

## Tips For How Fact Check Super PAC Ads

- Look for the faint type at the end of the commercial to ID the Super PAC.
- Look up the Super PAC online to see which candidate or cause it is connected to by going to Web sites such as [opensecrets.org](http://opensecrets.org). Run by the Center for Responsive Politics, the site [lists](#) the organizations, candidate the group supports or opposes, how much money the group has raised and spent, as well as its political viewpoint.
- Pay close attention to claims made in ads, then check with fact-checking websites. Remember Swift Boat Veterans for Truth? John Kerry's armed services career was redefined, for some, when the organization alleged that his Purple Hearts were earned fraudulently.
- Look at the production values. Are faces darkened? Is the background music ominous? If you minimize those emotion-grabbing elements, what is the ad's message?

Ask yourself whether the ad is positive in support of a candidate or negative in opposition to a candidate. Super PAC ads can be either, in fact the groups can say anything they want, but their ads are usually negative and characterized as "attack ads," though it is difficult to determine who is attacking.