

## **Over \$15 million spent in presidential TV advertising since conclusion of conventions**

**More than 55% of McCain ads are in conjunction with RNC;  
Nearly all Obama ads all paid for with candidate money**

**Obama airs larger percentage of negative ads than McCain**

**Traditional battleground states receive majority of ad spending**

MADISON, WI – In the week following the Republican convention, the McCain and Obama presidential campaigns spent over \$15 million on television advertising. Almost all (97 percent) of the airings in support of the Obama campaign were sponsored by the candidate, with the remaining three percent paid for by the Democratic National Committee. On the other side, the majority of the McCain campaign's ads (57 percent) were run in cooperation between the candidate and the party, with the remainder aired by the McCain campaign. The Republican National Committee did not air any ads on its own during the week following the conventions.

Despite much talk about an expanded playing field, by and large, states receiving advertising on 2008 look similar to the states targeted in the 2004 presidential campaign. The Obama campaign aired ads in seventeen states from September 6-13, while the McCain campaign aired ads in fifteen of those same states. Just over half of the money spent in this first week after the late summer political conventions was spent in the Midwest battleground states of Iowa, Indiana, Michigan, Minnesota, Ohio, Pennsylvania, and Wisconsin. Of note though, Obama also continued to air ads in Indiana, Montana, North Carolina, North Dakota, and Virginia -- all of which were won by George W. Bush in both 2000 and 2004.

**Table 1: Spending in Battleground States**

	McCain	Obama	Total
Total Spending	\$7,803,000	\$7,768,000	\$15,571,000
Spending in Big 10 States	\$4,496,000	\$3,564,000	\$8,060,000
% of Spending in Big 10 States	57.6	45.9	51.8

**CITE SOURCE OF DATA IN TABLE AS: TNS Media Intelligence/CMAG with analysis by the Wisconsin Advertising Project**

“Where the campaigns advertise tells us a great deal about the candidates’ electoral strategies. Post-convention ad buys give us insights into the campaigns’ assessments of where they think they are competitive as the fall campaign heats up. Advertising represents reality,” said Professor Ken Goldstein of the University of Wisconsin-Madison and the director of the Wisconsin

Advertising Project. “Looking where ads are being run tells us what the candidates are thinking. Campaigns only run ads in states they think they can win or where they think they can bait the other side into spending money.”

**Table 1: Advertising Spending by State**

	McCain	Obama
Colorado	\$553,000	\$522,000
Florida	\$1,040,000	\$1,327,000
Iowa	\$352,000	\$148,000
Indiana	None	\$263,000
Michigan	\$761,000	\$954,000
Minnesota	\$472,000	\$18,000
Missouri	\$353,000	\$504,000
Montana	None	\$37,000
North Carolina	\$245,000	\$300,000
North Dakota	<\$1,000	\$22,000
New Hampshire	\$225,000	\$172,000
New Mexico	\$214,000	\$155,000
Nevada	\$365,000	\$297,000
Ohio	\$812,000	\$801,000
Pennsylvania	\$1,612,000	\$948,000
Virginia	\$312,000	\$868,000
Wisconsin	\$487,000	\$432,000

\* Money spent by the Obama campaign in Minnesota was in the Rochester market, which also covers parts of northern Iowa.

**CITE SOURCE OF DATA IN TABLE AS: TNS Media Intelligence/CMAG with analysis by the Wisconsin Advertising Project**

McCain and Obama are roughly even in spending in Colorado, Florida, Michigan, New Hampshire, New Mexico, Nevada, North Carolina, Ohio, and Wisconsin. Obama is out-advertising McCain nearly 3:2 in Missouri and by nearly 3:1 in Virginia. McCain has aired virtually no ads in Indiana, Montana and North Dakota. McCain’s campaign is, however, out-advertising Obama by over 3:2 in Pennsylvania and over 2:1 in Iowa. McCain is also out-advertising Obama by a wide margin in Minnesota – a state where Obama has spent just \$18,000.

In line with the expectations of most observers, the campaign has turned more negative since the conclusion of the Republican Convention. In the first week of advertising after the conventions, Obama aired a higher percentage of negative ads than did McCain. 56 percent of the McCain campaign ads were negative, while 77 percent of Obama’s ads were negative.

Interest group advertising in the general election has been minimal thus far. Four groups aired ads during the week following the convention, spending a total of approximately \$187,000.

Three groups – Service Employees International Union (SEIU), the Defenders of Wildlife Action Fund, and Planned Parenthood Action Fund aired ads supporting Obama while Vets for Freedom aired ads in support of McCain.

**Table 3: Group Spending by State**

Group	State	Est. Spending	Total for Group
Defenders of Wildlife Action Fund	OH	\$3,000	\$3,000
Planned Parenthood Action Fund	CO	\$5,000	
	PA	\$4,000	\$9,000
Service Employees International Union	PA	\$25,000	
	MI	\$28,000	
	IA	\$20,000	
	OH	\$13,000	
	NM	\$10,000	
	WI	\$5,000	\$101,000
	OH	\$35,000	
Vets for Freedom	MI	\$18,000	
	VA	\$12,000	
	MN	\$9,000	\$74,000

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**Table 4: Advertising Airings by Market and Candidate**

Market	McCain Airings
Denver, CO	647
Detroit, MI	584
Reno, NV	567
Las Vegas, NV	564
Grand Rapids, MI	545
Grand Junction, CO	542
Philadelphia, PA	534
Tampa, FL	507
Harrisburg, PA	499
Jacksonville, FL	497

Market	Obama Airings
Detroit, MI	743
Denver, CO	710
Las Vegas, NV	651
Flint, MI	618
Green Bay, WI	586
Grand Rapids, MI	575
Cleveland, OH	574

Tampa, FL	535
Albuquerque, NM	516
Kansas City, MO	503

**CITE SOURCE OF DATA IN TABLE AS: TNS Media Intelligence/CMAG with analysis by the Wisconsin Advertising Project**

**Table 5: Total Airings by Market  
(incl. Candidate, Party, Group, and Coordinated Ads)**

<u>Market</u>	<u>Airings</u>
Denver, CO	1,360
Detroit, MI	1,327
Las Vegas, NV	1,215
Grand Rapids, MI	1,197
Flint, MI	1,095
Green Bay, WI	1,076
Tampa, FL	1,042
Albuquerque, NM	1,012
Cleveland, OH	1,005
Reno, NV	1,004
Orlando, FL	969
Philadelphia, PA	942
La Crosse, WI	910
Grand Junction, CO	890
Madison, WI	861
Harrisburg, PA	848
Kansas City, MO	824
Columbus, OH	816
Norfolk, VA	793
Wausau, WI	780

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The study also found:

- While the McCain campaign had not previously advertised in Florida, the campaign began aggressively airing ads there on September 1. From September 1-5, McCain spent just under \$1 million. During the week after the Republican convention, the period of the study, McCain's campaign aired just over \$1 million worth of ads in the sunshine state.
- Any time McCain was mentioned in an Obama-sponsored advertisement, he was either pictured or mentioned alongside President Bush. None of McCain's ads either pictured or mentioned President Bush.

Using data obtained from the TNS Media Intelligence Campaign Media Analysis Group (TNSMI/CMAG), the University of Wisconsin Advertising Project codes and analyzes nearly all of the political advertising that is aired in 2008 federal and gubernatorial races across the

country. The Ad Project, considered the single most important and credible source of information on campaign TV advertising, is funded in 2008 by a grant from the Joyce Foundation.

The Wisconsin Advertising Project codes political television advertising for sponsors, issues, tone, and numerous other characteristics – all in real time. While most of the attention will be focused on the presidential race in 2008, it also tracks candidate, party, and interest group advertisements in congressional, gubernatorial and other down ballot races nationwide, with a particular focus on the Midwest and the five states that comprise the Midwest Democracy Network (Illinois, Michigan, Minnesota, Ohio, and Wisconsin.) Findings will be released in a series of real time reports over the course of the campaign.

Ken Goldstein, professor of political science at the University of Wisconsin-Madison and the co-author of *Campaign Advertising in American Democracy* (Temple University Press), directs the Advertising Project. Goldstein has overall responsibility for the project and is available to work with media and policymakers during the entire course of the 2008 election year.

The Wisconsin Advertising Project coded virtually every significant political advertisement broadcast in the top 75 markets in 2000 and in the top 100 media markets from 2001 to 2004. In this process, using videos and storyboards of ads captured by TNSMI/CMAG, project staff first research the entity responsible for airing each separate political spot aired. In relation to campaign finance regulations as well as noting the names of sponsors, the project categorizes sponsors between those paid for by candidates, parties, hard money interest groups and soft money interest groups. Each spot is then further researched to attribute it to a specific candidate that the ad sponsors hope to elect. Once this is done, project staff codes the content of each ad, using a battery of questions. This extensive coding allows for the compilation of a massive database of the content of commercials that can be used in a variety of ways by scholars, the media and policymakers.

The University of Wisconsin Advertising Project is affiliated with the university's Political Science Department. This department is one of the nation's oldest and most respected programs. It is highly ranked in national surveys and its award-winning faculty is known for innovative research on the discipline's most current and important questions.

With a reputation for unbiased and non-partisan analysis, Goldstein is a favorite source for both politicians and the news media. He has appeared numerous times on *The NewsHour* with Jim Lehrer, *Nightline*, *ABC World News Tonight*, *NBC Nightly News*, *CBS Evening News*, *FOX News Channel*, *MSNBC*, *CNBC* and *CNN*, and is a frequent contributor on *National Public Radio*. He is also quoted extensively in the country's top newspapers, including *The New York Times*, *The Washington Post* and *The Wall Street Journal*.

Based in Chicago, with assets of \$935 million, the Joyce Foundation funds groups working to strengthen public policies and improve the quality of life in the Great Lakes region. Its Money and Politics program supports efforts to promote a well-functioning representative democracy with open and accountable government, informed citizen participation, competition of ideas and candidates, fair and equal application of the laws, a high level of public trust and protection of

fundamental rights. Other funding areas are education, workforce development, environment, gun violence prevention and culture.

TNS Media Intelligence/CMAG is the leading provider of advertising tracking and analysis of political public affairs and issue-advocacy advertising. TNSMI/CMAG provides customized media analysis services to national trade associations, foundations, Fortune 100 companies, national media organizations, academia and hundreds of national, statewide and local political campaigns. Clients rely on TNSMI/CMAG's experienced political researchers to assemble the most reliable, comprehensive research and reporting. TNSMI/CMAG's customized reporting methods help its clients better manage their media strategy, media buys, public relations and communications efforts.

For more information on the report or the University of Wisconsin Advertising Project, please contact Rachael Tepper or Steve Rabinowitz at 202-265-3000 or rachael@rabinowitz-dorf.com or go to <http://wiscadproject.wisc.edu>. To learn more about the book *Campaign Advertising in American Democracy*, go to [http://www.temple.edu/tempres/titles/1922\\_reg.html](http://www.temple.edu/tempres/titles/1922_reg.html).

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