



Personal Finance Essentials: Financial Literacy for Young Earners



Gr. 7-12 Loaded with savvy tips and real-life scenarios, these comprehensive programs prepare students to become responsible managers of their personal finances. Viewable/printable instructor's guides are available online. ©2011. Sh. wt. 0.31 lbs.

Checking Accounts and Everyday Banking. Do checking accounts earn interest? Is e-banking safe? This program schools viewers in the basics of financial transactions, then arms them with how-tos and tips for choosing a bank, writing and depositing checks, using a debit card, and balancing a checkbook. E-banking to manage accounts and transfer funds is discussed, with security concerns foremost. The video also explains wire transfers and money orders, and advises on changing money and using travelers checks when abroad. 32 minutes.

WA30082H DVD — \$99.95

Credit, Borrowing, and Debt. Recognizing that students may have hazy notions about the consequences of over-spending, this program provides practical information about credit card use, credit reports, credit problems, and managing debt. Viewers learn how to build a credit history and raise a low credit score — and why this is important. Taking a look at a sample credit card statement, the program explains various fees, charges, and rates, and cautions against relying on cash advances. Mortgages, home equity loans, and the more costly “alternative” loans are covered as well. The program closes with strategies for getting and staying out of debt. Highlights include applying for a car loan, a checklist of warning signs of financial irresponsibility, and ways to fix credit problems. 37 minutes.

WA30083H DVD — \$99.95



Financial Fitness for Young Adults

Gr. 6-12 Financial fitness, like physical fitness, takes a sharp focus on the final goal. This series helps young adults learn to appreciate the value of their money by presenting the pleasures and pitfalls of financial responsibility. From credit to interest and all the money stops in between, students learn successful strategies to remain financially fit. 23 minutes each. Sh. wt. 0.25 lbs.



Financial Fitness Complete Set. Includes one each of the DVDs listed below. Sh. wt. 1.50 lbs.
WA26849H 4 DVDs — \$319.80 Nasco Price \$285.00

Protecting Your Identity. Provides all the information necessary for protecting yourself from identity theft. The well-aimed message includes a step-by-step explanation of the problem and possible defenses, for keeping your identity protected.

WA26845H DVD — \$79.95

Taking Credit For Your Credit. Reach young earners before credit problems begin by teaching the trade-off of using credit instead of cash.

WA26846H DVD — \$79.95

Valuing Your Money. Helps young adults better understand what trade-offs they make for the money they earn. Programs on spending are countered by programs on saving. Provides practical tips on how to save more money.

WA26847H DVD — \$79.95

Saving Here...Saving Now. For any wage earner, learning the basics of money management is a formidable task. This important program shares some of the tactics people use for staying fit financially.

WA26848H DVD — \$79.95



23 minutes. ©2010. Sh. wt. 0.31 lbs.

WA28679H DVD — \$99.00



Learn what you're really paying for at the supermarket, which foods are the most processed, the trade off between convenience and freedom, and much more. 24 minutes. ©2008. Sh. wt. 0.31 lbs.

WA26959H DVD — \$99.00

Understanding Credit Basics: Know the Score!

Gr. 6+ Learn what credit is, how it is used, and what types of credit are available, including school loans, car loans, and mortgages. Your credit history is important. Understand how credit is measured and what your credit score means. Learn ways to establish and maintain good credit, as well as tips to overcome bad credit. 23 minutes. ©2010. Sh. wt. 0.31 lbs.

Real Food: The Cost of Convenience

Gr. 6+ What do you buy most in a supermarket? Hint: it's not food. Most of your dollars are spent for slicing, dicing, portioning, and packaging. In short, you pay for convenience. But are those few saved moments worth the cost? *Real Food* illustrates how much we pay — in dollars and nutrition — when we buy processed foods. Using compelling and memorable examples, viewers will learn how buying local products, fresh ingredients, and raw foods will impact their health as well as their wallets.

Learn what you're really paying for at the supermarket, which foods are the most processed, the trade off between convenience and freedom, and much more. 24 minutes. ©2008. Sh. wt. 0.31 lbs.

WA26959H DVD — \$99.00



28 minutes. ©2012. Sh. wt. 0.25 lbs.

WA30103H DVD — \$109.00

Buying Into Brand Marketing: Shaping Your Perceptions

Gr. 6+ Hundreds of our daily decisions are influenced by brand marketing. Discover what a brand is and how marketing shapes its identity. Learn about brand strategy, positioning, and messaging — and see them in action. Helpful tips show students how to look beyond the brand to help make smart turns in the maze of consumer products.

Supermarkets: Aisles of Persuasion

Gr. 7+ How does a quick trip to the grocery store turn into an hour-long cart-filling spree? Teach your students how stores persuade us to buy more with strategic store layouts, tricky sale signs, and those extra big carts. Plus, get six tips to turn typical shopping habits into savvy supermarket selections. 29 minutes. ©2012. Sh. wt. 0.25 lbs.

WA29669H DVD — \$109.00

