Keywords:

What company put the commercial out?

|  |
| --- |
|  |

What themes, threads or initiatives run through the commercial? (**Keep them short one to three words works the best)**

**What are some synonyms for the keywords you have found? (for example: Teen can also be: juvenile, teenage, adolescent, youth) (Use** [**www.thesaurus.com**](http://www.thesaurus.com)**)**

|  |  |
| --- | --- |
| Theme | Synonym |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Search help: Putting keywords together Use Boolean Operators (AND/OR/NOT) to broaden or narrow your search.**

• AND--will narrow a search. All search terms must be in the record.

• OR--will broaden a search. Either or both terms must appear in the record.

• NOT--will narrow a search. The term following “not” won’t appear in a record.

**Other search tips:**

•Use quotes “ “ to keep words together as a phrase (“learning disabilities”)

• Use the asterisk \* to find alternate endings to words (child\* would retrieve child, children, children’s, childhood, etc.)

