

ACTIVITY 43: TV SHOW STANDINGS

New Skills Reinforced:

In this activity, you will practice how to:

1. insert a line from the drawing toolbar.

Activity Overview:

Nielsen Ratings® is a system developed by Nielsen Media Research®, a media market research company that tracks the audience size for television, radio, and newspapers. Each week, Nielsen Ratings® are published to rank television program viewership. This information helps networks to see how well certain shows are doing and gives value to a show's advertising potential. Statistics are gathered either by households that maintain a personal diary of the shows they watch or by a small computer connected to each television in a household that tracks and submits data to Nielsen Media Research®. The households surveyed or tracked encompass a wide variety of demographics. The system has been around since its development in the 1960s.

The following activity illustrates how spreadsheets can be used to track the results of a particular week's top-rated television shows. In this activity, you will be using the drawing toolbar to enhance the appearance of a spreadsheet.

Instructions:

1. Create a NEW spreadsheet.

Note: Unless otherwise stated, the font should be set to Arial, the font size to 10 point.

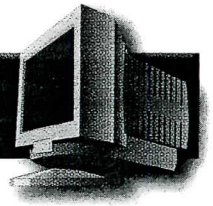
2. Type the data as shown.
3. Change the font size of cell A1 to 18 point.
4. Change the font size of cell A2 to 16 point.
5. Format the height of row 4 to 48.0.
6. Use the AutoFill feature to complete the numbering sequence in cells A5 – A24 for the Rankings in column A.
7. Format the width of column A to 7.0 and left align.
8. Format the width of column B to 30.0 and left align.
9. Format the width of columns C and D to 10.0 and center align.
10. Format the width of column E to 15.0 and center align.
11. Format cells E5 – E24 as time showing h:mm pm.
12. Format the width of columns F and G to 8.0 and right align.
13. Format cells F5 – G24 as numbers displaying 1 decimal place.
14. Format the width of column H to 15.0 and right align.
15. Format cells H5 – H24 as numbers displaying 0 decimals using a comma separator.
16. From the Draw Toolbar, insert a horizontal line in the spreadsheet. Change the line weight to 1.5 pts. Place the line between rows 4 and 5. Resize the line so it stretches across columns A – H.

NEW SKILL

Activity 43: TV Show Standings Instructions Continued

17. Insert a header that shows:
 - a. Left Section Activity 43-Student Name
 - b. Center Section TV SHOW STANDINGS
 - c. Right Section Current Date
18. Insert a footer that shows:
 - a. Center Section PAGE number
19. Carefully proofread your work for accuracy.
20. Save the spreadsheet as TV SHOW STANDINGS.
21. Analyze the changes made to the data in the spreadsheet.
22. Set the Print Area to include all cells containing data in the spreadsheet.
23. Print Preview and adjust the Page Setup so that the spreadsheet fits on one page.
24. Print a copy of the spreadsheet if required by your instructor.

ACTIVITY 43: TV SHOW STANDINGS DATA SPREADSHEET



	A	B	C	D	E	F	G	H
1	Nielsen Media Research Top 20							
2	Week of March 20-26, 2006							
3								
4	Rank	Program Name	Network	Day	Time	Rating	Share	Households
5	1	American Idol - Tuesday	FOX	Tue	8:00 PM	19.2	28	21157000
6	2	American Idol - Wednesday	FOX	Wed	9:00 PM	15.9	24	17575000
7		Desperate Housewives	ABC	Sun	9:00 PM	13.5	20	12910000
8		CSI: Miami	CBS	Mon	10:00 PM	13	21	14333000
9		60 Minutes	CBS	Sun	7:39 PM	11	17	12077000
10		Two and a Half Men	CBS	Mon	9:00 PM	10.5	15	10800000
11		Deal or No Deal	NBC	Mon	8:00 PM	9.8	15	10800000
12		The Unit	CBS	Tue	9:00 PM	9.8	14	10770000
13		Grey's Anatomy	ABC	Sun	10:01 PM	9.7	16	10679000
14		Lost	ABC	Wed	9:00 PM	9.7	14	10672000
15		Old Christine	CBS	Mon	9:30 PM	9.7	14	10699000
16		Unanimous	FOX	Wed	9:30 PM	9.5	14	10434000
17		Cold Case	CBS	Sun	8:39 PM	9.4	14	10310000
18		Law and Order: SVU	NBC	Tue	10:00 PM	9.2	15	10149000
19		CSI: NY	CBS	Wed	10:00 PM	9.1	15	10055000
20		E.R.	NBC	Thu	9:59 PM	9	15	9963000
21		Deal or No Deal	NBC	Wed	8:00 PM	8.9	14	9806000
22		CBS NCAA Post	CBS	Sun	7:31 PM	8.5	15	9353000
23		24	FOX	Mon	9:00 PM	8.3	12	9160000
24		American Inventor	ABC	Thu	9:00 PM	8	12	8783000

Source: <http://tv.yahoo.com/nielsen/>