## **POLITICAL ADVERTISING**

There will be "A Chicken for Every Pot."

That familiar campaign slogan for Herbert Hoover, published in 1928 in *The New York Times*, still reverberates today, a full 90 years later. It shows the power that can come from effective newspaper advertising.

Political advertising has been around in America as long as there have been elections.

In 1791, groups supporting and opposing Alexander Hamilton in his role as United States Secretary of the Treasury, published competing newspapers in hopes of swaying the electorate on the then-controversial issue of minting money for common exchange.

While starting a newspaper today to fight for one cause is not a financially feasible endeavor, ads can be purchased that accomplish much the same goal.

According to BusinessTown, nearly 70 percent of Americans read a newspaper, and 50 percent of those readers consume it only in print.

Print ads also offer a permanence online ads don't. A banner ad is gone once the user clicks on another page. Print ads can last forever. Thumb through the pages of magazine from 10 years ago and the ads will still be there. According to BusinessTown, print ads offer the strongest degree of credibility. Consumers trust print ads in much larger numbers (71 percent) than they trust TV (41 percent) or online advertising (just 25 percent), according to a survey conducted by the organization.

The first continuously published newspaper in America was the *Boston News-Letter*. The first issue was distributed by John Campbell on April 24, 1704 and continues to this day.

It didn't take long, just a couple weeks, before the first paid newspaper ad followed in the *News-Letter*.

It was an announcement for a real estate sale on Oyster Bay, Long Island on May 8, 1704.

Newspaper continues as a popular avenue to advertise, reaching 64 percent of registered voters on a weekly basis, according to BusinessTown.

Television changed the advertising spectrum when it comes to politics. Dwight Eisenhower is credited as being the first politician to launch a TV ad campaign when his ads appeared in 1952. TV ads were considered mainly for glitz.

"From the very beginning, campaign ads were not substantive," said David Schwartz in an article that appeared on Moyers & Company that was written by

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Wages, dividends, prop	ress and prosperity say r Hoover"

A full 90 years later, the Herbert Hoover newspaper ad campaign promising "A Chicken for Every Pot" is still known today.

Lauren Feeney.

Schwartz continued, "The first televised campaign ads were the Eisenhower Answers America ads, which were 20 seconds long. They identified key issues and made very simple statements. The message was: Washington's a mess. It's filled with corruption. We're stuck in the war in Korea. Prices are too high, and Eisenhower is the outsider who's going to come in and fix that. The ads repeated those points over and over again."

According to The Balance, Lyndon B. Johnson ran one of the most powerful TV ads in political advertising history. Entitled "The Daisy Girl," it showed a young girl playing "he loves me, he loves me not" and when the last petal was plucked, a voice counted down to a nuclear explosion. It was verging on propaganda, but it worked as Johnson carried 44 states to 6 states for Barry Goldwater.

In the decades that followed, up to the present day, most political ads have gone in attack mode. A common sentiment in national politics is an ad seems to be most powerful when it's saying "Don't vote for this candidate" because he or she has done this, or thinks this. The ads often are not accurate.

Ronald Reagan used attack ads effectively against Jimmy Carter. George H.W. Bush ridiculed his opponent, Michael Dukakis. This style is now commonplace.

## Integrity You Can Trust, Dedication You Deserve!



Pictured above: The Martins and Extended Family

Paid for by the committee to elect Marc Martin, Randy Garrison Treasurer

## Marc Martin For Sheriff

A family centered, Christian native of Warren County who has proudly served the citizens for over 22 years in Law Enforcement. During his career, Marc has held positions in ever division of the Sheriff's Office including Corrections, Patrol Officer and Investigations. This experience gives him a unique insight into the daily operation of the Sheriff's Office, an intimate understanding of the management of all divisions, and an excellent qualification for leadership.



For more info visit www.votemarcmartin.com

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