

READING ADVERTISEMENTS

## Chart for Keeping Track During Observations

As you walk through your neighborhood or community, keep track of your observations about advertisements in the chart below. In column A, write the group of people you notice represented—or not represented. In column B, keep a running tally of how many advertisements show this group of people.

COLUMN A Groups of People Represented	COLUMN B Tally and/or Specific Examples

# TEACHING TOLERANCE

A PROJECT OF THE SOUTHERN POVERTY LAW CENTER  
TOLERANCE.ORG

**EARLY GRADES ACTIVITY**

<b>COLUMN A</b> Groups of People Rarely Represented	<b>COLUMN B</b> Tally and/or Specific Examples
<b>COLUMN A</b> Groups of People Not Represented at All	<b>COLUMN B</b> Tally and/or Specific Examples