Media Literacy Monday – February 6th, 2006
"Tackling the Beer Barons"

Remember to write down EVERYTHING that happens during your hour: ads, fans with beer, signs, promos, etc.

Alcohol Promotion Log Sheet: Super Bowl XXXIX

Exact time	Brand Promoted	Type of Promotion

Calculate the # of alcohol promotions

Commercials = _____
Logos shown = _____
Sponsorship Mentions = _____
Signs = _____
Blimps = _____
Other = _____

Calculate the # of Beer Brands that are Promoted

Budweiser = _____
Bud Light = _____
Coors Light = _____
Miller Lit = _____
Miller = _____
Other = _____
Other = _____

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