Be An Ad Buster: Looking Closer at TV Advertising

Complete this form by watching at least one hour of television on any network without switching the channel. Saturday mornings target children and will give different results from evening programming. Each time you see a commercial make a tally beside the category that best describes the advertisement.

Date: ___________________________ Network: ___________________________

Time Began: ___________________________ Time Ended: ___________________________

**Sometimes Foods**

- [ ] Candy
- [ ] Pop
- [ ] Sweetened beverages (not 100% juice)
- [ ] Swettened cereal

**Corn chips, potato chips, or other fried food**

**Cakes, cookies, or pastries**

**Sweetened fruit snacks**

**Other sweetened foods**

**Anytime Foods**

- [ ] Grains: breads, waffles, pasta, rice, low-sugar cereals
- [ ] Fruits: fresh, frozen, canned or 100% fruit juices
- [ ] Vegetables: fresh, frozen, canned, or vegetable juices
- [ ] Meat and Beans: meat, fish, chicken, beans, eggs, peanut butte
- [ ] Milk: milk, cheese, yogurt
- [ ] Combination Meals: pizza, frozen dinners

**Other Groups**

- [ ] Fast food restaurants
- [ ] Prescription drugs
- [ ] Exercise equipment
- [ ] Video games & electronic devices

How many food advertisements did you see during the time you watched television? __________

How many advertisements targeted food you consider nutritious? __________

How many advertisements targeted food you don’t consider nutritious? __________

How many advertisements were repeated? __________

Would watching at a different time produce different results? __________ Try it sometime.

This material was funded by USDA’s Food Stamp Program. The Food Stamp Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact your county social services office. Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Glen Whipple, Director, Cooperative Extension Service, University of Wyoming, Laramie, Wyoming 82071. Persons seeking admission, employment, or access to programs of the University of Wyoming shall be considered without regard to race, color, religion, sex, national origin, disability, age, political belief, veteran status, sexual orientation, and marital or familial status. Persons with disabilities who require alternative means for communication or program information (Braille, large print, audiotape, etc.) should contact their local UW CES Office. To file a complaint, write the UW Employment Practices/Affirmative Action Office, University of Wyoming, Dept 3434, 1000 E. University Ave., Laramie, Wyoming 82071 3434.