

Big Bowl Vote 2012: Lorain County's Youth Have Voted!

Snacks and alcohol top the list of Lorain County high schooler's favorite and most easily recalled Super Bowl advertisements. Nearly 500 high school youth from Amherst, Keystone, Lorain, North Ridgeville and Oberlin School Districts participated in the Big Bowl Vote 2012 conducted nationwide by Drug Free Action Alliance out of Columbus, OH. Here's the local breakdown:

Lorain County High Schooler's Top 5 FAVORITE Super Bowl Commercials:

- M& M's
- Dorito's
- Bud Light
- Sketchers
- Chevy

Lorain County High Schooler's Top 5 Most RECALLED Super Bowl Commercials:

- Doritos
- Bud Light
- M & M's
- Coca-Cola
- Pepsi

While Lorain County youth voted snack commercials as the winners, alcohol ads embedded themselves in



their memories - alcohol ads were the 2nd most recalled commercials among 269 Lorain County high school youth surveyed.

The informal survey of Lorain County High School youth was conducted by Communities That Care of Lorain County, a countywide coalition working to reduce underage substance abuse. (NOTE: More Lorain County high school youth were surveyed - 447 in all - compared to those who actually watched the Super Bowl - 269 youth of the total surveyed.)

Nearly half of the 111.3 million Super Bowl viewers tuned in just for the high-priced glitzy commercials, according to the Nielsen Company. And even though the Super Bowl is over, television commercials have a lasting impact as they continue airing on television and virtually endlessly

on YouTube and other social media.

But getting media savvy with a good dose of media literacy can help youth, parents and caregivers view advertisements and commercials with a more critical eye. You can help youth unpack the real messages in commercials by asking questions like:

- Who created/made the commercial?
- Who is the audience?
- What is the message?
- What do they want you to do?
- How do they sell their product - what techniques do they use to make it appealing? (Music, humor, cute animals/people, graphics and cutting edge technology, etc.)
- What lifestyles are portrayed in the commercial?
- What would be a healthy choice for you?
- Do you think health and safety are important to the sponsor?

For more information about media literacy and the impact of alcohol, tobacco and other drugs on the lives of Lorain County youth, contact Communities That Care of Lorain County: 440-282-9920 or cgabe@lorainadas.org.