

The 2024 Field Is Set for Republicans

The number of Republicans seeking the GOP presidential nomination has grown significantly in recent weeks, with six major candidates entering the race since May. Chief among the new contenders is Florida Governor Ron DeSantis, who is widely regarded as the leading non-Trump candidate in the race. DeSantis raised a [record](#) \$8.2 million in the first 24 hours after announcing his candidacy, ensuring he will have plenty of resources to fuel his campaign. This comes in addition to the efforts of the pro-DeSantis super PAC, Never Back Down, which [already spent](#) over \$10 million on TV ads promoting the Florida governor ahead of his May 24 announcement.

Other new entrants to the race include South Carolina Senator Tim Scott, former Vice President Mike Pence, former New Jersey Governor Chris Christie, North Dakota Governor Doug Burgum, and Miami Mayor Francis Suarez. Sen. Scott, in particular, has a reputation for being a prolific fundraiser, [starting](#) his campaign with \$22 million in cash. He wasted no time taking to the airwaves after formally entering the race on May 22, [announcing](#) a \$6 million ad buy in Iowa and New Hampshire. Though little-known outside of North Dakota, Burgum, a billionaire self-financer, is also [likely](#) to be a big spender. He's already [booked](#) \$3 million worth of TV ads in Iowa and New Hampshire since entering the race on June 6.

Despite the big money being raised by challengers, the race remains former President Trump's to lose. Make America Great Again Inc., Trump's super PAC, has [spent](#) over \$20 million—mostly on TV advertising—in Iowa alone, and Trump remains the clear [frontrunner](#) in early state and national polls.



Countdown to 2024 Cocktail Reception

TVB's Countdown to 2024 event in D.C. featured an exclusive discussion with two leading campaign strategists, Dan Conston and John Lapp, about the current political landscape and their insights into the 2024 election cycle. As President of the Congressional Leadership Fund, a Republican-aligned super PAC,

Conston shared expectations for down-ballot races. A founding partner at the Democratic media strategy firm Ralston Lapp Guinn, Lapp emphasized how local broadcast TV advertising has propelled lesser known candidates to the top of polls. The event featured a networking reception with stunning views of Washington's historic Union Station and the US Capitol building.





What We're Reading:

[Presidential Primary Spending Analysis: Comparing 2020 And 2024](#)

— Sydney Beckham, *AdImpact*

[How Tim Scott's campaign cash gives him an advantage](#)

— Ben Kamisar, *NBC News*

[Catch Up with Target Consumers as They Age Up](#)

— Hadassa Gerber, *ANA*



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