



Media and Politics: In the News

	<p style="text-align: center;">The Role of Media in Elections: Helping Students Understand Media's Influence</p> <p style="text-align: center;">by Frank Baker, media educator ©2004 (do you find this resource valuable? let me know: fbaker1346@aol.com</p>	
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Political media and advertising IN THE NEWS:

2024

[How to decipher political ads this election season](#)

[Political ads on social media rife with misinformation and scams](#)

[Another Political Ad Record Falls As Spending Heats Up](#)

[Watch out for false claims of deepfakes this election year](#)

[Do early campaign ads make a difference?](#)

[Deconstructing the spectacle & stagecraft of Trump rallies](#)

[Do political ads even matter even more?](#)

2023

[Meta to Begin Labeling Ads That Are AI Generated](#)

[2024 Ad Spending Predicted to Break \\$10 Billion](#)

[Google To Require Labelling For Political Ads That Use Artificial Intelligence](#)

[Deepfake Political Ads Are The "Wild West" For Lawyers](#)

[Beyond The Debate, GOP Is Deep In Political Ad Wars](#)

2022

[Where You Eat, Shop, Have Fun Might Determine What Political Ads You See on Social Media](#)

[How to read the midterm commercials](#)

[Political ad spending soaring in this year's mid-term election](#)

[Can TV Stations Edit or Label Ads As Misleading?](#)

[Emotionally manipulative political ads fail at swaying new voters](#)

2021

[New survey shows effectiveness of TV in political ads](#)

[2021-2022 Midterms Forecast to Set A Record for Ad Dollars](#)

[Political ads during the 2020 presidential election cycle collected personal info/spread misinformation](#)

2020

[Voters in ten battleground states were more influenced by TV ads than any other media platform](#)

[Profile of the Lincoln Project's Anti-Trump Ads](#)

2019

[Facebook Political Ads: What 2020 Spending Reveals](#)

[Study Debunks 3 Common Myths About Political Advertising](#)

[THE DELUGE BEGINS: TV AND RADIO ELECTION AD SPENDING HITS \\$148 MILLION](#)

[Which 2020 Candidates Have Aired the Most Ads on TV?](#)

[Sinclair Expected to Air Campaign Ads on Its Regional Sports Networks](#)

[Discover Who Is Paying for Political Ads In Your Area \(And How Much\)](#)

2018

[FEC Takes on Online Political ads](#)

[TV Ads in midterms up nearly 90 percent fueled by nondisclosure groups](#)

[Google to Ask Buyers of Election Ads To Prove Identities](#)

[Honest Ads Act Explained](#)

[Facebook Will Require More Authentication From People Buying Political Ads](#)

[Political Campaigns Will Run More Digital Ads This Year](#)

[Google, Facebook To Face New Rules on Political Ads](#) [Draft FEC Rules Target Ads On Social Media](#)

2017

- [Facebook To Disclose Who Paid for Political Ads Online](#)
- [Senators Urge FEC To Fix Online Political Advertising](#)
- [Trump's media coverage more negative than Obama's](#)
- [Twitter users shared more junk news than mainstream during the 2016 election](#)
- [Fake news on twitter flooded swing states that helped Trump win](#)
- [Studies agree: Media gorged on Clinton email coverage](#)
- [Partisanship, Propaganda & Disinformation: Online Media & 2016 Presidential Election \(study\)](#)
- [Comedians have figured out how to cover Trump](#)
- [Trump releases his re-election campaign ad](#)
- [The Trump Show: reality at its most compelling](#)
- [How Breitbart helped Trump win](#)
- [Trump administration: short on facts; big on sensationalism](#)
- [Is Media Coverage of Trump too negative?](#)
- [Trump SuperPac Attacks Comey](#)
- [Presidential Communications: JFK vs Trump](#)
- [Local broadcast TV ads will be critical in 2018 election cycle](#)
- [How the rules of political advertising were rewritten by data](#)
- [Campaign TV Ads Had Significant Impact In Swaying Voters](#)
- [Study: Hillary's TV Ads Were Almost Policy Free](#)
- [Study reveals how badly Hillary screwed up political advertising](#)
- [A data visualization of Trump trends on social media](#)
- [Five Ways The Media Bungled The Election](#)
- [2016 Political Media Up Modestly; Broadcast TV](#)

Record Steep Decline

2016

- [Raking in the dough: How the political ad industry fared](#)
- [10 Most Shared Ads of the Presidential Campaign](#)
- [16 Ads That Mattered in 2016](#)
- [Political ads swamp websites and social media](#)
- [The Best Political Ads of 2016](#)
- [MRC Study Documents Net Coverage of Trump](#)
- [Meet the familiar voices behind some political ads](#)
- [Study: TV ads in final week can be pivotal](#)
- [How Facebook, Google Are Attracting More Ad Dollars](#)
- [Lower estimates for 2016 presidential TV ads](#)
- [Are Presidential ads still effective?](#)
- [The best political ads through the ages](#)
- [TV Ad Spending Reveals The States Where Clinton/Trump Are Fighting Hardest](#)
- [As presidential ad spending falls, broadcaster's shares decline](#)
- [Snapchat lures ads as it targets younger voters](#)
- [Super PACs make up 73% of ad buys, study says](#)
- [Snapchat lures more US campaign ad dollars](#)
- [Study: Political ads up 9% in 2016](#)
- [Trump ads go online](#)
- [HC Outspending DT On Ads \\$52M to \\$0](#)
- [10 Iconic Presidential Ads That Changed Political Advertising](#)
- [Art Exhibit Explores Power in Political Ads](#)
- [How local TV is benefitting from campaign ads](#)
- [It's Harder Than Ever to Know Who's Funding Campaign Ads](#)
- [Millennials and Hispanics Engage More With Online Ads](#)
- [Brainwashing tricks used in campaign ads](#)
- [Editing Techniques: Centerstage in Primary Ads](#)
- [Clinton, Trump Poised To Go Negative in Ad Wars](#)
- [The Trump Effect: How He Will Change Advertising](#)

- [Political Ad Spending Way Up from 2012](#)
- [With Billions Spent on Pol Ads, Media Coverage Keeps Them Honest](#)
- [Trump Dominates Earned Media](#)
- [Track TV Ads in the 2016 Presidential Race](#)
- [Spotcheck: New Website Unveiled To Help Evaluate Ads](#)
- [TV Stations Pocket Ad Windfall](#)
- [Which Ads Have Performed Best \(So Far\) in 2016?](#)
- [How the 'Daisy' Ad Changed Everything About Political Advertising](#)
- [2016-The Year Political Ads Finally Came to the Internet](#)
- [Male Voice Overs Dominate in Political Ads](#)
- [Common Traits of Overly Patriotic Campaign Ads](#)
- [How YouTube Is Shaping the 2016 Presidential Election](#)
- [Wheel of Fortune: Popular Game Shows Attracts The Political Ads](#)
- [A Neat Trick That Makes Political Ads More Effective](#)
- [The 2016 Candidates Who Are Getting Media Coverage](#)
- [Study: Trump Has Earned \\$2 Billion of Free Media Coverage](#)
- [When Mad Men Meet Dark Money](#)
- [Fact-check-athon calls out misleading primary 2016 TV ads](#)
- [See the TV shows which are the most popular for candidates to buy time on](#)
- [Pres Hopefuls Battle It Out In Paid Search Ad Clicks](#)
- [Do political ads work?](#)
- [WH Race Nearing \\$1 Billion Dollars](#)
- [Which TV Shows Do GOP Candidates Buy Time On?](#)
- [Ad Buys for Cable/Satellite/Radio To Have Online Database](#)
- [Dark Money Dominates This Election Cycle](#)
- [Inside the \(Radio\) Ad War You Haven't Read About](#)
- [Swayed by Attack Ads? Get The Facts](#)
- [Ad Wars of 2016 Erupt in Changing TV Arena](#)
- [Campaigns, PACs Buy Time on News/Game Shows](#)
- [Internet Archive Preserves Political Ads](#)

- [Campaign Ads Even More Than Before Bolster TV Stations](#)
- [7 Campaign Ads Voters Say Crossed The Lines](#)2015
- [Television, The Old King of US Politics, Faces Mortality](#)
- [9 Most Memorable Ads So Far](#)
- [Wesleyan Media Project: 84% of ads deemed positive](#)
- [As TV Ad Rates Soar, Super PACs Pivot to Core Campaign Work](#)
- [Ads Flood The Airwaves, But Don't Seem To Move the Polls](#)
- [Who Paid For That Ad?](#)
- [Study: Internet Vital To Political Campaigns](#)
- [Groups Ask FCC to Reveal People Behind Super PAC TV Ads](#)
- [TV broadcasters try to drum up more ads](#)
- [Local TV networks seek to counter campaign ads shift online](#)
- [Why politicians run so many TV ads](#)
- [Are Instagram Posts the New Attack Ads?](#)
- [Why Democrats Are Urged Not to put the American flag in their ads](#)
- [Where does the phrase "I approve this message" originate?](#)
- [What it takes to make a great political ad \(PBS, video/transcript\)](#)
- [Digital Ads Sell Candidates/Causes in 15 Second Bursts](#)
- [Jeb Bush Leads the 2016 Ad Buying Race](#)
- [Wave of 2016 Ads About to Hit Airwaves: But Do They Work?](#)
- [Tech The Vote: Why Am I Seeing So Many Political Ads?](#)
- [Why TV is Still King of Campaign Advertising](#)
- [Social Media & Campaign 2016, So Far](#)
- [Super PACs Explained; Money in Politics \(CSPAN\)](#)
- [Get Ready for Flood of Online Ads That Will Target/Track You](#)
- [Ads Coming to Facebook & Mobile Phones](#)
- [Why Campaigns Have The Edge Over Super PACs on TV](#)
- [Why Political Ads Are Going To Reach A Record in 2016](#)
- [Facebook's role in the upcoming election](#)
- [Study: Facebook main source Millennials, Gen Xers Get](#)

Political News

- What works in political advertising: repetition
- Clinton, Cruz Dominate Social Media Race (study)
- Campaigns Aren't Necessarily Campaigns in the Age of Super PACs
- The GOP & Willie Horton Together Again
- Campaign Finance Is Going The Way of the Wild West
- Study Shows Politicians Distorting Fact-Checks Against Opponents
- Senator Wants New Disclosures for Political Ads
- FEC Data Indicates Campaign Fines Hit Record Lows in 2014
- FEC Chair Admits It Can't Curb 2016 Election Abuse
- Will digital advertising be the key to political campaign success?
- Which presidential candidate is winning the Twitter vote?
- The next era of campaign finance craziness is underway-already
- Big money in politics emerges as Campaign 2016 election issue
- When Politics Is Treated Like A Football Game, No One Wins
- 10 of the most fear-mongering political ads in American history
- 2016 Presidential Election Spending Spurs Unprecedented Online Ad Arms Race
- 2016 Political Bonanza May Start in 4Q
- Political ads overwhelm news on local TV
- Paid political ads during TV newscasts vastly outnumber serious election stories

2014

- Social Media's Role In Elections Continues To Grow (Pew Research)
- Outside groups set spending record in midterms

- [U.S. Political Ad Expenses To Exceed US\\$1B](#)
- [Politicians know which television shows you watch, and tailor their advertisements accordingly](#)
- [Campaigns Find Ad Space Finite, Even on the Web](#)
- [Secret Money Fueling a Flood of Political Ads](#)
- [\\$1 of every \\$5 spent on cable TV ads in September was on political commercials](#)
- [The next big thing in political campaigns/ads](#)
- [DirecTV, Dish Network to vie for political cash with customized ads](#)
- [GOP Creates Fake Websites Against Democrats](#)
- [New PAC launches ads to limit flood of outside spending](#)
- [Outside Money Drives a Deluge of Political Ads](#)
- [The live tweet v. the fact check: there's a study for that](#)
- [Study: Crime shows get larger share of political attack ads/ link to Kantar](#)
- [The Best 6 Political Campaign Ads of the Summer \(So Far\)](#)
- [Tracking political spending on television ads just got easier](#)
- [Campaign 2.0: MicroTargeting Voters Online](#)
- [Study: Political TV Ads on Health Law Total \\$445 Million](#)
- [What We Do on The Internet Says ALOT About our Politics](#)
- [The 2014 Political TV Ads Are Coming: Here's Where They've Already Landed](#)
- [Political Attack Ads, Often Negative, Try Instead to Accentuate the Positive](#)
- [How will candidates reach voters, who don't watch TV?](#)
- [Digital's Time Will Come For Political Ads. Now Is Not That Time, Say Top Ad Operatives](#)
- [As viewing habits change, pol campaigns must change their habits too](#)
- [Voting with your ears? Music tastes increasingly used to target campaign ads](#)
- [How 'microtargeting' works in political advertising \(Newshour video\)](#)
- [Pandora can predict your political affiliation,](#)

[sells ads accordingly](#)

- [Fake Candidate Websites Are the New Political Attack Ads](#)
- [The Coming Obsolescence of the Political Attack Ad](#)

2013

- [Obama ad, data team alliances offer glimpse of future of ads](#)
- [How Data Is Redefining Political TV Ads](#)
- [Tweets can define preferences for politicians during election season](#)
- [News coverage of female politicians focuses on personality, males on the issues](#)
- [Disclosing donors hurts political attack ads, but keeping them secret hurts worse \(study\)](#)
- [Think Ads Had An Effect on the 2012 Election? Think Again](#)
- [American Future Fund's \\$29 million political advertising spree](#)
- [Dukakis & The Tank](#)
- [Voters Skip Nearly Half of Political Ads on TV](#)
- [Barack Obama's ad team used cable TV to outplay Mitt Romney](#)

2012

- [The Art of Political Stagecraft](#)

Previous Years News Story Archives

[2012](#) [2011](#) [2010](#) [2009](#) [2008](#) [2007](#) [2006-2004](#)

Previous Years Resources

- [Visual Storytelling and the Competition for Political Meaning in Political Advertising and News in Campaign 2000](#)

Download these NEWS GRAPHICS:

- [Many Who Voted for 'Values' Still Like Their Television Sin](#)
- [Campaign Ad Buys](#) (CNN)
- [Cities with most political ads](#)
- [Appealing to Voter's Emotion](#)
- [Campaign Ad Buys](#) (CNN)
- Wisconsin Ad Project; [Study of frequency of Pres. Ads on TV](#)
- [Media Battlegrounds](#)
- [Campaign Ads On Cable](#)
- [The Money Race](#)
- [Where The Ad War Is Being Fought](#) Story
- [Election Ads, So Far](#)
- [Updated: Ad Spending in Battleground States Handout](#)
- [Ad Spending in Top 10 Battleground States](#) (Handout)
- [Candidate Spending in Battleground States](#)
- [Presidential Election Fundraising](#)
- [Kerry/Bush's Target TV Audiences](#) /graphic (and companion stories)
- South Carolina: [Battleground counties in November](#)
- [PBS Electoral College Map](#)

Recommended:

- [The candidate behind the curtain](#): A three-step program for analyzing campaign images
- [Political Conventions, Images & Spin](#)
- **DOWNLOAD** Political Ad Analysis Worksheet [HTML](#)
- The Living Room Candidate ([web exhibit shows campaign persuasion](#))
- [Willing Partners](#): A Timeline History of Politicians & The Media
- [Editorial Cartoonists & Election Media Coverage](#)
- Cartoons for the Classroom: [Fine tooning a candidate's message](#)
- [Cartoon Evaluation Worksheet](#)

- [View Smart To Vote Smart](#)