

## “THEY’RE RICH, YOU’RE DEAD”

### Video, DVD and CD-ROM Descriptions and Prices

(To order at copying cost, call 305-856-1245 or 800-833-1245)

**A. Video “They’re Rich, You’re Dead” Smoking Prevention Video by Kids for Kids (on the health and social aspects of smoking). (English) TRT 60 Minutes.**

This Video is presented in 5 parts. Part 1 (10 min) consists of a RAP Music Video followed by comments from Tim Hardaway (pro-basketball star) followed by testimonies from teenage smokers on their tobacco addiction, dating, athletic ability and health. Part 2 (24 min) is an award winning Science Video. Each of the Surgeon General's warnings are presented as medically illustrated patient histories followed by explanations of how smoking caused their diseases (pathogenesis). Part 3 (15 min) consists of teen outrage on tobacco advertising, peer pressure to smoke, tobacco addiction and second hand smoke followed by a Techno Music Video on the consequences of these. Part 4 (6 min) consists of RAP Karaoke music and lyrics. (You’re the Rapper delivering a smoking prevention message). Part 5 (2 min) “Kids of the World Against Tobacco”. Kids from 18 different countries say “No” to tobacco and why in English and in their native languages.

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	VHS NTSC	\$30.20	FedEx charges	FedEx charges
2-9	VHS NTSC	\$15.25	FedEx charges	FedEx charges
10-19	VHS NTSC	\$ 8.25	FedEx charges	FedEx charges
20-49	VHS NTSC	\$ 6.75	FedEx charges	FedEx charges
50-99	VHS NTSC	\$ 6.00	FedEx charges	FedEx charges
100-200	VHS NTSC	\$ 4.75	FedEx charges	FedEx charges
201-500	VHS NTSC	\$ 4.00	FedEx charges	FedEx charges

**B. Video “They’re Rich, You’re Dead” (Spanish) TRT 30 Minutes**

Contains the Science Video in Spanish

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	VHS NTSC	\$25.20	FedEx charges	FedEx charges
2-9	VHS NTSC	\$13.75	FedEx charges	FedEx charges
10-19	VHS NTSC	\$ 6.75	FedEx charges	FedEx charges
20-49	VHS NTSC	\$ 4.77	FedEx charges	FedEx charges
50-99	VHS NTSC	\$ 4.05	FedEx charges	FedEx charges
100-200	VHS NTSC	\$ 3.25	FedEx charges	FedEx charges
201-1000	VHS NTSC	\$ 2.75	FedEx charges	FedEx charges

**C. Video “They’re Rich, You’re Dead” (Mandarin Chinese) TRT 30 Minutes**

Contains the Science Video in Mandarin Chinese

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	VHS NTSC	\$24.95	FedEx charges	FedEx charges
2-9	VHS NTSC	\$13.75	FedEx charges	FedEx charges
10-19	VHS NTSC	\$ 6.75	FedEx charges	FedEx charges
20-49	VHS NTSC	\$ 4.77	FedEx charges	FedEx charges
50-99	VHS NTSC	\$ 4.05	FedEx charges	FedEx charges
100-200	VHS NTSC	\$ 3.25	FedEx charges	FedEx charges
201-1000	VHS NTSC	\$ 2.75	FedEx charges	FedEx charges

**D. DVD “They’re Rich, You’re Dead” TRT 120 Minutes**

Contains all of the above Videos (A, B, and C) each with multiple submenus for spot presentation and viewing if desired.

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	DVD	\$25.00	FedEx charges	FedEx charges
2-9	DVD	\$12.75	FedEx charges	FedEx charges
10-19	DVD	\$ 9.45	FedEx charges	FedEx charges
20-49	DVD	\$ 6.83	FedEx charges	FedEx charges
50-99	DVD	\$ 5.60	FedEx charges	FedEx charges
100-200	DVD	\$ 5.25	FedEx charges	FedEx charges
201-500	DVD	\$ 4.55	FedEx charges	FedEx charges
501-999	DVD	\$ 3.50	FedEx charges	FedEx charges
1000+	DVD	\$ 2.97	FedEx charges	FedEx charges

**E. Interactive CD-ROM-1 and 2 (combined): “They’re Rich, You’re Dead” (English)**

Contains interactive audiovisual presentations on critical thinking and decision making, Surgeon General’s warning visualizations, analyses of ads and counter ads, True/False Test on teen smoking, shared experiences and color illustrated mini lectures for print out. (Part 1).

Also contains multiple choice and open-ended interactive exercises on how to say “No,” illustrated RAP songs, RAP karaoke, a presentation on smoking consequences in kids and comments by pro-basketball star, Tim Hardaway. (Part 2).

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	CD ROM	\$25.00	FedEx charges	FedEx charges
2-9	CD ROM	\$12.75	FedEx charges	FedEx charges
10-19	CD ROM	\$ 4.50	FedEx charges	FedEx charges
20-49	CD ROM	\$ 3.50	FedEx charges	FedEx charges
50-99	CD ROM	\$ 2.25	FedEx charges	FedEx charges
100-200	CD ROM	\$ 1.75	FedEx c charges	FedEx charges
201-500	CD ROM	\$ 1.25	FedEx charges	FedEx charges
501-999	CD ROM	\$ 0.99	FedEx charges	FedEx charges
1000+	CD ROM	\$ 0.89	FedEx charges	FedEx charges

**F. CD-ROM-3 (Video Study Plan) “They’re Rich, You’re Dead” (English)**

Contains answers to commonly asked questions on tobacco use. The answers are illustrated by color slides and video clips. The answers are also supplemented by suggestions for interactive exercises, demonstrations and projects that could be carried out by youths in classrooms. This serves as a teacher’s resource for self-study and an aid to answer class questions and promote class discussion following presentation of any of the materials listed in A-E.

Quantity	Video Tape Format	Unit Price	Shipping (Continental US via FedEx Ground)	Shipping (International)
1	CD ROM	\$25.00	FedEx charges	FedEx charges
2-9	CD ROM	\$12.75	FedEx charges	FedEx charges
10-19	CD ROM	\$4.50	FedEx charges	FedEx charges
20-49	CD ROM	\$ 3.50	FedEx charges	FedEx charges
50-99	CD ROM	\$2.25	FedEx charges	FedEx charges
100-200	CD ROM	\$1.75	FedEx charges	FedEx charges
201-500	CD ROM	\$1.75	FedEx charges	FedEx charges
501-999	CD ROM	\$0.99	FedEx charges	FedEx charges
1000+	CD ROM	\$0.89	FedEx charges	FedEx charges

## **ORDERING INFORMATION**

The above Smoking Prevention Videos, DVD and CD-ROM's are available as a non-profit public service. The listed charges are, therefore, limited to the usual charges of the reproduction company (Accord Broadcasting) for copying the material.

**To order, call Accord Broadcasting at 305-856-1245 or 800-833-1245 and identify our "They're Rich, You're Dead" Program. (NOTE: All Videos are also available in PAL format.)**

## **COPYING INFORMATION**

Since these materials are meant to be viewed by as many youths as possible, they may be copied locally provided they continue to be used for non-profit educational purposes, are not edited and are copied intact.

## **PREVIEWING THE VIDEOS AND CD-ROM'S ON THE INTERNET**

The Videos and CD-ROM's may be previewed on our website,  
<http://www.mededu.miami.edu/Tobacco>

To view the Video, a rapid internet connection and the Plug-in Real Player are required.

To view Interactive CD-ROM's 1 and 2, a rapid internet connection and the Plug-ins Shockwave and QuickTime are required.

To view CD-ROM-3 (Video Study Plan) there are no special requirements, except for the Video Clips which require a rapid Internet connection and the Plug-in Real Player.

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