

## WISCONSIN AND ELECTION AD BUYING



The Republics are definitely beating out Democrats on the airwaves in Wisconsin this year. Nearly 80 percent of the money has been spent on Republic advertisements for television, in which their opinions and causes are supported. And, over \$18 million worth of political advertisements had been booked since the 25<sup>th</sup> of April. This shows that the spending for advertisements to take place during the spring has definitely skyrocketed and there are millions of people from different groups, outside of the campaigns, who are looking to get some sort of influence on those who are hearing or watching these advertisements. Many of the people who are putting money into this are not even affiliated with any of the campaigns, which is quite interesting to say the least. It is not necessarily new news to hear that the stations are flooding with all sorts of politic advertisements in the state of Wisconsin. Anyone who watches number of different television shows, ranging from Wheel of Fortune to Dancing with the Stars and other prime time television shows will often see these political advertisements more often than not. And, with such a high volume of political advertisements, many people wonder how effective these advertisements actually are, especially when they are constantly appearing throughout television and radio broadcasts, as well as online, at any given hour during the day. Some people, such as Joe Heim, who happens to be a professor at the University of Wisconsin, believe that all of this advertising may be a waste. Heim feels that it seems they have so much money but are not sure what to do with it, so they spend it on endless advertisements. There are some specific records, thousands of pages of them to be exact, which show information on political advertisements and the amount of money that is being spent on them, especially from the political campaigns. This information not only shows how much money is being spent on advertisements, it shows who is being targeted when it comes to seeing these advertisements displayed on their television. A number of stations in Milwaukee had the largest amount of revenue when it came down to political advertisements. The amount spent was at approximately \$4.8 million worth of advertisements. Big money was spent in other areas as well, which includes Madison, Green bay, Wausau, and Eau Claire/ La Crosse. Overall, millions of dollars were spent on advertising to be displayed in each of these different areas. These records also show that the biggest spender for advertising was actually a group that is currently working behind the Governor Scott Walker. Approximately \$3.25 million has already been spent on his political campaign, which is referred to as the Right Direction Wisconsin Pac. The group claims to have spent so much because they would like Walker to be re-elected during the upcoming elections.

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