Information Consumers – 2019 **Name_____**

Welcome to the WMS Ad Agency. As our newest ad exec, your job is to decide which product to advertise during which show. Look at the Product Chart. Pick five products and decide during which show you would choose to advertise them. Use the Ratings chart and Media Bias charts on the library website and think about political perspective and age of people who tend to use the products when making your choices. Fill out the grid on your homework sheet and write a brief explanation of **one** of the choices you made.

All the charts and data you need to complete this assignment can be found at www.wmslibrary.com by clicking on the "Information Consumers" link on the homepage.

PRODUCT	CHANNEL	SHOW

Choose one of your items and explain (in a few sentences) why you chose to put it where you did:

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