Checklist to Evaluate Television Ads

Candidate: | **Party:** | **Year of Ad:**

Name of Commercial: | **Length:**

Source of Commercial: ☐ Political Party ☐ 527 Group _____
☐Other: _____

Type of Ad: ☐ Warm & Fuzzy ☐ Platform ☐ Issue ☐ Attack

Candidate Mythology:
- ☐ War Hero
- ☐ Man of the People
- ☐ Father
- ☐ Savior
- ☐ Friend
- ☐ Other

Background Locations
Specific Background(s):

Feeling(s) of Background:

Props
☐ American Flag ☐ Desk ☐ Newspaper Headlines
☐ Podium ☐ People ☐ Other

Emotion-Communicating Face
Whose face?

Describe face & it's emotion:

Appeals to Emotion
☐ Fear ☐ Satisfaction ☐ Character
☐ Patriotism/Pride ☐ Other

Music
Does this ad have music?

Describe how the music, or lack of music, affects the commercial:

Film Editing
☐ Slow Motion (emphasizes action) ☐ Close-up (emphasizes person or place)
☐ High Angle (Show smallness, size of crowd) ☐ Low Angle (Larger than life)
☐ Black & White (serious, usually negative) ☐ Other

Clothing
☐ Suit (power, taste, authority) ☐ Shirt Sleeves (ready to work, "common man")
☐ Jacket over shoulder (ease, warmth) ☐ Loosened tie (ease, warmth, work)

Depicted Action (Describe how actions depicted in the ad emphasize the tone of the ad)

Supers/Code Words (These are large words contained in the ad. What "Super" words are used and how do they emphasize the message of the ad?)