

LD  
5655  
A761  
M134  
No. 33  
c. 2

A LIST OF SOURCES OF AUDIO-VISUAL MATERIALS  
IN CONSUMER EDUCATION

by

Raymond E. Forgue  
and  
Glen H. Mitchell

V.P.I. & S.U. LIBRARY

MAY 6 1980

BLACKSBURG, VIRGINIA

Community Consumer Education Awareness Project  
Sponsored by Virginia Polytechnic Institute  
and State University Extension Division  
in cooperation with Title I Higher Education Act of 1965  
Blacksburg, Virginia  
Reprint, April 1980  
MW 33

Virginia Cooperative Extension Service programs, activities, and employment opportunities are available to all people regardless of race, color, religion, sex, age, national origin, handicap, or political affiliation. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, and September 30, 1977, in cooperation with the U. S. Department of Agriculture. W. R. Van Dresser, Dean, Extension Division, Cooperative Extension Service, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061; M. C. Harding, Sr., Administrator, 1890 Extension Program, Virginia State University, Petersburg, Virginia 23803.

The following list of resources is designed to provide the consumer educator with people and organizations which can be contacted to obtain relevant audio-visual materials. This list was compiled in the course of developing An Annotated Bibliography of Audio-Visual Materials in Consumer Education Especially Appropriate for Adults. The annotated bibliography will be available in May and can be obtained by contacting the authors of this resource list at: 102 Wallace Annex; VPI & SU; Blacksburg, VA 24061.

The list does not contain every resource in existence but it can serve as a good base. A large majority of these sources will be happy to provide the reader with a catalogue of offerings and information on preview policies. Please write or phone them directly for further information.

\*Aetna Life & Casualty Co.  
Public Relations & Advertising Dept.  
151 Farmington Avenue  
Hartford, CT 06115

Aetna distributes a series of films on money management and insurance.

\*AIMS Instructional Media Services, Inc.  
626 Justin Avenue  
Glendale, CA 91201

AIMS produces and distributes a number of consumer education films and filmstrips suitable for various age groups.

\*The Aluminum Association  
818 Connecticut Avenue, N.W.  
Washington, D.C. 20006

The Aluminum Association publishes a catalogue of films from various sources for use in teaching about energy conservation and recycling.

\*Education and Community Services  
American Council of Life Insurance  
1850 K Street, N.W.  
Washington, D.C. 20006  
(202) 862-4000

This trade association distributes a smaller number of inexpensive filmstrip kits on financial planning and life insurance.

\*Paul S. Amidon & Associates, Inc.  
1966 Benson Avenue  
St. Paul, MN 55116

This company sells a number of booklets, transparencies, and tapes on credit and money management. They also have materials for use in teacher education.

\*Association-Sterling Films  
600 Grand Avenue  
Ridgefield, NJ 07657

Association distributes a large number of films on various topics including consumer education.

\*Barr Films  
P. O. Box 5667  
3490 East Foothill Blvd.  
Pasadena, CA 91107

Barr Films sells and rents several consumer education films suitable for various age groups.

\*Benchmark Films, Inc.  
145 Scarborough Road  
Briarcliff Manor, NY 10510

Benchmark sells and rents several consumer education films all of which can be used for junior high and above.

\*BFA Educational Media  
2211 Michigan Avenue  
P. O. Box 1795  
Santa Monica, CA 90406  
(213) 829-2901

BFA rents a number of well-done films for use in consumer education.

\*Butterick Publishing Co.  
P. O. Box 1945  
Altoona, PA 16603  
(800) 458-3763 or collect (814)-943-5281 in PA.

Butterick produces several complete kits on various home economics/consumer education topics.

\*Centron Films  
1621 West Ninth Street  
Box 687  
Lawrence, KS 66044

Centron offers for sale a number of consumer education films and filmstrips including some for elementary grades. Write for a catalogue and rental information.

\*Changing Times Education Service  
1729 H. Street, N.W.  
Washington, D.C. 20006  
Call collect (202) 337-8600

Changing Times produces a vast array of excellent books and multi-media kits for students of all ages.

\*Churchill Films  
662 North Robertson Blvd.  
Los Angeles, CA 90069

Churchill Films distributes a number of consumer education films.

\*Communications Group West  
6606 Sunset Blvd.  
Hollywood, CA 90028

This resource sells and/or rents a number of color films on consumer education topics.

\*Consumer Union Educational Services  
Orangeburg, NY 10962

This educational arm of Consumers Union distributes the excellent teaching materials developed by the publishers of Consumer Reports.

\*Coronet Instructional Media  
65 East South Water Street  
Chicago, IL 60601  
(312) 977-4000

Coronet publishes a number of useful consumer education audio-visual materials.

\*Current Affairs  
24 Danbury Road  
Wilton, CT 06897  
(203) 762-0301

Current Affairs specializes in filmstrip kits for junior and senior high school, and some college settings.

\*Walt Disney  
Educational Media Company  
500 South Buena Vista St.  
Burbank, VA 91521

The Disney people have a number of well done, animated A-V kits available, especially in the areas of foods, nutrition, and economics.

\*Educational Enrichment Materials  
110 South Bedford Road  
Mount Kisco, NY 10549  
(914) 241-1350

This resource distributes quite a few filmstrip kits for use in various consumer education settings.

\*ERDA Film Library  
P. O. Box 62  
Oak Ridge, TN 37830  
(615) 483-8611 Ext. 3-4161

ERDA provides free rental of a large number of films on the topic of energy.

\*Eye Gate Media  
146-01 Archer Avenue  
Jamica, NY 11435  
(212) 291-9100

Eye Gate produces several filmstrip kits for use in secondary consumer education classes.

\*Fairchild Visuals  
7 East 12th Street  
New York, NY 10003

Fairchild (publishers of Women's Wear Daily) publishes a large number of audio-visual materials some of which are available for consumer education.

\*Film Fair Communications  
10900 Ventura Boulevard  
Studio City, CA 91604  
(213) 887-3191

Film Fair offers about a dozen films for rent or sale, most of which are suitable for junior high through adult consumer education.

\*Films, Inc.  
733 Green Bay Road  
Wilmette, IL 60091  
(800) 323-4222

Films, Inc. serves as the distributor for films produced by Consumers Union.

\*General Mills Consumer Center  
9200 Film Center  
P. O. Box 1113  
Minneapolis, MN 55440

General Mills produces several films and filmstrips for use in consumer education.

\*Grolier Educational Corporation  
845 Third Avenue  
New York, NY 10022

Grolier publishes a complete, multimedia, self-instructional, consumer education program for use in secondary schools.

\*Guidance Associates  
757 Third Avenue  
New York, NY 10017

Guidance Associates publishes several filmstrip kits for use in high school consumer education programs.

\*Handel Film Corporation  
8730 Sunset Blvd.  
West Hollywood, CA  
(213) 657-8990

Handel distributes a number of films on various topics including consumer education for grades 5-12.

\*Harper & Row Audio-Visuals  
2350 Virginia Avenue  
Hagerstown, MD 21740

Harper & Row produces several consumer education kits on the topic of health.

\*Alfred Higgins Productions, Inc.  
9100 Sunset Blvd.  
Los Angeles, CA 90069

This resource distributes several films useful in consumer education.

\*Human Resource Management Services  
Control Data Corporation  
P. O. Box 0  
Minneapolis, MN 55440  
(612) 853-3456

Control Data publishes several complete teaching kits for use in high school consumer education programs.

\*Insurance Information Institute  
110 William Street  
New York, NY 10038

This trade association offers a number of well done, inexpensive, films and filmstrips on the topic of insurance.

\*Ideal School Supply Company  
11000 S. Laverne Avenue  
Oak Lawn, IL 60453  
(312) 425-0800

Ideal produces a number of consumer education audio-visual kits.

\*Interpretive Education  
400 Bryant Street  
Kalamazoo, MI 49001  
(616) 345-8681

This resource publishes a consumer education series for students with learning disabilities.

\*Journal Films  
930 Pitner Avenue  
Evanston, IL 60202  
(312) 328-6700

Journal Films sells an extensive array of consumer education films for all ages.

\*King Features Productions  
Educational Film Division  
235 E. 45th Street  
New York, NY 10017  
(212) 682-5600

This organization distributes for sale a number of consumer education films with most on the topic of energy. They will also provide information on where to rent the films if so requested.

\*Walter J. Klein Corporation  
6301 Carmel Road  
Box 17766  
Charlotte, N.C. 28211

This distributor has recently offered for sale or rent several films on various consumer education topics.

\*Kraft Foods  
Educational Dept. E  
P. O. Box 730  
Chicago, IL 60677

Kraft has produced a number of booklets, kits, and films related to foods and food buying. Films are loaned through Modern Talking Picture Service.

\*Learning Seed Company  
145 Brentwood Drive  
Palatine, IL 60067

Learning Seed produces several multi-media kits which explore persuasion and propaganda in modern communications.

\*Mass Media Ministries  
2116 North Charles Street  
Baltimore, MD 21218  
(301) 727-3270

This resource sells and rents films on various topics including consumer education.

\*McGraw-Hill Films  
Dept. BF  
1221 Avenue of the Americas  
New York, NY 10020

McGraw-Hill offers a number of audio-visual kits in consumer education to complement its book offerings.

\*Modern Talking Picture Service  
2323 New Hyde Park Road  
New Hyde Park, NY 11040

MTPS serves as the free loan distributor for many industry and government produced audio-visual aids. Write the above address for a consumer education resource list and the address of the branch in your area.

\*Money Management Institute  
Household Finance Corporation  
Prudential Plaza  
Chicago, IL 60601  
(312) 944-7174

A source of well done yet very inexpensive booklets and/or filmstrip kits on an umber of consumer education topics.

\*National Audio-Visual Center(NAC)  
General Services Administration  
Reference Section  
Washington, D.C. 20409  
(301) 763-1896

This agency serves as a clearing house for federally produced audio-visual materials and sells, rents, and provides free loans of many materials. Send for a topic area catalogue.

\*Newsweek  
444 Madison Avenue  
New York, NY 10002

Newsweek publishes several film-strip teaching kits which could be of use in high school consumer education programs.

\*The Now Corporation  
P. O. Box 366  
St. Albans, WV 25177

The Now Corporation has recently introduced several audio-visual teaching kits in consumer education.

\*Paramount Communications  
Paramount Pictures Corporation  
5451 Marathon Street  
Hollywood, CA 90038  
Call (800) 421-0732 toll free or in California (213) 463-0100

A large selection of films on money subjects for all student age levels both for sale and rental.

\*Pendulum Press, Inc.  
The Academic Building  
Saw Mill Road  
West Haven, CT 06516

Pendulum Press produces a filmstrip series on various consumer education topics for teens.

\*Educational Relations  
J. C. Penny Company, Inc.  
1301 Avenue of the Americas  
New York, NY 10019

Contact the above address  
or your local Penny's store for  
information on the large number  
of educational materials offer-  
ed for sale or free loan.

\*Photo Lab, Inc.  
3825 Georgia Avenue  
Washington, D.C. 20011

Photo Lab sells a number  
of filmstrips produced by the  
USDA.

\*Pittman Publishing  
6 Davis Drive  
Belmont, CA 94002

Pittman distributes a  
number of slide/cassette kits  
which can be used in consumer  
education.

\*Prentice-Hall Media  
ServCode HB  
150 White Plains Road  
Tarrytown, NY 10591

Prentice-Hall offers a  
number of audio-visual kits  
in consumer education to com-  
plement its book offerings.

\*Proctor & Gamble  
Education Services  
P. O. Box 14465  
Cincinnati, OH 45214

Proctor & Gamble offers  
several filmstrip kits for  
use in consumer education  
courses.

\*Program Circulation Manager  
Maryland Center for Public Broadcasting  
Owings Mills, MD 21117  
(301) 356-5600 Ext. 251

This is a source which can be used to  
rent or tape or film the various segments  
from the Consumer Survival Kit series.

\*Pyramid Films  
2801 Colorado Boulevard  
Santa Monica, CA 90404

Pyramid Films offers for sale several  
films on consumer education topics.

\*Relevant Productions, Inc.  
319-321 Gulf Boulevard  
P. O. Box 68  
Indian Rocks Beach, FL 33535  
(813) 595-8101

This company produces a number of con-  
sumer education multi-media kits designed  
for students with low reading skills.

\*Singer Education Division  
1345 Diversey Parkway  
Chicago, IL 60614  
(312) 525-1500

Singer distributes a number of audio-  
visual kits in consumer education.

\*Social Studies School Service  
10000 Culver Boulevard  
P. O. Box 802  
Culver City, CA 90230  
(213) 839-2436

This source distributes a vast number  
of multi-media kits for all levels and from  
many distributors. Every school should have  
a catalogue.

\*Underwriters Laboratories, Inc.  
207 East Ohio Street  
Chicago, IL 60611

Underwriters Lab offers several free slide sites on safety and its testing operations.

\*The United States Government

Virtually every Federal agency which has consumer protection responsibilities publishes a catalogue of audio-visual teaching aids relevant to its area concern. Write directly to the agency for more information.

\*West Glen Films  
565 Fifth Avenue  
New York, NY 10017

West Glen distributes a large number of films, some of which have consumer education applications.