



Campaign Finance Reform Blast #6 September 2015

Get Your Facts Straight !

This election season is promising to bring us avalanches of negative advertisements, sound bites, and opposition research. Make sure you get your information from non-partisan, fact-based sources. We recommend:



www.vote411.org/



<http://votesmart.org/>

The Ads Are Coming !

Adweek predicts that TV ad spending for all 2016 elections will rise to \$4.4 billion, compared to \$3.8 billion in 2012. In an article dated 3 August 2015, Jason Lynch describes how data and programmatic TV will dominate the 2016 presidential campaign ([AdWeek](#)).

Companies that specialize in analyzing demographic data are fine-tuning their advertisement buys to target specific kinds of voters. In particular, the article quotes Brent McGoldrick, CEO, and David Seawright, director of analytics and product innovation at Deep Root Analytics. Deep Root is a media analytics company launched in 2013 that works with voter file information, TV viewing data, and commercial data to optimize audience targeting and TV ad-space buying.



Seawright noted:

... a "significant overlap between the presidential and Senate map this cycle," with races in key states like Florida, Ohio and Pennsylvania, [that makes] ad buys challenging in those markets. "All of [those] traditional spaces are going to be clogged ... Everyone is going to be buying there."

In such a climate, the ad buyers will be looking for alternative places to advertise. They will turn to spaces such as local news on broadcast TV. "The campaigns that have the technology behind them to target and say, 'Here are other places we can go where our opponents are or that aren't being purchased or that are cheaper,' will [have] a great strategic advantage," said Seawright.

McGoldrick warned:

This could all spell bad news in the coming 15 months for viewers who hate political ads and will only find it harder than ever to keep them at arm's length. "Now, the male in the Raleigh-Durham market who wanted to watch TV at 10 p.m. and relax and avoid political ads is going to get a rude awakening."

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