

## Spot the President: Presidential Campaign Ads



*Every four years, television programs break for ads for those most American of products—the U.S. president and the ideals of democracy. For more than half a century, presidential candidates have used television ads to communicate their platforms and criticize their opponents. Decide whether the following statements are true or false.*

1. The advertising executive who planned the first candidate television ad campaign had previously created the Coca-Cola “Passport to refreshment” campaign.

- True
- False

2. In 1960, John F. Kennedy’s television ad campaign included non-English-language advertisements.

- True
- False

3. As the Vietnam War continued, despite his promises to end it, Richard Nixon’s 1972 reelection ad campaign depicted him as stern and focused entirely on withdrawing troops from Vietnam.

- True
- False

4. A 1984 ad for Ronald Reagan’s reelection used the threat of a bear in the woods to suggest the need for better gun control laws.

- True
- False

Sources:

Museum of the Moving Image, *Living Room Candidate: A History of Presidential Campaign Commercials, 1952-2008*, <http://www.livingroomcandidate.org/> (accessed November 24, 2009). Evan Jones, *American Food: The Gastronomic Story* (New York: E. P. Dutton, 1975).

<http://teachinghistory.org/history-content/quiz>