

cmag on the issues

The Advertising Research Newsletter for Politics,
Public Affairs and Advocacy Professionals

Election 2009

Due to recent retirements, appointments, scandals, etc., issue advertising is not the only kind of political ad we're seeing — many candidates are airing ads for primaries, special elections and even to get a head start for Election Day.

— U.S. House IL-5 —

With 14 candidates vying for the Democratic nomination and four on the Republican side, the ballot for the March 3 primary (to replace Rahm Emanuel) has become very crowded. Three Democrats, Charlie Wheelan, John Fritchey and Sara Feigenholtz, have already spent a combined total of approximately \$443,000. In his ad, Wheelan describes himself as a “breath of fresh air” and mentions greed on Wall Street and economic problems. Similarly, Fritchey calls for an end to bickering and restates Pres. Obama's call to “put aside childish things.” Feigenholtz ran a more biographical ad and highlighted her efforts toward children's healthcare.

— U.S. House NY-20 —

A special election, which will be held at the end of March to fill Senator Kristen Gillibrand's seat, is just starting to heat up between Democrat Scott Murphy and his opponent, Jim Tedisco. Murphy is running two ads to introduce himself and his ideas, while the NRCC co-sponsored an ad with Tedisco describing his priorities in Congress. The GOP has targeted this race to help rebuild the party in the North East.

— VA Governor —

Democrat Terry McAuliffe announced his candidacy early this year and was quick to release two ads, which focus on how he plans to bring more jobs to Virginia.

THE AGE OF ADVOCACY ADS JUST KEEP GOING AND GOING...

The election is over, but the campaign marches on.

— Healthcare —

With healthcare as a major focus for the new administration's punch list, organizations lobbying a healthcare agenda continue to sponsor ads, spending more than \$18.5 million so far this year.

America's Agenda Healthcare for Kids continued its pre-election, bipartisan healthcare campaign spending \$2.8 million nationwide. The ad targets more than 60 legislators, thanking them individually for their support of SCHIP. Spending hundreds of thousands a day so far, PhRMA is running a similar ad that also thanks specific members of Congress for providing “healthcare coverage for 11 million children, giving their parents one less thing to worry about.”



AAHK thanked members of Congress for passing SCHIP

Most healthcare advertising this year, however, has been focused on state-level politics as legislators struggle to balance their budgets.

New York State's unions are targeting Governor Paterson's proposed \$3.5 billion budget cuts to healthcare services. Spending more than \$3.3 million to date, six groups have run various ads that describe how these cuts unfairly target the middle class and will cause hospital closures and layoffs.

Other states seeing ads against such

budget cuts include Ohio, Kentucky, California, Connecticut and Nevada. To date, almost \$4.7 million has been spent by advocacy groups directing state legislators to ease budget cuts against certain government-funded areas. CMAG expects this trend to continue for the foreseeable future.



— Unions —

In addition to targeting state issues, labor unions have dedicated more than \$9.5 million this year to ads addressing job security and union organizing laws. Other ad campaigns take aim at the effect of immigration on employment.

Spending more than \$325,000, Americans United for Change is running a series of ads urging specific Republican members of Congress to support Obama's job plan rather than “the failed

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QUICK CALCULATIONS

*Below are Stats About
2009 Energy Ad Spending*

\$65.9 million — total spent on TV advertising aimed at energy issues.

Global warming was the most discussed issue in energy ads — more than **\$18.4** million was spent by groups on the topic.

The majority of ads — **\$28** million — were aired on **Nat. Cable TV**.

In This Corner: COALergy vs. Eco-Hypocrite



[C.W. Suter]: "At COALergy, we view climate change as a very serious threat to our business."



That's why we've made it our primary goal to spend a large sum of money on an advertising



[Carlton]: "Hey there, I'm Carlton, the wealthy eco-hypocrite. I inherited my money



and attended fancy schools. I own three homes and five cars but always talk with my rich



effort to help bring out and complicate the truth about coal. The fact is coal isn't dirty — we think it's clean."



[Suter smells lump of coal]
[C.W. Suter]: "Smells good too."



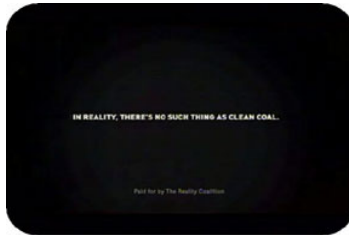
friends about saving the planet. And I want Congress to spend billions on programs in the name of



global warming and green energy, even if it causes massive unemployment, higher energy bills and



So, don't worry about climate change. Leave that up to us."



[Announcer]: In reality, there's no such thing as clean coal.



digs people like you deeper into the recession. Who knows, I'll probably make money off of it."



[Announcer]: Isn't it time Congress listened to the rest of us and got its science and priorities straight?

Ad Sponsor: Alliance For Climate Protection
Ad Title: "COALergy"

Ad Sponsor: Americans For Prosperity
Ad Title: "Wealthy Eco-Hypocrite"

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policies of the past."

Unions have continued to air ads addressing the Employee Free Choice Act. Almost \$5.3 million was spent since Election Day in support of the act, while opposition groups shelled out only \$1.5 million.

American Rights at Work responded to earlier attacks against the act in an ad about corporate greed: "The truth is the Employee Free Choice Act absolutely protects workers' right to choose a secret ballot election." In addition to this ad, the organization ran

two other TV ads calling for a level playing field in terms of job benefits and opportunities.

The Employee Freedom Action Committee countered with a series of ads that targeted Democratic senators and encouraged them to vote against the act. One TV ad blames union bosses for contributing to the economic crisis and predicts a grim future if the bill passes: "If you think the economy's bad now, it could get worse." These ads are running in Arkansas, North Dakota and Nebraska and have cost the group more than \$337,000 to date.

Interested in seeing other issues in the cmag eye? Keep up with the latest political advertising data and issues across the country

To learn about more issues in political advertising visit tnsmi-cmag.com or call (703) 379-8906