

Takeaways from Texas & Troubles with Redistricting

Primaries have become quintessential for providing the latest political party updates. In Texas, a total of 222 candidates ran in the state’s primary, coming from all factions of the Republican and Democrat parties and running for positions across government levels. However, while activists in both parties entered the primary hoping to shake up state leadership, the mainstream candidates, including Republican Governor Greg Abbott and his Democratic challenger Beto O’Rourke, managed to fend off challengers to secure their party’s nominations.

Political analysts say that advertising to the Texas voters who cast their ballots for these candidates in the primaries will be more important than ever for November outcomes. With \$77.5M spent in the Lone Star state this year, Texas may break midterm spending records; AdImpact projects at least \$372M will be spent by the end of the election year.

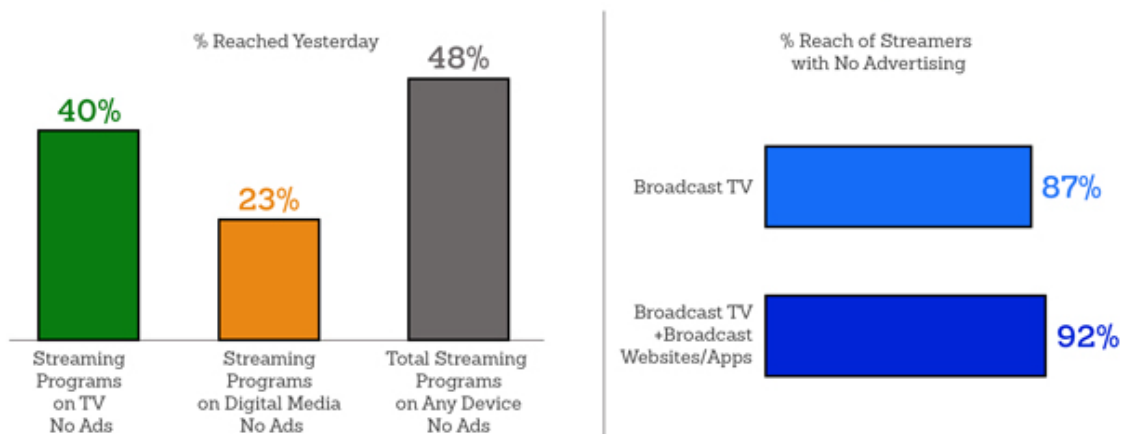
For the eleven states with primaries in May, the pressure is on to get ads and campaign promises in front of voters. However, redistricting delays are forcing some states to move their primaries to this summer. California’s state primaries were delayed until June to accommodate filing deadlines and give candidates time to make campaign decisions based on new districts.

Nevertheless, while candidates may have to delay or adjust their media buying strategies, we can expect to see major dollars in broadcast TV in the months leading up to November.

When Streaming Programs Can’t Reach Viewers, Local Broadcast TV Can

With the popularity of ad-free streaming platforms, how can campaigns and advertisers reach these viewers? The GfK and TVB [Media Comparisons Study](#) found that local broadcast TV and its digital assets reach the majority of these viewers.

48% stream with **NO** advertising.
 Advertisers **cannot** reach these viewers –
 but **broadcast assets CAN reach 92%** of them.





What We're Reading:

[Redistricting Snapshots: Where the Six Remaining States Stand](#)

— *David Wasserman, The Cook Political Report*

[American Bridge drops \\$5M boosting Biden in key battlegrounds](#)

— *Elena Schneider, POLITICO*

[Political Ad Projections Keep Rising](#)

— *John Lafayette, B&C*



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