

CULTURAL INDICATORS

Commercial (Program) Sheet -2 (ATOD scene in Commercial)

|_|_|_|_|_|_|_| Tape ID
 |_|_|_|_|_|_|_| Program ID for Program Slot
 |_|_|_|_|_|_|_| Program ID for Commercial Spot
 |_|_|_|_|_|_|_| Product Name _____
 |_|_|_|_|_|_|_| Coder

Tobacco	Alcohol	Prescribed	Over-the-Counter Drug	Illicit Drug
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|_|_| 35. Type of Scene

36. Name	Tobacco			Alcohol			Prescribed			Over-the-Counter Drug			Illicit Drug			
37. Significance	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
38. Mention/Show	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
39. Consume/Hold	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
40. Public/Private	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
41. Intoxication	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
42. Relief	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
43. Weapons	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
44. Driving	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
45. Added Risk	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
write in type of activity	_____			_____			_____			_____			_____			
46. Use & Violence	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3

CULTURAL INDICATORS
Characters in Commercial

|_|_|_|_|_|_| Tape ID
|_|_|_|_| Program ID for Program Slot
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|_|_|_|_| Product Name _____
|_|_|_|_| Coder

|_|_|_|_|_| Character ID

Name or description of the character _____

|_|_| 1. Humanity
|_|_| 2. Gender
|_|_|_| 3. Age
|_|_| 4. Social Age
|_|_| 5. Race
|_|_|_| 6. Ethnicity _____
|_|_|_|_| 7. Citizenship _____
|_|_|_|_| 8. Country of Origin _____
|_|_| 9. SES
|_|_|_| 10. Field _____

|_|_|_|_| 11. Occupation _____

|_|_| 12. Role Status of Character
|_|_| 13. Role
|_|_| 14. Character Type
|_|_| 15. Marital Status
|_|_| 16. Homemaker
|_|_| 17. Character's weight
|_|_| 18. Vigorous Activity

|_|_| 19. Violence Committed
|_|_| 20. Violence Suffered

ATOD

Use	Heal.	Viol.	Leg.	Soc.
_ _ 21. Prescription Drug	_	_	_	_
_ _ 22. Over the Counter	_	_	_	_
_ _ 23. Illicit Drug	_	_	_	_
_ _ 24. Tobacco	_	_	_	_
_ _ 25. Alcohol	_	_	_	_
_ _ 26. Illicit Drug Dealer				_
_ _ 27. Drug Dealing & Violence				
_ _ 28. Focus for Health Consequence				

