

# Case 8: Is it a recommendation or an ad?

## Content note

This case explains general rules. It is not legal advice for your situation.

## Overview

Students read a short story in which a publisher sends Gia a free novel to review. Her video tags the publisher but never says the copy was free. They compare the publisher’s email, the video script and Caio’s edit notes with the FTC’s disclosure guidance for social media. They then rewrite the video’s opening and caption so that a viewer watching with the sound off learns about the free copy.

## Before this case

Students should already be able to:

- find a detail in a short text and point to it
- tell an opinion from a fact
- write a complete sentence that answers a question

## Objectives

Students will be able to:

- identify the free copy as a material connection between Gia and the publisher
- place a disclosure early in the video, spoken and on screen
- explain in 3 or 4 sentences where the disclosure goes and why

## Materials

- This chapter, one copy per student
- Evidence A, B and C on half-pages, one set per pair
- A disclosure word bank: free copy, sent by, paid by, ad

## The task in this edition

**Task:** Add a clear disclosure to Gia’s review script and explain where you put it and why.

**Students make:** Storyboard plus 3—4 sentence explanation

## Pacing

**Opener (page 125):** 6 min. Short on time: 4 min. Read What happened aloud. Skip the group-chat excerpt.

**Key terms (pages 126 and 127):** 6 min. Short on time: 3 min. Read the key terms aloud. Skip Who is involved.

**Look at the evidence (page 130):** 12 min. Short on time: 10 min. Students fill in only the What it shows boxes.

**Look at the evidence (page 131):** 5 min. Short on time: 3 min. Read Caio’s notes aloud. Students fill in only the What it shows box.

**Key idea (pages 132 and 133):** 8 min. Short on time: skip. Say that a free product counts, even when no post is required.

## Pacing, continued

**Sort the evidence (page 134):** 8 min. Short on time: skip.

**Practice (page 135):** 8 min. Short on time: 5 min. Take the vote and read the best option’s feedback. Skip Improve a draft.

**Your task (pages 136 and 137):** 18 min. Short on time: 17 min. Students draw frame 1 only, then write the explanation.

**Check your work (pages 138 and 139):** 5 min. Short on time: skip. Score the storyboards yourself with the rubric.

**Questions to discuss (page 140):** 10 min. Short on time: 3 min. Use the first My take frame as an exit ticket.

**Talk about this case at home (page 141):** at home.

**Periods:** full chapter 86 minutes; one period 45 minutes.

## Standards

- RI.6.1** Use evidence from the text to support what it says directly and what you can infer from it.
- W.6.2** Write an informative text that explains a topic by choosing, organizing and analyzing relevant information.
- W.6.5** With help from peers and adults, strengthen writing by planning, revising, editing or rewriting.

## Case 8 plan, continued

### Standards, continued

**SL.6.1.c** Ask and answer specific questions with details that add to the discussion.

**SL.6.1.d** Review the main ideas of a discussion and show you understand other views by reflecting and paraphrasing.

**RI.7.1** Use several pieces of evidence from the text to support what it says directly and what you can infer.

**W.7.2** Write an informative text that explains a topic by choosing, organizing and analyzing relevant information.

**W.7.5** With help from peers and adults, strengthen writing by planning and revising, focusing on purpose and audience.

**SL.7.1.c** Ask questions that draw out more detail, and respond with relevant ideas that bring the discussion back on topic.

**SL.7.1.d** Take in new information from others and change your view when the evidence calls for it.

**RI.8.1** Use the evidence that most strongly supports your analysis of what a text says and implies.

**W.8.2** Write an informative text that explains a topic by choosing, organizing and analyzing relevant information.

**W.8.5** With help from peers and adults, strengthen writing by planning and revising, focusing on purpose and audience.

### Standards, continued

**SL.8.1.c** Ask questions that connect several speakers' ideas, and respond with relevant evidence and observations.

**SL.8.1.d** Take in new information from others and qualify or defend your view based on the evidence.

**D2.Civ.1.6-8** Tell apart the powers and responsibilities of citizens, political parties, interest groups and the media. In this case: Students distinguish the responsibilities of media creators and a government agency.

### Codes of ethics

- **FTC Endorsement Guides (16 CFR Part 255):** § 255.5 Disclosure of material connections
- **FTC Endorsement Guides (16 CFR Part 255):** § 255.0 Purpose and definitions, paragraph (f)
- **PRSA Code of Ethics:** Free Flow of Information

### Heat map

- **Opener (page 125):** Low
- **Key terms (pages 126 and 127):** Low
- **Look at the evidence (page 130):** Low
- **Look at the evidence (page 131):** Low
- **Key idea (pages 132 and 133):** Low
- **Sort the evidence (page 134):** Low

### Heat map, continued

- **Practice (page 135):** Low
- **Your task (pages 136 and 137):** Low
- **Check your work (pages 138 and 139):** Low

### Try it at your school

**Check the relationship before you trust the review.**

- Next time you see a recommendation, look for a disclosure in the video itself
- If you post reviews, practice a clear spoken line like “They sent me this for free”
- Share a disclosure checklist with a school media club
- Don’t accuse real creators; practice on your own sample posts

**Who to ask:** School media or journalism advisor, a librarian, a digital citizenship teacher

**Safety:** Don’t share personal information to get free products. Talk with a trusted adult before accepting any brand deal.

### Sources

- TikTok Newsroom, “BookTok and publishing,” September 2022
- Federal Trade Commission, “Disclosures 101 for Social Media Influencers,” No date listed

## Case 8 plan, continued

### Sources, continued

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- Federal Trade Commission, “FTC’s Endorsement Guides: What People Are Asking,” No date listed
- Federal Trade Commission, “FTC explanatory video,” No date listed

## Case 8: Is it a recommendation or an ad?

Gia loves a novel that a publisher sent her for free, and her video review does not mention the free copy yet.

**On your own** Read What happened. Underline what the publisher sent Gia and what it asked for. About 6 minutes.



Gia, Caio and Mari set up a camera in a bright studio.

**Your role:** You're the viewer with the sound off who checks the first three seconds. **New skill:** Spot and disclose a material connection.

### What happened

At 1:30 p.m. on Saturday, Caio finishes editing Gia's short video review of a new novel. Gia made the review for BookTok, where people recommend books on TikTok. She stayed up until 2 a.m. to finish the novel, and she loves it.

Two weeks ago, the book's publisher emailed Gia. The publicity team offered her a free copy of its spring novel for review. The email said she did not have to post, but it asked for a tag if she did. In the first cut, Gia never says the book was free. The only sign of the publisher is a tag in the caption below the video.

**Your question:** Do Gia's viewers need to know the book was free, and how should she tell them?

Caio wants to watch the cut the way a stranger would, on a phone with the sound off. He wants to know whether the first three seconds say the book was free. Gia wants to keep her honest opinion in the video. She also wants viewers to know how she got the book.

### ⌚ Pacing

Full chapter: 6 min.

✂ Short on time: 4 min. Read What happened aloud. Skip the group-chat excerpt.

### 💬 Say this

"Gia stayed up until 2 a.m. finishing this book. Does it matter how she got it?" — Take three answers. Do not settle it yet.

### 👁 Watch for

**Misconception:** Students decide a free copy makes the review a lie. **Listen for:** "She only likes it because it was free." **Then:** Ask what the evidence says about her opinion. Nothing shows it is false; the free copy is context.

### 📖 Support

- Read What happened aloud while students follow along.
- Explain BookTok in one sentence: people on TikTok recommending books.

### 🔥 Heat check

■□□ Low.

## Key terms

**On your own** Read each key term and its example. Then write your first guess in the box. About 6 minutes.

**Material connection** A material connection is a relationship with a brand, like payment or a free product, that viewers might not expect.

En español: conexión material

**In this case:** The publisher sent Gia a free copy of its spring novel for review. That free copy is a material connection.

**Disclosure** A disclosure is a clear statement that tells people about a relationship or fact they would want to know.

En español: divulgación

**In this case:** Gia's first cut has no disclosure. The tag in the caption names the publisher but never says the book was free.

**Endorsement** An endorsement is a message that shares someone's opinion or experience of a product to promote it.

En español: respaldo

**In this case:** Gia's video review promotes the novel with her own opinion: she stayed up until 2 a.m. to finish it.

## Who is involved



**Gia**

Made the video review

"I stayed up till 2 a.m. finishing it. That part's real. The publisher sending it free is also real, and right now it's nowhere in the video."



**Caio**

Editing Gia's video

"The publisher's email literally says 'free copy for review.' That's the sentence. It's just not in the video yet."

## ⌚ Pacing

Full chapter: 6 min.

✂ Short on time: 3 min. Read the key terms aloud. Skip Who is involved.

## 💬 Say this

"Which key term names the free copy? Which one names what Gia still has to add?" — Wait for material connection, then disclosure.

## 👁 Watch for

**Misconception:** Students hear "material" as physical stuff, like paper. **Listen for:** "The material is the book." **Then:** Reread the definition: a material connection is a relationship with a brand, such as a free product.

## 📖 Support

- Pair students who share a language to explain each term in their own words.
- **Cognates:** connection (conexión), material (material), recommendation (recomendación), relationship (relación), product (producto), opinion (opinión), audience (audiencia), video (video).

## 🔥 Heat check

■□□ Low.

## 🔑 Answer key

Any first guess is fine. Students return to it on the My take page.

## Your first guess

Before you look at the evidence, does Gia need to tell viewers the book was free?

I think Gia \_\_\_ because \_\_\_.

Key: I think Gia does not need to say it because her opinion is honest.

## Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

This page continues page 126. The notes for both pages are on the sheet for page 126.

## Reading passage

### The free book in the first three seconds

**On your own** Read the passage. At each Stop and think box, pause and answer the question in your head or with a partner. About 5 minutes.

#### Words to know

- **Material connection:** A material connection is a relationship with a brand, like payment or a free product, that viewers might not expect.
- **Disclosure:** A disclosure is a clear statement that tells people about a relationship or fact they would want to know.
- **Endorsement:** An endorsement is a message that shares someone's opinion or experience of a product to promote it.
- **Framing:** Framing is choosing which parts of a situation a message brings forward.

### The story: A review that is almost ready

Gia stayed up until 2 a.m. to finish a new novel, and she loves it. Now she has made a short video review for BookTok, where people recommend books on TikTok. At 1:30 p.m. on Saturday, Caio finishes editing it.

There is one thing the video does not say. Two weeks ago, the book's publisher emailed Gia. The publicity team offered her a free copy for review. The email said she did not have to post, but it asked for a tag if she did.

In the first cut, Gia says, "You guys, I have to tell you about this book because I literally could not put it down!" The only sign of the publisher is a tag in the caption below the video.

Gia is ready to post. Caio asks her to wait and watch it once on mute. Your role is to be that viewer with the sound off. You check the first three seconds.

**Stop and think.** Why might Gia think a tag in the caption is enough?

#### What viewers need to know

An **endorsement** is a message that shares someone's opinion or experience of a product to promote it. Gia's review is an endorsement, and her opinion is honest.

## ⌚ Pacing

Reading: about 5 min (444 words). Short on time: read it aloud together, pausing at each Stop and think.

## ❓ Stop and think

1. **After “The story: A review that is almost ready”:** Why might Gia think a tag in the caption is enough?
2. **After “What viewers need to know”:** How would you test whether a stranger with the sound off can tell the book was free?
3. **After “The real rules”:** Would knowing the book was free change how much you trust the review? Why or why not?

**What viewers need to know, continued**

A **material connection** is a relationship with a brand, like payment or a free product, that viewers might not expect. The free copy is a material connection. It does not prove Gia's opinion is false. It is simply something viewers would want to know.

A **disclosure** is a clear statement that tells people about a relationship or fact they would want to know. Gia thinks the tag is enough. Caio disagrees. A tag says who made the book. It does not say they sent it to her free. And the tag sits in the caption, which many people never open.

Case 1 taught you that **framing** is choosing which parts of a situation a message brings forward. Right now, the video brings forward Gia's excitement and hides the free copy. Caio suggests a new opening: "Quick heads-up, the publisher sent me this free." Gia would say it out loud and show it on screen, so it works with the sound off. Then comes her hook.

Gia also makes one more change. She drops the idea of calling it the best book of the year. She will just say what happened: two nights, and she could not put it down.

❓ **Stop and think.** How would you test whether a stranger with the sound off can tell the book was free?

**The real rules**

The Federal Trade Commission, a federal agency, writes guides about endorsements. It says that for a video, the disclosure belongs in the video itself, ideally both spoken and on screen (Federal Trade Commission, updated December 3, 2024). In 2023, the FTC warned a dozen influencers about posts that did not clearly disclose they were paid (Federal Trade Commission, November 14, 2023).

❓ **Stop and think.** Would knowing the book was free change how much you trust the review? Why or why not?

**Sources**

**Real source** | Federal Trade Commission | December 3, 2024

**Disclosures 101 for Social Media Influencers**

**Real source** | Federal Trade Commission | November 14, 2023

**FTC Warns Two Trade Associations and a Dozen Influencers About Social Media Posts Promoting Consumption of Aspartame or Sugar**

This page continues page 128. The notes for both pages are on the sheet for page 128.

## Look at the evidence

**On your own** Read each document. For each one, write what it shows and what it leaves out. About 12 minutes.

### Evidence A | Email

#### The publisher's email

"Hi Gia, we love your book reviews! We'd be glad to send you a free copy of our spring novel for review. There's no obligation to post, but if you do, we'd appreciate a tag. Best, the publicity team"

**Look closely:** What did the publisher give, and what did it ask for?

#### What it shows

➤ The publisher sent Gia a free book and asked for a tag.

#### One question I still have

➤ Does Gia have any other deal with the publisher?

### Evidence B | Video script and caption

#### Gia's first cut

Spoken: "You guys, I have to tell you about this book because I literally could not put it down!" On-screen text: none. Caption below the video: "@publisher #booktok"

**Look closely:** Where in this video would a viewer learn about the free copy?

#### What it shows

➤ Gia loves the book. The publisher's tag is only in the caption.

#### One question I still have

➤ Where would a viewer learn the book was free?

## ⌚ Pacing

Full chapter: 12 min.

✂ Short on time: 10 min. Students fill in only the What it shows boxes.

## 💬 Say this

"Put your finger on the start of Gia's script. Where does it say the book was free?" — Wait for "nowhere." Then find the tag in the caption.

## 👁 Watch for

**Misconception:** Students count the caption tag as a disclosure. **Listen for:** "She tagged them, so it's disclosed." **Then:** Ask what the tag tells a viewer. It names the publisher; it never says the book was free.

## 📄 Support

- Give each document on its own half-page, with the email's key sentence enlarged.
- Read Caio's notes aloud. Explain that 0:00—0:03 means the first three seconds.
- **Cognates:** connection (conexión), material (material), recommendation (recomendación), relationship (relación), product (producto), opinion (opinión), audience (audiencia), video (video).

## 🔗 Stretch

- Ask why Caio tests the video on mute, and which viewers a spoken-only disclosure would miss.

## 🔥 Heat check

■□□ Low.

## Look at the evidence, continued

Evidence C | Edit notes

### Caio's edit notes

"Watch once as a stranger, phone on mute. 0:00—0:03: does anything say free copy? Caption sits below the video; most people won't open it. Tag = brand name, not relationship."

**Look closely:** What does Caio want to test before uploading, and why the first three seconds?

What it shows

🔍 Caio will watch it on mute, like a stranger, to test it.

One question I still have

🔍 How many of Gia's viewers watch with no sound?

What is still missing from the evidence?

🔍 We don't know how many of Gia's viewers watch with no sound, or if she has any other deal with the publisher.

Notes

## ⌚ Pacing

Full chapter: 5 min.

✂ Short on time: 3 min. Read Caio's notes aloud. Students fill in only the What it shows box.

## 💬 Say this

"Put your finger on the start of Gia's script. Where does it say the book was free?" — Wait for "nowhere." Then find the tag in the caption.

## 👁 Watch for

**Misconception:** Students count the caption tag as a disclosure. **Listen for:** "She tagged them, so it's disclosed." **Then:** Ask what the tag tells a viewer. It names the publisher; it never says the book was free.

## 📄 Support

- Give each document on its own half-page, with the email's key sentence enlarged.
- Read Caio's notes aloud. Explain that 0:00—0:03 means the first three seconds.
- **Cognates:** connection (conexión), material (material), recommendation (recomendación), relationship (relación), product (producto), opinion (opinión), audience (audiencia), video (video).

## 🔗 Stretch

- Ask why Caio tests the video on mute, and which viewers a spoken-only disclosure would miss.

## 🔥 Heat check

■□□ Low.

## Key idea: material connections

**On your own** Read the key idea and the FTC guide. Then answer the question in the box. About 8 minutes.

An **endorsement** is a message that shares someone's opinion or experience of a product to promote it. Gia's video review is an endorsement, and her opinion in it is honest. A **material connection** is a relationship with a brand, like payment or a free product, that viewers might not expect. The free copy from the publisher is a material connection. Knowing about it gives viewers context, but it does not prove that Gia's opinion is false.

The Federal Trade Commission (FTC) is a federal agency. Its Endorsement Guides explain how a federal law against deceptive practices applies to endorsements. A **disclosure** is a clear statement that tells people about a relationship or fact they would want to know. For a video, the FTC says the disclosure belongs in the video itself, ideally both spoken and on screen. A tag in the caption only names the brand, and it sits below the video.

A disclosure answers one question: how did Gia get the book? Viewers can still ask what supports her claims about the book itself. A clear disclosure does not make every claim in a review accurate. Do not accuse a real creator of hiding a sponsorship based on a guess.

### Professional standards

**Real source** | Law or regulation | Federal Trade Commission (FTC)

#### FTC Endorsement Guides (16 CFR Part 255): § 255.5 Disclosure of material connections

"They can include monetary payment or the provision of free or discounted products ... to an endorser, regardless of whether the advertiser requires an endorsement in return."

**In plain words:** The FTC says a free product can be a connection that reviewers must clearly disclose, even if the brand asked for nothing in return.

**Question:** The publisher's email says there is "no obligation to post." Does that change whether Gia has a connection to disclose?

### Pacing

Full chapter: 8 min.

 Short on time: skip this page. Skip this page. Say that a free product counts, even when no post is required.

### Say this

"The FTC counts free products even when the brand requires no review. What does that mean for Gia?" — Wait for: the email's "no obligation" does not change the connection.

### Watch for

**Misconception:** Students treat the PRSA code and the FTC guides as the same kind of rule. **Listen for:** "Gia broke the PRSA code." **Then:** Say: "The PRSA code binds PRSA members. The FTC guides explain a federal law that reaches endorsers like Gia."

### Support

- Read the quotation aloud. Point out the label: Law or regulation, not a code of ethics.

### Stretch

- Use the second FTC row: where in the first three seconds would a viewer on mute learn the book was free?

### Heat check

■□□ Low.

**Professional standards, continued****Your answer**

The email says \_\_\_\_\_. Gia still \_\_\_\_ because \_\_\_\_\_.

→ The email says she does not have to post. Gia still has a connection because the book was free.

**In the news**

**Real source** | NBC News | November 15, 2023

**Influencers warned by FTC over ‘inadequate’ disclosures of artificial sweetener promotions**

Real creators were warned for not clearly saying they were paid, the exact question this case asks.



**Real source** | ABC News | November 6, 2019

**Popular YouTuber chimes in on federal product disclosure guide for influencers**

A creator reacts to the FTC’s disclosure rules, showing how the guidance lands for people who actually post.

**Notes**

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This page continues page 132. The notes for both pages are on the sheet for page 132.

## Sort the evidence

**On your own** Follow each choice to its results. Then write whose view is missing. About 8 minutes.

Follow both choices forward. Which consequences can Gia control, which depend on viewers, and what test tells her the disclosure worked?

### Post the first cut with only a brand tag in the caption

Sound-off viewers never learn the book was free

**Who is affected**

➡ Viewers deciding whether to buy or borrow the book

### Disclose aloud and on screen in the first seconds

Viewers weigh the recommendation knowing the relationship

**Who is affected**

➡ Viewers deciding whether to buy or borrow the book

Some viewers may discount the review as an ad

**Who is affected**

## Whose perspective is missing?

Whose view is missing from these documents? What would you ask them?

The view that is missing is \_\_\_\_\_. I would ask \_\_\_\_\_.

➡ Gia's viewers are missing. I would ask one of them if they could tell the book was free.

### Pacing

Full chapter: 8 min.

✂ Short on time: skip this page.

### Say this

“Follow each choice forward. Which results can Gia control, and which depend on viewers?” — Model the first chain together.

### Watch for

**Misconception:** Students read “some viewers may discount the review” as a reason not to disclose. **Listen for:** “Then she shouldn’t say it.” **Then:** Ask what happens when viewers find out later. Follow the chain that starts with the tag only.

### Support

- Let students write the letter of each result on the arrows before they write sentences.

### Heat check

■□□ Low.

## Practice: choose a response

**On your own** Choose the change that makes the relationship clearest. Then fix the two marked phrases. About 8 minutes.

Gia loves the novel the publisher sent her for free. Which change to her video makes the relationship clearest to viewers?

☐ A Tag the publisher in the caption.

☒ B Say and show at the start of the video that the publisher sent her the book for free.

☐ C Leave the video as it is, since the email said there was no obligation to post.

Why I chose it

➤ B. Viewers learn the book was free while they watch, even with the sound off. Gia can still say she loved it.

## Improve a draft

### A student's first draft

Okay you guys, I have to tell you about this book because I literally could not put it down!! ① #ad #booktok @publisher. The characters are so real and the ending destroyed me. I stayed up until 2 a.m. finishing it and then just sat there staring at the wall. Everyone needs to read this, trust me, ② it's the best book of the year and you won't regret it. Link is in my bio, go get it before everyone else does!

Rewrite each marked phrase so it says only what the evidence supports.

Rewrite phrase 1

➤ Say it and show it at the start: "the publisher sent me this book for free."

Rewrite phrase 2

➤ Say what happened: "I finished it in two nights."

## ⌚ Pacing

Full chapter: 8 min.

✂ Short on time: 5 min. Take the vote and read the best option's feedback. Skip Improve a draft.

## 💬 Say this

"Gia loves the book, and it was free. Which change makes that clearest?" — Take a vote before any discussion.

## 👁 Watch for

**Misconception:** Students choose C because the email said there was no obligation. **Listen for:** "They didn't make her post, so it's fine." **Then:** Reread the FTC quotation. A free product counts even when no post is required.

## 📖 Support

- Read the three options aloud before students choose.

## 🔥 Heat check

■□□ Low.

## ➤ Answer key

**A revised version:** On screen and said aloud: "Quick heads-up: the publisher sent me this book for free to review." Then: "Okay, you guys, I could not put this down. The two sisters felt real to me, and the ending caught me completely off guard. If you like slow-burn family stories, this one's for you. If you need a fast plot, maybe not. I finished it in two nights." Caption: "Publisher sent me a free copy for review. #ad #booktok." The disclosure is in the first three seconds, readable without sound, and the claim is about my own reading.

**Grades 6—8****Your task**

**On your own** Read the steps. Fill in the planner boxes before you start your draft.

Add a clear disclosure to Gia's review script and explain where you put it and why.

**Use:** The review description, the publisher email and three FTC key points.

**You'll make:** Storyboard plus 3—4 sentence explanation

**Time:** 45 minutes

- 1 Read the email in Evidence A. Circle what Gia got for free.
- 2 Read the first cut in Evidence B. Underline the only place the publisher appears.
- 3 Choose words from the word bank for a disclosure of one sentence.
- 4 Draw three storyboard frames. Put your disclosure in frame 1, spoken and on screen.
- 5 Write 3 or 4 sentences in the Your draft box. Explain where you put the disclosure and why.
- 6 Test frame 1 with a partner. Could a viewer with the sound off tell the book was free?

**Show it your way**

**Write it:** Write 3—4 sentences with the frame "I put it \_\_ because viewers \_\_."

**Say it:** Perform or record the first five seconds of the review with your spoken disclosure, then explain why you put it there.

**Show it:** Draw the three-frame storyboard and show where the words "sent to me free" appear on screen for a viewer with the sound off.



Prefer typing? Scan to open the online workspace.

**Case 8 | Your task | Grades 6—8 educator edition****⌚ Pacing**

Full chapter: 18 min.

✂ Short on time: 17 min. Students draw frame 1 only, then write the explanation.

**💬 Say this**

"What must a viewer on mute see in the first three seconds?"

**👁 Watch for**

**Misconception:** The disclosure goes at the end. **Listen for:** "She can say it later." **Then:** Move it to frame 1.

**📄 Support**

- Disclosure word bank: free copy, sent by, paid by, ad
- Frames: "I put it \_\_ because viewers \_\_."
- Storyboard with three frames
- Partner discussion first

**🔗 Stretch**

- Show where the disclosure goes for a viewer with the sound off.

**🔥 Heat check**

■□□ Low.

## Your task, continued

What Gia got for free

➤ A free copy of the novel

Where the first cut names the publisher

➤ Only in a tag in the caption,  
below the video.

Frame 1: what Gia says and what the screen shows

Gia says \_\_\_\_\_. The screen shows \_\_\_\_\_.

➤ Gia says, "Quick heads-up, the publisher sent me this free." The screen shows the words Free copy from the publisher.

Frame 2

➤ Gia holds up the book and says she could not put it down.

Frame 3

➤ Gia says she read it in two nights and loved the ending.

**Your draft**

Your explanation, 3 or 4 sentences

I put it \_\_\_ because viewers \_\_\_\_\_.

➤ I put the disclosure in frame 1 because viewers see the start first. I made it spoken and on screen because some viewers watch with the sound off. The tag in the caption only names the publisher. Now a stranger can tell the book was free in three seconds.

This page continues page 136.

### ☑ Standards

**Common Core, grade 6:** RI.6.1; W.6.2; W.6.5; SL.6.1.c; SL.6.1.d.

**Common Core, grade 7:** RI.7.1; W.7.2; W.7.5; SL.7.1.c; SL.7.1.d.

**Common Core, grade 8:** RI.8.1; W.8.2; W.8.5; SL.8.1.c; SL.8.1.d.

**C3 Framework:** D2.Civ.1.6–8.

The Case plan sheet gives each code in plain words.

### ➤ Answer key

**A strong response:**

- Names the relationship clearly
- Places it in the video, early
- Works with sound off
- Keeps Gia's honest opinion

**What to notice in the sample:**

1. Names the placement and gives a reason tied to viewers.
2. Explains why the disclosure takes two forms.
3. Explains why the tag alone is not enough.

## Check your work

**On your own** Answer the Check your work questions and mark your level in each rubric row. Then write one change you made. About 5 minutes.

|                                             |                                         |                             |
|---------------------------------------------|-----------------------------------------|-----------------------------|
| Does your disclosure say the book was free? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the disclosure in frame 1?               | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Could a viewer with the sound off see it?   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Did you keep Gia's honest opinion?          | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

### How your work is scored

Mark one box in each row.

| Skill                         | Beginning                                                               | Developing                                                | Proficient                                                          | Advanced                                                                        |
|-------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>Evidence</b>               | <input type="checkbox"/> No disclosure or claim support.                | <input type="checkbox"/> Tag only.                        | <input type="checkbox"/> Names the relationship clearly.            | <input type="checkbox"/> Names the relationship and supports the product claim. |
| <b>Reasoning</b>              | <input type="checkbox"/> Treats opinion as a substitute for disclosure. | <input type="checkbox"/> Discloses but can't explain why. | <input type="checkbox"/> Explains why placement and clarity matter. | <input type="checkbox"/> Distinguishes opinion, relationship and product claim. |
| <b>Audience &amp; purpose</b> | <input type="checkbox"/> Ignores viewers.                               | <input type="checkbox"/> Assumes viewers read captions.   | <input type="checkbox"/> Works for sound-off viewers.               | <input type="checkbox"/> Works across channels with consistent wording.         |
| <b>Revision</b>               | <input type="checkbox"/> No change.                                     | <input type="checkbox"/> Adds a hashtag.                  | <input type="checkbox"/> Adds spoken and on-screen disclosure.      | <input type="checkbox"/> Explains each placement choice for different viewers.  |

### Pacing

Full chapter: 5 min.

 Short on time: skip this page. Skip this page. Score the storyboards yourself with the rubric.

### Say this

“Mark your level honestly. Then make one change and say why.” — Ask for one moved disclosure or one cut claim.

### Watch for

**Misconception:** Students add a hashtag and call it done.

**Listen for:** “I added #ad.” **Then:** Point to the Revision row: a hashtag alone is the second level. Ask where a viewer on mute would see it.

### Heat check

 Low.

### Answer key

**How to assess:** The educator checks the storyboard for clear words, early placement and a sound-off version, and the explanation for a reason tied to viewers.

#### Proficient looks like:

- **Evidence:** Names the relationship clearly.
- **Reasoning:** Explains why placement and clarity matter.
- **Audience & purpose:** Works for sound-off viewers.
- **Revision:** Adds spoken and on-screen disclosure.

## This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

## Questions to discuss

**On your own** Write a short answer to each question. Then finish My take. About 10 minutes.

- 1 Would knowing the book was free change how much you trust Gia's review? Why or why not?

➤ Maybe a little. I would still believe she loved it, but I would know she did not pay for it.

- 2 Some viewers may treat a review with a disclosure as just an ad. How could Gia keep their trust?

➤ She can say the book was free right away. Then she can give her honest opinion, like how she read it in two nights.

- 3 Who should make sure disclosures are clear: creators, brands or platforms?

➤ Gia should, because she is the one talking to viewers. The publisher could remind her in its email.

## My take

I think Gia should \_\_\_ because \_\_\_.

➤ I think Gia should say the book was free at the start because viewers may not read the caption.

The evidence that changed my first guess is \_\_\_.

➤ Caio's notes changed my first guess. A tag only names the brand.

One question I still have is \_\_\_.

➤ One question I still have is how many viewers watch with no sound.

## ⌚ Pacing

Full chapter: 10 min.

✂ Short on time: 3 min. Use the first My take frame as an exit ticket.

## 💬 Say this

“Answer with a detail from the evidence, not with a real creator you follow.” — Post the question numbers and take one answer per question.

## 🔗 Stretch

- Ask what a disclosure checklist for a school media club would include, and who would check it.
- Going further: What does a viewer need to know about how Gia got the book? Plan one way to check that viewers understood the disclosure. A view count cannot tell you that.
- Going further: Design two versions of a sponsored post, with the disclosure in a different place in each. Keep the relationship equally clear in both versions.
- Going further: Find the line in the evidence that shows the book was free. Before you call any real post sponsored, look for that kind of evidence. Do not accuse a real creator based on a guess.

## 🔥 Heat check

■ ■ □ **Question 2: Medium.** Students may name real creators they believe hide sponsorships.

**Cool-down:** Say: “We are talking about Gia, not real creators.” Return to the viewer comment, which is about a creator.

## Talk about this case at home

### Case 8: Is it a recommendation or an ad?

In this case, a publisher sends Gia a free novel, and her video review does not say the book was free. Your student read the email and the video script, then rewrote the opening so viewers learn about the free copy.

#### Questions to talk about

- 1 How can you tell when a video review is also an ad?
- 2 Where in a video would you look for a note that a product was free?
- 3 Why might a review still be honest if the reviewer got the product for free?

Nobody needs to share personal stories or private information to talk about this case.



See the case online.

## Case 8 | Talk about this case at home | Grades 6—8 educator edition

### 🕒 Pacing

At home: this page takes no class time.

### 💬 Say this

“Take this page home or read it with someone you trust.” —  
Nobody needs to share a personal story to complete it.