



- 6—The name or logo of a product is repeated over and over so people will be sure to remember it.
- 7—Things appear to be able to do more than they really can.
- 8—The real things often aren't as good as they appear in commercials.

**TV Turn-On #4: Be Choosey**

Be choosy about the shows you watch. Once you've started to do some of the other TV Turn-Ons, you'll want to start thinking about which shows you really like, and which shows you really don't like. Think carefully about the programs you watch. Give them your honest rating,

**C=can't be missed   S=so-so   W=waste of time**

Stop watching "W" and "S" rated programs. Find something else to do instead. Make a chart to keep track of your ratings. Put them together and send them to the TV networks.

