
A CHECKLIST OF THE COMMERCIALS

DURING
NCAA MEN'S BASKETBALL TOURNAMENT

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SEVENTY-FIVE CENTS



A R I Z O N A

PUBLISHED BY SOUTHWEST NEIGHBORHOODS AND AUTOMOBILES ASSOCIATION
in conjunction with
THE NEIGHBORHOOD RESIDENTS RESOURCES ETHNOGRAPHY STUDIES UNIT
a division of
WORKER, INC., 825 NORTH NORTON, TUCSON, ARIZONA 85719



2007

The NCAA Division I Men's Basketball Tournament, colloquially known as "The Final Four," is one of the most watched sporting events by residents of the United States. Your chance of seeing a tournament game does not depend on if you have access to a television set or cable service. Many games can be watched in bars, taverns, restaurants, lobbies of hotels, coffee shops, mechanic's garages, dentist offices, conference rooms in offices, security outposts. Access is relatively easy.

Many types of commercials are known to occur during the televised games of the tournament. Several others are suspected when not televised. The commercials noted in this checklist are categorized by time and subject matter. No brand names are given. One will notice a pattern and lack of diversity in the subject matter.

The research area was a bar on Haight Street, San Francisco, California - the author does not own a television set. The live television broadcast of this particular sample occurred on Sunday, March 19, 2006.







2:13 PM

-  Insurance
-  Automobile





2:16 PM

-  Automobile
-  Fast Food
-  Airline

2:25 PM

-  Automobile
-  Insurance
-  Home Improvement
-  Automobile
-  Armed Forces
-  Airline






2:37 PM

-  Telecommunications
-  Automobile
-  Alcohol
-  Investing
- Television
- Television

2:45PM

-  Investing





4:04PM

-  Automobile
-  Insurance
-  Telecommunications
-  Fast Food
-  Alcohol
- Television

4:10PM

-  Fast Food



4:15PM

-  Automobile
-  Telecommunications
-  Insurance
-  Non-alcoholic Beverage
- Television

4:19PM

- Television



4:23PM

-  Armed Forces
-  Home Improvement




4:24PM

- Television



4:26PM

-  Automobile
- Television
-  Home Improvement







4:29PM

-  Investing
-  telecommunications
-  Home Improvement





4:31PM

-  Fast Food
-  Home Improvement
- Television







2:47PM

-  Automobile
-  Telecommunications
-  Fast Food
-  Home Improvement
-  Non-alcoholic Beverage
-  Telecommunications

2:53PM

-  Automobile
-  Insurance
-  Investing
-  Home Improvement




3:01PM

-  Automobile
-  Fast Food
-  Home Improvement
-  Automobile
-  Investing
-  Telecommunications







3:08PM

-  Body Product
- Television



3:11PM

-  Telecommunications
-  Cinema
- Television
-  Automobile

3:19PM

-  Automobile
-  Investing
-  Telecommunications
-  Non-alcoholic beverage
-  Airline
-  Collegiate






3:24PM

-  Automobile
-  Home Improvement








3:26PM

-  Fast Food
-  Collegiate
-  Television
-  Telecommunications






3:29PM

-  Alcohol
-  Television
-  Automobile
-  Telecommunication
-  Alcohol
-  Automobile







3:40PM

-  Automobile
-  Body Product
-  Computer
-  Non-alcoholic Beverage
-  Automobile
-  Television
-  Non-alcoholic Beverage

3:52PM

-  Alcohol
-  Fast Food
-  Automobile
-  Insurance
-  Heterosexual Dating

3:59PM

-  Telecommunications
-  Automobile
-  Non-alcoholic Beverage
-  Automobile
-  Lodging
-  Television

FINAL SCORE

2 HRS 18 MIN : 101 COMMERCIALS

22	Automobile
14	Television
12	Telecommunications
9	Home Improvement
8	Fast Food
6	Insurance
6	Non-Alcoholic Beverage
6	Investing
5	Alcohol
3	Airline
2	Armed Forces
2	Body Products
2	Collegiate
1	Cinema
1	Dating
1	Computer
1	Lodging

SUGGESTED READING

Auge, Marc. *Non-Places: An Introduction to an Anthropology of Supermodernity*. New York: Verso, 1995.

Goffman, Erving. *The Presentation of Self in Everyday Life*. New York: Anchor Books, 1959.

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Groschupf, Kathleen, Bryan T. Brown, and R. Roy Johnson. *A Checklist of the Birds of Organ Pipe Cactus National Monument*. Cooperative National Park Resources Study Unit, University of Arizona, 1999.

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