



Insight into local broadcast TV and political advertising

Chaotic Election Season in Full Swing

The 2024 election is unfolding against the backdrop of former President Donald Trump's legal entanglements. Trump has been [on trial](#) in New York for several weeks now and has [spent](#) \$3.6 million on lawyer fees that are being covered by his Save America PAC. Since Trump left office, he has spent an [astounding](#) \$107 million on his legal fights, draining valuable cash that could have been used for advertising.

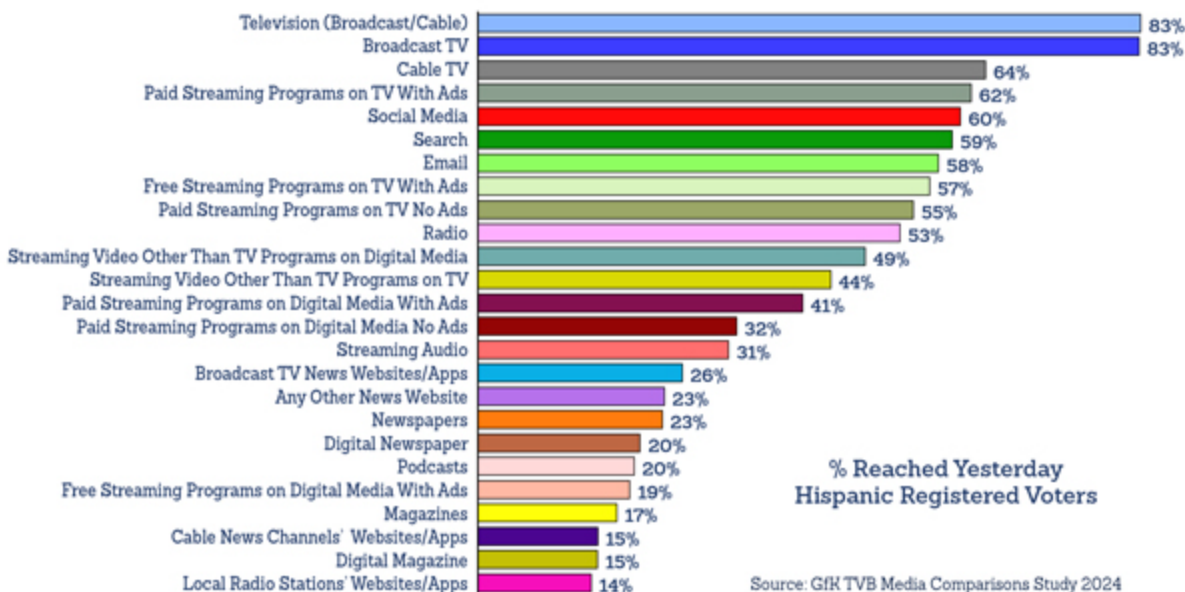
Meanwhile, President Joe Biden's campaign has been [raking](#) in donations and has already spent a significant amount on advertising. So far in 2024, the Biden campaign has invested tens of millions and is [currently](#) in the midst of a \$14 million ad campaign in May. Nevertheless, the president's team is particularly worried about [polling](#) showing that fewer Black Americans plan to vote in November. In an attempt to improve the president's standing with minority voters, Biden intends to [spend](#) at least \$1 million on Black and Latino media in May alone.

While the general election fight will account for the lion's share of spending this year, a number of competitive down-ballot races have also seen significant spending. In West Virginia, a heated primary battle to secure the GOP gubernatorial nomination has generated [over](#) \$22 million in TV and radio spending. The recently concluded Indiana governor's race likewise saw [over](#) \$45 million in election-related advertising, the most of any gubernatorial primary this cycle.



Broadcast TV Reaches Hispanic Voters

TV has Highest Reach of Ad-Supported Platforms Broadcast Leads the Way For Hispanic Voters



Source: GfK TVB Media Comparisons Study 2024

Minority voters are set to play a critical role in this election. President Biden needs to maintain the traditional Democratic advantage among Black and Hispanic voters if he wants to secure a second term. Meanwhile, if former President Trump can secure a breakthrough with minority voters, he will have an excellent shot at returning to the White House.

In the key swing states of Nevada and Arizona, whichever candidate can earn the support of Hispanic voters will likely to carry the day. According to the latest research from TVB, the best way to reach these voters is through broadcast TV advertising. TVB's [2024 Media Comparisons Study](#) found that broadcast TV reaches 83% of Hispanic voters on a given day. This represents a far greater reach in this critical community than any other ad-supported platform.

For any campaign looking to win the Hispanic vote, there is simply no way around advertising on broadcast.



What We're Reading:

[Democrats commit \\$7 million to TV ads in 5 key state Senate races](#)

— Todd Richmond, *Washington Post*

[Ohio Senate race ready for mega-million fall ad splash](#)

— Stef W. Kight, *Axios*

[Biden's budding behemoth, Trump's legal spending and other takeaways from campaign finance reports](#)

— Jessica Piper and Steven Shepard, *POLITICO*



RSVP to TVB's Countdown to Election Day Event

TVB is hosting a cocktail party at The Capitol View at 400 in Washington, DC, on Wednesday, June 5, 2024, from 6:00 p.m. to 8:00 p.m. We'd love for you to join us for a laid-back evening of drinks and hors d'oeuvres and a chance to network with business and political leaders from across the country. RSVP at this [link](#) or by using the QR code below!



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.

