

Media and Politics: In the News (2008)

Post Election:

- [Media spent more on covering Obama](#)
- [Cable's New VOD Politics Channel](#)
- [Banner Year for Political Spending](#)
- [2008 Political Ads Worth \\$2.5 Billion to \\$2.7 Billion](#)
- [Obama's Ad Dominance Reaffirmed](#)
- [The best and brightest political ads](#) (National Journal)
- [Internet the Second Most-Used Medium for Presidential Election](#)
- [On the Net: Web still lacks TV's election drama](#)
- [Obama Victory Is Record News on the Web](#)
- [Obama Victory Speech Viewed More Than 7M Times on Web](#)
- [What Obamedia?](#)
- [Presidential ad picks and pans](#) (Politico)
- [The Day After, Election-Flavored Ads](#)
- [Election Night Media Habits Changed Forever](#)
- [78.6 Mil Watched Prime-Time Election Coverage](#)

Pre- Election:

- CO [Obama far out-spending McCain on Denver-area TV ads](#)
- MO [Election-year ads are bonanza for TV stations](#)
- [GOP Hits Obama With Pastor Ads Days Ahead Of Election](#)
- [Ad Spending Surges as Campaign Enters Final Days](#)
- [Cheney stars in new Obama campaign ad](#)
- [Obama rips Sarah Palin in new campaign ad](#)
- [Political Season: Last Of This Year's Big TV Ratings & Ad Spend](#)
- [Study: Obama Gains on McCain in Negative-Ad Race](#)
- [Obama ads in GOP turf](#)
- [Nader Makes First Ad Buy](#)
- WI [Obama Outspent McCain 3-to-1 in One Week of October](#)

- [Infomercial for Obama Is Big Success in Ratings](#)
- [ABC out of Obama half-hour campaign ad buy](#)
- [Obama infomercial: Smart politics or risky overkill?](#)
- [With Time Running Short, Campaigns Engage in a Noisy Air War](#)
- [Obama ad: Don't get distracted by attacks](#)
- [OH: Presidential candidates battle for TV advertising slots](#)
- [Study: Media more negative about McCain than Obama](#)
- [Mailed Ads Have Become Mostly Negative, Experts Say](#)
- [New Obama ad looks ahead four years](#)
- [Winning The Media Campaign: How the Press Reported the 2008 General Election](#)
- [Obama's ads have the bucks; McCain's have the bark](#)
- [Political dollars shift to cable](#)
- [Ready, Aim, Backfire: Nasty Political Ads Fall Flat \(Wall St Journal\)](#)
- [Political ads add to the muddle, clutter on TV](#)
- [Obama TV Advertising: More, Longer Spots](#)
- [Spanish ads pit McCain, Obama against each other](#)
- [Obama's Ad Effort Swamps McCain and Nears Record](#)
- [RNC pulls ads from Wisconsin, Maine to focus on red states](#)
- [Obama drowning out McCain in TV ads](#)
- [G.O.P. Opens Wallet for Ads](#)
- [McCain Attack Ads Called Inevitable – And Ineffective](#)
- [54% Pay Attention to Political Ads, 64% Rate Most Ads Negative](#)
- [Presidential ads provide windfall to local stations](#)
- [Obama Airs 25,000 Commercials in Past Four Days](#)
- [Why Negative Ads are Good for Voters \(Newsweek\)](#)
- [Obama Says 'Yes We Can!' to In-Game Advertising](#)
- [How To Win The White House Using Online Advertising](#)
- [Negative ads can cause a physical reaction](#)
- [Obama Camp Drops \\$2 Million on 30-Minute Prime-Time Slots](#)
- [Study: 2008 Race More Negative Than 2004](#)

- [Obama, Purse Swelling, Plans Half-Hour TV Ad](#)
- [WI Campaign ads focus more heavily on Wisconsin](#)
- [Study: Nearly all recent McCain ads were negative](#)
- [Obama Outspending McCain Nearly 3 to 1 on TV](#)
- [Independent groups are new power in political ads](#)
- [UAW launches ad campaign against McCain](#)
- [Pollster : McCain's Attack Ads Aren't Working on Voters](#)
- [McCain ad calls Obama 'dishonorable'](#)
- [Independent groups aim at McCain, Obama in new ads](#)
- [MI Obama outspends McCain on ads in Michigan](#)
- [MI McCain pullout will slow spending on TV political ads](#)
- [False political advertising works, and that's no lie](#)
- [McCain, Obama camps trade barbs on negative ads](#)
- [Bonfire of the verities](#) Both presidential candidates skirt truth in campaign ads
- [Obama counters upcoming negative ads](#)
- [VA Obama, McCain Saturating TV With Ads](#)
- [Negative Campaign Ads Have Surprising Impact on Voters' Feelings About the Candidates](#)
- [MI McCain pulls advertising in Michigan](#) _
- [Obama, McCain Spending Big On Local Attack Ads](#)
- [NRA Delivers New Ad in Spanish](#)
- [Wildlife group expands reach of anti-Palin wolf ad](#)
- [Are Political Commercials Muddying TV News Ad Space?](#)
- [McCain Winning Search-Ad Race](#)
- [Smear Wars: Welcome to Negative Ad Season](#) (Time Magazine)
- [McCain, Obama ads on network evening newscasts](#)
- [McCain, Obama wasting no time with attack ads](#)
- [Post-debate attack ads launched](#)
- [How Voice Actors Are Chosen for Political Ads](#)
- [FL Campaigns spend big bucks for wave of TV ads](#)
- [IN McCain TV ads to air next week](#)
- [5 States Where McCain Is Spending More on Ads Than Obama](#)
- [Dubious Claims in Obama's Ads Against McCain, Despite Vow of Truth](#)
- [Truth in Advertising? Not for Political Ads](#) (Time

Magazine)

- [Facts, Fables & Fibs](#) (Time Magazine)
- [Harsh attack ads are narrowly focused in presidential campaign](#)
- [McCain ads low on truth; Obama's not much better](#)
- [NRA Targets Obama-Biden in Ongoing Ad Buy](#)
- [Presidential candidates air attack ads](#)
- [Analysis: Political Ads Must Be Fact-Checked](#)
- [Obama, McCain Spend Record \\$94M In August](#)
- [McCain's negative ads could backfire](#)
- [CO Colorado tops in presidential TV ad buys](#)
- [VA Spending for TV ads shows Va.'s importance](#)
- [Campaigns target each others economic advisors](#)
- [Ad Buys Point to Familiar Presidential Battleground](#)
- [What's really airing](#)
- [527 Releases 'Swift Boat' Style Ad of McCain](#)
- [Truth telling in the media and the fall elections](#) (MPR)
- [Obama Ad Mocks McCain as Out of Date](#)
- [Obama mocks McCain as computer illiterate in ad](#)
- [McCain Ratchets Up National TV Ads](#)
- [Obama, McCain issue competing TV ads on education](#)
- [McCain Ads Are Hybrid Vehicles](#)
- [McCain's New Ad: 'Original Mavericks'](#)
- [McCain vs. Obama: The online race](#)
- [OH: Political ads permeate fall TV](#)
- [Sarah Palin VP Announcement Inspires Ads](#)
- [5 Misleading Presidential Campaign Ads](#)
- [Obama Expands Lead on McCain in Online Advertising Battle in June](#)
- [Anti-McCain ad a 'nightmare'](#)
- [GOP scales back TV ad plans in some states, not NH](#)
- [McCain ad: Palin more qualified than Obama](#)
- [Camps Get Back To Business With Dueling Ads](#)
- [Obama Unleashes Ad Mocking McCain's Ties to Bush](#)
- [Report: Rove raising money for attack ads](#)
- [McCain's ads on taxes are just plain false](#) (Oped)
- [Study: Based Solely on Olympics Ads, McCain Prevails](#)

- [Companies offer targeted political ads](#)
- [Obama's new ads: McCain-Bush, not Palin](#)
- [McCain Scores Point in PR Wars](#)
- [Obama ad: Despite Palin, McCain isn't change agent](#)
- [McCain to spend advertising money in Minnesota](#)
- [Cable Consortium Pushes Political On-Demand Ads](#)
- [Political Ads: Web Vs. TV](#)
- [Political Ads: TV's Last Bonanza](#)
- [Obama campaign preparing series of attack ads](#)
- [McCain Ad Calls Obama Dangerously Unprepared](#)
- [Candidates Spending More on Cable Ads](#)
- [Conservative Group's Ads Link Obama to 1960s Radical](#)
- [Obama counterattacks on 'Swift Boat'-style ads](#)
- [How Are Political Ads Made Quickly?](#)
- ['3 AM' McCain ad uses Clinton clips](#)
- [Obama asks Justice probe of 'Issues' ads](#)
- [McCain ad: Clinton's 'truth hurt'](#)
- [McCain ad says Obama snubbed Clinton in VP pick](#)
- [Obama silences ads in some states during convention](#)
- [Every Four Years: Presidential Campaign Ads](#) (Newseum DC Exhibit)
- [Obama Stops Advertising in Red Battleground States](#)
- [When Images Speak Louder Than Words](#)
- [Group to spend \\$2.8 million on anti-Obama ad](#)
- [Candidates' wives lend voices to anti-poverty ad](#)
- [Presidential campaign ads: Watch, rate](#)
- [Obama ad focuses on tax cuts](#)
- [McCain, Obama to silence critical ads on Sept. 11](#)
- [Obama's Ads in Key States Go on Attack](#)
- [Television Starts to Court the Young Voter](#)
- [All's Fair in Love and Political Ads](#)
- [They're back: Harry and Louise on health insurance](#)
- [Subtle Internet Ads Send Targeted Political Messages](#) (NPR)
- [Obama targets Olympic audience with economic TV ad](#)
- [Obama, McCain Air Olympics Ads](#) (WSJ)
- [Jackson Browne sues McCain over ad](#)

- [Are You Ready For More McCain Attack Ads? \(Nat'l Journal\)](#)
- [NC Obama campaign spends over \\$2M on NC TV ads](#)
- [Entravision, Univision Political Ads May Soar in US Election](#)
- [IN New Obama ad features Hoosiers criticizing the economy](#)
- [Who's winning the message war, Obama or McCain?](#)
- [Candidates' Olympics ads take different approaches](#)
- [FL Obama Runs 9,785 TV Ads In Fla., Zero For McCain](#)
- [Study: Candidate Web Sites Are as Effective as TV and Cable Ads](#)
- [Campaigns unveil dueling celebrity ads](#)
- [Barack Obama responds with his own McCain 'celebrity' ad](#)
- [Political Spots Now a Bargain](#)
- [Getting in their digital digs](#)
- [On positive side, negative ads work](#)
- [Obama Ad Attacks McCain on Yucca Mountain](#)
- [GOP Launches Three New Ads](#)
- [New McCain Ad Hits Obama on Celebrity Again](#)
- [Is there sinister subtext in McCain ads? \(Politico\)](#)
- [Poll: Obama's ads positive, McCain's not](#)
- [Obama' plan to put ads on gas pumps hits roadblock](#)
- [Winning the Message War: 2 Parts \(Campaigns & Elections\)](#)
- [McCain ad asks if Obama is ready to help families](#)
- [McCain's \\$6M Olympic ad buy tops Obama's](#)
- [New McCain ad pushes independence, distance from Bush](#)
- [Study: McCain Finally Getting Media Coverage Equal To Obama](#)
- [McCain ads may hurt Obama, but they've already hurt McCain](#)
- [Obama assails McCain as tool of Big Oil in ad](#)
- [Obama ad calls for return of windfall profits tax](#)
- [Campaign ad blitz already at \\$50 million](#)
- [Obama extends reach with TV ads](#)
- [No. 1 spots for campaign ads? Phila. and Pa. \(Philadelphia Inquirer\)](#)
- [Election Year Rains Millions on Media Outlets](#)

- [Presidential Candidates Battle It Out With Ads](#)
- [Presidential Campaign Ads Take On Aggressive Tone](#)
- [MoveOn responds to McCain ads](#)
- [Battleground states see more political ads](#)
- [Our view on campaign fairness: McCain attack ad cheapens campaign. More to come?/ Opposing view: Ad confronts the inevitable](#)
- [Campaign ads attack GOP candidates for oil industry ties](#)
- [Obama, McCain Now Battling On MTV, Comedy Central](#)
- [Comedy Central Accepts Political Ad](#)
- [Are the media biased against Obama?](#)
- [Political Ads May Not Tell Whole Story](#) (NPR)
- [New McCain Ads Attack Obama's Canceled Troop Visit](#)
- [McCain has Berlin moment too – in little Berlins](#)
- [Election-Year Ads Seek Spotlight for Education Issues](#)
- [Obama to run ads during Olympics](#)
- [McCain, Obama launch new radio ads](#)
- [RNC airs anti-Obama ads](#)
- [McCain, Obama spend \\$7.2M on Michigan TV ads](#)
- [McCain TV ad accuses Obama of shifting Iraq views](#)
- [Third party groups unleash barrage of new ads](#)
- [Two ads, two views of Iraq war](#)
- [McCain returns to NM, ads focus on Hispanics](#)
- [RNC and DNC exchange web attack ads on Iraq](#)
- [Black Media Hopeful on Election Ad Spending](#)
- [Ad campaign presses candidates on education](#)
- [Hispanics in military focus of ad](#)
- [Obama Ad Takes On McCain's Energy Plans](#)
- [Cashing In On Obama; McCain/ Where the presidential candidates spend their money](#) (NYT)
- [New RNC Ads Go After Obama on Energy](#)
- [Through Ads, Candidates Vie For Hispanic Voters](#) (NPR)
- [RNC Launching \\$3 Million Ad Buy in Four States](#)
- [U.S. presidential race: TV ads galore](#) (Canada)
- [Obama, McCain Launch Competing Campaign Ads](#)
- [NRA to target Obama in ad blitz](#)
- [McCain campaign pulls ads from some anti-Obama Web sites](#)

- [MTV is keen on airing new video: political ads](#)
- [Obama airs second campaign ad in Indiana](#)
- [Unions' election drive means TV, money and troops](#)
- [McCain Ad Touts Energy Policy](#)
- [New Ad Hits Obama on Abortion](#)
- [Breaking Tradition, MTV to Accept Political Advertising](#)
- [GOP senator makes ad touting work with Obama](#)
- [Obama Camp Vows To Fight Race-Based Ads](#)
- [Negative TV ads are nothing new in political campaigns](#)
- [NYT: Obama plans push on ads, turnout](#)
- [Obama Mulling NBC Olympics Ads](#)
- [States targeted for Barack Obama ad include some shockers](#)
- [Obama Launches Nationwide Ad Campaign](#)
- [Young Child Used in Anti-McCain Ad](#)
- [AFSCME, MoveOn ad targets McCain on Iraq war](#)
- [McCain, liberal groups roll out new TV ads](#)
- [Tony Schwartz Obit: helped create famous Daisy Ad](#)
- [Appeals court tells FEC to enforce law on ads](#)
- [Primaries Boost Cable News Ad Revenue](#)
- [The internet and the 2008 election](#) (Pew Study)
- [Election Ad Uptick](#)
- [John Cusack takes on John McCain in MoveOn.org ad](#)
- [Media Charged With Sexism in Clinton Coverage](#)
- [McCain doesn't talk about Vietnam, but ads do](#)
- [McCain releases Florida ad in Spanish](#)
- [McCain airing 'hates war' TV ads](#)
- [McCain Launches Spanish Radio Ads in NM and Arizona](#)
- [Obama putting more ad shops on his team](#)
- [Democrats Enjoy More Positive Media Coverage than McCain](#)
- [Survey: Most say campaign ads only bore and annoy](#)
- [Ad edge in 11-day span boosted Obama, study says](#)
- [NEARLY \\$200 MILLION SPENT ON PRESIDENTIAL CAMPAIGN TV ADS TO DATE](#)(pdf)
- [Democrats, especially Obama, won campaign ad war](#)
- [McCain Quietly Spending on TV in Swing States](#)
- [For Now, McCain Has The TV-Ad Scene to Himself](#)

- [How Barack Obama Is Using the Web to Further Engage Voters](#)
- [MoveOn.org Launches Anti-McCain Ad Campaign](#)
- [MI McCain to Begin TV Ads in Michigan](#)
- [Going negative in political advertising](#)
- [527 groups get the cold shoulder](#)
- [New Clinton Ads for Oregon, Kentucky](#)
- [Obama warns Republicans about critical ads](#)
- [Obama stresses his faith in ads](#)
- [MoveOn ad features pro-Obama Republican](#)
- [Are Political Ad Dollars Going Online?](#)
- [Political ads changing](#)
- [The Wealth Behind the Stealth: Advocacy TV Ads Flood the Electoral Landscape](#)
- [Misleading gas ads from Clinton, Obama](#)
- [Campaign Ad War](#)
- [Republicans use Obama as the bad guy in negative ads](#)
- [IN A profitable primary over in TV land](#)
- [Political Spending Not Benefitting TV Stations Yet](#)
- [MoveOn to Air Anti-McCain Ads](#)
- [Obama campaign blasts negative ads](#)
- [IN Presidential campaign prompts unprecedented political ads](#)
- [Ad Showcases Women in Obama's Family](#)
- [Pro-Clinton group airing ad in Indiana](#)
- [DNC Releases First Anti-McCain Ad](#)
- [Obama strategy: More ads, fewer debates](#)
- [SD Obama leads off campaign ads with family health-care issue](#)
- [NC GOP leadership divided over Obama ad](#)
- [McCain asks NC GOP not to run ad](#)
- [NC Presidential candidates use ads to win support](#)
- [Democrats Look Ahead With Ind., N.C. Ads](#)
- [Hillary, Obama hit each other in attack ads](#)
- [Political TV Ads Uneven, Back-Loaded](#)
- [Three negative spots debut in one day](#)
- [New Media As the Message](#) (National Journal)

- [TV ads turn negative as primary nears](#)
- PA [Clinton Airs 5 New Ads in Pa.](#)
- PA [Obama's unprecedented ad buy](#)
- ['Soft money' battle brewing](#)
- NC [Clinton goes on TV in Tar Heel state](#)
- [McCain and Clinton Ads Spar Over Mortgage Crisis](#)
- [Clinton TV Ad: McCain Not Ready to Handle 3 a.m. Economic Crisis](#)
- IL [Media Curves: Viewers React To Clinton, Obama Ads](#)
- PA [Clinton Lagging in TV Ad Spending](#)
- NC [Obama campaign starts TV ads today](#)
- [Obama plays on hoops fever in state TV ad buys](#)
- [McCain launches general election ad](#)
- PA [Clinton ads up in Pa](#)
- PA [Obama Begins Airing Campaign Ads In Pittsburgh](#)
- [Dem-leaning group airs anti-McCain ad](#)
- [MoveOn.org ads back Obama](#)
- [Movie stars help with Obama ad](#)
- OH [Primary TV ads: 3,383 here](#)
- [The Ohio Ad Wars](#)
- [Girl in TV phone ad for Clinton is a big supporter of Obama](#)
- [Newsweek: Spying attack ads on the way](#)
- [Ads' influence falls away in a 'message election'](#)
- [Clinton's 'Daisy' Ad?](#)
- [Iraq back in political ads](#)
- RI [Flush with cash, Obama outbooks Clinton in TV Ads](#)
- WI [Study: Obama spent 5 times more than Clinton on primary ads](#)
- TX [Texas political ad blitz kicks off](#)
- [Clinton Friends to Mount Ohio Ad Campaign](#)
- [Obama Still Has Big Advertising Edge](#)
- [Clinton hopes negative ads will save her campaign](#)
- OH [Clinton leads in polls, but Obama spends more for TV ads](#)
- HI [Obama campaign to start radio ad campaign](#)
- WI [Obama winning ad wars in region](#)

- [Clinton Seeks to Regroup in Ad Wars](#)
- [Young voters influenced by negative ads](#)
- [Obama to start ads in Ohio, Texas](#)
- [Web-only campaign advertisements flood presidential race](#)
- VA [Local advertising minimal ahead of primary](#)
- [Obama, Clinton trade ad buys in critical states](#)
- WI [Political ad blitz at hand](#)
- VA [McCain launches TV ads in Virginia](#)
- DC/MD/VA [Political TV Ads Running Early in the District](#)
- MI [Even Michigan gets taste of big ad blitz](#)
- [Candidates spend super sums on television ads](#)
- [Ad analysis: Super Tuesday](#)
- [Obama Runs Ad During Super Bowl](#)
- [Screening the Chances: Candidates' spending on TV ads shows the ins and outs of the medium \(link to \[study press release\]\(#\)\)](#)
- CA [TV ad blitz launched ahead of Super Tuesday](#)
- GA [Obama goes unchallenged on airways](#)
- [Campaign ads not so negative after all](#)
- [Romney Outspends All Opponents Combined in Ad Buys](#)
- [Romney: Major Ad Buys in California, Other Super Tuesday States](#)
- MA [Obama campaign will aim an ad at Super Bowl viewers in Boston](#)
- [Obama outlines aggressive Super Tuesday ad campaign](#)
- [Obama Campaign Ads Are Coming to a TV Near You](#)
- NJ [Democratic front-runners bring the ad war to Jersey](#)
- AK [Ron Paul ad airing on Arkansas TV stations](#)
- [Obama's New Ads in the Big States](#)
- NY [Obama Campaign Launches TV Ads](#)
- [McCain Ads Attack Romney](#)
- [Primary Tally So Far: 160000 TV Spots and \\$141M in Spending](#)
- FL [Giuliani Blitzes Florida with Ad Buys](#)
- [Obama ads feature prominent politicians](#)
- [Political Ad Spending- Less than expected](#)
- [Edwards' Feb. 5 Ad Buy](#)

- [Democrats Test Messages in Early Nationwide Ads](#)
- [U.Va. team: Negative political ads can be good](#)
- OK [Clinton To Begin Running Ads](#)
- UT [Obama to begin airing TV ads in advance of primary](#)
- CT [Clinton, Obama Run Ads On State TV](#)
- GA [Obama Ads Start Running](#)
- MN [Obama to begin running TV ads ; Obama's campaign to begin TV, radio](#)
- AL [Barack Obama ads start airing](#)
- [Clinton, Obama run ads in Feb. 5 states](#)
- [Giuliani, McCain launch new web ads](#)
- TN [Clinton begins running TV ads in TN](#)
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- [Political Candidates Favor Old Media over New](#)
- US NEWS [Great Political Ads Pack a Powerful Punch](#)
- [Clinton cries foul on Obama cable ads](#)
- MO [Obama to launch TV ads](#)
- [Usually left behind, radio now wants slice of political ads](#)
- LISTEN ['Hitman' Shares Secrets of Negative Campaigning](#)
- [Romney Outspends Rest of GOP Candidates in S.C.](#)
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Happens Next?