

On behalf of METROPOLITAN STATE COLLEGE of DENVER

Hi Carolyn, Mark, Dan, David and the Fox31 news team.

The Super Bowl (with nearly 100 million viewers) **is known for two things - the championship game and all of the great ads** which are featured. Often times, people talk more about the ads than the football. In fact, a Nielson Co. study found that **51% of the people in a 25,000-household sample enjoy the commercials more than the game itself** (Wall Street Journal January 21, 2010).

Well, the Super Bowl is a little over a week away and, **in the past; you have interviewed Metro State Marketing Professor Darrin Duber-Smith on Good Day Colorado** about the great and not-so-great TV spots shown during the game.

Darrin, an expert in “Marketing Through Sports”, has been a **Visiting Assistant Professor of Marketing at Metropolitan State College of Denver** since 2003 and recently was named a [Wall Street Journal “In-Education Distinguished Professor” for 2009](#) (one of only ten in the country).

We are contacting you in advance of the “big ad game” to let you know **Darrin is again available (and interested) in providing Fox31 and/or The Deuce with on-the-air previews and post-ad commentary about the advertising...**talking on next **Thursday or Friday** about the companies which will be advertising on Sunday (and which ones will be conspicuous by their absence) and then speaking on **Monday** about the ads which stood out, were effective or flopped.

Please let me know if wish to again include Darrin in your morning coverage on Friday Feb. 4/5 and/or Monday Feb. 8. You can also **contact Darrin directly at (303) 819-5445 or ddubersm@mscd.edu**.

I will also be in touch with you again next week (as a follow-up) as things get closer.

Thanks.