Shameless Plugs?

p. 12

1. What led to the end of company-sponsored shows like *The Colgate Comedy Hour* in the late 1950s?
   a. rising production costs
   b. scandals over some sponsors rigging game shows
   c. both a & b
   d. neither a nor b

2. According to current federal rules, a TV show
   a. must pay a hefty fine if it inadvertently depicts name-brand products.
   b. can have a sponsorship agreement with only a single advertiser.
   c. must disclose sponsorship information if advertisers paid for product placement.
   d. none of the above

3. Which TV show is associated with the comeback of product placement about 10 years ago?
   a. *The Office*
   b. *Saturday Night Live*
   c. *CSI: Crime Scene Investigation*
   d. *Survivor*

4. Which of the following is true?
   a. The regulations governing product placement in music videos are much stricter than those governing TV shows.
   b. Federal regulators are concerned that celebrity pitches on Twitter aren’t being labeled as ads.
   c. Product placement on TV shows is still rare.
   d. all of the above

5. According to the article, some newspapers have blurred the line between what is paid content and what’s not by
   a. pursuing celebrity endorsements for their publications.
   b. posting ads on their websites that in many ways resemble articles.
   c. giving marketers space for ads at no charge.
   d. allowing editors to tweet about breaking news events.

IN-DEPTH QUESTIONS

1. Based on the article, would you say product placement has gotten more blatant or more subtle over the years? Explain.

2. Why might an advertiser choose to use product placement on a TV show or a celebrity endorsement on social media instead of producing a traditional ad?

3. If you were a celebrity, what rules, if any, would you have for determining the kinds of products you would endorse?