

Latest Ted Cruz Ad Is a Blast ... Literally

Tuesday, the Cruz for President campaign announced it made a \$700,000 ad buy to run his latest ad in Iowa, both on radio and TV, during *Duck Dynasty* and NFL playoff games over the weekend.

The new 60-second spot, titled "Cruz Commander," features Phil Robertson, the patriarch of the Robertson Family and star of the popular reality TV series, on a duck hunt with the Texas senator. Prior to the hunt, Robertson explains his presidential selection process:

"My qualifications for president of the United States are rather narrow," he says in the commercial. "Is he or she godly, does he or she love us, can he or she do the job? And finally, would they kill a duck and put them in a pot and make a good duck gumbo?"

Robertson says Ted Cruz is "my man, he fits the bill." And in a not-so-veiled reference to an earlier campaign appearance involving another member of the Robertson family, he says in the ad that all of the Robertsons would be following suit.

"Cruz the reason we're going to vote for you, all of us, is because you're one of us my man," he said. "That's why we're voting for you. It's now or never. We're gonna lose our beloved country unless there's a turnaround, and I think this is it."

Robertson's son, Willie, made headlines in September when he appeared at an event with Donald Trump. A few days later, he said he had not endorsed Trump, and was sticking with Louisiana Gov. Bobby Jindal, who has since left the race.

Phil Robertson announced his endorsement of Cruz last week.