

# Here's the Pitch!

## Learning Activity

**Purpose:**

To help young people evaluate advertising offers.

**Preparation:**

1. Reproduce the Here's the Pitch! Handout, one sheet per participant.
2. Download or request a copy of the FTC publication, The Real Deal: Playing the Buying Game, at [www.ftc.gov](http://www.ftc.gov).

**Instructions:**

1. Give each participant a copy of the [Here's the Pitch! Handout](#).
2. Allow 6–8 minutes for participants to choose responses and fill in the message.

**Processing:**

1. Ask participants to share their answers.
2. Ask participants to discuss the meaning of the message, “read between the lines.” Explain that this is one of the Federal Trade Commission’s 10 tips for consumer savvy. The FTC advises young people to “separate facts from fantasy when you hear a commercial or read an ad.”
3. If desired, lead other activities from the FTC’s publication, The Real Deal: Playing the Buying Game. The publication is available on request and for downloading at [www.ftc.gov](http://www.ftc.gov).

**Here's the Pitch! Answers**

Hype: 1, 3, 4, 7, 9

Information: 2, 5, 6, 8, 10

Message: Read Between the Lines



# Here's the Pitch!



These phrases are from ads and packages. Read each one and fill in the circle at the end of the line with an "H" for HYPE if the phrase gives no real information—or an "I" for INFORMATION if it tells you something important about the product. To decode the message, fill in the spaces with the circled letters that match the numbers under the spaces.

- |   |                         |                       |
|---|-------------------------|-----------------------|
|   | Hype or<br>Information? |                       |
| 1. America's Favori <sup>(t)</sup> e!   |                         | <input type="radio"/> |
| 2. W <sup>(a)</sup> arning: Choking Hazard—<br>Not for C <sup>(h)</sup> ildren <sup>(n)</sup> under 3 |                         | <input type="radio"/> |
| 3. <sup>(B)</sup> uy Now  |                         | <input type="radio"/> |
| 4. Exclus <sup>(i)</sup> ive Collec <sup>(t)</sup> or's Editio <sup>(n)</sup>                         |                         | <input type="radio"/> |
| 5. Figure Inclu <sup>(d)</sup> ed   |                         | <input type="radio"/> |
| 6. Figur <sup>(e)</sup> Sold Separately   |                         | <input type="radio"/> |
| 7. Makes You Fe <sup>(e)</sup> l <sup>(L)</sup> ike a Pro   |                         | <input type="radio"/> |
| 8. Adult As <sup>(s)</sup> embly:<br>Phillips Screwdriv <sup>(e)</sup> r Requir <sup>(e)</sup> d      |                         | <input type="radio"/> |
| 9. Feel th <sup>(e)</sup> Pow <sup>(e)</sup> r!   |                         | <input type="radio"/> |
| 10. <sup>(R)</sup> ecommended for Ag <sup>(e)</sup> s 10-14   |                         | <input type="radio"/> |

**Q** How did the baseball player convince kids to buy his brand of sneakers?  
**A** He used his "sales pitch"!

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>
<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>19</u>			