**Research Log**

JayMJ23. "Michael Jordan "Let Your Game Speak" Nike Commercial." YouTube. YouTube, 27 Feb. 2006. Web. 19 Apr. 2012. <http://www.youtube.com/watch?v=dBxcunGc\_nA>.

Time Spent: 1.03 Minute

|, Jemele Hill. "Jordan, Nike Need to Stem violence." ESPN. ESPN Internet Ventures, 28 Dec. 2011. Web. 19 Apr. 2012. <http://espn.go.com/espn/commentary/story/\_/id/7393317/michael-jordan-nike-do-more-stem-violence>.

Time spent: 15 Minutes

Swoosh! Inside Nike. Dir. CNBC. Perf. Michael Jordan, Phil Knight, Tiger Woods, Lebron James, Charles Barkley. Cnbc.com. Cnbc, 11 Feb. 2008. Web. <http://www.cnbc.com/id/23111853/Michael\_Jordan\_Still\_Marketing\_Success>.

Time Spent: 45 Minutes

Crotchrot. "Michael Jordan Spike Lee Nike." YouTube. YouTube, 02 Mar. 2007. Web. 13 Apr. 2012. <http://www.youtube.com/watch?v=BhHONpmlxPc>.

Time Spent: 30 Seconds