



Marco Rubio
FIGHTING FOR A NEW AMERICAN CENTURY
PAID FOR BY MARCO RUBIO FOR PRESIDENT



WE MUST BUILD A BETTER TOMORROW FOR AMERICA
DONATE NOW
PAID FOR BY CARSON AMERICA www.bencarson.com
CARSON 2016
4President.us



TRUMP PENCE
MAKE AMERICA GREAT AGAIN!



Join Hillary for America. It's Your Time.
COUNT ME IN →
PAID FOR BY HILLARY FOR AMERICA
4President.us

Campaign Tools, Media in Politics



Clinton Kaine 2016



Kasich
JohnKa



TRUMP
FOR PRESIDENT 2016
MAKE AMERICA GREAT AGAIN.



Bernie
Bernie is challenging the power of big money and fighting to make America work for the rest of us.
JOIN OUR MOVEMENT.
PAID FOR BY @BernieSanders
4President.us

How are campaigns run?

- Candidate
 - Researchers
 - Campaign Manager
 - Press Secretary
 - Policy Expert
 - Event Coordinator
 - Fundraiser
 - Political Consultant
 - Travel Planner
- [War Room Trailer](#)

What tools do campaigns use?

- Television and internet campaigns
- Social Media campaigns
- Campaign speeches and debates
- State-by-state polling and Electoral math
- Fund-raising, Super PACs, and war chests
- Endorsements by Celebrities and other politicians
- Getting candidate on talk/comedy shows



Obama on SNL

History of Media in Politics

Evolution of Advertisements



Daisy Commercial



Willie Horton commercial

For: Public Relations/Media Specialist(s)

Read “The 2016 Presidential Campaign—a News Event That’s Hard to Miss” [just the first page] linked below

Given the demographic audiences you are trying to reach, determine for your campaign five things that the article informs you about how you will need to appeal to your target groups and which news sources you will need to focus on. Write those lessons down on your notesheet, share them with your group members, and use that information to direct your media strategy.

<http://www.journalism.org/2016/02/04/the-2016-presidential-campaign-a-news-event-thats-hard-to-miss/>

- You are to create one campaign ad between 60-90 seconds
- You will create EITHER
 - An attack ad opposing one or more candidate's planks
 - OR
 - An issue ad, promoting one or more of your candidate's planks
- Before the debate, you will upload to youtube and provide Mr. D with the link

Remember: Demographics and media consumption dictate what and where to advertise.

Your ad must

****Clearly target the demographics you will need to compete for victory**

****Include your Slogan**

Your ad may also include

Music

Symbols

Endorsement(s) → by the candidate or by others

Issue Ads

[John Kasich - Jobs](#)

[Ted Cruz - Smaller Government](#)

[Bernie Sanders - Leadership](#)

[Hillary Clinton - Fighting for You](#)

[Hillary Clinton - Immigration](#)

[Donald Trump - Economy](#)

[Donald Trump - Tax Cut](#)

Attack Ads

[Colbert SuperPAC](#)

[Romney - Obama Against Success](#)

[Hillary Clinton - Role Models](#)

[Hillary Clinton - Mirrors](#)

[Donald Trump - Clinton's American Economy](#)

[Donald Trump - General attack](#)

Student Ad Examples:

[Libertarian - Preserve Freedom](#)

[Democrats - Health Care](#)

[Green Party - 3 planks](#)

[Republican](#)

[Green Party](#)

[Democrats - Gun Control](#)