



Family & Consumer Sciences

*Cent\$ible Nutrition Program*

*Helping Families Eat Better for Less*

UNIVERSITY  
OF WYOMING  
Cooperative Extension Service

## 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: \_\_\_\_\_

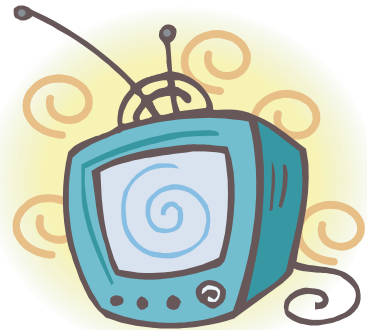
Time Began: \_\_\_\_\_ Time Ended: \_\_\_\_\_

### Sometimes Foods

- |  |   |
|--|---|
| _____ Candy                                | _____ Corn chips, potato chips, or other fried food |
| _____ Pop                                  | _____ Cakes, cookies, or pastries                   |
| _____ Sweetened beverages (not 100% juice) | _____ Sweetened fruit snacks                        |
| _____ Sweetened cereal                     | _____ 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 butter
- \_\_\_\_\_ 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.