	<b>Time Management</b>	<b>\$13.50</b>
<b>65228SV</b>	<b>Writing</b>	<b>\$13.50</b>
<b>65236SV</b>	<b>Teacher's Guide</b>	<b>\$10.10</b>



## Down But Not Out The Inspiring Story of Alphonso Bailey

An inspirational story about self discovery and self redemption, losing one's way, making the wrong choices, finding forgiveness, and going passionately after one's dreams.

**Length:** 39 minutes

**Style:** Documentary

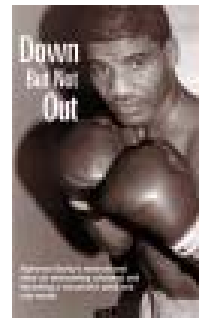
**Key Characters:** Culturally Diverse

**Audience:** High school, adults

**Production Date:** 2003

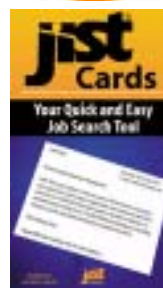
**JV9201 Video \$129.00**

**JD0805 DVD \$129.00**



**NEW!**

**NEW!**



## Jist Cards®:

**Your Quick and Easy Job Search Tool**

Guides viewers on how to use Jist Cards, mini-resumes that create positive impressions in about 30 seconds. For students, new grads, job seekers, and career changers.

**Length:** VHS - 21 minutes

**DVD Length:** extra 10 minutes bonus material

**Style:** Informational

**Audience:** High School, College, Adults

**Production Date:** 2003

**JV9651 Video \$149.00**

**JD0066 DVD \$149.00**

# JOB SEARCH VIDEOS

Recommended by Video Librarian!

## How to Find a Job on the Internet

### Why Work Without a "Net"

" Step-by-step answers to common questions about search on the Internet!

" Recently updated!

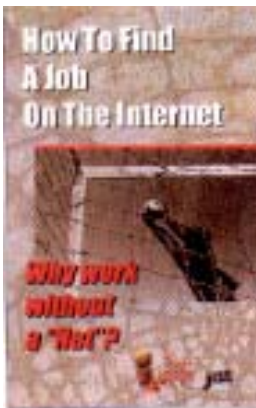
" Make the Internet a tool in YOUR job search!

The Internet has evolved as a key tool for job seekers - there are now *thousands* of job sites with literally millions of job postings in a variety of fields. In this video, four typical job seekers bring up common misconceptions and questions that are answered with a wide "show and tell", a fun mix of step-by-step demonstrations, screen captures, and animation. First, **How to Find a Job on the Internet** shows job seekers that *the Web includes job listings for all types of occupations* - from entry-level to experienced, white-collar and blue-collar, traditional and nontraditional. Then the video covers a host of topics, including

- ◆ Using search engines
- ◆ Conducting keyword searches by job field, job title, job location, and more
- ◆ Signing up for job search agent that scans sites and alerts the job seeker to opportunities
- ◆ Searching company Web sites for job listings and background information
- ◆ Using e-mail effectively in correspondence with employers
- ◆ Creating effective electronic resumes
- ◆ Interview tips from a job seeker who successfully landed a great job by posting a resume on the Internet

The video even shows how to research the cost of living in other cities to determine the computability of out-of-town job offers.

**BONUS:** A six minute "trailer" lists key resources and Web sites, including search engines, employment sites, newsgroup listings, sites with free e-mail, resume preparation resources, sites to post online resumes, Web business directories, and sources of career-management information. Viewers get the know-how and most importantly the confidence to include the Internet in their job search and use the wealth of online career-related resources.



### How to Find a Job on The Internet

**Length:** 28 minutes, plus 6-minute trailer listing Web sites

**Style:** Humorous, informational

**Key Characters:** Caucasian host, animated Caucasian and African-American characters

**Production Date:** 1999

**C2-JV5982 \$99.00**

**WINNER!**

**New York Film Festival**

**Worldfest**

**Videographer Awards, Honorable**

**Mention**

### You DO Have Experience!

**Length:** 23 minutes

**Style:** Dramatic

**Key Characters:** Caucasian, African-American, Hispanic

**Production Date:** 1999

**C2-JV6075 \$149.00**



## You DO Have Experience

**How To Identify, Prove, and Improve Your Skills For Grades 7-Adult**

Employers emphasize that THE most important aspects of an interview are

1) A candidate must be able to relate their skills and abilities to those the employer seeks, and 2) They *must* be able to offer proof.

But suppose you're up for your first entry-level job, and you've yet to develop the specific skills and experience called for. Is there a way to present existing skills that could get a job offer, *regardless of experience*?

Happily, the answer is YES! Even entry level job seekers possess much more experience that they realize. Part-time and summer jobs, volunteer activities, hobbies, and school-related activities are all sources of *transferable skills* that are sometimes *more* important to employers than job specific experience or training.

**Viewers follow four job seekers and learn:**

- ◆ Various life experiences supply plenty of "first job" skills and abilities
- ◆ The high value employers place on transferable skills
- ◆ How to identify, feature, and prove their transferable skills to employers, thereby presenting themselves in a more positive light
- ◆ How first-time and entry-level job seekers with average or below average grades can "get in the game" too

A strong presentation of transferable skills can make you the superior candidate for the job you seek even if your specific skills and experience don't appear ideal at first.

### Build a Network for Work and Life

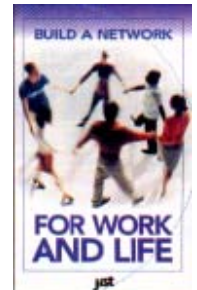
**Length:** 25 minutes

**Style:** Informational, entertaining

**Key Characters:** Caucasian, Asian-American, African-American

**Production Date:** 1999

**C2-JV6067 VHS \$99.00**



## Build a Network for Work and Life

Recommended by Video Librarian

**Great life skills advice for experienced professionals, entry-level workers, students, managers, shy people, entrepreneurs, job seekers - anyone wanting upward mobility.**

"Networking" is a fancy word for putting some structure and purpose behind our contacts with people. But most people don't know what constitutes *effective* networking, it's rarely taught in school; in fact, many people dread doing it.

**Build a Network for Work and Life** examines key networking elements: building relationships, being strategic, maintaining relationships, and expanding a network. Practical content is based on an authoritative book, **Networking for Everyone!**

◆ Viewers learn a definition of "networking," why they should network, and when and how to network effectively

◆ Addresses common viewer concerns:

"I don't know anyone"

"I'm not the networking type"

◆ Viewers discover the networks they already have; how to expand them; and how to access print, electronic, and people resources to support and enable their networking efforts.

Very good for business settings, college placement centers, one-stop centers, welfare-to-work programs, schools, and organizations and professionals who work with people who can benefit from better networking skills.



# JOB SEARCH VIDEOS

New from JIST!

## “Quick” Job Search Video Series

**Concise, Cogent, Concrete, Colossal...**

This new video series from JIST can really help: It's perfect for people who need some good, quick advice to create an acceptable resume and cover letter, or who need some good, quick advice to do better in interviews and negotiate better compensation when they get job offers.

Each video is focused on one essential job search topic.

All four videos are based on the best-selling job search books by J. Michael “Mike” Farr: *The Quick Resume & Cover Letter Book* and *The Quick Interview & Salary Negotiation Book*.

## Quick Cover Letter Video

◆ The perfect video for people who need some good, quick advice to create an acceptable cover letter

◆ Also covers JIST Cards, thank-you notes, and other job search correspondence

Some books go into great detail about cover letters, but Mike Farr cuts to the “quick” - cover letters are sent after some sort of personal contact with employers, and there are really only two major variations: letters addressed to people the job seeker knows or to people the job seeker has not met face-to-face yet.

Viewers of the *Quick Cover Letter Video* learn seven quick tips for writing superior cover letters, with the goal of writing a cover letter in a half-hour or less!

Viewers also learn how to construct JIST Cards, innovative mini-resumes that make powerful job search tools. And the importance of follow-up letters and thank-you notes is stressed.

38 minutes, copyright 2001

C2-JV6164	VHS	\$149.00
C2-JD045X	DVD	\$149.00

## Quick Salary Negotiation Video

**Be prepared to discuss salary!**

“So what sort of salary are you looking for?”

Salary negotiation is one of the most overlooked parts of a job interview. *Quick Salary Negotiation* includes tips from real employers as well from job search experts who also review a variety of dramatized negotiation situations. In about a half hour, viewers

- ◆ Discover how employers use questions about pay to screen out candidates.
- ◆ Learn why any under prepared answer to a salary question could damage a candidate's chances of getting a job offer.
- ◆ Learn easy-to-follow rules for handling discussions of compensation at all stages of the interview process.

Format is entertaining and humorous at times.

Based on the best selling book *The Quick Interview and Salary Negotiation Book*.

30 minutes, copyright: 2000

C2-JV6172	VHS	\$149.00
C2-JD0376	DVD	\$149.00

## Quick Resume Video

**Get a Resume done - NOW!**

*Quick Resume Video* is designed especially for people who just need to get a good, basic resume done as quickly as possible! In a little more than half an hour, viewers

- ◆ Get step-by-step instructions on resume elements - everything from headings to references
- ◆ Learn how to play up their strengths and downplay weaknesses
- ◆ Discover key words, phrases, or examples to properly communicate skills and abilities in a resume
- ◆ Learn the importance of getting their resumes proofread and printed properly

Based on JIST's best selling resume book *The Quick Resume & Cover Letter Book, Winner! Communicator Crystal Heart of Excellence, Silver Telly Award, Videographer Award of Excellence*

34 minutes, copyright 2000

C2-JV6156	VHS	\$149.00
C2-JD0341	DVD	\$149.00

Recommended for: Grade 11 - Adult

**“Quick” Job Search Video Series**

Length: four videos, approx. 25 minutes each

Style: Entertaining, informational

Key Characters: Culturally diverse

Production Date: 1999-2001

Four-Video Series - Save \$51!

C2-JV6989	VHS	\$545.00
C2-JD0333	DVD	\$545.00

Individual videos - \$149.00 each



## Quick Interview Video

The Internet is changing the way people find job openings and make initial contact with employers. But landing the job is still almost always requires a job interview.

What really goes on behind closed doors in job interviews? Which questions might be “trick” questions? How do you answer open-ended questions like, “So where do you see yourself in five years?” How do you explain that employment gap on your resume?

These - and many other - questions are answered in the *Quick Interview Video*. In about a half-hour, viewers learn how to prepare for interviews, and they learn the five things job seekers *must* do:

1. Make positive impressions
2. Communicate their skills.
3. Answer problem questions.
4. Help employers know why you are the right one for the job.
5. Follow up.

Special emphasis is given to 10 problem questions likely to be asked in interviews, and viewers learn an effective three-step process to answer them. Format is entertaining!

Winner! Gold Award Worldfest Houston  
26 minutes, copyright: 2000

C2-JV6180	VHS	\$149.00
C2-JD0368	DVD	\$149.00

# JOB SEARCH VIDEOS



## Five-part school-to-career video series from JIST! High School-to-Career Video Series

- ◆ Excellent for school-to-career programs!
- ◆ Features real teens and young adults!

### Volunteer Activities Count!

#### How to Use ALL Your Life Experience to Get the Job You Want

This excellent new video from JIST shows young people how activities in and outside of school can greatly enhance writing resumes and answering questions in interviews.

And sometimes these activities provide valuable pre-work experience for careers and jobs that young people have targeted!

Lots of interviews with young people who elaborate on the volunteer jobs they've had and their ups and downs. Solid content presented with good pacing and upbeat music to appeal to younger audiences. Emphasizes the importance of completing school and continuing post-secondary training.

24 minutes, copyright: 1998

C2-JV5311 VHS \$129.00

C2-JD0570 DVD \$129.00

Winner!

Worldfest,  
Flagstaff Silver Award

### Video Guide to Summer and Part-Time Jobs They're Not Just Jobs

#### Presents Important Aspects of Working Often Overlooked by Teens and Young Adults

There are lots of reasons for taking part-time or summer jobs. Some teens and young adults take part-time jobs so they can buy the things they want. Others help with family living expenses or save for education.

This new video shows that there is much more to be gained from part-time and summer jobs than just paychecks. Virtually all work experiences has value beyond the monetary rewards.

#### Features Real Teens and Young Adults

A young narrator leads interviews with young people who hold, or have held, part-time and summer jobs. They discuss what they like, dislike, and learned from these jobs and give advice for those who follow. Even employers who hire young people provide comments. They all emphasize that these jobs can and should accomplish more than just earning money.

25 minutes, copyright: 1998

C2-JV4870 VHS \$129.00

C2-JD0597 DVD \$129.00

### Hands-On Learning

#### Earn While Learning in Internships, Apprenticeships, and Cooperative Education

*Sometimes the best way to learn is by doing!*

If you play word association with young people, most will associate the word "learning" with the word "school." But in the world of work, there are other ways to learn job skills. And some alternatives even come with paychecks!

**Hands on Learning** explains several nontraditional learning programs offered for graduation credit at many high schools, community colleges, and four-year universities. For example, young people may not know that some occupations can be interned ONLY through apprenticeship training programs. And the work experience and references gained through these programs are real advantages for resume writing and interviews.

25 minutes, copyright: 1999

C2-JV529X VHS \$129.00

C2-JD0600 DVD \$129.00

### Young Entrepreneurs

#### Learning the Business of Youth Self-Employment

Starting or owning your own business is part of the American Dream. But there are a lot of misconceptions about getting into business for oneself, especially among young people. Many think they are too young to start businesses, or that they need a lot of money to get started. And often they lack knowledge of basic business concepts.

Young Entrepreneurs offers solid advice for teens that helps them overcome misconceptions, decide if self-employment is a good option for them, and understand the basics of owning and running a business.

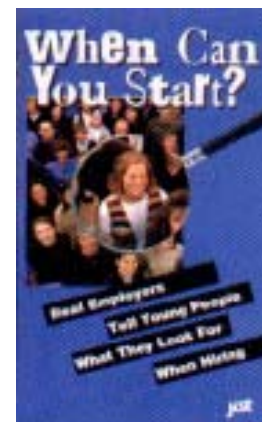
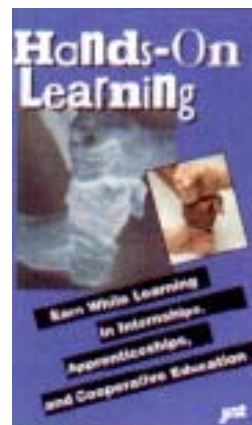
#### Includes Interviews With Teens

Teens share their ideas, hopes, and fears as they elaborate on what they encountered while working toward self-employment.

17 minutes, copyright: 1999

C2-JV532X VHS \$129.00

C2-JD0589 DVD \$129.00



### When Can You Start?

#### Real Employers Tell Young People What They Look for When Hiring

Young people often have little or no direct knowledge of what employers look for when they consider candidates for job openings. And many young people think they have no skills. But they do not understand that employers are very interested in "adaptive" skills - things like being on time and taking initiative.

Solid content presented with good pacing and upbeat music to appeal to younger audiences. Excellent for teaching pre-employment skills. Plus, the video emphasizes the importance of completing school and continuing post-secondary training - excellent for school-to-work programs.

20 minutes, copyright: 1998

C2-JV5303 VHS \$129.00

C2-JD0562 DVD \$129.00

### High-School-to-Career Video Series

**Length:** Five videos, 20-40 minutes each

**Style:** Informational

**Key Characters:** Culturally diverse

**Production Date:** 1999

C2-JV5648 VHS \$545.00

C2-JD0554 DVD \$545.00

**Five-Video Series - Save \$100.00!**



# JOB SEARCH VIDEOS



**NEW!**

## Make a Good First Impression Video

**NEW!**

*For: HS-Adult*

It's a FACT: To get job offers, job seekers must make a good impression during an interview, no matter what their qualifications are.

JIST presents this brand-new video to help job seekers successfully convey their positive traits to prospective employers during interviews. It's clever story line focuses on:

- ◆ Appropriate responses to questions ◆ Enthusiasm
- ◆ Maturity ◆ Confidence ◆ Emotional Stability
- ◆ Appropriate Appearance ◆ Intelligence ◆ Work experience ◆ Language fluency/verbal skills ◆ Potential for advancement ◆ Initiative ◆ Controlled energy
- ◆ Body Language ◆ Clear career goals ◆ Good grades
- ◆ Outside activities

### **Make a Good First Impression Video**

**Length:** 25 minutes, copyright: 2003, Style: humorous, light, culturally diverse.

<b>JV9104</b>	<b>VHS</b>	<b>\$129.00</b>
<b>JD066X</b>	<b>DVD</b>	<b>\$129.00</b>



## "Off The Hook"

### Workplace Fashions for All Ages, Shapes and Sizes

*Interest Level: High School-Adult*

"Off The Hook" reveals the fundamental how to's for developing and sustaining a wardrobe regardless of your age, shape, size, and budget. This unique video/DVD set is **for females only**.

Hosted by two full-figured models who also happen to be human services professionals, "Off The Hook": Workplace Fashion Secrets for All Ages, Shapes and Sizes, gives teens and women the insider's view on how to manage their closet and make the right clothing choices based on their lifestyle, budget, and body shape to maximize their wardrobe and their shopping dollar.

In today's competitive job market, developing a wardrobe and personal image strategy is a must. "Appearance matters," said Donald Trump during a recent appearance on the Today show. Personal and professional image are reemerging as critical issues for the workforce. The current, female-oriented "makeover craze," very popular among reality and TV talk shows today, slices and dices a female's image, remakes her into Queen for a Day, but then rarely gives her the inside scoop on how to sustain and/or change that image.

2 VHS Cassettes, Volume 1: 45 minutes, Volume 2: 58 minutes

**Format:** VHS or DVD, Style: Informational, **Copyright:** 2005

<b>JV1283</b>	<b>VHS - 2 video set</b>	<b>\$149.00</b>
<b>JD1281</b>	<b>DVD</b>	<b>\$149.00</b>

## Interview With Confidence!

### Special Techniques for Professionals and Managers

*For Adult*

- ◆ Details the more sophisticated interview process for experienced managers
- ◆ Straight-ahead presentation avoids exaggerations and misguided attempts at humor
- ◆ Bonus topics: how to determine corporate culture, salary negotiation, and more

**Interview with Confidence!** is directed at experienced managers looking to secure positions with new companies. The video spotlights the very different type of job interview that experienced managers must undergo. A good mix of narration and role-playing.

**Interview with Confidence!** treats the interview as a serious business meeting. A host concisely explains the objective of this well-organized program. Before and after scenes are convincingly portrayed by an interviewer and a job seeker. Solid advice about the complete interview process is provided. Adult viewers will find this to be an insightful look at the environment in which experienced managers must succeed when they interview for new jobs.

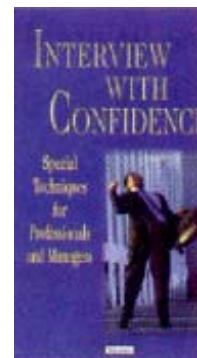
**Length:** 32 minutes

**Style:** Documentary, Informational

**Key Characters:** Caucasian male and female

**Production Date:** 1999

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**NEW!**

## Leadership for the New Millennium and Beyond Becoming an Impact Player



*Interest Level: High School-Adult*

Denny Faurote, President of the Faurote Group, is an energetic motivator and experienced educator dedicated to making a difference in the lives of others. His creed is to help others succeed in the challenges of life by helping change the ordinary into the extraordinary.

In our ever-changing world, leadership is more important today than ever before. All of us must commit to ensuring that students understand the skills necessary in becoming a leader. Leadership For The New Millennium And Beyond: Becoming An Impact Player was created with that thought in mind. The program is targeted to students and centers down on what is required to be successful in life.

Three 30-minute modules help viewers understand the skills they need to become leaders:

**Module I Self-Esteem:** Developing A Positive Self Image begins a process that requires self-reflection by highlighting why we must have a positive self-image.

**Module II Legacy And Goals:** A Lifeprint To Living discusses the importance of Lifevalues, Liferoles, and Goals and how they help guide us in making everyday decisions.

**Module III Attitude:** Embracing A Positive Attitude helps the participant understand the impact that both a positive and a negative attitude has on them, as well as those around them, and how they can improve their attitude.

**Length:** 90 minutes divided into three 30 minute segments

**Format:** VHS or DVD, Style: Informational, **Copyright:** 2005

<b>JV1445 VHS</b>	<b>\$149.00</b>
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