

Teaching With & About Political Ads (2022)

ADVICE & RECOMMENDATIONS: HOW TO TEACH WITH AND ABOUT POLITICAL ADS

We are all now seeing ads for candidates running for office. Many are candidate sponsored; others are Super PACS.

It is my experience that many (educators, students) don't know how to deconstruct these spots, which is why I wrote a book about them ([Book: Political Campaigns and Political Advertising – Media Literacy Clearinghouse \(frankwbaker.com\)](#)) and devoted an entire web site to them ([Media and Politics – Media Literacy Clearinghouse \(frankwbaker.com\)](#))

Most can be found on the candidate's website or on YouTube and Vimeo.

Years ago, I created the [Political Ad Analyzing Worksheet – Media Literacy Clearinghouse \(frankwbaker.com\)](#) as a handout that can be used with students.

I've previously written several blog posts about this: [Help Students Understand How Political Advertising Works \(middleweb.com\)](#) ; [Pulling Back the Curtain on Campaign Ad Techniques \(middleweb.com\)](#) ; and [Media Literacy: Truth and Political Advertising \(middleweb.com\)](#) (These three can be reprinted or republished: if you republish, please advise me)

CBS News produced this valuable segment: [Why TV stations can't censor misleading political campaign advertisements – YouTube](#)

PBS is streaming: [The Origin of Political Attack Ads Unveiled in World Broadcast Premiere of 'The First Attack Ads: Hollywood vs. Upton Sinclair' | Press Room | PBS SoCal](#)

I also posted this recently: [How To Determine What Your TV](#)

Station Charges for Political Ads <https://www.frankwbaker.-com/mlc/political-ad-fcc-tv-files/>

All of this is to say: we ALL need to help understanding this unique form of advertising that contributes MILLIONS to the bottom lines of the TV stations AND their owners.