

cmag eye

ON '08

The Advertising Research Newsletter for Politics, Public Affairs and Advocacy Professionals

The Well-Oiled Political Machine

In what has been an ad-dominated presidential race, interest group advertising has remained out of the spotlight, yet its impact is far from dim. CMAG has tracked the recent surge of advertising from these groups targeting Washington – more than 70 ads in the past two months. Partisan groups are quickly understanding what a veto-proof Congress means for their agendas in the future.

— Interest Groups Hammer — for the White House

Although Senator Barack Obama had no trouble spending on TV ads, SEIU kicked in \$3.2 million more on ads discussing the high cost of healthcare, prescription drugs and oil and suggested Obama will bring needed change in these areas.

Gearing up for the general election, most of MoveOn.org's \$450,000 worth of ad spending went toward ads showing similarities between Senator John McCain and President George W. Bush, while the rest of their spending went to a pro-Obama spot, which featured a "lifelong Republican" veteran talking about why he was supporting the Illinois Senator.

As November approaches, expect a sharp increase in ads sponsored by issue groups as they struggle to make their priorities the presidential race's hot-button issue.

One of the main roles of independent expenditures is to be the 'bad cop' to a candidate's "good cop" — of the almost 60 new ads targeting House and Senate races released this year, only 12 did not say anything negative about a candidate.

— IEs Manufacture Ads to — Create Ideal Congress

This was especially true in the \$4.4 million recently spent on the primaries in Maryland District 1, Louisiana District 6 and Mississippi District 1. Groups such as the conservative Club for Growth and Freedoms Watch supported their favored candidate by comparing their opponent to prominent liberals.

— Independent Expenditures — Heat Up Senate Race

The race for the U.S. Senate in Colorado, Kentucky, Minnesota, Montana, New Mexico, Oregon, Tennessee and Texas has become a hot spot for independent expenditures, seeing more than \$1.9 million in ad spending combined. The price at the pump has been a shared concern in these ads as groups try to link candidates' legislative decisions with high gas bills.

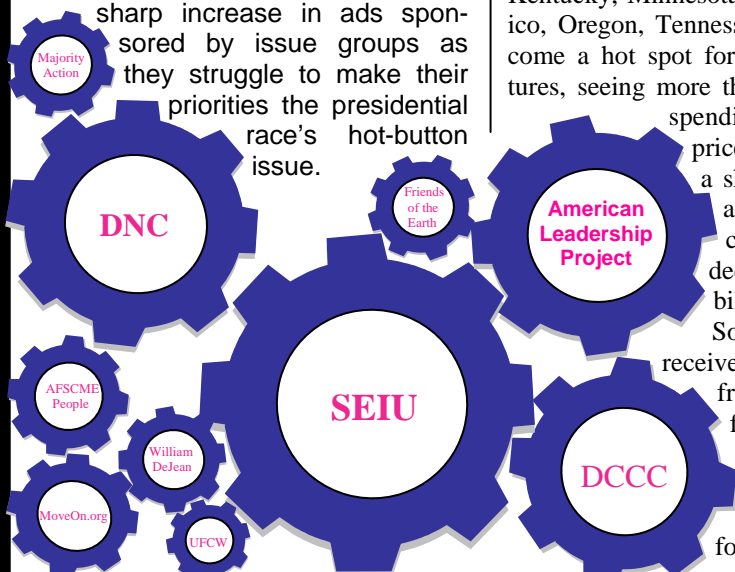
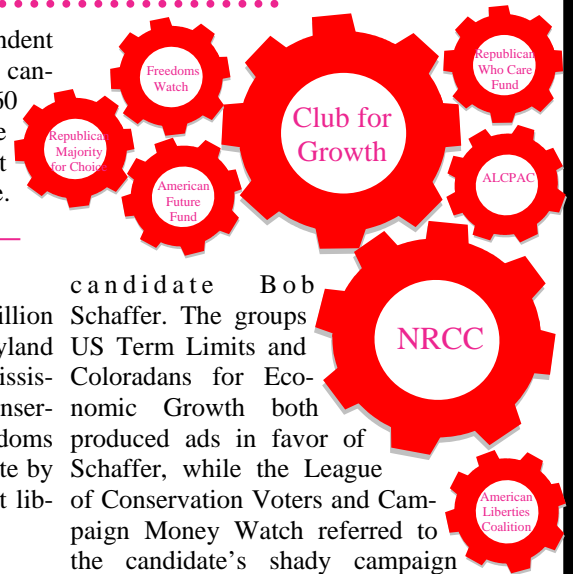
So far, Colorado's seat received the most attention from interest groups — five ads were released by four groups, at a total cost of more than \$1.1 million, and focused on Republican

candidate Bob Schaffer. The groups US Term Limits and Coloradans for Economic Growth both produced ads in favor of Schaffer, while the League of Conservation Voters and Campaign Money Watch referred to the candidate's shady campaign contributions and ties to big oil and sweat shop owners.

Majority Action has focused its sights on Oregon's incumbent, Republican Gordon Smith. In its two ads, Majority Action highlighted Smith's record on gas prices, specifically his relationship with oil executives. The DSCC joined the fray, releasing ads that denounced Smith and compared him to George Bush. To date, more than \$181,000-worth of ads have been spent on this race.

In Minnesota, oil was again a means for denouncement with Alliance for a Better Minnesota spending almost \$640,000 on one ad. American Future Fund spent more than \$100,000 on an ad in support of Coleman.

While these groups may have taken a backseat during the primaries, get ready for their move the forefront of Campaign 2008.



In This Corner: Minnesota's Oil-Slicked Senate Race



[Announcer]: Minnesotans are paying more for gas than ever, while big oil companies are making



billions. And what has Norm Coleman done? Coleman voted to give oil and gas companies



[Laurie Coleman]: "In a political race, people will say a lot of things. They'll say Norm is a rubber



stamp for the president, but he's been ranked as one of the most independent Senators.



billions of dollars in tax breaks. Maybe that's why oil and gas interests have



given Coleman hundreds of thousands of dollars in campaign contributions



They'll say he's in the pocket of big oil, but he voted to take away their special tax breaks.



Actually, there is a special interest that Norm will answer to... Hey Norm,



to reward him for the work he's done. So call Norm Coleman and ask him,



when it comes to the price of gas and oil, who's side is he really on?



will you take out the trash?" [Norm Coleman]: "I got it, honey."



I'm Norm Coleman. I approve this message."

Ad Sponsor: Alliance for a Better Minnesota
Ad Title: "Big Oil"

Ad Sponsor: Coleman for Senate '08
Ad Title: "Got It"

A Closer Look: AD SPENDING IN 2008

Total Presidential Spending

Candidate	\$125.6 million
Issue	\$17.1 million
Party	\$600,000

Total House/Senate Spending

Candidate	\$39.2 million
Issue	\$5.6 million
Party	\$3.1 million

Total State/Local Spending

Candidate	\$158.7 million
Issue	\$178.5 million

eye

Interested in seeing other issues in the cmag eye?

Keep up with the latest political advertising data and issues across the country

Find out more by visiting us at tnsmi-cmag.com or calling us at 1-866-CMAG (2624)