### Books

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>ISBN-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>No: Why Kids—of All Ages—Need to Hear It and Ways Parents Can Say It</td>
<td>$14.00 (Softcover)</td>
<td>Free Press</td>
<td>September 2007</td>
<td>9780743289207</td>
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</tbody>
</table>

Psychologist Dr. David Walsh (*Why Do They Act That Way?*), president and founder of the National Institute on Media and the Family, tackles a tough subject in this book on how parents can say "no" to their kids and why they should.

**WHY Do They Act That Way?: A Survival Guide to the Adolescent Brain for You and Your Teen**

- **Price:** $14.00 (Softcover)
- **Publisher:** Free Press
- **Pub. Date:** May 2005

In this national bestseller, acclaimed, award-winning psychologist Dr. David Walsh explains exactly what happens to the human brain on the path from childhood into adolescence and adulthood. Revealing the latest scientific findings in easy-to-understand terms, Dr. Walsh shows why moodiness, quickness to anger and to take risks, miscommunication, fatigue, territoriality, and other familiar teenage behavior problems are so common -- all are linked to physical changes and growth in the adolescent brain.

### Audio CDs

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
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<tbody>
<tr>
<td>U Tell A Tale Stories Told Through-U CD</td>
<td>$15.00</td>
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Eleven stories told by professional storytellers, that transport listeners to other worlds and remind children and adults alike of the power of story.  

**Parent’s Choice Award**  
**NAPPA Gold Award**

### Games

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
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<tbody>
<tr>
<td>U Tell A Tale Storytelling Game</td>
<td>$12.00</td>
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</table>

An intergenerational game that promotes interaction and creative storytelling as an alternative to "screen time". Includes Character, Setting, Situation and Word cards and a Storytellers medal, enclosed in a plastic case.

- Card Deck
- Medallion on Ribbon
- Card Slider Box
## DVDs

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brain Power - DVD</td>
<td>$14.95</td>
<td>August 2008</td>
</tr>
<tr>
<td>Barney vs. Power Rangers - DVD</td>
<td>$14.95</td>
<td>August 2008</td>
</tr>
<tr>
<td>NO: Why Kids of All Ages Need to Hear it and Ways Parents Can Say It - DVD</td>
<td>$29.95</td>
<td>March 2008</td>
</tr>
<tr>
<td>through-u Families Become MediaWise® Education DVD</td>
<td>$39.95</td>
<td>March 2008</td>
</tr>
</tbody>
</table>

- **Brain Power - DVD**
  - Price: $14.95
  - Release Date: August 2008
  - From neurons to brain wiring, this DVD gives an easy-to-understand tour of children’s and teens’ brain development and the impact of experience on the “wiring” of their brains. *Discussion guide included.*

- **Barney vs. Power Rangers - DVD**
  - Price: $14.95
  - Release Date: August 2008
  - This DVD lets you sit with parents and Dr. David Walsh as they witness the power of media to affect their children’s real world behavior. *Discussion guide included.*

- **WHY Do They Act That Way?: A Survival Guide to the Adolescent Brain for You and Your Teen - DVD**
  - Price: $29.95
  - Release Date: March 2008
  - In a special live presentation, bestselling author and psychologist David Walsh offers expert help for both adults and teens in this groundbreaking discussion on surviving the drama of adolescence. *Discussion guide included.*

- **NO: Why Kids of All Ages Need to Hear it and Ways Parents Can Say It - DVD**
  - Price: $29.95
  - Release Date: March 2008
  - In a special live presentation, bestselling author and psychologist David Walsh offers practical, compassionate advice to help parents overcome the difficulty of saying NO and develop healthy limits for their children. *Discussion guide included.*

- **through-u Families Become MediaWise® Education DVD**
  - Price: $39.95
  - Release Date: March 2008
  - Contains all 4 video selections from the groundbreaking MediaWise education program, illustrating the powerful impact of the quality and quantity of media on the health and development of children.
    - Features:
      - Violence in Video Games
      - Barney™ vs. Power Rangers™
      - Brain Power
      - Jolts and Tricks™

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**National Institute on Media and The Family**