MEDIA SCAN

Scanning for media alcohol advertisements should be part of the assessment process. Youth and adults can conduct media advertising scans or screen time scans individually over a period determined by the coalition. Media scans should be observatory in nature. Advertisements observed on social media should not be clicked.

Name: _____ Beginning Date: _____ End Date: _____

MEDIA TYPE

Television   Radio   Social Media   Print

Television

Date	Start time to end time	Program Viewed	Network/ Channel	Number of alcohol advertisements viewed	Brands Advertised	Celebrity/Influencer Endorsed – name and brand	Alcohol Company Sponsored Event – sporting event, concert, etc.

Radio

Date	Start time to end time	Channel/Radio Station	Number of alcohol advertisements viewed	Brands Advertised	Celebrity/Influencer Endorsed – name and brand	Alcohol Company Sponsored Event – sporting event, concert, etc.

Social Media

Date	Start time to end time	Social Media Platform	Number of alcohol advertisements viewed	Brands Advertised	Pass through video	Celebrity/Influencer Endorsed – name and brand	Was a challenge involved?	Pop-up Ad/ Banner	Alcohol Company Sponsored Event – sporting event, concert, etc.

Print

Date	Name of newspaper or magazine	Number of alcohol advertisements viewed	Brands Advertised	Celebrity/Influencer Endorsed – name and brand	Alcohol Company Sponsored Event – sporting event, concert, etc.

Presumed target audience and age range for the advertisements: _____

Were cartoon characters used in any ads?   Yes   No

  • If yes, what type of media: _____

  • What brands used cartoon characters: _____

Were animals used in any ads?   Yes   No

  • If yes, what type of media: _____

  • What brands used animals: _____