

2014 New Releases Catalogue

December



CD-ROM ★ DVD ★ VOD



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ADDICTION

EVIDENCE-BASED TREATMENT PLANNING FOR EATING DISORDERS AND OBESITY

By Timothy Bruce, Arthur Jongsma, Jr.

Eating disorders have the highest mortality rate of any mental illness and pose immense challenges to clinicians, family members and, most of all, clients. Having a clear, well-developed treatment plan can sustain your efforts, maximizing chances for a successful outcome. Get evidence-based instruction in this video with Drs. Timothy Bruce and Arthur Jongsma, who provide clinical overviews, case demonstrations, and expert commentary.

With disordered eating on the rise—particularly evidenced by the addition of binge eating disorder (BED) to the DSM-V—therapists need to understand the features and nuances of this clinical phenomenon. In addition, clinicians who tend to treat this population are increasingly required to submit empirically supported, measurable treatment plans—but what these plans actually look like hasn't been as clearly defined. If you've been wondering what, exactly, are the differing criteria for eating disorders or have searched for resources on their empirically supported treatments, you'll find answers in this new video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that pass muster with funding sources and serve as your own resource for supporting clients with anorexia nervosa, bulimia nervosa, Binge Eating Disorder, and obesity.

After presenting a brief history of the empirically supported treatment (EST) movement and an overview of the DSM criteria for eating disorders (noting that technically, obesity is not a clinical disorder yet is strongly influenced by psychological factors), Bruce and Jongsma outline several ways to integrate ESTs into eating disorder treatment. With a rundown of approaches that includes review, demonstration, and commentary, you'll learn how to compose a six-step treatment plan based on Family-Based Therapy (aka the Maudsley Model), CBT for anorexia and bulimia, Interpersonal Therapy, and the LEARN model for obesity. Live case vignettes demonstrate interventions from these approaches, along with commentary, and you'll also learn about relapse discussion and prevention.

If you're looking to deepen your understanding of evidence-based treatment planning and the empirically supported treatments on which they're based, be sure to add this information-packed video to your library.

By watching this video, you will:

- Understand the DSM criteria for three

eating disorders and the related condition of obesity.

- Know the history of empirically supported treatments (ESTs) and those designated for eating disorders.
- Learn to build a six-step treatment plan for eating disorders informed by evidence-based practices.

Item no. : NC07620465
Format : Streaming (1 Year)
Duration : 80 minutes
Price : USD 150.00

EVIDENCE-BASED TREATMENT PLANNING FOR SUBSTANCE USE DISORDERS

By Timothy Bruce, Arthur Jongsma, Jr.

Addiction is one of the most challenging issues therapists face, yet so few therapists are adequately trained to work with addicts and alcoholics. Learn to build thorough evidence-based treatment plans in this video with Drs. Timothy Bruce and Arthur Jongsma, who offer expert instruction on a prevalent—and sometimes deadly—disorder.

Many of us are all too familiar with the interpersonal conflicts, legal problems, failure to meet social or professional obligations, and other unfortunate effects of unchecked substance use. When clients with substance use disorders come through our doors, we need to have a thorough grounding in the latest research, approaches, and tools on which to base successful treatment. If you need to understand the differing criteria for substance use disorders or have searched for resources on their empirically supported treatments, you'll find answers in this content-rich video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that comply with funding sources and give you a foundation for supporting clients.

Bruce and Jongsma start by presenting an overview of the DSM criteria for substance use disorders, their specifiers (related to physiological dependence and type of remission), and clinical definitions for abuse and dependence. Moving on to a brief history of the empirically supported treatment (EST) movement, they outline several ways to integrate ESTs into treatment for substance use disorders. You'll learn how to compose a six-step treatment plan based on Cognitive-Behavioral Therapy, the Community Reinforcement Approach, The Matrix Model, Motivational Enhancement Therapy, 12-Step Facilitation Therapy, and Behavioral Couples Therapy, and you'll watch selected approaches in action, with live case vignettes in a variety of settings that include individual and couples therapy. Live commentary follows each case, helping you integrate what you've just seen and contextualize it within an evidence-based framework.

If you're looking to deepen your understanding of evidence-based treatment planning and review the most common ESTs for substance use disorders, you'll be excited to get your hands on this information-packed video.

By watching this video, you will:

- Understand the DSM criteria for substance use disorders, their specifiers, and the difference between dependence and abuse.
- Know the history of empirically supported treatments (ESTs) and those designated for substance use disorders.
- Learn to build a six-step treatment plan for substance use disorders informed by evidence-based practices.

Item no. : ZG07620467
Format : Streaming (1 Year)
Duration : 74 minutes
Price : USD 150.00

BIPOLAR DISORDER

EVIDENCE-BASED TREATMENT PLANNING FOR BIPOLAR DISORDER

By Timothy Bruce, Arthur Jongsma, Jr.

Ten to twenty percent of people diagnosed with bipolar disorder will commit suicide. Seventy-five percent of them will not be properly diagnosed within the first three years of treatment. With stakes this high, and misdiagnoses so common, it's extremely important to understand the complexities of Bipolar Disorder and build effective, evidence-based treatment plans. Timothy Bruce and Arthur Jongsma offer expert instruction in this indispensable video.

These days, clinicians are increasingly required to submit empirically supported, measurable treatment plans for clients with a variety of presenting problems—but what these plans actually look like isn't clear to most clinicians. In the case of bipolar disorder, this task can be especially perplexing given the disorder's various subtypes and mood-related features, each warranting its own set of goals and interventions. If you've been wondering what, exactly, are the differing criteria for bipolar disorder or have searched for resources on its empirically supported treatments, you'll find answers in this content-rich video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that pass muster with funding sources and serve as your own resource for supporting clients with bipolar disorder.

Bruce and Jongsma start by presenting an overview of the DSM criteria for bipolar disorder, its subtypes (bipolar I, bipolar II, and cyclothymia), and its features within the context of mood disorders (major

depressive, manic, hypomanic, or mixed episodes), moving on to a brief history of the empirically supported treatment (EST) movement. The instructors then outline several ways to integrate ESTs into bipolar disorder treatment. You'll learn how to compose a six-step treatment plan based on Family-Focused Therapy, Interpersonal and Social Rhythm Therapy, and Cognitive-Behavioral Therapy, and you'll watch these approaches in action, with live case vignettes in a variety of settings that include individual, group, and family therapy. Live commentary follows each case, helping you integrate what you've just seen and contextualize it within an evidence-based framework.

If you're looking to deepen your understanding of evidence-based treatment planning and the empirically supported treatments on which they're based, you'll be excited to get your hands on this information-packed video.

By watching this video, you will:

- Understand the DSM criteria for bipolar disorder, its subtypes, and its related mood conditions.
- Know the history of empirically supported treatments (ESTs) and those designated for bipolar disorder.
- Learn to build a six-step treatment plan for bipolar disorder informed by evidence-based practices.

Item no. : CU07620463
Format : Streaming (1 Year)
Duration : 78 minutes
Price : USD 150.00

BLACK STUDIES

BLACK AMERICAN EXPERIENCE, THE - LANGSTON HUGHES: POET, SOCIAL ACTIVIST, NOVELIST, PLAYWRIGHT & LITERARY GIANT

An American poet, social activist, novelist, playwright, and columnist, Langston Hughes was first recognized as an important literary figure during the 1920s, a period known as the "Harlem Renaissance," a cultural movement made famous because of the number of emerging black writers, poets and scholars. Hughes, more than any other black poet or writer, recorded faithfully the nuances of black life and its frustrations and was one of the earliest innovators of the then-new literary art form called jazz poetry. Embracing the common experience of black Americans, he was the bard of his people because he felt their joys and suffering himself. Hughes lived in several US cities, then traveled abroad extensively, first as a seaman, later as a war correspondent. Renowned for his folksy humor, his work was well received by a black audience who saw themselves in his characters. In 1934 Hughes first short story collection *The Ways of White Folks*, was published. It looked at the

humorous and tragic interactions between races, but was tinged with pessimism. He went on to write countless works of poetry, prose and plays and had a popular column for the *Chicago Defender*. Hughes was a literary giant, always faithful to his belief that "most people are generally good, in every race and in every country where I have been." In 1960, the NAACP awarded Hughes the Spingarn Medal for distinguished achievement by a black American, calling him the "poet laureate of the Negro race."

Item no. : TD00941351
Format : DVD
Duration : 20 minutes
Copyright : 2014
Price : USD 94.95

BLACK AMERICAN EXPERIENCE, THE - ROSA PARKS: THE FIRST LADY OF THE CIVIL RIGHTS MOVEMENT

Civil rights activist Rosa Parks, was born a granddaughter to former slaves, on February 4, 1913, in Tuskegee, Alabama. Her refusal to give up her seat to a white passenger on a Montgomery, Alabama bus in December of 1955, spurred a city-wide boycott and unleashed nationwide efforts to end segregation of public facilities. Her brave and unwavering determination proved monumental. Rosa was prepared to sacrifice everything, making her the role model of Racial Injustice and The First Lady of the Civil Rights Movement. Parks act of defiance and the Montgomery Bus Boycott became the catalyst that helped launch important symbols of the modern Civil Rights Movement. It inspired all freedom loving people to join together against oppressive laws and governments, racial discrimination and hatred. She became an international icon of resistance to racial segregation. Her determination and perseverance became a focal point with civil rights leaders, including Edgar Nixon, president of the local chapter of the NAACP; and Martin Luther King, Jr. In 1964 Congress passed the Civil Rights Act - legislation that outlawed discrimination based on race, color, religion, sex, or national origin. Rosa Parks received many accolades during her lifetime, including the NAACP's highest award the Spingarn Medal, the Presidential Medal of Freedom the Congressional Gold Medal. Rosa died in 1977 and was chosen as the first woman ever to lie in honor at the Capitol Rotunda.

Item no. : EK06041352
Format : DVD
Duration : 22 minutes
Copyright : 2014
Price : USD 94.95

BLACK AMERICAN EXPERIENCE, THE - THURGOOD MARSHALL: AMERICAS FIRST AFRICAN AMERICAN SUPREME COURT JUSTICE

The great grandson of a slave, Thurgood Marshall was born in Baltimore, Maryland, on July 2, 1908. At the age of 25, Marshall graduated first in his class from Howard Law and joined the National Association for the Advancement of Colored People (NAACP), the nations largest and oldest civil rights organization. As NAACP counsel, Marshall used the constitution to successfully argue for a slew of rights now taken for granted, and forced the University of Maryland Law School to admit its first black student, just five years after that same school had rejected Marshall due to his race. Between 1940 and 1961 Marshall won 29 of the 32 cases he argued before the Supreme Court, the most significant being the landmark case, *Brown v Board of Education*. Marshall argued that separate school systems for blacks and whites were inherently unequal, violating the (equal protection clause) of the Fourteenth Amendment to the U.S. Constitution. In September 1961, President John F. Kennedy appointed Marshall a judge on the U.S. Circuit Court of Appeals. In 1965, President Lyndon Johnson named Marshall the nations first black Solicitor General to conduct government legal action before the Supreme Court. Two years later on October 2, 1967 at the age of 59, Marshall became the first African American to serve on the U.S. Supreme Court. President Lyndon Johnson who declared it was (the right thing to do, the right time to do it, the right man and the right place). He never forgot where he came from, consistently ruling in favor of the rights of (organized labor, racial minorities, the advancement of women, the broadening of rights to freedom of expression, and the narrowing of police authority). Harvard Law Professor Randall L. Kennedy wrote. No member of the Supreme Court has ever been more keenly alive to social inequalities. He remained a champion of individual liberty. As more conservative justices were appointed by Presidents Nixon, Ford and Reagan, he became known as (The Great Dissenter), but remained unwavering in his commitment to liberal precepts. In increasingly poor health, on June 27, 1991 Marshall submitted his resignation to President George H. W. Bush. He was replaced by conservative black Justice Clarence Thomas. Marshall died of heart failure on January 24, 1993 at the age of 84. He was buried at Arlington National Cemetery. Posthumously Thurgood Marshall was awarded the Presidential Medal of Freedom, Americas highest civilian award by President Bill Clinton

Item no. : SF06111353
Format : DVD
Duration : 20 minutes
Copyright : 2014
Price : USD 94.95

CONSUMERISM

BRAND NEW YOU: MAKEOVER TELEVISION AND THE AMERICAN DREAM

By Katherine Sender

What do popular television makeover programs like What Not to Wear, The Biggest Loser, Queer Eye for the Straight Guy, and The Swan tell us about how to look and feel? What do they tell us about what a good life looks like in contemporary America? This new film based on Katherine Sender's book The Makeover explores these questions against the backdrop of American ideals of self-invention and upward mobility. Asking what it means to be an authentic self in an increasingly mediated world -- to be both ordinary and special, to be happy with who we are while always wanting something better -- Brand New You shows how the interventions featured in makeover shows, from weight loss to cosmetic surgery, reproduce conventional norms of physical attractiveness and success. Taking a wider social and cultural view, it also shows how these programs have become models of self-transformation at precisely the same time jobs have become harder to find and keep, and women and men have been forced to remake themselves to compete in a rapidly changing labor marketplace.

Intended for courses in communication, gender studies, critical race theory, history, and sociology.

Reviews

- "One of MEF's best, this is a wonderfully expansive video, about media and identity, beauty, class, race, happiness, gender, representation, sexuality, and more. Full of thoughtful analysis, historical context, and critique." - Jonathan Gray, Professor of Media and Cultural Studies at the University of Wisconsin - Madison | Author of Show Sold Separately: Promos, Spoilers, and Other Media Paratexts
- "Brand New You gives makeover shows their very own makeover. Filled with brilliant commentary and lively footage, it explains the origins and workings of 'reality' media across history." - Toby Miller, Professor of Media & Cultural Studies at the University of Cardiff | Author of Makeover Nation: The United States of Reinvention

Item no. : LC01060153
Format : DVD (With English Subtitles)
Duration : 53 minutes
Copyright : 2014
StdBkNo : 193286993X
Price : USD 275.00

CONSUMERISM & THE LIMITS TO IMAGINATION

Consumer capitalism dominates our economy, our politics, and our culture, even though a growing body of research suggests it may be well past its sell-by date. In this illustrated presentation based on his latest critically acclaimed book, media scholar Justin Lewis makes a compelling case that consumer capitalism can no longer deliver on its promise of enhancing quality of life, and argues that changing direction will require changing our media system and our cultural environment. After showing how consumer capitalism has become economically and environmentally unsustainable, Lewis explores how our cultural and information industries make it difficult to envision other forms of human progress by limiting critical thinking and keeping us locked in a cycle of consumption. And he argues that change will only be possible if we take culture seriously and transform the very way we organize our media and communications systems.

Review

- "Justin Lewis is one of the world's most acute observers of contemporary cultural politics. Consumerism & the Limits to Imagination alerts us, in an incisive but always humane way, to the excesses of consumption. This is a video with abiding lessons for us all." - Toby Miller, Professor of Media & Cultural Studies, University of Cardiff

Item no. : EA01060154
Format : DVD (With English Subtitles)
Duration : 41 minutes
Copyright : 2014
StdBkNo : 1932869891
Price : USD 125.00

DRAMA

CREATING COMEDY: TECHNIQUES AND EXERCISES

This Double DVD provides strategies and ideas for creating comedy for devised and scripted performances. Using interviews, workshops and performance footage from leading international comedy practitioners, this resource will guide students through the entire process, from the initial stages of researching, exploring and testing ideas through to rehearsal and final performance. Specific comedy generating strategies, like games and play, rhythm, timing and surprises, crossed objectives, double acts, major/minor and creating comedy characters are all explained, with performed examples. Includes top-band student performances and ready-to-use teaching materials.

Item no. : EU21960058
Format : 2 DVDs
Duration : 120 minutes
Audience : KS 3-5 or above
Copyright : 2014

Price : GBP 75.00

OEDIPUSSY: MAKING PHYSICAL COMEDY WORK

This double DVD gives a unique insight into the hilarious inventiveness of internationally acclaimed physical comedy company, Spymonkey. Produced by Spymonkey and using original rehearsal footage and interviews, the resource follows the creative process from the first moments of inception through rehearsal to performance as the company turns Sophocles' most famous tragedy into a Bowie-esque space ballad. The DVD also includes a live recording of Oedipussy with commentary, as well as interviews with the artistic directors as they explore the influences on their work and the creative roles of director, writer and designer.

DISC 1 OEDIPUSSY recorded at Brighton Festival:
ACT 1 66min
ACT 2 45min (with optional commentary)
Promo trailer 4'27"
Audience voxpops 2'24"

DISC 2 OEDIPUSSY IN DEVELOPMENT
Starting Points 11'43"
Music & Choreography 9'24"
Creating in Collaboration 7'12"
Writing Tools 15'07"
Killing Your Darlings 14'47"
GLOSSARY 30'00"
REHEARSAL COMMENTARY by director and cast 2'28"

Item no. : PY21960062
Format : 2 DVDs
Duration : 100 minutes
Audience : KS 3-5 or above
Copyright : 2014
Price : GBP 75.00

SO YOU WANT TO GO TO DRAMA SCHOOL?

Drama schools get thousands of applications each year from students wanting to become actors, so how can you make an application stand out? how can students be sure that the course is really the right one for them? What does the audition process involve and how can they prepare for it most effectively? Through interviews with experts at the Royal Central School of Speech and Drama, the Liverpool Institute of Performing Arts and the Institute of the Arts, Barcelona, this double DVD gives candidates the essential information they need to avoid the pitfalls to apply intelligently and to maximize their chances of success in auditions. Includes student accounts of the entire process and mock-auditions with students and drama school tutors.

Item no. : ZJ21960063
Format : 2 DVDs
Duration : 100 minutes
Audience : KS 3-5 or above
Copyright : 2014
Price : GBP 75.00

EATING DISORDERS

EVIDENCE-BASED TREATMENT PLANNING FOR EATING DISORDERS AND OBESITY

By Timothy Bruce, Arthur Jongsma, Jr.

Eating disorders have the highest mortality rate of any mental illness and pose immense challenges to clinicians, family members and, most of all, clients. Having a clear, well-developed treatment plan can sustain your efforts, maximizing chances for a successful outcome. Get evidence-based instruction in this video with Drs. Timothy Bruce and Arthur Jongsma, who provide clinical overviews, case demonstrations, and expert commentary.

With disordered eating on the rise—particularly evidenced by the addition of binge eating disorder (BED) to the DSM-V—therapists need to understand the features and nuances of this clinical phenomenon. In addition, clinicians who tend to treat this population are increasingly required to submit empirically supported, measurable treatment plans—but what these plans actually look like hasn't been as clearly defined. If you've been wondering what, exactly, are the differing criteria for eating disorders or have searched for resources on their empirically supported treatments, you'll find answers in this new video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that pass muster with funding sources and serve as your own resource for supporting clients with anorexia nervosa, bulimia nervosa, Binge Eating Disorder, and obesity.

After presenting a brief history of the empirically supported treatment (EST) movement and an overview of the DSM criteria for eating disorders (noting that technically, obesity is not a clinical disorder yet is strongly influenced by psychological factors), Bruce and Jongsma outline several ways to integrate ESTs into eating disorder treatment. With a rundown of approaches that includes review, demonstration, and commentary, you'll learn how to compose a six-step treatment plan based on Family-Based Therapy (aka the Maudsley Model), CBT for anorexia and bulimia, Interpersonal Therapy, and the LEARN model for obesity. Live case vignettes demonstrate interventions from these approaches, along with commentary, and you'll also learn about relapse discussion and prevention.

If you're looking to deepen your understanding of evidence-based treatment planning and the empirically supported treatments on which they're based, be sure to add this information-packed video to your library.

By watching this video, you will:

- Understand the DSM criteria for three eating disorders and the related condition of obesity.
- Know the history of empirically supported treatments (ESTs) and those designated for eating disorders.
- Learn to build a six-step treatment plan for eating disorders informed by evidence-based practices.

Item no. : NC07620465
Format : Streaming (1 Year)
Duration : 80 minutes
Price : USD 150.00

ENVIRONMENT

ONE WATER

Narrated by Martin Sheen, One Water is a film that celebrates all the different ways water has touched human lives around the globe and explores our changing relationship to water as it grows ever more alarmingly scarce. The film leaves audiences with a series of provocative questions that culminate in one that will impact all of our futures: is water a human right or a commodity? Through a starkly emotional journey, the audience is invited to bear witness and encouraged to recognize this major global crisis at his or her very own.

The film highlights a world where water is exquisitely abundant in some places and dangerously lacking in others. Taps flowing with fresh, clean water are contrasted with toxic, polluted waterways that have turned the blue arteries of our planet murky.

Item no. : DW00161847
Format : DVD
Duration : 50 minutes
Audience : Senior High, College
Copyright : 2014
Price : USD 225.00

EVIDENCE-BASED

EVIDENCE-BASED TREATMENT PLANNING FOR BIPOLAR DISORDER

By Timothy Bruce, Arthur Jongsma, Jr.

Ten to twenty percent of people diagnosed with bipolar disorder will commit suicide. Seventy-five percent of them will not be properly diagnosed within the first three years of treatment. With stakes this high, and misdiagnoses so common, it's extremely important to understand the complexities of Bipolar Disorder and build effective, evidence-based treatment plans. Timothy Bruce and Arthur Jongsma offer expert instruction in this indispensable video.

These days, clinicians are increasingly required to submit empirically supported, measurable treatment plans for clients with a variety of presenting problems—but what these plans actually look like isn't

clear to most clinicians. In the case of bipolar disorder, this task can be especially perplexing given the disorder's various subtypes and mood-related features, each warranting its own set of goals and interventions. If you've been wondering what, exactly, are the differing criteria for bipolar disorder or have searched for resources on its empirically supported treatments, you'll find answers in this content-rich video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that pass muster with funding sources and serve as your own resource for supporting clients with bipolar disorder.

Bruce and Jongsma start by presenting an overview of the DSM criteria for bipolar disorder, its subtypes (bipolar I, bipolar II, and cyclothymia), and its features within the context of mood disorders (major depressive, manic, hypomanic, or mixed episodes), moving on to a brief history of the empirically supported treatment (EST) movement. The instructors then outline several ways to integrate ESTs into bipolar disorder treatment. You'll learn how to compose a six-step treatment plan based on Family-Focused Therapy, Interpersonal and Social Rhythm Therapy, and Cognitive-Behavioral Therapy, and you'll watch these approaches in action, with live case vignettes in a variety of settings that include individual, group, and family therapy. Live commentary follows each case, helping you integrate what you've just seen and contextualize it within an evidence-based framework.

If you're looking to deepen your understanding of evidence-based treatment planning and the empirically supported treatments on which they're based, you'll be excited to get your hands on this information-packed video.

By watching this video, you will:

- Understand the DSM criteria for bipolar disorder, its subtypes, and its related mood conditions.
- Know the history of empirically supported treatments (ESTs) and those designated for bipolar disorder.
- Learn to build a six-step treatment plan for bipolar disorder informed by evidence-based practices.

Item no. : CU07620463
Format : Streaming (1 Year)
Duration : 78 minutes
Price : USD 150.00

EVIDENCE-BASED TREATMENT PLANNING FOR DISRUPTIVE CHILD AND ADOLESCENT BEHAVIOR

By Timothy Bruce, Arthur Jongsma, Jr.

Working with troubled children can stir up deep emotions and challenge our ability to stay grounded and empathic. Drs. Timothy Bruce and Arthur Jongsma focus on evidence-based planning for Oppositional

Defiant Disorder and Conduct Disorder in this video, complete with live vignettes and commentary to help you, and not just your clients, "stop, take a breath, and think before you act."

Defiance, aggression, bullying, and vandalism are, sadly, just a few of the many distressing behaviors symptomatic of Oppositional Defiant Disorder and Conduct Disorder, the topic of this in-depth video from Drs. Timothy Bruce and Arthur Jongsma. Children and adolescents (and their overtaxed guardians) need empathic, knowledgeable support for treatment to be successful—and many clinicians look to evidence-based approaches for this challenging population. Bruce and Jongsma show you how it's done here, with illustrated lessons, live demonstrations, and expert commentary.

After giving an overview of the DSM criteria for ODD/CD, their clinical features, and a brief history of the empirically supported treatment (EST) movement (including North American and European benchmarks), Bruce and Jongsma outline several ways to fold ESTs into treatment. Their comprehensive list of well-established and probably efficacious treatments includes Parent Management Training (PMT), Parent-Child Interaction Training (PCIT), Group Assertiveness Training, and Functional Family Therapy, with notes on their target age groups and standout features. You'll also observe a teenage client receiving instruction in relaxation and cognitive techniques, and you'll discover ways to incorporate these and other interventions, as well as relapse prevention, into your evidence-based treatment plan.

If you've been wondering what, exactly, comprises an effective ODD/CD treatment plan or have been searching for resources on the empirically supported treatments on which these plans are based, this information-rich video is for you.

By watching this video, you will:

- Understand the DSM criteria and specifiers for Oppositional Defiant Disorder and Conduct Disorder.
- Learn about the history of empirically supported treatments (ESTs) and those designated for ODD/CD.
- Know how to create a six-step treatment plan based on well-established evidence-based ESTs.

Item no. : ZJ07620464
Format : Streaming (1 Year)
Duration : 63 minutes
Price : USD 150.00

EVIDENCE-BASED TREATMENT PLANNING FOR EATING DISORDERS AND OBESITY

By Timothy Bruce, Arthur Jongsma, Jr.

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Item no. : NC07620465
Format : Streaming (1 Year)
Duration : 80 minutes
Price : USD 150.00

EVIDENCE-BASED TREATMENT PLANNING FOR OBSESSIVE COMPULSIVE DISORDER

By Timothy Bruce, Arthur Jongsma, Jr.

Left unchecked, the distressing symptoms of Obsessive-Compulsive Disorder can condemn its sufferers to a rigid and severely diminished quality of life and without proper training, it is almost impossible for therapists to help clients with OCD overcome their symptoms. In this comprehensive video, Drs. Timothy Bruce and Arthur Jongsma share the evidence-based treatments that lead to clinical success.

Obsessive-Compulsive Disorder is notable for its intrusive, repetitive thoughts and the "corrective" thoughts and behaviors clients use (in vain) to manage them. And as Drs. Tim Bruce and Art Jongsma point out, even when faced with these unsettling symptoms, sufferers are less likely to seek treatment and less motivated to follow through. Therefore, understanding the complexities of this condition and how to guide clients through it is essential to effective therapy. Here, Bruce and Jongsma share evidence-based approaches to treating OCD, including a review of the disorder and its research literature, a step-by-step process for building treatment plans that pass muster with funding sources, and a series of case demonstrations to support your success.

Bruce and Jongsma start by presenting an overview of the DSM criteria for OCD, with comprehensive descriptions of the traumatic stressors, intrusive recollections, trigger avoidance, hyperarousal, and functional impairment that can characterize a client's experience. Moving on to a brief history of the empirically supported treatment (EST) movement, the hosts outline several ways to integrate ESTs into OCD treatment. They outline the common types of obsessions and compulsions, what to include in an assessment, how to work with cognitive biases, and interventions for cognitive restructuring.

You'll learn to compose a six-step treatment plan incorporating the well-established approaches of Cognitive Therapy, Exposure and Response Therapy, and CBT/ERP, and you'll watch these in action via live case vignettes of a female client stuck in obsessive fears of getting contaminated from public bathrooms. Live commentary follows each segment, helping you integrate what you've just seen and contextualize it within an evidence-based framework. Finally, the two experts discuss relapse prevention methods, stressing the importance of helping clients integrate adaptive, nonavoidant approaches to fear into their everyday lives.

The sheer amount of content in this video is well worth a deeper look. If you've been searching for clinical resources on OCD or its empirically supported treatment approaches, you'll be excited to get your

hands on this information-packed resource.

By watching this video, you will:

- Understand the DSM criteria for Obsessive-Compulsive Disorder, its clinical features, and considerations for relapse prevention.
- Know the history of empirically supported treatments (ESTs) and those designated for OCD.
- Learn to build a six-step treatment plan for OCD informed by evidence-based practices.

Item no. : VT07620466
Format : Streaming (1 Year)
Duration : 64 minutes
Price : USD 150.00

EVIDENCE-BASED TREATMENT PLANNING FOR SUBSTANCE USE DISORDERS

By Timothy Bruce, Arthur Jongsma, Jr.

Addiction is one of the most challenging issues therapists face, yet so few therapists are adequately trained to work with addicts and alcoholics. Learn to build thorough evidence-based treatment plans in this video with Drs. Timothy Bruce and Arthur Jongsma, who offer expert instruction on a prevalent—and sometimes deadly—disorder.

Many of us are all too familiar with the interpersonal conflicts, legal problems, failure to meet social or professional obligations, and other unfortunate effects of unchecked substance use. When clients with substance use disorders come through our doors, we need to have a thorough grounding in the latest research, approaches, and tools on which to base successful treatment. If you need to understand the differing criteria for substance use disorders or have searched for resources on their empirically supported treatments, you'll find answers in this content-rich video with Drs. Timothy Bruce and Arthur Jongsma. Here, the two experts tell you everything you need to know about building treatment plans that comply with funding sources and give you a foundation for supporting clients.

Bruce and Jongsma start by presenting an overview of the DSM criteria for substance use disorders, their specifiers (related to physiological dependence and type of remission), and clinical definitions for abuse and dependence. Moving on to a brief history of the empirically supported treatment (EST) movement, they outline several ways to integrate ESTs into treatment for substance use disorders. You'll learn how to compose a six-step treatment plan based on Cognitive-Behavioral Therapy, the Community Reinforcement Approach, The Matrix Model, Motivational Enhancement Therapy, 12-Step Facilitation Therapy, and Behavioral Couples Therapy, and you'll watch selected approaches in action, with live case vignettes in a variety of settings

that include individual and couples therapy. Live commentary follows each case, helping you integrate what you've just seen and contextualize it within an evidence-based framework.

If you're looking to deepen your understanding of evidence-based treatment planning and review the most common ESTs for substance use disorders, you'll be excited to get your hands on this information-packed video.

By watching this video, you will:

- Understand the DSM criteria for substance use disorders, their specifiers, and the difference between dependence and abuse.
- Know the history of empirically supported treatments (ESTs) and those designated for substance use disorders.
- Learn to build a six-step treatment plan for substance use disorders informed by evidence-based practices.

Item no. : ZG07620467
Format : Streaming (1 Year)
Duration : 74 minutes
Price : USD 150.00

EXERCISE SCIENCE

IS EXERCISE MEDICINE FOR ALZHEIMER'S DISEASE

By: J. Carson Smith, Jeffrey M. Burns, Kirk I. Erickson

Is Exercise Medicine for Alzheimer's Disease looks at the impact of exercise on Alzheimer's disease. Featuring three highly regarded professionals, the DVD offers over two hours of compelling information, thoughtful ideas, and relevant insights on a very topical subject. Not only does the DVD detail the benefits of exercise in Alzheimer's disease, it also discusses the issue of whether Alzheimer's can be prevented.

Among the topics covered:

- Introduction (J. Carson Smith)
- Dementia vs. Alzheimer's disease
- Exercise and brain structure in healthy aging (Kirk J. Erickson)
- Which brain regions are influenced by physical activity or cardiorespiratory fitness?
- Specific conclusions
- Exercise and brain function with increased risk for Alzheimer's disease (J. Carson Smith)
- Research questions
- Evidence for exercise in the fight against Alzheimer's disease (Jeffrey M. Burns)
- Accumulating evidence of benefits of exercise in Alzheimer's disease
- Can we prevent Alzheimer's?

Item no. : VN08501943

Format : DVD
Duration : 122 minutes
Copyright : 2013
Price : USD 79.95

GENDER

BRAND NEW YOU: MAKEOVER TELEVISION AND THE AMERICAN DREAM

By Katherine Sender

What do popular television makeover programs like *What Not to Wear*, *The Biggest Loser*, *Queer Eye for the Straight Guy*, and *The Swan* tell us about how to look and feel? What do they tell us about what a good life looks like in contemporary America? This new film based on Katherine Sender's book *The Makeover* explores these questions against the backdrop of American ideals of self-invention and upward mobility. Asking what it means to be an authentic self in an increasingly mediated world -- to be both ordinary and special, to be happy with who we are while always wanting something better -- *Brand New You* shows how the interventions featured in makeover shows, from weight loss to cosmetic surgery, reproduce conventional norms of physical attractiveness and success. Taking a wider social and cultural view, it also shows how these programs have become models of self-transformation at precisely the same time jobs have become harder to find and keep, and women and men have been forced to remake themselves to compete in a rapidly changing labor marketplace.

Intended for courses in communication, gender studies, critical race theory, history, and sociology.

Reviews

- "One of MEF's best, this is a wonderfully expansive video, about media and identity, beauty, class, race, happiness, gender, representation, sexuality, and more. Full of thoughtful analysis, historical context, and critique." - Jonathan Gray, Professor of Media and Cultural Studies at the University of Wisconsin - Madison | Author of *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts*
- "Brand New You gives makeover shows their very own makeover. Filled with brilliant commentary and lively footage, it explains the origins and workings of 'reality' media across history." - Toby Miller, Professor of Media & Cultural Studies at the University of Cardiff | Author of *Makeover Nation: The United States of Reinvention*

Item no. : LC01060153
Format : DVD (With English Subtitles)
Duration : 53 minutes

Copyright : 2014
StdBkNo : 193286993X
Price : USD 275.00

PORNLAND: HOW THE PORN INDUSTRY HAS HIJACKED OUR SEXUALITY

Featuring Gail Dines
Written by Gail Dines

Pornography has moved from the margins of society into the very mainstream of American culture. From Internet pornography to MTV, pop culture industries bombard us with sexualized images of idealized women and men that jump off the screen and into our lives, shaping our gender identities, our body image, and especially our intimate relationships. In this multimedia presentation based on her acclaimed book, leading anti-porn feminist and scholar Gail Dines argues that the dominant images and stories disseminated by the multibillion-dollar pornography industry produce and reproduce a gender system that undermines equality and encourages violence against women. In direct opposition to claims that porn has delivered a more liberated, edgy sexuality, Dines reveals a mass-produced vision of sex that is profoundly sexist and destructive - a vision that limits our ability to create authentic, equal relationships free of violence and degradation.

An ideal introduction to the core arguments of the feminist anti-pornography movement.

Reviews

- "Dines understands both the economics and cultural power of the pornography industry perhaps better than anyone ever has." - Jackson Katz, Author of The Macho Paradox: Why Some Men Hurt Women and How All Men Can Help
- "Bravo to Gail Dines! She exposes a huge problem of our time that few people are willing to confront." - Diane Levin, Co- Author of So Sexy, So Soon

Item no. : GE01060155
Format : DVD (With English Subtitles)
Duration : 35 minutes
Copyright : 2014
StdBkNo : 1932869948
Price : USD 195.00

GEOGRAPHY

DEBATING ENERGY

FUTURES: COAL, GAS AND NUCLEAR

With case studies from the US, the UK, China and India, this title asks how important coal, gas and nuclear will be in

the future global energy mix. Find out what is being done to clean up coal, the dirtiest of all fossil fuels. With the growth of fracking in the US improving energy security in the States, what are the potential benefits and environmental risks associated with it in the UK? And why is nuclear still considered to be an attractive option by some countries, despite the Fukushima disaster?

Item no. : BV21960059
Format : DVD
Duration : 34 minutes
Audience : KS 3-5
Copyright : 2014
Price : GBP 54.00

GLOBAL ENERGY SECURITY

What makes some countries more energy secure than others and what are the strategies that can be pursued to improve security? With video case studies from the EU, Iceland, China, India, Canada and the US, this resource provides students with a wealth of contrasting examples. Find out how the geopolitics of Eastern Europe is affecting energy security in the EU. In China, energy needs are being met through an overwhelming reliance on coal, but at what environmental cost? And with new technology opening up previously untapped reserves, we ask, what are the potential risks and rewards?

Item no. : PU21960060
Format : DVD
Duration : 34 minutes
Audience : KS 3-5
Copyright : 2014
Price : GBP 54.00

GREENING OF ENERGY, THE

Although renewable energies are seen as "clean and green", their development can often be cause for conflict. Some forms of renewable energy are also limited by weather and climate. Examine the pros and cons of a variety of renewable energy sources with this title that draws examples from the UK, India and Europe. The de-carbonisation of energy is discussed, and Tidal, HEP, Wind, Solar, Biomass and Biogas are all considered.

Item no. : YR21960061
Format : DVD
Duration : 46 minutes
Audience : KS 3-5
Copyright : 2014
Price : GBP 54.00

HISTORY

DANIEL BOONE & THE OPENING OF THE AMERICAN WEST

Daniel Boone and the Opening of the

American West takes you back in time to the battleground that was the Kentucky frontier; it traces the life of Daniel Boone from his birth near Reading, Pennsylvania in 1734, through his years in Kentucky and to his death in St. Charles County, Missouri in 1820. Against the backdrop of the American Revolution, Daniel Boone explores an ordinary man living in extraordinary times who was destined to settle and defend the beautiful, but often fiercely unforgiving, wilderness of Kentucky that became known as (the dark and bloody ground). A vast number of Boone documents, portraiture and imagery have been collected for use in this documentary, along with thrilling action scenes using more than 100 actors and actresses, and filmed at more than thirty locations known to Boone in Pennsylvania, Virginia, North Carolina, Tennessee, Kentucky and Missouri as Boone would have seen them. It is an absolutely amazing recount of this legendary figure.

Item no. : PG00941354
Format : DVD
Duration : 147 minutes
Copyright : 2014
Price : USD 99.95

HUMAN RIGHTS

MALALA: A GIRL FROM PARADISE

Sixteen-year-old Malala Yousafzai was shot in the head by the Taliban for being outspoken about her country's education system. The Pakistani government spends seven times more on its military than on education and banned girls from attending school. Pakistan's literacy rate is among the lowest in the world, with the number of school aged children who don't attend school is second highest globally.

Malala survived and is now the youngest person to ever be awarded the Nobel peace Prize for her activism for female education. This is the story of Malala's fight for a right to education and freedom.

Item no. : TA00161846
Format : DVD
Duration : 60 minutes
Audience : Junior High, Senior High, College
Copyright : 2014
Price : USD 225.00

INFECTION CONTROL

CURRENT ISSUES IN TUBERCULOSIS: INFECTION CONTROL PROCEDURES

Today TB is under control in the U.S., but it remains a serious threat worldwide with approximately 9 million new cases reported each year. This program

describes the three primary control measures developed by the CDC as part of its recommendations for controlling the spread of TB.

After completing this course, you should be able to:

- Describe the past and current incidence of tuberculosis in the U.S. and worldwide
- Identify three key components of administrative controls used to prevent TB infection
- Distinguish between primary and secondary environmental controls
- Identify the primary component of respiratory protection controls

Item no. : LF08050097
Format : DVD
Duration : 16 minutes
Copyright : 2014
Price : USD 199.00

CURRENT ISSUES IN TUBERCULOSIS: THE AMERICAN EPIDEMIC

In the last hundred years, tuberculosis in America came full circle from being a serious threat, to being a forgotten disease of the past, to returning as a serious threat in the 1980s and 90s. Today, TB is under control again in the U.S., but it remains a serious threat worldwide with approximately 9 million new cases reported each year. This program presents the recommendations for controlling the spread of TB developed by the CDC so that nurses and other healthcare workers can protect their patients—and themselves—from this serious disease.

After completing this course, you should be able to:

- Explain what causes tuberculosis
- Explain the difference between tuberculosis infection and tuberculosis disease
- List four body systems that can be infected with TB
- List common symptoms of TB
- Identify six population groups at high risk for TB infection
- Describe multidrug-resistant tuberculosis and list ways a person can acquire it

Item no. : TM08050098
Format : DVD
Duration : 16 minutes
Copyright : 2014
Price : USD 199.00

JOURNALISM, BROADCAST & PRINT

JOURNALISM SECRETS TO SOCIAL MEDIA STORYTELLING & NEWS

REPORTING

Social media tools are being used across all media sources including traditional news outlets and online-based resources. This program focuses on the variety of ways social media is essential to storytelling and news distribution. Each chapter highlights an element of social media used by top journalists who rely on these communication channels to both research stories and broaden their audience. Its designed to help students and educators understand the growing role of social media in the gathering and dissemination of news and the many ways to make the most of this technology.

Social media has changed how we gather and report news in general. Its a crucial tool in reporting today since we receive many tips and reach many sources to confirm information even before the story ever makes mainstream media. This is more often the case especially when breaking news happens. Its important for students to use social media to gain and disseminate information and to research each topic thoroughly, read as much as they can and be familiar with every side of the issue.

We will teach students how to humanize the issues so they are not just talking about statistics or numbers. How to use Storify, Tumblr, BuzzFeed, Opensecrets.org and different websites like Mashables - that have interesting information and ways for students to get out and tell stories using audio, video and pictures. How to ensure the information they obtain is vetted and accurate and ensure the story is valuable or newsworthy. How to get as many aspects of a story as they can and how to make it different from similar stories out there to help inform their audience.

We will show students how to use their journalism skills and apply them to this new medium and above and beyond, how to capture the absolute essence in a paragraph - confirm it, attribute it and source it.

Subjects covered include: Using Social Media in Politics, Putting the Public back in Public Affairs, Social Media as a Database, The Day in the Life of an Online Reporter and Behind the Scenes of Storify. Includes a list of links and websites to help students investigate stories and find out more about newsgathering and dissemination practices.

Item no. : DJ04210459
Format : DVD
Duration : 31 minutes
Copyright : 2014
Price : USD 149.00

MARKETING

GET AND KEEP MORE MEMBERS THROUGH DIGITAL MARKETING &

DISRUPTIVE TECHNOLOGY

By Kilian Fisher

Get and Keep More Members Through Digital Marketing & Disruptive Technology details the latest in digital marketing for the health/fitness club industry. In that regard, the DVD discusses how to utilize social media effectively for lead generation. The DVD also reviews the best integrations, using social media, data capture, and landing pages. In addition, the DVD explores disruptive technologies for clubs both at the present time and for going forward. Finally, the DVD examines how to create an effective digital marketing and social media strategy.

Among the topics covered:

- Innovate or die
- Data capture
- Landing pages
- Mobile
- Online booking
- Facebook?
- Email marketing
- Learn how to utilize social media effectively for lead generation
- Explore disruptive technologies for health clubs in 2014 and beyond
- Learn how to create an effective digital marketing & social media strategy
- CRM

Item no. : RH08501938
Format : DVD
Duration : 89 minutes
Copyright : 2014
Price : USD 79.95

POWERFUL CONNECTIONS: CREATING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN FOR YOUR BUSINESS

By Fred Hoffman

Powerful Connections: Creating an Effective Social Media Campaign For Your Business provides a comprehensive overview of how health/fitness clubs can design and execute a successful social media campaign. In that regard, the DVD discusses proven strategies for social media, as well as outlines key considerations for using social media. In that regard, the DVD outlines key considerations for creating an effective social media campaign. The DVD also looks at the top social media platforms that can be employed in such a campaign. In addition, the DVD reviews the factors involved in planning an effective social media campaign.

Among the topics covered:

- Why use social media?
- Strategies for social media
- Company social media policies
- Managing social media
- Considerations for creating a social media campaign
- Social conversation
- Metrics to measure results & success

- Facebook?
- Twitter?
- Pinterest?
- Campaign planning

Item no. : TM08501940
Format : DVD
Duration : 83 minutes
Copyright : 2014
Price : USD 79.95

MENTAL HEALTH

ALZHEIMER'S DISEASE FOR ASSISTED LIVING FACILITIES - LEVEL I

A must for health care workers in assisted living facilities. Understand Alzheimer's Disease through the family's eyes with interviews from family members and staff. Meets the Florida Level I requirement for ALF's.

Item no. : HW04160273
Format : DVD
Duration : 74 minutes
Copyright : 2014
Price : USD 350.00

MIDDLE EAST

MALALA: A GIRL FROM PARADISE

Sixteen-year-old Malala Yousafzai was shot in the head by the Taliban for being outspoken about her country's education system. The Pakistani government spends seven times more on its military than on education and banned girls from attending school. Pakistan's literacy rate is among the lowest in the world, with the number of school aged children who don't attend school is second highest globally.

Malala survived and is now the youngest person to ever be awarded the Nobel peace Prize for her activism for female education. This is the story of Malala's fight for a right to education and freedom.

Item no. : TA00161846
Format : DVD
Duration : 60 minutes
Audience : Junior High, Senior High, College
Copyright : 2014
Price : USD 225.00

NURSING PROFESSIONALS

ALZHEIMER'S DISEASE FOR ASSISTED LIVING FACILITIES - LEVEL I

A must for health care workers in assisted living facilities. Understand Alzheimer's Disease through the family's eyes with

interviews from family members and staff. Meets the Florida Level I requirement for ALF's.

Item no. : HW04160273
Format : DVD
Duration : 74 minutes
Copyright : 2014
Price : USD 350.00

OBSESSIVE-COMPULSIVE

EVIDENCE-BASED TREATMENT PLANNING FOR OBSESSIVE COMPULSIVE DISORDER

By Timothy Bruce, Arthur Jongsma, Jr.

Left unchecked, the distressing symptoms of Obsessive-Compulsive Disorder can condemn its sufferers to a rigid and severely diminished quality of life and without proper training, it is almost impossible for therapists to help clients with OCD overcome their symptoms. In this comprehensive video, Drs. Timothy Bruce and Arthur Jongsma share the evidence-based treatments that lead to clinical success.

Obsessive-Compulsive Disorder is notable for its intrusive, repetitive thoughts and the "corrective" thoughts and behaviors clients use (in vain) to manage them. And as Drs. Tim Bruce and Art Jongsma point out, even when faced with these unsettling symptoms, sufferers are less likely to seek treatment and less motivated to follow through. Therefore, understanding the complexities of this condition and how to guide clients through it is essential to effective therapy. Here, Bruce and Jongsma share evidence-based approaches to treating OCD, including a review of the disorder and its research literature, a step-by-step process for building treatment plans that pass muster with funding sources, and a series of case demonstrations to support your success.

Bruce and Jongsma start by presenting an overview of the DSM criteria for OCD, with comprehensive descriptions of the traumatic stressors, intrusive recollections, trigger avoidance, hyperarousal, and functional impairment that can characterize a client's experience. Moving on to a brief history of the empirically supported treatment (EST) movement, the hosts outline several ways to integrate ESTs into OCD treatment. They outline the common types of obsessions and compulsions, what to include in an assessment, how to work with cognitive biases, and interventions for cognitive restructuring.

You'll learn to compose a six-step treatment plan incorporating the well-established approaches of Cognitive Therapy, Exposure and Response Therapy, and CBT/ERP, and you'll watch these in action via live case vignettes of a female client stuck in obsessive fears of

getting contaminated from public bathrooms. Live commentary follows each segment, helping you integrate what you've just seen and contextualize it within an evidence-based framework. Finally, the two experts discuss relapse prevention methods, stressing the importance of helping clients integrate adaptive, nonavoidant approaches to fear into their everyday lives.

The sheer amount of content in this video is well worth a deeper look. If you've been searching for clinical resources on OCD or its empirically supported treatment approaches, you'll be excited to get your hands on this information-packed resource.

By watching this video, you will:

- Understand the DSM criteria for Obsessive-Compulsive Disorder, its clinical features, and considerations for relapse prevention.
- Know the history of empirically supported treatments (ESTs) and those designated for OCD.
- Learn to build a six-step treatment plan for OCD informed by evidence-based practices.

Item no. : VT07620466
Format : Streaming (1 Year)
Duration : 64 minutes
Price : USD 150.00

PARENTING

EVIDENCE-BASED TREATMENT PLANNING FOR DISRUPTIVE CHILD AND ADOLESCENT BEHAVIOR

By Timothy Bruce, Arthur Jongsma, Jr.

Working with troubled children can stir up deep emotions and challenge our ability to stay grounded and empathic. Drs. Timothy Bruce and Arthur Jongsma focus on evidence-based planning for Oppositional Defiant Disorder and Conduct Disorder in this video, complete with live vignettes and commentary to help you, and not just your clients, "stop, take a breath, and think before you act."

Defiance, aggression, bullying, and vandalism are, sadly, just a few of the many distressing behaviors symptomatic of Oppositional Defiant Disorder and Conduct Disorder, the topic of this in-depth video from Drs. Timothy Bruce and Arthur Jongsma. Children and adolescents (and their overtaxed guardians) need empathic, knowledgeable support for treatment to be successful—and many clinicians look to evidence-based approaches for this challenging population. Bruce and Jongsma show you how it's done here, with illustrated lessons, live demonstrations, and expert commentary.

After giving an overview of the DSM criteria for ODD/CD, their clinical features, and a brief history of the empirically

supported treatment (EST) movement (including North American and European benchmarks), Bruce and Jongsma outline several ways to fold ESTs into treatment. Their comprehensive list of well-established and probably efficacious treatments includes Parent Management Training (PMT), Parent-Child Interaction Training (PCIT), Group Assertiveness Training, and Functional Family Therapy, with notes on their target age groups and standout features. You'll also observe a teenage client receiving instruction in relaxation and cognitive techniques, and you'll discover ways to incorporate these and other interventions, as well as relapse prevention, into your evidence-based treatment plan.

If you've been wondering what, exactly, comprises an effective ODD/CD treatment plan or have been searching for resources on the empirically supported treatments on which these plans are based, this information-rich video is for you.

By watching this video, you will:

- Understand the DSM criteria and specifiers for Oppositional Defiance Disorder and Conduct Disorder.
- Learn about the history of empirically supported treatments (ESTs) and those designated for ODD/CD.
- Know how to create a six-step treatment plan based on well-established evidence-based ESTs.

Item no. : ZJ07620464
Format : Streaming (1 Year)
Duration : 63 minutes
Price : USD 150.00

PEOPLE & PRODUCTIVITY

LEVERAGING WHAT SMALL BUSINESS KNOWS

With Paul Oyer

- Why the "ownership mentality" of small business is so powerful.
- The 3 best ways to solve incentive issues with your employees.

While big companies have many advantages—lower production costs, greater bargaining power, access to financial markets—a clear disadvantage is the separation between management and ownership. Small businesses, on the other hand, often have the distinct advantage of operating with an ownership mentality that allows them to move more quickly with a more motivated workforce. So how can big businesses retain their advantages while creating a workforce that has the incentives of a small business? And where do unique opportunities lie for small businesses? Paul Oyer provides answers based on his research, traveling to small businesses across 27 states. He tells the stories of successes and failures he found on the road.

Item no. : DS00300381

Format : DVD
Duration : 53 minutes
Price : USD 95.00

PERSONALITY DISORDERS

3 APPROACHES TO PERSONALITY DISORDERS: CBT FOR PERSONALITY DISORDERS

By Arthur Freeman

In this final installment of our comprehensive Three Approaches to Personality Disorders video series, watch renowned CBT expert Art Freeman assess cognitive schemas and set concrete therapeutic goals for Alfred, a challenging client who demonstrates significant Axis II issues and suicidal inclinations after being left by his girlfriend.

Expert CBT clinician Art Freeman brings a no-nonsense yet relational style to his work with 40-year-old Alfred (played by Dutch actor Hank Grashuis), whose pain over a recent breakup reveals troubling symptoms and an underlying personality disorder. Altering his initial assessment upon inquiring into the client's dominant schemas, Freeman attends empathically to Alfred's narcissistic need to "give 100% or nothing" in his relationships while simultaneously gaining buy-in to explore ways of gaining more, not less, control over his anger, drinking, relationships, and emotions. Employing CBT interventions of supporting clients in linking thoughts, emotions, and behavior, Freeman nonetheless does so in an attuned way, even while addressing (to us in voiceover commentary) his own countertransference, and builds a trusting alliance with Alfred, who ultimately feels safe enough to commit to further therapy.

By watching this video, you will:

- Understand how a CBT therapist assesses for personality disorders and obtains commitment to therapy.
- Learn how CBT can be integrated with psychodynamic principles such as countertransference and the therapeutic alliance.
- Identify elements of CBT style and strategy to use with your own clients.

Item no. : FC07620462
Format : DVD (With Instructor's Manual, English subtitles)
Duration : 166 minutes
StdBkNo : 1601243979
Price : USD 159.00

POLITICS

BRAND NEW YOU: MAKEOVER TELEVISION AND THE AMERICAN

DREAM

By Katherine Sender

What do popular television makeover programs like What Not to Wear, The Biggest Loser, Queer Eye for the Straight Guy, and The Swan tell us about how to look and feel? What do they tell us about what a good life looks like in contemporary America? This new film based on Katherine Sender's book *The Makeover* explores these questions against the backdrop of American ideals of self-invention and upward mobility. Asking what it means to be an authentic self in an increasingly mediated world -- to be both ordinary and special, to be happy with who we are while always wanting something better -- *Brand New You* shows how the interventions featured in makeover shows, from weight loss to cosmetic surgery, reproduce conventional norms of physical attractiveness and success. Taking a wider social and cultural view, it also shows how these programs have become models of self-transformation at precisely the same time jobs have become harder to find and keep, and women and men have been forced to remake themselves to compete in a rapidly changing labor marketplace.

Intended for courses in communication, gender studies, critical race theory, history, and sociology.

Reviews

- "One of MEF's best, this is a wonderfully expansive video, about media and identity, beauty, class, race, happiness, gender, representation, sexuality, and more. Full of thoughtful analysis, historical context, and critique." - Jonathan Gray, Professor of Media and Cultural Studies at the University of Wisconsin - Madison | Author of *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts*
- "Brand New You gives makeover shows their very own makeover. Filled with brilliant commentary and lively footage, it explains the origins and workings of 'reality' media across history." - Toby Miller, Professor of Media & Cultural Studies at the University of Cardiff | Author of *Makeover Nation: The United States of Reinvention*

Item no. : LC01060153
Format : DVD (With English Subtitles)
Duration : 53 minutes
Copyright : 2014
StdBkNo : 193286993X
Price : USD 275.00

CONSUMERISM & THE LIMITS TO IMAGINATION

Consumer capitalism dominates our economy, our politics, and our culture, even though a growing body of research suggests it may be well past its sell-by date. In this illustrated presentation based on his latest critically acclaimed book,

media scholar Justin Lewis makes a compelling case that consumer capitalism can no longer deliver on its promise of enhancing quality of life, and argues that changing direction will require changing our media system and our cultural environment. After showing how consumer capitalism has become economically and environmentally unsustainable, Lewis explores how our cultural and information industries make it difficult to envision other forms of human progress by limiting critical thinking and keeping us locked in a cycle of consumption. And he argues that change will only be possible if we take culture seriously and transform the very way we organize our media and communications systems.

Review

- "Justin Lewis is one of the world's most acute observers of contemporary cultural politics. Consumerism & the Limits to Imagination alerts us, in an incisive but always humane way, to the excesses of consumption. This is a video with abiding lessons for us all." - Toby Miller, Professor of Media & Cultural Studies, University of Cardiff

Item no. : EA01060154
Format : DVD (With English Subtitles)
Duration : 41 minutes
Copyright : 2014
StdBkNo : 1932869891
Price : USD 125.00

PROGRAM PLANNING

MOTIONSOFT DATA: TURNING DATA INTO \$\$\$

By Al Noshirvani, George Pappas

Motionsoft Data: Turning Data Into \$\$\$ provides an overview of what is "big data" and explains why health/fitness clubs should care about the ability to use the torrent of data with which they are confronted. The DVD also details key questions that every club operator should answer, as well as points out how a data warehouse could help answer these questions. In that regard, the DVD includes specific examples, with a demonstration, of the assistance that "big data" can provide. In addition, the DVD looks at why this approach is new and speculates what is next in this area.

Among the topics covered:

- How can the fitness industry use big data?
- Answers to key questions locked in your data
- Data warehouse analysis vs. operational reports
- Key questions for operators
- Issue: membership changes
- Issue: membership risk
- Issue: revenue/income
- Top spenders analysis
- Why is this new?

Item no. : PH08501939
Format : DVD
Duration : 44 minutes
Copyright : 2014
Price : USD 79.95

POWERFUL CONNECTIONS: CREATING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN FOR YOUR BUSINESS

By Fred Hoffman

Powerful Connections: Creating an Effective Social Media Campaign For Your Business provides a comprehensive overview of how health/fitness clubs can design and execute a successful social media campaign. In that regard, the DVD discusses proven strategies for social media, as well as outlines key considerations for using social media. In that regard, the DVD outlines key considerations for creating an effective social media campaign. The DVD also looks at the top social media platforms that can be employed in such a campaign. In addition, the DVD reviews the factors involved in planning an effective social media campaign.

Among the topics covered:

- Why use social media?
- Strategies for social media
- Company social media policies
- Managing social media
- Considerations for creating a social media campaign
- Social conversation
- Metrics to measure results & success
- Facebook?
- Twitter?
- Pinterest?
- Campaign planning

Item no. : TM08501940
Format : DVD
Duration : 83 minutes
Copyright : 2014
Price : USD 79.95

SALES & MARKETING

E-ECONOMICS: DEMYSTIFYING BITCOIN

With Susan Athey

- The technological innovation behind Bitcoin and its broader applications.
- Crypto-currency's potential impact on financial systems, industries—even world economies.

Bitcoin has made its presence known. After the initial hype and volatility (and now some legitimate buy-in), a number of unanswered questions remain. How will global corporations and national governments deal with the regulatory and security issues surrounding efforts to raise new currencies? Whether Bitcoin

flourishes or something else takes its place, it is clear that an e-economic shift is on the horizon—and e-currency of one form or another is in our future.

Item no. : TH00300380
Format : DVD
Duration : 58 minutes
Price : USD 95.00

SOCIAL STUDIES

ONE WATER

Narrated by Martin Sheen, One Water is a film that celebrates all the different ways water has touched human lives around the globe and explores our changing relationship to water as it grows ever more alarmingly scarce. The film leaves audiences with a series of provocative questions that culminate in one that will impact all of our futures: is water a human right or a commodity? Through a starkly emotional journey, the audience is invited to bear witness and encouraged to recognize this major global crisis at his or her very own.

The film highlights a world where water is exquisitely abundant in some places and dangerously lacking in others. Taps flowing with fresh, clean water are contrasted with toxic, polluted waterways that have turned the blue arteries of our planet murky.

Item no. : DW00161847
Format : DVD
Duration : 50 minutes
Audience : Senior High, College
Copyright : 2014
Price : USD 225.00

SPORTS MEDICINE

DEMYSTIFYING DIFFICULT BRAIN AND SPINE INJURIES

By: Marci A. Goolsby, Robert C. Cantu, John J. Leddy, Ross D. Zafonte

Demystifying Difficult Brain and Spine Injuries explores several of the diagnostic, management, and treatment issues attendant to specific types of head and backbone injuries. Featuring four of the most respected professionals in their field, the DVD looks at the standards of practice associated with each type of injury. The DVD also discusses return-to-play considerations that apply to each category of injury.

Among the topics covered:

- Introduction (Marci A. Goolsby)
- Breaking backbones: diagnosis and management of spinal fractures in athletes (Robert C. Cantu)
- Mechanism of cervical spine fractures
- Return to play
- When the brain bleeds (Ross Zafonte)
- Return to play

- Post-concussive metabolic vulnerability
- Diagnostic and management challenges when concussion becomes post-concussion syndrome (John Leddy)
- How to define PCS more systematically?
- Smooth pursuits

Item no. : TA08501941
Format : DVD
Duration : 120 minutes
Copyright : 2014
Price : USD 99.95

INJURIES THAT CHANGE THE GAME - A CAREFUL LOOK AT SOME OF THE PLAYERS

By: Robert B. Kiningham, Hollis G. Potter, Eric C. McCarthy, Beth E. Shubin Stein

Injuries That Change the Game—A Careful Look at Some of the Players reviews several examples of common sports medicine-related injuries and details the attendant factors involved in each situation. In that regard, the DVD provides an overview of each injury and points out steps that can be undertaken to help manage and treat a particular injury. The DVD also looks at the transitions faced by retired athletes and discusses how these impact their health.

Among the topics covered:

- Introduction (Robert Kiningham)
- MRI of cartilage: assessing hip & knee osteoarthritis (Hollis G. Potter)
- Cartilage structure: collagen
- Current considerations in isolated and combined posterior cruciate ligament injuries (Eric C. McCarthy)
- PCL treatment
- The retired athlete (Robert Kiningham)
- Medical problems CVD/metabolic syndrome
- Patellofemoral pain and instability: when conservative treatment fails (Beth E. Shubin Stein)
- Autologous chondrocyte implantation

Item no. : WT08501942
Format : DVD
Duration : 123 minutes
Copyright : 2014
Price : USD 99.95

IS EXERCISE MEDICINE FOR ALZHEIMER'S DISEASE

By: J. Carson Smith, Jeffrey M. Burns, Kirk I. Erickson

Is Exercise Medicine for Alzheimer's Disease looks at the impact of exercise on Alzheimer's disease. Featuring three highly regarded professionals, the DVD offers over two hours of compelling information, thoughtful ideas, and relevant

insights on a very topical subject. Not only does the DVD detail the benefits of exercise in Alzheimer's disease, it also discusses the issue of whether Alzheimer's can be prevented.

Among the topics covered:

- Introduction (J. Carson Smith)
- Dementia vs. Alzheimer's disease
- Exercise and brain structure in healthy aging (Kirk J. Erickson)
- Which brain regions are influenced by physical activity or cardiorespiratory fitness?
- Specific conclusions
- Exercise and brain function with increased risk for Alzheimer's disease (J. Carson Smith)
- Research questions
- Evidence for exercise in the fight against Alzheimer's disease (Jeffrey M. Burns)
- Accumulating evidence of benefits of exercise in Alzheimer's disease
- Can we prevent Alzheimer's?

Item no. : VN08501943
Format : DVD
Duration : 122 minutes
Copyright : 2013
Price : USD 79.95

LOST AND FOUND, THE EVIDENCE BEHIND OUR MUSCULOSKELETAL EXAMS AND TREATMENTS

By: Jennifer Scott Koontz, John W. O'Kane, Eric E. McCarty, Joseph Garry, Beth E. Shubin Stein

Lost and Found, The Evidence Behind Our Musculoskeletal Exams and Treatments looks at how research and data affect the daily practices of sports medicine physicians. The DVD discusses several evidence-based tests and exams that physicians employ to assess specific aspects of musculoskeletal-related injuries. Using case studies, the DVD also reviews some of the management and treatment options for certain injuries. The DVD details several of the key factors attendant to each type of injury and points out the role that evidence-based information can assist in the care of patients.

Among the topics covered:

- Introduction (Jennifer Scott Koontz)
- Evidenced-based shoulder exam (John O'Kane)
- Tests with potential from low-bias studies
- Relocating the evidence behind treatment for first-time shoulder dislocations (Eric C. McCarty)
- Shoulder dislocation
- Pull, tug, and twist: a critical appraisal of the knee exam (Joseph Garry)
- Medial collateral ligament
- Reducing morbidity by applying the evidence in first-time dislocation (Beth E. Shubin Stein)
- Natural history

Item no. : PA08501944
Format : DVD
Duration : 86 minutes
Copyright : 2014
Price : USD 79.95

STRATEGY & CHANGE

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With Susan Athey

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Item no. : TH00300380
Format : DVD
Duration : 58 minutes
Price : USD 95.00

LEVERAGING WHAT SMALL BUSINESS KNOWS

With Paul Oyer

- Why the "ownership mentality" of small business is so powerful.
- The 3 best ways to solve incentive issues with your employees.

While big companies have many advantages—lower production costs, greater bargaining power, access to financial markets—a clear disadvantage is the separation between management and ownership. Small businesses, on the other hand, often have the distinct advantage of operating with an ownership mentality that allows them to move more quickly with a more motivated workforce. So how can big businesses retain their advantages while creating a workforce that has the incentives of a small business? And where do unique opportunities lie for small businesses? Paul Oyer provides answers based on his research, traveling to small businesses across 27 states. He tells the stories of successes and failures he found on the road.

Item no. : DS00300381
Format : DVD
Duration : 53 minutes
Price : USD 95.00

TECHNOLOGY

DRIVING MEMBERSHIP SALES & RETENTION BY EMBRACING MOBILE TECHNOLOGIES & TRENDS

By Bryan K. O'Rourke

Driving Membership Sales & Retention by Embracing Mobile Technologies & Trends provides a compelling overview of why health/fitness clubs need to rethink their selling, retaining, and basic business models. In that regard, the DVD reviews significant trends in mobile marketing, social commerce, and mobile payment. The DVD also discusses the near-term and long-term impact of mobile technology on engagement and service in clubs. In addition, the DVD details what club owners and operators should do to prepare for and take advantage of the challenges inherent in existing and future mobile technologies.

Among the topics covered:

- It's about the customer
- Rethinking health club business models
- Mobile engagement & service
- U.S. health club technology survey report
- Mobile's long-term impact to the health club industry
- Mobile's near-term impact to the health club industry

Item no. : VN08501937
Format : DVD
Duration : 71 minutes
Copyright : 2014
Price : USD 79.95

TECHNOLOGY & FUTURISM

E-ECONOMICS: DEMYSTIFYING BITCOIN

With Susan Athey

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Item no. : TH00300380
Format : DVD
Duration : 58 minutes

Price : USD 95.00

WATER MANAGEMENT

ONE WATER

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Item no. : DW00161847
Format : DVD
Duration : 50 minutes
Audience : Senior High, College
Copyright : 2014
Price : USD 225.00

WOMEN'S STUDIES

MALALA: A GIRL FROM PARADISE

Sixteen-year-old Malala Yousafzai was shot in the head by the Taliban for being outspoken about her country's education system. The Pakistani government spends seven times more on its military than on education and banned girls from attending school. Pakistan's literacy rate is among the lowest in the world, with the number of school aged children who don't attend school is second highest globally.

Malala survived and is now the youngest person to ever be awarded the Nobel peace Prize for her activism for female education. This is the story of Malala's fight for a right to education and freedom.

Item no. : TA00161846
Format : DVD
Duration : 60 minutes
Audience : Junior High, Senior High, College
Copyright : 2014
Price : USD 225.00



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