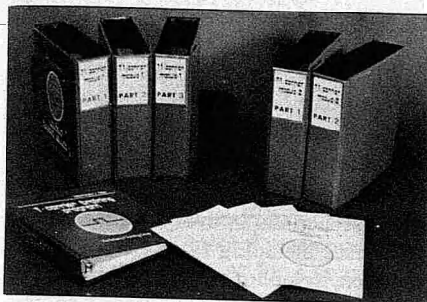


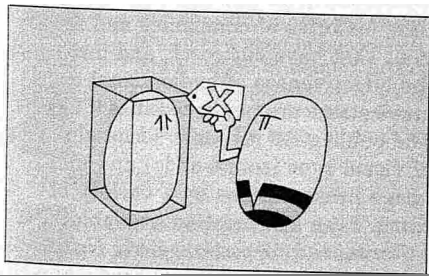
NEW TRAINING TOOLS



A/V Program

This two-module, five-part A/V-based program is designed to teach digital-transmission fundamentals to telecommunications and telephone personnel. The program explains the basics of T-Carrier or pulse-code modulation. It covers basics of digital transmission, digital-switching networks, and both central office and remote units. Developed for entry level and existing craft-personnel as well as inside and outside plant engineers. \$2,500. **The Industrial Training Group.**

For more information, circle No. 200 on reader service card



Human Relations Film

This 12-minute animated film "Me! And You" makes supervisors aware of how their attitudes and behavior affect their subordinates. It dramatizes the need for treating people as individuals — recognizing the individual growth needs and potential of subordinates. Designed for discussions in management meetings and supervisory training programs on motivation, human relations, affirmative action and participative management. Available in 16mm and video-cassette formats. **Roundtable Films, Inc.**

For more information, circle No. 216 on reader service card

Contributor Series

"An In-Depth Interview with Robert Mager" is a recent professional development tool for HRD professionals. This particular audio-tape cassette and workbook program details how to design, develop and implement instructional programs which can solve human performance problems. Other programs available are: "An In-Depth Interview with Malcolm Knowles" and "An In-Depth Interview with Leonard Nadler." Each program consists of six audio-tape cassettes and a 40-page workbook. Programs are \$180. Available from **Learncom, Inc.**

For more information, circle No. 201 on reader service card

Presentation Package

This package accommodates audio cassettes and script or literature. Designed for programs that require the ultimate in graphics and a different approach. Offered with the *Paperpak* is flexibility of size, cassette configuration and design. Available in quantities of 5,000 or more. **Reliance.**

For more information, circle No. 215 on reader service card

Career Plan Series

Here is a series of five objective-based color-sound filmstrip programs. Each comes with 30 copies of a four-page student worksheet. The worksheet summarizes the program, outlines student procedures for use of the material (whether working as individuals or in groups), provides a series of "Learning Objective Activities" which reinforce the filmstrip content, and a review test. An instructor's booklet lists the measurable learning objectives, provides instructions for using the material and a test answer key for each program. The filmstrip includes frames which require the students to respond to activities that reinforce learning and demonstrate their understandings. A pause-stop cassette feature allows time for response and discussion. **Career Aids, Inc.**

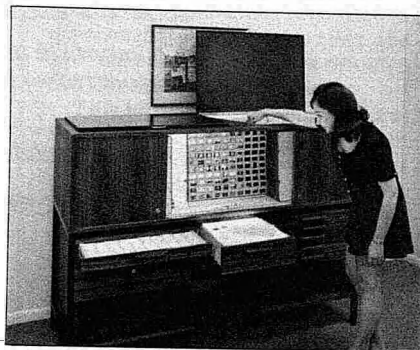
For more information, circle No. 213 on reader service card



Dual Monitor

The PVM-8200 contains a pair of high-performance color monitors with eight-inch (diagonal) screens. The units are mounted side-by-side in a 19-inch rack and are removable from the rack-mount housing. The unit uses 96 watts maximum (48 watts for each monitor) and it weighs 65 pounds. **Sony Video Products Co.**

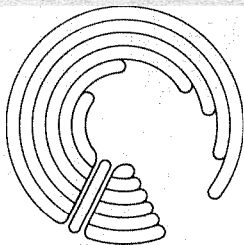
For more information, circle No. 210 on reader service card



Slide Storage System

The *standard series* is designed for storing, viewing, and editing slide collections. Slides are stored on metal racks that slide into the central viewing position. Individual slides and entire racks are readily removable. The *visual series* is designed so that you may have visual reference to the collection. The collection may be viewed through two locked plexiglass doors. The *abodia* slide cabinets can allow 100 two by two-inch transparencies to a rack. **Elpen Enterprise.**

For more information, circle No. 202 on reader service card



“THE TRAINING FUNCTION”

The New Trainer's Delight

Another fine ASTD Institute

As a new trainer, you know you can't be stereotyped. But you may also feel you share a commonality with other newcomers to your profession — a need to examine the basics of training and to see how they function together to form a congruent system of operations.

The Basics of ASTD's 4-day Institute include the study of:

Program Development

Principles of Learning

Evaluating Training Programs

Training Techniques

As a result of covering these fundamentals in a spirited and empathetic atmosphere, you will be able to:

- Determine the nature and extent of training needs,
- Write training objectives in the proper form,
- Identify four principles underlying adult learning and relate them to training techniques,
- Compare and contrast various training techniques,
- Identify several types of visual aids and evaluate the pros and cons of each,
- List the four major types of evaluation,
- Evaluate your training programs.

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“Fantastic! Conveyed material in an easy-to-understand process.”

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Associate Professor of Management,
University of Minnesota

EDWARD E. SCANNELL
Director, University Conference Bureau,
Arizona State University

JANET WELCH
Assistant Cashier, Valley National Bank, Phoenix

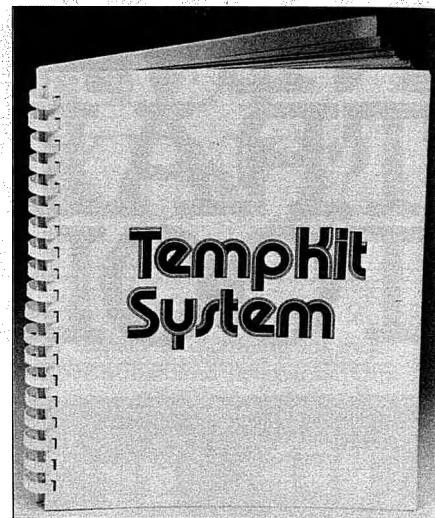
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Fees: ASTD National Member \$350 Non-member \$450

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Circle No. 155 on Reader Service Card



Tempkit System

The modular system can provide procedural instructions in over 20 different categories including typing formats, dictation, telephone and reception procedures, and word processing. The system is designed to improve the efficiency and productivity of temporary workers and their supervisors, reduce errors and interruptions and save time and money. It can also be used as an organization's procedures guide for orienting and training part-time and full-time office employees. Includes a series of manager's guidelines which provide information on how to use the system and several cost-saving ideas. A free brochure is available. **Beacon Research Associates.**

For more information, circle No. 218 on reader service card

A/V Newsletter

Case histories of companies and institutions that have cut costs, and increased the effectiveness of audio-visual communications are published in *AV Topics*. The publication recounts successful uses of visual sync (sound-slide) and multi-image presentations by a variety of firms. Free subscription available. **3M.**

For more information, circle No. 219 on reader service card

Free Sales Booklet

This 12-page illustrated booklet offers detailed procedures for showcasing products, ideas or programs to dealers, sales reps and other customer groups. "How to Make a Better Sales Presentation" includes step-by-step instructions that cover all aspects of meeting presentation, from planning initial objectives and researching audience interest to room selection, presentation techniques and visual aids. Free copies available from **3M.**

For more information, circle No. 203 on reader service card