

**“THEY’RE RICH, YOU’RE DEAD”**

**Video, DVD and CD-ROM Descriptions and Prices (at Public Service non-profit copying cost)**

**A. Video “They’re Rich, You’re Dead” Smoking Prevention Health and Science Video and Social Outrage Music Videos.**

**(English) TRT 60 Minutes**

This Video is presented in 7 parts. **Part 1.** “I DON’T SMOKE!” Dwyane Wade and Tobacco Free Kids of the World (1 min.) **Part 2** RAP Music Video followed by confessions of teenage smokers on their tobacco addiction, dating, athletic ability and health. (8 min.) **Part 3** Award winning Health and 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) (24 min.) **Part 4** How Big Tobacco Companies sell their products through advertising, peer pressure to smoke and tobacco addiction. (8 min.) **Part 5** Consequences of second hand smoke. (2 min.) **Part 6** Medically illustrated anti smoking Techno Music Video followed by an anti smoking RAP Karaoke (You RAP) (11 min.), **Part 7** How to Say “NO! (3 min.)

Quantity	Format	Unit Price	Shipping - USA	Shipping – Non-USA
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

\* Also available on DVD (see D. below)

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

Contains the RAP Music Video and the Science Video in Spanish

Quantity	Format	Unit Price	Shipping - USA	Shipping – Non-USA
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 RAP Music Video and the Science Video in Mandarin Chinese

Quantity	Format	Unit Price	Shipping - USA	Shipping – Non-USA
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 min. Videos A, B, and C described above on one DVD with multiple menus and submenus for spot presentation and viewing.**

Quantity	Format	Unit Price	Shipping - USA	Shipping – Non-USA
1	DVD-NTSC	\$25.00	FedEx charges	FedEx charges
2-9	DVD-NTSC	\$12.75	FedEx charges	FedEx charges
10-19	DVD-NTSC	\$9.45	FedEx charges	FedEx charges
20-49	DVD-NTSC	\$6.83	FedEx charges	FedEx charges
50-99	DVD-NTSC	\$4.25	FedEx charges	FedEx charges
100-200	DVD-NTSC	\$3.90	FedEx charges	FedEx charges
201-500	DVD-NTSC	\$3.50	FedEx charges	FedEx charges
501-999	DVD-NTSC	\$2.90	FedEx charges	FedEx charges
1000+	DVD-NTSC	\$2.75	FedEx charges	FedEx charges

**E. Interactive CD-ROMS 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 and True/False Test on Teen Smoking. (Part 1).

Also contains Multiple Choice and open-ended interactive exercises on How to Say “No”, Illustrated RAP songs, RAP karaoke and a Presentation on Smoking Consequences in Kids. (Part 2).

Quantity	Format	Unit Price	Shipping - USA	Shipping – Non-USA
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	\$1.25	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	Format	Unit Price	Shipping - USA	Shipping – Non-USA
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	\$1.25	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-ROMS are available as a nonprofit 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 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 nonprofit educational purposes and are not altered or edited.

## **PREVIEWING THE VIDEOS AND CD-ROMS ON THE INTERNET**

The Videos and CD-ROMS may be previewed on our website [www.mededu.miami.edu/Tobacco](http://www.mededu.miami.edu/Tobacco)

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

To view Interactive CD-ROMS 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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