



Insight into local broadcast TV and political advertising

Local Races Kick into Gear

While 2023 is a quiet year for federal elections, numerous state and local races are scheduled across the country.

A contentious battle for control of the Wisconsin Supreme Court is underway. Though nominally a nonpartisan election, the race will determine whether conservatives or liberals control the court. Between January 1 and the February 21 primary, candidates spent [over](#) \$9 million on ads, and as of March 8, outside groups [booked](#) over \$20 million in TV and radio ads alone. Expect these figures to rise as candidates make their final pitches to voters ahead of the April 4 general election.

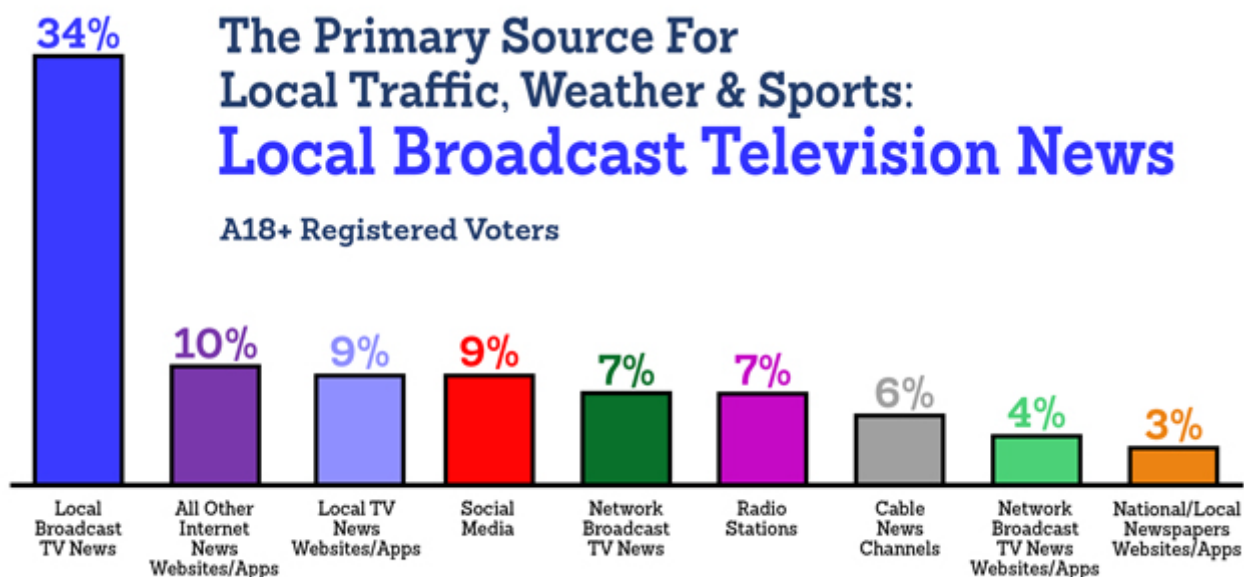
To the Badger State’s south, an intense battle is underway to determine who will be the next mayor of Chicago. Before the February 28 primary, candidates collectively [raised](#) more than \$22 million, including over \$5 million raised by Mayor Lori Lightfoot. That war chest proved insufficient, however, as the incumbent failed to advance to the general.

Instead, former Chicago Public Schools CEO Paul Vallas and Cook County Commissioner Brandon Johnson are competing for support ahead of the April 4 election. Both candidates are [spending](#) heavily, with Vallas reaching \$2.4 million in general election spending and Johnson reaching nearly \$900K.

And in Kentucky, a group supporting former UN Ambassador Kelly Craft for the GOP gubernatorial nomination has already bought [nearly](#) \$1 million in ads ahead of the May 16 primary.



Meet Voters Where They Are



Source: GfK TVB Media Comparisons Study 2023. Are you a registered voter: Yes. Includes only those who chose a media.

While politicians inside the beltway may feel like campaign season never ends, most Americans are focused on what is happening in their local communities. Indeed, according to [TVB's 2023 Media Comparisons Study](#), local broadcast TV is by far the preferred source of local traffic, weather, and sports news among registered voters. If campaigns want a head start on reaching voters, the lesson is clear: meet them where they are.



What We're Reading:

[Ramaswamy starts spending his millions as he launches ad blitz in key presidential nominating states](#)

— Paul Steinhauser, *Fox Business*

[Republicans release top targets of Democratic-held House seats in 2024](#)

— Brittany Gibson, *Politico*

[TV: 'The Most Important Influencer' Across The Purchase Funnel](#)

— RBR-TVBR



Contact Us:

TVB is here to help political campaigns and consultants with resources and tools. Please [contact us](#) directly with questions and suggestions on material you would find valuable.



Like your monthly Vantage Point Newsletter? Check out TVB's [TVB's political resources](#) to learn the benefits local TV stations can offer local candidates.

