

cmag eye

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

The Beat Goes On

2010 Races See an Early Start in 2009

The year following a presidential election is historically the least active in terms of political ad spending. However, current hot-button topics such as healthcare, energy issues, budget woes and job security are keeping commercial breaks full of advocacy advertisements. To date, over \$100 million has been spent on direct federal issue-related ads and even more on ads that address a specific policy — a 10-fold increase from four years ago.

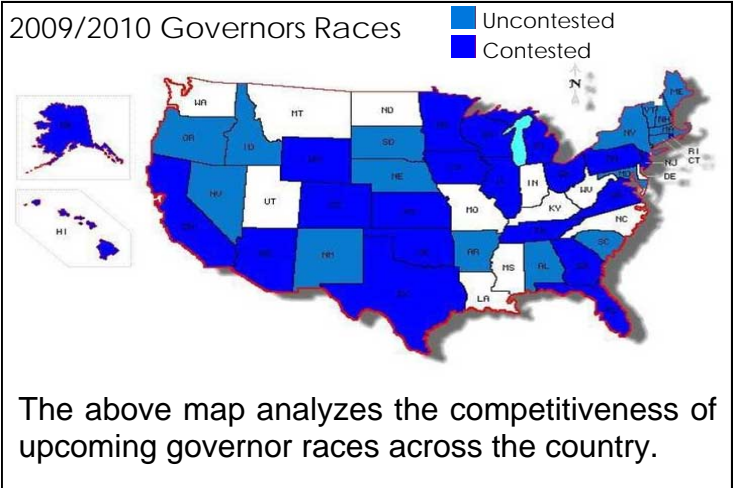
As the new political landscape takes shape, several states have already emerged as make-or-break for both parties. The importance of these must-win states is evident by the fact that a number of seats not up for grabs until 2010 are already seeing political ads, well before Memorial Day 2009. This strategy proved successful in the past as seen with Sen. Mitch McConnell (R-KY), who was a big target in 2008 and began airing re-election ads in November of 2007. In fact, Sen. Chris Dodd (D-CT) just began his 2010 re-election campaign with a new ad.

FLORIDA

In Florida, the Democratic Senatorial Campaign Committee is preparing to battle in 2010 for an opening Senate seat. Even before Florida Gov. Charlie Crist announced his intention to run for the seat, the DSCC spent \$8,000 on an ad that describes Crist as a power-hungry politician who is only interested in the perks of the position, rather than fixing Florida's problems.

UTAH

Senator Bob Bennett (R-UT) is already on the air with an ad featuring an endorsement by Mitt Romney. The ad



came as Utah Attorney General Mark Shurtleff officially announced his plans to enter the Republican primary for the seat. In the ad, Romney describes Bennett as a "conservative giant" who will "help America get back on its feet."

VIRGINIA

A blue Virginia surprised many in 2008 and is definitely a state to watch in the near future. With upcoming elections for governor, lieutenant governor and attorney general, Virginia could

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QUICK CALCULATIONS

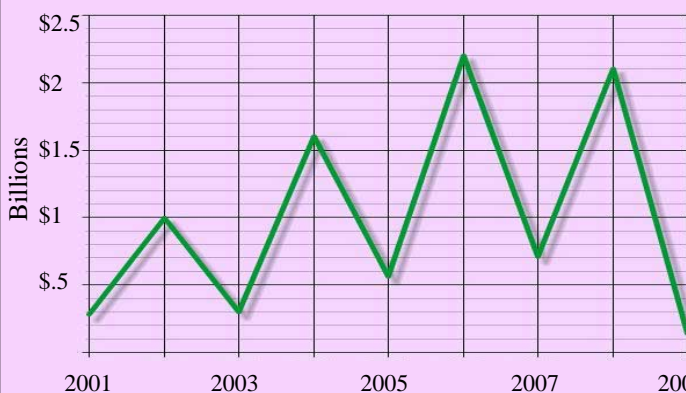
Below are Stats About 2009's Big Spenders

\$15.9 million — total spent this year on TV advertising targeting **mayor's** races around the country.

New Jersey governor's race has seen approximately **\$3** million in TV ad spending.

More than **\$100** million has been spent on federal issue-related advertisements to date this year.

— POLITICAL AD SPENDING SINCE 2001 —



The graph on the left shows the total money spent each year on all political and issue ads (local, state and federal). Although 2009 is only halfway through, ad spending has almost surpassed the total from 2001. This year is sure to be record-breaking.

* Represents spending through June 2009 only

In This Corner: MARRIAGE IN THE EMPIRE STATE

Same Sex Marriage?

[Announcer]: Think same-sex marriage doesn't affect your family? Legalizing gay marriage has consequences



for kids. Massachusetts schools teach second graders that boys can marry other boys. A California



[Karen]: "My daughter Jessica is 23 and Luke, 19. When Luke first told me that he was



gay — I always had an image of my kids buying a home, getting married, having children and



public school took first graders to a same-sex wedding, calling it a teachable moment.



And it's not just kids who face consequences. The rights of people who believe marriage



that image shifted. If Jessica meets someone and falls in love, she is able to get married, but if Luke



meets someone, he can't. It's not equal treatment." [Luke]: "I'm just as much of a citizen



means a man and a woman will no longer matter. We'll all have to accept gay marriage



whether we like it or not. Call your senator to say no to same-sex marriage.



as she is, but I'm not allowed to have the same thing." [Jessica]: "The law should be changed



so that he has all the same rights." [Announcer]: It's time to pass the marriage equality bill.

Ad Sponsor: National Organization for Marriage
Ad Title: "New York Consequences"

Ad Sponsor: Empire State Pride Agenda
Ad Title: "Luke"

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prove to be a very important election for the GOP's future.

Gearing up for June 9's Primary Election, the candidates are very active on the airwaves. To date, more than \$3.1 million has been spent on ads focused on the race. Of this amount, well over \$1 million has been spent by issue groups targeting Republican Bob McDonnell.

BALLOT MEASURES

So far this year, a total of approximately \$11.7 million has been spent nationwide on ads targeting ballot measures ranging from bonds in An-

chorage to a county sales tax in Illinois. California's Propositions 1A and 1B, which propose state budget reforms, saw the most ad dollars — more than \$9.3 million. The majority of the ads were in favor of the measures and described the importance of living within a budget and the importance of preventing more state-funded programs from being cut. Although the opposition was outspent by \$7.5 million, Californians voted against the measure on May 19.



Interested in seeing other issues in the cmag eye?

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Keep up with the latest political advertising data and issues across the country

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