

How should student newsrooms handle political ads? | Poynter

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In 2018, Vote.org bought full-page ads in nearly every student newspaper across the United States. It was one of the largest advertisement campaigns in the country to encourage younger voters to participate in their midterm elections.

In that case, a nonpartisan organization was encouraging young Americans to vote — hardly a controversial topic. But as election season hits full swing, campaigns are once again trying to connect with young voters, and some of them carry more polarizing messages. Student journalists should understand the ethical concerns of running political advertisements, and draft clear policies for their publication.

[...]

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