

SUPER PAC ADVERTISING FOR ROMNEY



Super PACs that are in charge of backing up Mitt Romney, the presidential candidate who will be going up against the current President Barack Obama for the spot as President, have recently announced that they will be spending a million dollars on radio advertisements that will be aired in several different states. These advertisements that will be aired will be completely in favor of Romney and will also bash the current President Barack Obama, talking negatively about him and what he has and has not done for the country. The purpose of the spending on such advertisements is to win over votes in specific areas, those particular areas that are considered must-win states. Both Obama and Romney, along with the people who back them each up individually, have been spending millions of dollars for television advertisements to be displayed as a way of catching the attention of those watching television and trying to attempt them to vote for one or the other. While millions have been spent on television advertisements, neither of the two candidates have been extremely aggressive when it comes to advertisements on the radio, which is basically a cheaper method of targeting people based on demographics. The radio advertisements that will now be displayed are set to air in specific states, including Nevada, Pennsylvania, Ohio and North Carolina. As the elections are steadily approaching, both candidates are starting to get a little more aggressive when it comes to advertising and the type of message that these advertisements actually portray to the listeners. One of the advertisements in favor of Romney is narrated by a female voice and talks lowly of how Obama chose to spend trillions of dollars from the taxpayers and put it toward a stimulus, which is something that simply failed. The narrating voice continues to talk about how the jobless rate is not nearly as low as it should be and how it has been at 8 percent or above for over 40 months in a row. The advertisement also refers to Obama as being desperate in his attacks against Romney. While Romney's campaign is clearly attacking Obama for his poor decisions, Obama's campaign has decided to take aim against Romney as well. In his campaign, he questions Romney about his loyalty to the country and also questions his honesty. Romney has been quiet defensive and all the while, many people who once voted for Obama are not sure what to do now, especially since they feel the economy has not recovered as quickly as they thought it would.