

Big Spending on Horizon as 2024 Race Takes Shape

President Joe Biden officially announced his reelection bid at the end of April and his campaign wasted no time [taking](#) to the airwaves. Biden [booked](#) more than \$250,000 in TV ads focused on key 2024 swing states like Georgia and Pennsylvania in the week following his announcement. While Biden's ads were designed to improve his image with voters, other contenders have been pushing more negative messaging. A super PAC aligned with former President Trump, for example, has already spent [more than](#) \$6 million on TV ads attacking Florida Governor Ron DeSantis. While DeSantis has not formally entered the race yet, Never Back Down, a super PAC aligned with the governor, has already spent millions on ads [attacking](#) Trump and [introducing](#) DeSantis to voters in early primary states.

Meanwhile, Kentucky Attorney General Daniel Cameron emerged victorious from the crowded and contentious May 16 GOP gubernatorial primary. Cameron [earned](#) 47.7% of the vote, easily besting Agricultural Commissioner Ryan Quarles, who came in second with 21.7%, and former UN Ambassador Kelly Craft, who received 17.2%. This was the second most expensive primary in state history with \$14 million spent, [according](#) to AdImpact.

With the GOP nominee decided, the focus now turns to the November 7 general election, where Cameron will take on Governor Andy Beshear in what is sure to be a closely fought—and expensive—battle.



Advertisers Can't Reach Streamers, But Broadcast Can



Want to learn more about the role of local broadcast TV in political campaigns? Check out TVB President and CEO Steve Lanzano's [recent conversation](#) with Cross Screen Media's Michael Beach on the Screen Wars podcast for an in-depth conversation about TVB's political research, the latest developments in the local broadcast advertising space, and more!



What We're Reading:

[Philadelphia Mayoral Election Deep Dive](#)

— Nate Schwartz, *AdImpact*

[Tim Scott builds out 2024 team, taps Bill Haslam as national co-chair](#)

— Natalie Allison, *Politico*

[Debt standoff is fodder for ads targeting vulnerable House members](#)

— Daniela Altimari, *Roll Call*



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