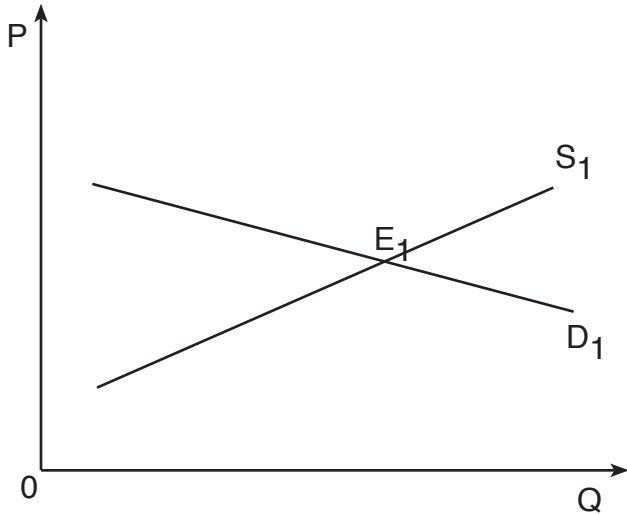


Name: _____ Date: _____ AP - Honors

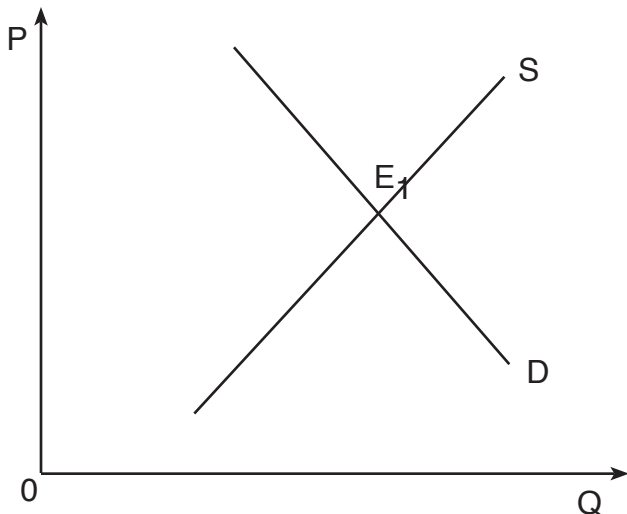
Graphically show what affect the headlines will have on the Supply and Demand curves. Explain why this occurs. Label the new curve(s), new equilibrium, new price and quantities. Explain what has happened to the Price and Quantity (Increase, Decrease, Remains the Same).



1. This graph illustrates the supply and demand for Texas Pure Angus Beef.

Today's Headline:

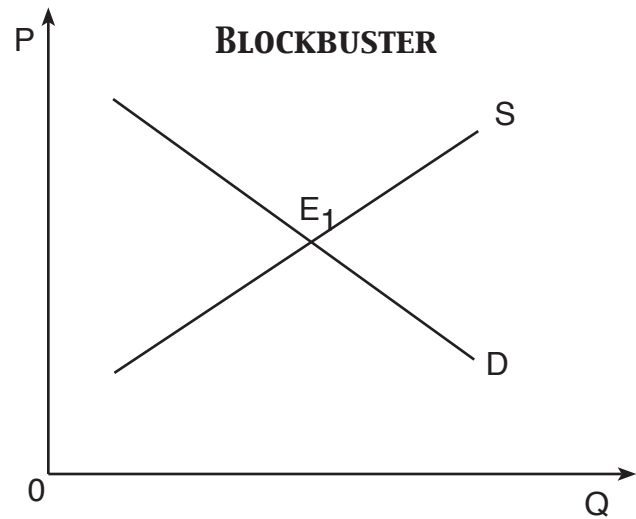
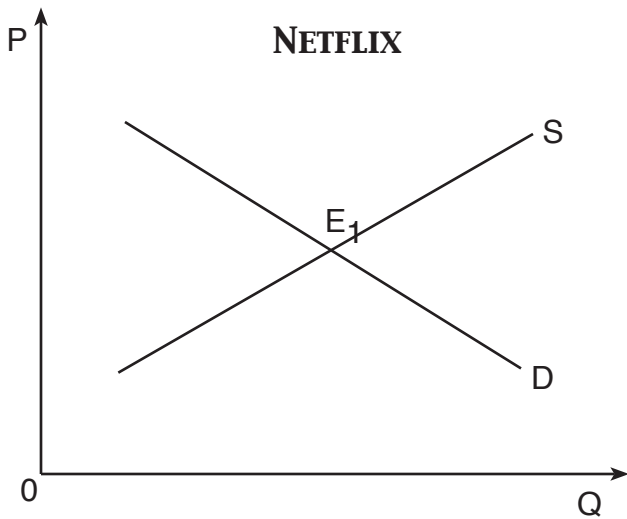
**“MAD COW DISEASE DISCOVERED
ON WACO RANCH”**



2. This graph illustrates the supply and demand for Air Jordans.

Today's Headlines:

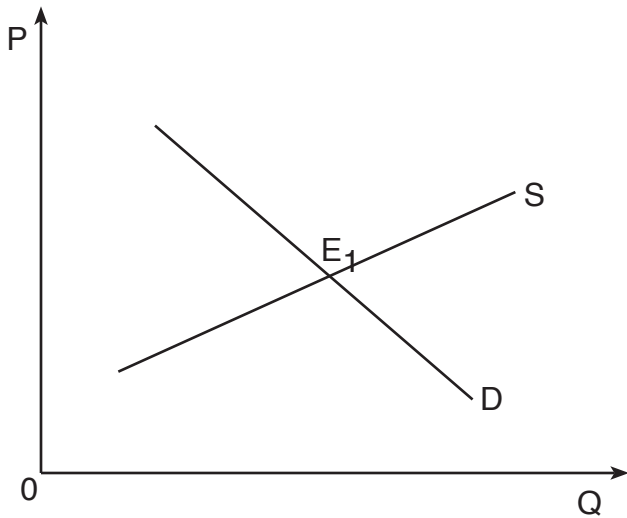
**“MICHAEL JORDAN RETURNING
TO THE NBA - ‘IT’S GOTTA BE THE
SHOES’
&
FIRE DESTROYS NIKE PLANT IN
VIETNAM”**



3. These graphs illustrate the supply and demand for DVD rentals.

Today's Headlines:

“NETFLIX OFFERS UNLIMITED DVD BY MAIL RENTALS AND UNLIMITED ONDEMAND SERVICES FOR ONLY \$9.99 PER MONTH”



4. This graph illustrates the supply and demand for the Xbox.

Today's Headlines:

“MICROSOFT PERFECTS AUTOMATED PRODUCTION TECHNOLOGY & TOP GAMING SOFTWARE GIANT SIGNS EXCLUSIVE DEAL TO PRODUCE SOLELY FOR GATE'S GAMESYSTEM”