

FLORIDA POLITICAL ADVERTISEMENTS



A number of political groups have been eagerly spending millions of dollars in political advertisements, especially in the state of Florida. There has been a total of \$133 million spent on political advertisements in the state of Florida for the past several months, ever since the month of April. This spending for the state has reached a record breaking number of advertisements that have been featured on the televisions of individuals in the area. This particular presidential election has beat out all of the records for the state of Florida and for the nation as a whole. Erika Franklin Fowler, the co-director for the Wesleyan Media Project, has said, "This election year will go down as a record pulverizing year for political advertising." Since the very beginning of June, over 915,000 presidential advertisements have been featured on television stations all along the nation. With the number of advertisements featured on the television during this presidential election season, it is a total increase of approximately 44.5 percent from the election period of 2008. It is also a 43.7 percent increase from the amount of advertisements featured eight years ago, during the presidential elections in 2004. Many people are calling this presidential election an arms race. Many people would be surprised at the advertisements that are going to be featured in the state of Florida in the last week of the presidential election. Instead of tons of advertisements that would persuade voters to vote for a specific candidate, these advertisements will be aimed more toward simply getting these individuals to come out and vote. By voting, these individuals can have a say as to who they will see become their president. It is believed that this is the best approach since a portion of voters who have not chosen a specific candidate to vote for are actually not very informed about the presidential elections and the candidates so they end up not voting. It is important for voters to realize that the outcome of the election is truly up in the air and it could be either Obama or Romney who ends up winning. Informing these individuals of the possibilities can help to get them out there to vote for the candidate that they think should win. During the month of October, Obama has had much of an advantage when it comes to advertising in the state of Florida. Travis Ridout, the other co-director for the Wesleyan Media Project, has said, "One reason Obama has been able to win the air war in most media markets is that his campaign is funding most of its own advertising, which entitles his campaign to the lowest rate charged by local television stations." He also said, "By contrast, many ads supporting Romney are paid for by outside groups, which must pay whatever the market will bear to get their ads on the air."