

## **Excerpt from the League of Women Voters “How to Judge a Candidate”**

### **Avoid Distortion Techniques**

#### **Evaluate Candidates’ Use of Video**

Candidates are aware of the potential power of video and try to use it to their advantage. When you see videos about a candidate or that feature the candidate, consider that the picture you see may be staged by a media advisor whose job is to make the candidate look good on camera. As you watch news coverage of campaigns, be aware of staged events (also known as photo opportunities) and try to instead focus on what the candidate is saying about the issues.

The same applies to political advertisements on television or online. When you watch political ads, be aware of how the medium influences your reactions. Ask yourself: Did you find out anything about issues or qualifications, or was the ad designed only to affect your attitude or feelings about a candidate?