

Broadcast is the Foundation

TVB's annual local broadcast TV industry Forward Conference featured some of the biggest names in the world of political campaigns. Chief among them was Dan Conston, President of the Congressional Leadership Fund (CLF), the leading GOP Super PAC dedicated to electing Republicans to the House of Representatives. In a wide-ranging [one-on-one interview](#) with TVB's Brad Seitter, Conston discussed the various strategies and tactics he has deployed over his career to help deliver a Republican majority in the House. Conston discussed the ins and outs of what it takes to win a competitive election, but there is no doubt in his mind about what it takes to run a successful campaign: "When it comes to our advertising and advocacy, broadcast is the foundation of all of our efforts."

Conston was hardly alone in singing broadcast's praise. Dave Heller, the President of Main Street Communications, a leading Democratic political consulting firm, concurred with Conston [about the importance of broadcast TV](#) for winning elections. As Heller said, "As a campaign, you're going out to dinner. Broadcast is steak, the entre. Streaming and digital are asparagus, broccoli, and a little salad. Radio is the dessert".

Given that the experts are all-in on broadcast, it's not surprising that local broadcast TV is set to see billions in ad spending as part of the upcoming election. According to [Vivvix CMAG's Mitchell West](#), the 2024 election cycle is set to see \$11.6 billion in spending on political advertising, with roughly \$5 billion projected to go toward local broadcast ads. This is up from \$4.3 billion during the 2022 midterms and speaks to local TV's enduring power to reach voters.



Message for the Broadcast Industry



TVB's Brad Seitter interviews the Congressional Leadership Fund's Dan Conston as part of the 2023 Forward Conference

During the [last few minutes](#) of Conston's interview, he provided some thoughts on how the broadcast industry can make the ad-buying experience easier on political campaigns. First, Conston asked that markets experiencing exploding rates "set reasonable prices on the front end." Conston also stressed that it's difficult for campaigns to prepare when rates rise multiple times throughout an election season. Finally, he advises that broadcasters operating in the digital space make it easier for candidates and campaigns to directly place their ads.



What We're Reading:

[Ad Optimism On The Local TV Front](#)

— *Janet Stilson, TVNewsCheck*

[Who's up, who's down, and who's tanking: 5 takeaways from the latest campaign finance reports](#)

— *Jessica Piper, Steven Shepard, Politico*

[Beshear continues to outpace Cameron in fundraising for Ky. governor's race](#)

— *Sylvia Goodman, Louisville Public Media*



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.

