

Harris Narrows The Map

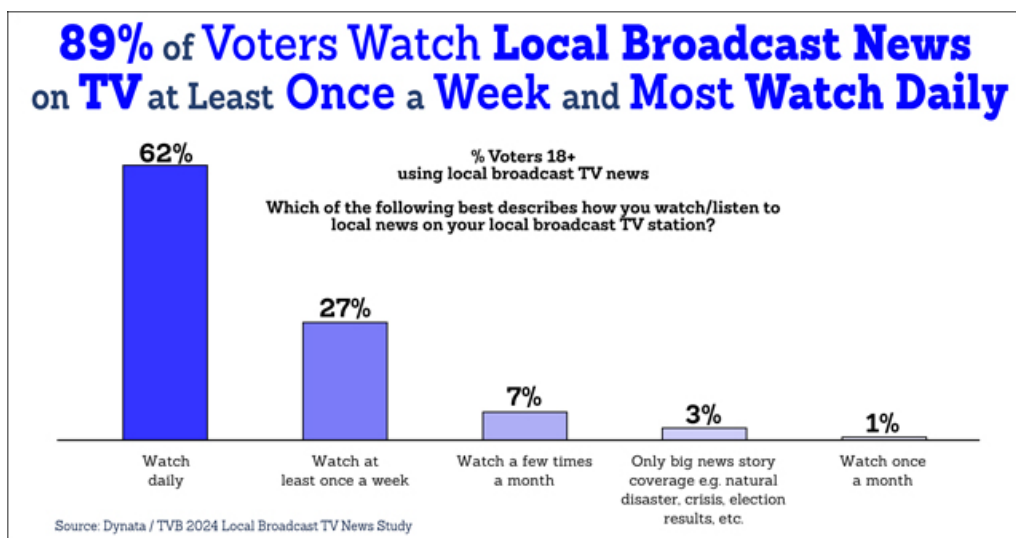
For a brief moment earlier this summer, former President Donald Trump appeared to be on track for a landslide victory after President Biden's poll numbers dropped following the June debate. Many observers believed that Trump had a shot at winning traditionally blue states like Minnesota, New Mexico and Virginia. However, this projection is looking unlikely now, as the polls have [tightened](#) significantly following Vice President Kamala Harris' rise to the top of the Democratic ticket.

While Harris' entrance has given Democrats a boost in the polls, the race is still poised to come down to the wire. The battle for the Electoral College will be decided in a few key swing states, including Arizona, Georgia, Michigan, Nevada, North Carolina, Wisconsin and especially Pennsylvania. With 19 electoral votes up for grabs, both campaigns are operating under the assumption that the Keystone State holds the key to 1600 Pennsylvania Avenue. Recent projections expect the Trump and Harris campaigns to spend [more than double](#) in Pennsylvania than any other swing state. Additionally, the commonwealth features a highly competitive senate race that is expected to see [hundreds of millions](#) in additional ad spending throughout the fall.

While some other key presidential swing states also feature highly competitive senate matchups, this year's most expensive race is likely to be fought in deep red Ohio. According to AdImpact, the race between Senator Sherod Brown and businessman Bernie Moreno has already [seen](#) over \$320 million in ad spending and reservations, by far the most of the cycle and already among the most expensive of all time. Several other states that are not competitive at the presidential level will also feature senate races that are set to see significant ad spending, including [Montana](#), but also potentially [Maryland](#), Texas, Florida and Virginia.



When Voters Tune In, They Turn To Broadcast



As November draws closer, voters across the country will pay closer attention to the candidates and issues at stake. As people seek to learn more before casting their ballots, they will naturally turn to the news platforms they trust most. According to TVB's [Local Broadcast TV News Study](#), most people will turn to local TV to get informed about the upcoming election.

The study found that 62 percent of voters report watching local broadcast TV news on a daily basis, with an additional 27 percent of respondents stating that they tune into local news at least once a week. While it remains to be seen who the American people will support this November, it is clear that they will choose broadcast TV to help them make their decision.



What We're Reading:

[2024's Priciest Senate Races](#)

— *Stef W. Kight, Axios*

[Pro-Trump Super PAC Plans \\$100M Ad Blitz](#)

— *Alex Isenstadt, Politico*

[House Democratic PAC Adds \\$24M to Ad Buys, Focuses on Three New GOP Lawmakers](#)

— *Julia Mueller, The Hill*



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