

“The 30-Second Candidate”

wisconsinvote.org

Internet Political Campaign Advertising

Fact: According to the Campaign Media Analysis Group (CMAG), \$2.7 million had been spent on Internet campaign ads through August 2004.

Fact: Because “Web Ads” are essentially unregulated, these ads tend to be more negative and sarcastic in tone (The Moving Images Museum).

Check this out!

Log onto www.wisconsinvote.org and click on the “Candidates” button. Select two candidates running for the same office and check out their official campaign websites. Look for information on donating to the campaign and volunteering for the campaign.

How easy is it to contact the campaign headquarters online? What do these two websites have in common? How are they different? What do you like? What don’t you like?

How much is too much?

Check out the websites for 4 or 5 other political candidates of your choice. Make a chart to track the number of web pages and links on each candidate’s website. How do these totals compare?

Who pays?

Where do you find the “Paid for by…” information on Internet political campaign ads? How can you find out how much political websites cost? Where does the money for these websites come from? Do donations made online support these websites?

Truth Check

Pick an Internet website for any candidate campaigning for the 2008 election. Now do a truth check:

- ✓ Who paid for this website?
- ✓ What is this website communicating? What is its message?
- ✓ How is the message being communicated?
- ✓ What is the purpose of this website?
- ✓ How does this website affect its viewers? How does it affect you?

The 30-Second Candidate is a project of Wisconsin Public Television and the Educational Communications Board.