**“Advertising In Crisis” Video**

***While viewing…***

1. Match the following people with their business:
   1. Leonard Miller i. The Forzani Group (SportChek)
   2. Ava Kelly ii. Forrester Research
   3. Arlene Dickson iii. French Dressing
   4. Mark Sherman iv. American Express
   5. Bret v. Media Express
   6. Josh Bernoff vi. Venture Communication
2. What does accountability mean in the context of the advertising industry?
3. What is advertising’s unofficial motto?
4. How much less ad exposure does television advertising get in homes with DVRs?

***After video:***

What are some companies doing to make up for the loss of televisions exposure?

Do you think the costs for television advertising will increase or decrease because of DVRS?

Compare two different advertising mediums discussed in the segment. How does each o meet the advertisers’ needs in a different way?