

POLITICAL ADVERTISEMENTS IN COLORADO SPRINGS



While the presidential race is often considered a national contest, the truth is that the elections are only being fought in several of the states within the country. These states are considered the swing states and are primarily the most important for voters. A number of campaigns have been featured within these states and many outside groups have spent millions of dollars into television advertisements with the hope of getting undecided voters to choose the presidential candidate for their choice. There are only around six weeks left before the votes will take place and because of that, many swing states have been seeing a whole lot more advertisement spending, even more spending than what took place in 2008. For the Colorado Spring, Colorado area, advertising has actually tripled from the amount of advertising displayed four years ago during the 2008 election. The advertisements once used to be displayed during news programs in the morning and evening but now they are being featured between all types of shows, including soap operas, reality television shows, and cable programs. Many people in the area may feel as though they are going insane due to the constant display of these political advertisements. There is even an office in the Colorado Springs area where a number of volunteers are working at a phone bank with a number of different signs in support of Romney. Some of the signs says Romney=Jobs while Obama=Tax. Data that was recently provided by the Kantar Media CMAG shows that a total of 1,500 political advertisements were featured in the Colorado Springs area throughout all of last week. The vast majority of those advertisements were negative against one another. Only a total of 50 advertisements were actually positive, which is a total of 3 percent of the advertisements being featured on the television. The rest of the advertisements were personal attacks against one another. Popular companies, such as Pepsi and Coke, would never be able to get away with such negative advertising but political advertisements are so much different. One advertising executive in Colorado Springs, Kyle Blakeley, has said, "The old adage is that negative advertising hurts both candidates — it just hurts the one doing it a little less than it hurts the one he's going after." For this political race, one thing is for certain and, that is the fact that both Romney and Obama advertisements are quite negative. While both candidates have different advertising strategies put in place for targeting voters, they are both attacking one another in their advertisements.