

New Training Tools

Caring For Motion Picture Films

Detailed information on the proper exposure, processing, storage and preservation, handling, cleaning, projection, repair and restoration of motion picture films is presented in *The Book of Film Care*, a reference now available from Eastman Kodak Company.

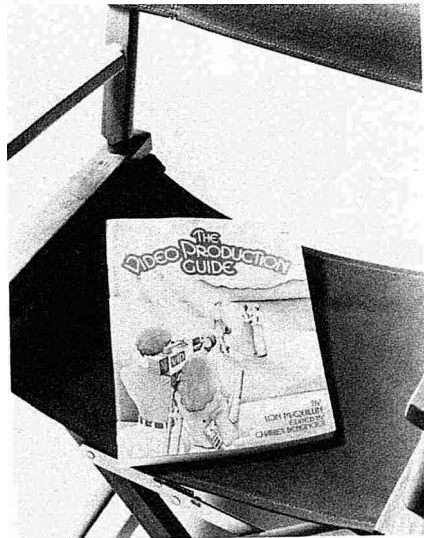
This illustrated publication is intended for anyone whose work involves motion picture film. It provides a single source of practical ideas and technical data useful in extending the life of films. All types of motion picture films are considered.

The Book of Film Care contains many photographs, diagrams, charts and other visual materials. The soft-cover volume has a cover price of \$12.95 (subject to change without notice). For more information, contact: Eastman Kodak Company, Department 454, 343 State Street, Rochester, NY 14650.

Slide Duplicates

World in Color now has DGS slide duplicates for users in need of sizable numbers of general-purpose slides. DGS slides are aimed directly at cost-effectiveness and are available in counts of 50 or more of the same view. This line is being offered in parallel with World in Color's established Ektachrome™ duplicates. They come in white, round-corner cardboard mounts. Plastic mounts, when specified, will be the Byers 8-rivet type. Numbering, captioning and a variety of packaging options are available for both. For information, contact: World in Color, 660 Cedar Street, P.O. Box 392, Elmira, NY 14902-0392.

This column is prepared by Maxine Atlas. Please direct to her attention any materials you wish to have considered for inclusion.



Video Production Guide

The *Video Production Guide* introduces the techniques of television production to those interested in video. Written by Lon McQuillin and edited by Charles Bensinger, it is available at bookstores for \$28.95.

The 382-page guide explains video production in simple language. Illustrations and examples highlight key points. *Video Production Guide* is divided into four sections. "Pre-production" covers subjects related to planning a video production, such as basic program styling, script planning and editing and managing location, budget, equipment and staff. "Production" emphasizes planning and the mechanics of filming. This section describes direction techniques, production methods, handling costs and working with talent. "Post-production" deals with editing and with special effects and other equipment. The guide concludes with suggestions for getting started in video and deciding whether to buy or rent equipment. Several appendixes offer more ideas, including using computers to assist with word processing and business procedures, using video for instruction and video

teleconferencing. Additional materials include a production checklist, manufacturer's addresses and a glossary.

For further information, contact: Howard W. Sams & Co., Inc., 4300 West 62nd Street, Indianapolis, IN 46268.

Organizational Ethics Newsletter

The *Organizational Ethics Newsletter* is a forum for the analysis of organizational ethics. Its publishers intend to facilitate a dialogue between those who study ethics and those who work in organizations and are concerned about ethics. The newsletter is a resource for those who consider ethics an important ingredient in activities such as the establishment of objectives, the formation and implementation of policy, personnel decisions, negotiations, performance evaluation and public relations. HRD professionals are part of the intended audience.

The newsletter offers case studies submitted by subscribers, responses from readers to newsletter materials, reports from organizations of their solutions to ethical problems, ethical analysis by experts, a diversity of views and ethical approaches, procedures for integrating ethics into decision making and new models for ethical analysis.

The newsletter is published 10 times a year and is edited by Marvin Brown, an ethics teacher at the College of Professional Studies at the University of San Francisco. The subscription rate is \$7 for five issues or \$12 for 10 issues. For further information, contact: *Organizational Ethics Newsletter*, 2736 Derby Street, Berkeley, CA 94705.

Interactive Computer Graphics Course

A short course, *Introduction to Interactive Computer Graphics*, is now available on videocassette from the Association for Media-Based Continuing Education for Engineers. The course is designed to introduce the concepts of interactive computer

graphics and provide tools for writing graphics programs.

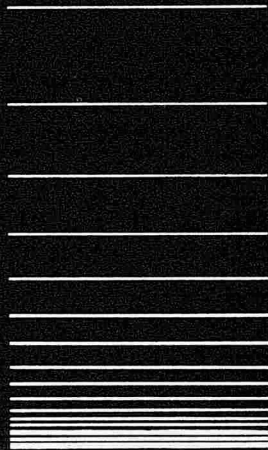
This hands-on course includes demonstrations of graphics applications, as well as programming projects and problems. The course teaches techniques for creating mathematical representations of curves and surfaces; scaling, rotating and translating graphics; interactive design of curves and surfaces; modeling three-

dimensional objects; design and use of menus and input devices; and more.

Introduction to Interactive Computer Graphics consists of 13 color videocassettes, a study guide and textbook. It is designed for engineers who wish to integrate graphics into their applications programs, for users of computer graphics tools, programmer/analysts, designers and computer scientists. The course is available for a

rental fee of \$975 or may be purchased for \$4,810. A preview package is also available for \$115. For further information or to request a free course catalog, contact: **AMCEE**, Department 84, 225 North Avenue, N.W., Atlanta, GA 30332-0210

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Flexible Benefits

Flexible benefits are sometimes seen as expensive frills. However, they can make existing benefit expenditures more productive or even reduce current costs. Some companies, attracted to the flex approach, are hesitating because of questions about plan administration and the proper use of reimbursement accounts. How and when should reimbursement accounts be used to restructure benefit programs? What should benefit professionals know about administering flex plans before they take the plunge?

The newsletter *Flex News*, published by the Wyatt Company, provides a monthly analysis of new developments in flexible compensation. Some past issues focused on management questions surrounding flex plan administration and reimbursement accounts.

Recent computer technology developments have made broad scale flexible compensation plans possible. The Wyatt Company also has software for the administration of compensation programs. For more information about the newsletter or the software programs, contact: **The Wyatt Company**, 1990 K Street, N.W., Washington, DC 20006.

Expanded Job Search Catalog

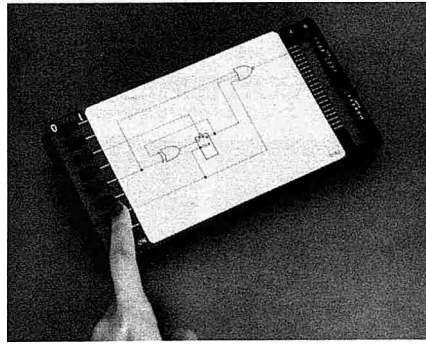
The 1984 catalog for job search and career planning trainers and instructors from JIST Works, Inc., features 32 pages of materials for career planning and self-directed job search. JIST has doubled the catalog size and added new library materials, video and audio cassettes, training materials, assessment tests and career exploration materials. Research resources are also listed.

For additional information contact: **JIST Works, Inc.**, 150 East 14th Street, Indianapolis, IN 46202.

Training the Trainer

Training directors and managers know that skilled instructors, presenting well designed training programs, can improve employee performance and increase organizational productivity. *Training the Trainer* is intended to be the basic course to teach the inexperienced trainer the principles of effective instruction. It consists of 16 lessons on videotape and an instructor manual and student workbooks. It is generic to any industrial training situation.

In the two-week course, the learner covers material on determining trainee needs and levels; establishing practical and realistic performance objectives; designing and managing training sessions; choosing and using appropriate instructional tools, techniques and methodologies; and assessing the results of training situations and judging the quality of instruction. For further information, contact: **Leighton & Kidd Limited, Consulting Engineers**, 121 Kennedy Avenue, Toronto, Ontario, Canada M6S 2X8.



Learning Digital Circuitry

The Broder Logic Trainer Model #100 is a device for learning digital circuits. A student without previous training can read the self-paced manual and become familiar with several digital components. Next, the student solves problems by manipulating input switches on the training device which signals when the problem is correctly solved. The process of manual reading and problem solving is repeated for retention and understanding.

The portable trainer comes with battery and manual and requires no other equipment, no wire manipulation and no maintenance. The circuits of the 40 digital logic problems are related to those found in word processors, computers, robotics, communications and control devices. Additional problems cover other components of digital circuitry. The learning format is similar to troubleshooting; the student works back from the faulty mode. Thus, the device may be used for testing, training and upgrading the performance of troubleshooters.

For more information, contact: **L.J. Broder Enterprises, Inc.**, 11105 Shady Trail, Suite 115, Dallas TX 75229.

Teleconferencing Projection System

A microprocessor-controlled slide projector designed for teleconferencing applications is available from Source Technologies. VOYAGER CEO, a multi-image presentation system, includes an optional interface that enables the user to connect directly to any telephone modem or computer with an RS-232 port. A presenter can access any slide in the tray via

modem or direct computer connection. Through a wireless remote control and the RS-232 interface, the presenter can simultaneously control projectors located anywhere in the country during a teleconference presentation. In addition, a multi-pin RS-232 connector built into the projector provides direct computer control for any number of VOYAGER projectors including the application of stereo sound.

The VOYAGER CEO Presentation System is priced at \$2,950. The internal RS-232 interface option is \$350. For more information, contact: **Source Technologies**, 8217 44th Avenue West, Mukilteo, WA 98275.

Microprocessor Self-Study Courses

Three hands-on, self-study courses that provide knowledge of how microprocessors work are available from Integrated Computer Systems.

The first course introduces the fundamentals of microprocessor software and hardware. It includes a fully assembled microcomputer and an 1100-page workbook.

The second course teaches how to interface microprocessors and implement real-time applications. It includes a real-time interfacing board and a 950-page workbook.

The third course demonstrates how to program in BASIC for real-time applications. A real-time BASIC training system and a workbook/text are included.

A brochure outlines the subjects covered in each course, including hands-on exercises and applications. A complete list of hardware provided with each course is also included. The courses range in price from \$545 to \$745.

For a copy of the brochure describing the courses and the hardware, or for more information, contact: **Integrated Computer Systems**, 6305 Arizona Place, Los Angeles, CA 90045.

Safety and Health Media

The safety and health catalog from the National AudioVisual Center features 45 additions to one of the

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THE NTL MANAGERS' HANDBOOK

*Edited by Roger A. Ritvo, Ph.D.
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A practical guide for managers, **The NTL Managers' Handbook** provides an important complement to NTL Institute's successful professional and managerial development program.

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center's broadest and most popular collections.

The 1984 *Media for Safety and Health* catalog describes many new productions, including: *Until I get Caught* and *Under the Influence*—two hard-hitting looks at the deadly effects of alcohol and driving; *The Finest Tools*—ergonomics defined—precautions to reduce hand and wrist injuries; *Transportation of Hazardous Materials*—methods for identifying, handling and transporting hazardous materials in accordance with the latest federal regulations; *Fundamentals for Safe Microbiological Research* series—six programs to help protect staff working with infectious agents.

Other topics include industrial hygiene, emergency and fire management, laboratory and radiation safety and first aid/CPR training. Several productions are award winners. Many of them will help organizations meet government and internal training requirements. Offered at low, public service prices, these audio-visual pro-

grams will save organizations time and money.

As the central source for government-sponsored films, videocassettes, filmstrips and other media packages, the National AudioVisual Center distributes more than 13,000 titles on subjects such as medicine, dentistry, social science, vocational-technical training and foreign languages. For free copies of the *Media for Safety and Health* catalog or other information (specify topic), write: **National AudioVisual Center**, Information Services SF, Washington, DC 20409.

A Video-Based Writing Course

The training program *Effective Writing* is intended to improve the writing skills of managerial, technical and professional people. Its six video-based modules are geared to the people who write the most, or the most

important, letters, proposals and reports for a company.

The program is not a rehash of college English. It gives adult writers the outlook and tools they need to conquer business writing tasks. To ensure that writing improves during the course and continues to improve afterwards, each concept is accompanied by a test that participants use to monitor their progress.

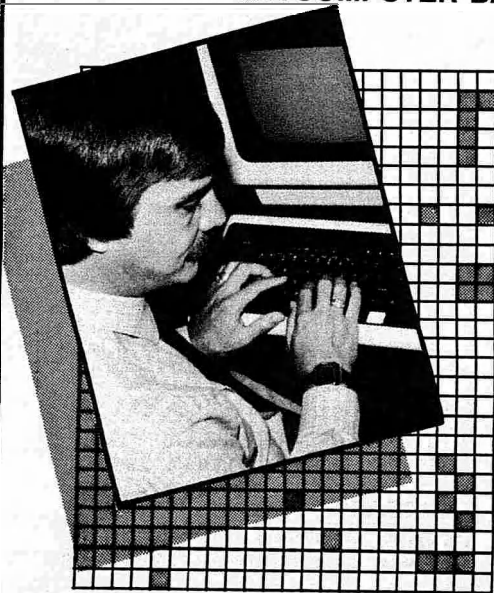
Effective Writing provides several measures of writing improvement. The countercheck formula and fog index measure how easy or difficult it will be to read the writing. The sure test helps prune vocabulary that is heavy or difficult. A test of sentence-length variation detects writing that lacks liveliness and rhythm. The diagnostic outline detects omissions, redundancies and irrelevant ideas and leads to better organization. The motor: weight ratio measures the persuasive quality of writing.

The course may be conducted as a two-day workshop or in two-hour

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meetings spread over several weeks. It may also be used as a self-study course and by small groups working without an instructor. It can be taught by nonwriters. By following the instructor's guide, one can conduct the first sessions with a few hours preparation. *Effective Writing* consists of six videotapes, a participant workbook and the instructor's guide. For information, contact: LCA Video/Films, 1350 Avenue of the Americas, New York, NY 10019.

contact with other cultures.

Bridging the Culture Gap depicts an increasingly competitive world marketplace in which cross-cultural skills are more important. It shows the impact of culture in shaping our values, perceptions and behavior. It differentiates between stereotypes and cultural norms. Through foreign footage and interviews with people from diverse cultures, it aims to stimulate cultural self-awareness and an appreciation of different points of view. *Managing the Overseas Assignment* shows Americans in work situations in foreign countries and explores cultural differences that affect work attitudes and behavior. Host nationals comment on the behavior of the Americans, and experienced business travelers propose strategies for improving effectiveness in foreign situations.

Beyond Culture Shock gives an inside view of life abroad. Experts describe the psychological phases of culture shock, and expatriates describe how they coped. The film gives sugges-

tions for making the international experience the time of one's life.

Welcome Home, Stranger focuses on problems expatriates face upon returning home. They share their feelings about coming home and give suggestions for making a good readjustment.

The viewer's handbook reviews and expands on information in the films. It includes a resource list, self-assessment questionnaires and exercises. The trainer's guide suggests how to use the films, including stopping points, discussion questions and answers. The guide is helpful for the facilitator without previous cross-cultural training.

Each film can stand alone, while together the series provides a thorough orientation. The films may be presented with or without a facilitator. The principles conveyed in the films apply wherever the international assignment may be. For information, contact: *Copeland Griggs Productions*, 3454 Sacramento Street, San Francisco, CA 94118.



Doing Business Abroad

The costs of doing business overseas make going international a big step. What works at home may not work abroad. Organizations and employees who learn international skills have an advantage. *Going International*, a series of four films, is for business travelers, expatriates and managers and marketers who have

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NEW! PRERETIREMENT PLANNING PROGRAM

AIM's newly revised Seminar, *Think Of Your Future*, is now available. This group program is a two-way winner. It helps midlife employees plot a brighter future. The sponsor benefits through improved morale, productivity and community relations.

Now, AIM has *improved, updated, expanded* its widely-used Seminar into the latest state-of-the-art program in the field:

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The Preretirement Planning Seminar

No need to "reinvent the wheel." AIM's *Think of Your Future* is ready-to-go. Comprehensive. Flexible. Easy-to-use manuals: Discussion Leader's, Administrator's, Participant's. Up to eleven practical sessions—

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- Pension/Benefits
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