**Political Ad Video**

You need to complete and submit the log.

Make sure you have the following in the video:

A clear and precise message

* Have a clear slogan
* Make sure that words like “voter,” “you,” are used
* Repeat the slogan (mere exposure effect)

Use imagery and music

Use facts and emotion

* Be authentic

Make sure the voters trust the information like you do

Challenge the voter

* To vote
* To share the video

Be Creative!!!

* You may use people that you know
* You use drawings
* You may use yourself

Make sure you watch the videos below as instructed in the syllabus.

Here are historical examples of candidates’ political ads to inspire you:

<http://www.livingroomcandidate.org>

<https://archive.org/movies/thumbnails.php?identifier=PresidentialCampaignAds1960-1976>

Here is the ballotpedia’ website for you to choose a measure:

<https://ballotpedia.org/Main_Page>

Choose your state! Choose a ballot measure.