



**For Immediate Release:**

## **Over 2 Million Political Ads Aired This Cycle**

### **Group Activity in Senate Contests at All-Time High; Democrats Advantaged in Competitive Senate Races; Super PACs Heavily Involved**

(MIDDLETOWN, CT) **August 24, 2016** – An estimated \$1.56 billion has been spent so far in the 2015-2016 election cycle on political advertising (Table 1), according to a new analysis by the Wesleyan Media Project. That money has purchased just over 2 million ad airings on local broadcast television since January 1, 2015.<sup>1</sup>

About a third of that total (\$517 million) was spent on nearly 610,000 ad airings in the presidential race, while spending on campaigns for U.S. Senate came to \$247 million for over 280,000 airings. Spending on races for governor and U.S. House lag behind, clocking in at a little over \$80 million apiece. Just over \$34 million has been spent on ballot measures so far.

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<sup>1</sup> CORRECTION: because of a denominator error excluding policy ads in 2012, a previous version of this release incorrectly stated that advertising in 2016 was up over 2012 by 9 percent. Advertising is down by 16 percent in 2016 compared to 2012 when policy ads are included, and down by 6 percent when policy ads are excluded.

**Table 1: Ad Spending and Airings**

	<b>Est. Cost (\$Ms)</b>	<b>Airings</b>
President	517	609,893
Governor	86	233,566
US House	83	143,423
US Senate	247	280,416
<b>Federal and Governor Total</b>	934	1,267,298
Ballot Measures	34	58,904
Mayor	0.049	153
Attorney General	3	6,836
State Senate	27	58,994
Lt. Governor	2	4,510
Judicial	21	50,026
State Rep.	12	23,310
<b>Grand Total*</b>	<b>\$1.56B</b>	<b>2,032,307</b>

Figures are from January 1, 2015 to August 18, 2016. Numbers include broadcast television (national network and national cable are included in presidential totals).

\*Figures include policy advertising.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

Despite an overall increase in ad airings in 2016, advertising activity in federal races is down from 2012 levels (1.27 million in 2016 compared to 1.39 million in 2012). As shown in Table 2, presidential airings in 2016 are down by 14 percent compared to 2012 cycle-to-date as are U.S. House airings. 2016 senatorial airings are down 32 percent compared to 2014 races, but up by nearly 12 percent over 2010 in which the same seats were being contested six years ago. Gubernatorial airings, in stark contrast, are considerably higher in 2016 than they were in 2012 (233,500 versus 167,000 four year earlier), an increase of 40 percent.

**Table 2: Total Airings and Group Activity in Federal and Gubernatorial Races**

<b>Race</b>	<b>Cycle</b>	<b>Airings</b>	<b>% Group</b>
Presidential	2016	609,657	30.4
	2012	714,348	39.4
Senate	2016	280,416	49.0
	2014	413,251	46.5
	2012	338,499	37.5
	2010	250,704	13.8
House	2016	143,423	12.3
	2014	167,810	27.0
	2012	167,535	23.3
	2010	120,341	6.1
Gubernatorial	2016	233,566	26.2
	2012	166,675	26.7

Figures are from January 1 in year prior to Election Day to August 18 of each cycle. Numbers include broadcast television (national network and national cable are included in presidential totals).

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

Table 2 also shows that outside group involvement in Senate races is at an all-time high in 2016, accounting for just under 50 percent of all airings to date. In 2014 groups sponsored 46.5 percent of Senate ads through August 18; in 2012 they sponsored 37.5 percent of ads; and in 2010, they sponsored just 13.8 percent of ads. The percentage of ads sponsored by groups is down slightly in the presidential and U.S. House races, but it is holding steady in gubernatorial races at roughly 26 percent in both 2012 and 2016.

Estimated spending in the presidential race is considerably higher than in 2012 at this same point in time (Table 3). The increase from 2012 is over \$130 million, though the total number of ad airings is down by about 100,000, a 14.4 percent decrease from the earlier cycle.<sup>2</sup> About 350,000 ads have been aired by or on behalf of Democratic presidential candidates, compared to about 258,000 ads that have been aired by or on behalf of Republican candidates. The vast majority of pro-Democratic advertising in the primaries and general (to date) was sponsored by the candidates themselves (mostly Clinton and Sanders), while the majority of Republican advertising has been sponsored by groups, many of which are organized as super PACs. These groups paid \$168 million in 2012 for 250,000 ad airings promoting GOP primary candidates. They paid \$215 million in 2016 for a significantly smaller number of airings (143,000).

<sup>2</sup>The table excludes 2,144 ads aired in 2012 by advocates of third parties. Those totals account for the difference in reported volume in 2012 between Tables 2 and 3.

**Table 3: Ad Totals by Race Type and Sponsorship (President)**

<b>2012 Presidential</b>			
	<b>Pro-Democratic Advertising</b>		
	<b>Est. Cost</b>	<b>Airings</b>	
Candidate	\$96M	233,894	
Party/Coordinated	\$21M	15,955	
Group	\$16M	29,491	
	<b>Pro-Republican Advertising</b>		
Candidate	\$54M	141,920	
Party/Coordinated	\$28M	41,014	
Group	\$168M	249,930	
<b>Total</b>	<b>\$383M</b>	<b>712,204</b>	
<b>2016 Presidential</b>			
	<b>Pro-Democratic Advertising</b>		<b>% Change</b>
	<b>Est. Cost</b>	<b>Airings</b>	<b>(Airings)</b>
Candidate	\$197M	309,992	32.54%
Party/Coordinated	\$0	0	
Group	\$41M	41,816	41.79%
	<b>Pro-Republican Advertising</b>		
Candidate	\$64M	114,534	-19.30%
Party/Coordinated	\$0	0	
Group	\$215M	143,315	-42.66%
<b>Total</b>	<b>\$517M</b>	<b>609,657</b>	<b>-14.40%</b>

Figures are from January 1, 2015 to August 18, 2016. Numbers include broadcast television, national network and national cable. Table excludes 2,144 ads aired in 2012 by third parties, which is why 2012 total differs from Table 2.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

Table 4 breaks down ad spending by sponsor in the presidential general election, which we define as beginning June 8, 2016, the day after the last presidential primaries (with the exception of the District of Columbia’s Democratic primary on June 14). Hillary Clinton’s campaign has aired over 70,000 ads at an estimated cost of \$57 million, while Priorities USA Action, a super PAC supporting Clinton, has aired 28,000 ads at an estimated cost of \$26.7 million. As of August 18, the Trump campaign had purchased no ads on broadcast television during the general election period, though on August 19, Trump’s campaign started airing ads in North Carolina, Ohio, Pennsylvania and Florida—19 media markets in total (Table 5 below contains the market breakdown of airings from Friday, August 19 through Sunday August 21).

A pro-Trump super PAC, Rebuilding America Now PAC, however, has filled some of the gap, airing about 5,000 ads at an estimated cost of \$5.4 million. The NRA Political Victory Fund has also aired over 3,600 ads supporting Trump.

Green Party candidate Jill Stein had aired only 38 ads, while Purple PAC, which supports Libertarian Party nominee Gary Johnson, has aired only two ads.

“We haven’t seen a modern presidential campaign that is so lopsided in terms of advertising,” said Erika Franklin Fowler, co-director of the Wesleyan Media Project. “It’s tough to parse out advertising’s contribution to Clinton’s current lead in polls relative to other factors, but there is little doubt that Trump could use more disciplined messaging on air right now – precisely the kind of messaging typically provided by television advertising.”

**Table 4: Ad Totals in Presidential Race since June 8**

<b>Sponsor</b>	<b>Affiliation</b>	<b>Est. Cost</b>	<b>Airings</b>
Hillary Clinton	Democrat	\$57M	70,724
Priorities USA Action	Democrat	\$27M	28,484
Rebuilding America Now PAC	Republican	\$5.5M	4,879
NRA Political Victory Fund	Republican	\$3M	3,652
NextGen California Action Committee	Democrat	\$2.6M	2,788
VoteVets	Democrat	\$828,000	1,491
Women Vote	Democrat	\$740,000	958
Jill Stein	Green	\$300,000	38
People for the American Way	Democrat	\$15,000	34
United Food and Commercial Workers International	Democrat	\$16,000	18
Union Active Ballot Club			
American Future Fund	Republican	\$4,000	2
Purple PAC	Libertarian	\$22,000	2
<b>Total</b>		<b>\$97M</b>	<b>113,071</b>

Figures are from June 8, 2016 to August 18, 2016. Numbers include broadcast television, national network and national cable.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

Table 5, as noted above, displays the presidential advertising activity since Trump's first general election ad buy on August 19. Markets in Florida (Tampa, Orlando and West Palm Beach) and Ohio (Columbus and Toledo) were competitive, seeing a few more pro-Trump spots than pro-Clinton spots, but Clinton maintained large ad advantages in markets in Pennsylvania, North Carolina, Iowa and Nevada.

**Table 5: Top Presidential Markets since First Trump Ad Buy through Aug 21**

Market	State	Pro-Clinton Airings		Pro-Trump Airings		Dem Adv	Total
		Candidate	Group	Candidate	Group		
Tampa	FL	94	74	53	132	-17	353
Orlando	FL	45	69	59	105	-50	278
Philadelphia	PA	138	79	47	0	170	264
West Palm Beach	FL	74	50	32	96	-4	252
Columbus	OH	84	39	36	89	-2	248
Charlotte	NC	93	93	52	0	134	238
Cleveland	OH	66	52	0	118	0	236
Toledo	OH	62	35	25	81	-9	203
Greensboro	NC	75	71	36	12	98	194
Dayton	OH	53	39	29	45	18	166
National Cable		114	0	0	36	78	150
Pittsburgh	PA	78	29	30	7	70	144
Raleigh	NC	49	47	24	18	54	138
Wilkes Barre	PA	70	34	0	13	91	117
Las Vegas	NV	66	50	0	0	116	116
Des Moines	IA	74	38	0	0	112	112
Cedar Rapids	IA	76	28	0	0	104	104
Jacksonville	FL	49	0	44	0	5	93
Youngstown	OH	49	0	0	44	5	93
Reno	NV	44	38	0	10	72	92
Cincinnati	OH	50	0	41	0	9	91
Harrisburg	PA	48	0	38	0	10	86
Davenport	IA	38	21	0	0	59	59
Lima	OH	29	0	30	0	-1	59
Denver	CO	6	46	0	0	52	52
Johnstown	PA	45	0	0	5	40	50
Omaha	NE	50	0	0	0	50	50

Figures are from August 19 to August 21, 2016. Numbers include broadcast television (national network and national cable are included as separate markets).

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

See the [online version](#) of this report for a longer list of markets

In the presidential general election, the Tampa media market has seen the most ads since June 8, a total of 6,553 (Table 6). It is followed by Orlando, with 5,723 ad airings. Cleveland, Ohio has seen just over 5,000 ad airings. Markets in North Carolina, Nevada, Colorado, Iowa, Virginia and Pennsylvania also appear among the top 20 media markets.

“Judging by where advertisers are putting their money, Florida, Ohio and North Carolina are the biggest presidential battlegrounds in 2016,” said Michael Franz, co-director of the Wesleyan Media Project. “These swing states have not changed much, if any, from four years ago.”

**Table 6: Top Media Markets in Presidential General Election Race (Overall)**

<b>Market</b>	<b>State</b>	<b>Airings</b>	<b>Est. Cost (\$Ms)</b>
Tampa	FL	6,553	7.4
Orlando	FL	5,723	7.4
Cleveland	OH	5,092	4.9
Charlotte	NC	4,697	3.6
West Palm Beach	FL	4,623	3.0
Las Vegas	NV	4,299	3.1
Columbus	OH	4,267	3.3
Reno	NV	3,903	1.7
Denver	CO	3,590	3.1
Raleigh	NC	3,501	2.5
Des Moines	IA	3,466	1.9
Toledo	OH	3,312	1.8
Dayton	OH	3,265	1.6
Greensboro	NC	3,177	1.1
Jacksonville	FL	3,133	1.3
Cedar Rapids	IA	3,061	1.3
Richmond	VA	2,901	1.4
Philadelphia	PA	2,844	2.4
Norfolk	VA	2,734	1.3
Roanoke	VA	2,572	0.7
Cincinnati	OH	2,490	1.3

Figures are from June 8, 2016, to August 18, 2016. Numbers include broadcast television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

See the [online version](#) of this report for a longer list of markets

## Ohio, Pennsylvania and Wisconsin Hottest Senate Races

Table 7 shows the number of ads supporting Democratic candidates and Republican candidates that have aired in the general election in each race, regardless of the sponsor (candidates, parties and groups). The table also shows estimated spending by each side in the general election. The race for Senate in Ohio has seen, by far, the most ads aired and the most spending. Over 46,000 ads have aired in the Buckeye State, where Republican candidate Rob Portman holds a considerable advantage of about 12,000 ad airings over Democratic candidate Ted Strickland. Ad spending in the general election there is estimated at \$35 million.

The situation is reversed in neighboring Pennsylvania, where Democrat Katie McGinty has benefitted from about 15,000 more ad airings than her Republican opponent, Pat Toomey. Democrat Russ Feingold leads in terms of general election ad airings over his Republican opponent, Ron Johnson.

“With the exception of Ohio, Democrats have been able to air more ads than Republicans in the most competitive Senate races,” said Travis N. Ridout, co-director of the Wesleyan Media Project. “This may reflect enthusiasm on the part of Democrats who anticipate gains—and perhaps even a takeover—in the Senate.”

In many of the most competitive Senate races, groups have dominated advertising. In Ohio, Pennsylvania, and New Hampshire, groups sponsored more than 80 percent of ad airings, and in Nevada and Colorado, groups sponsored more than 60 percent of ad airings.

**Table 7: Top U.S. Senate Races by Volume and Cost of Ads**

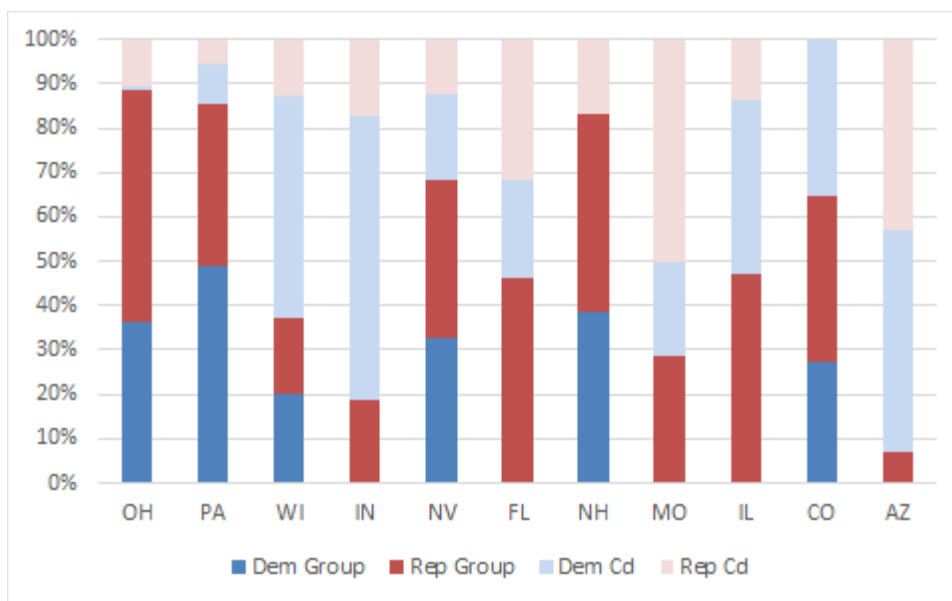
State	Dem ads	Dem % Group	Dem Cost (\$Ms)	Rep Ads	Rep % Group	Rep Cost (\$Ms)	Total Ads	Total Cost (\$Ms)	% Group
OH	17,632	96.8	13.3	29,234	83.4	21.9	46,866	35.1	88.4
PA	14,586	84.3	17.4	10,496	87.0	9.5	25,082	26.9	85.4
WI	11,500	28.6	5.4	4,986	57.3	4.5	16,486	9.9	37.2
IN	8,780	0.0	3.0	4,870	51.9	2.1	13,650	5.2	18.5
NV	5,921	62.9	3.7	5,543	74.1	3.8	11,464	7.5	68.3
FL	1,573	0.0	1.6	5,580	59.3	5.3	7,153	6.8	46.3
NH	2,579	100.0	6.0	4,088	72.4	8.2	6,667	14.2	83.1
MO	940	0.0	0.3	3,592	36.4	2.5	4,532	2.8	28.9
IL	1,238	0.0	1.2	1,934	77.4	1.9	3,172	3.1	47.2
CO	1,883	43.7	1.6	1,139	100.0	0.5	3,022	2.1	61.1
AZ	1,336	0.0	1.0	1,345	14.2	1.3	2,681	2.4	5.0

Figures are from the start of the general election in each state to August 18, 2016. Numbers include broadcast television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project



**Figure 1: Proportion of Airings in U.S. Senate Races by Sponsor Type**



Figures are from the start of the general election in each state to August 18, 2016.

Numbers include broadcast television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project.

Turning to all Senate advertising (not just general election advertising), Table 8 shows that the top four advertisers in Senate races were outside groups. The Democratic-supporting Senate Majority PAC has aired the most ads in Senate races this cycle, just over 20,000, while the Republican-supporting One Nation has aired over 18,000 ads. Russ Feingold, who is running for Senate in Wisconsin, is the top candidate advertiser, having aired over 12,000 spots.

**Table 8: Top Advertisers in Senate Races**

Sponsor	Party	Est. Cost (\$Ms)	Airings	Races
Senate Majority PAC	Dem	21.1	20,639	FL, NH, NV, OH, PA
One Nation	Rep	23.2	18,043	IA, IN, MO, NC, NH, NV, OH, PA
Freedom Partners Action Fund	Rep	12.0	14,873	IN, NV, OH, PA, WI
U.S. Chamber of Commerce	Rep	15.7	12,271	AZ, FL, IL, IN, NH, NV, OH, PA, WI
Feingold, Russ	Dem	3.9	12,213	
Fighting For Ohio Fund	Rep	5.2	8,655	OH
Shelby, Richard	Rep	5.7	8,631	
McGinty, Katie	Dem	5.4	7,422	
Women Vote	Dem	10.8	6,613	MD, NH, PA
Beruff, Carlos	Rep	5.5	6,605	
Bayh, Evan	Dem	2.4	6,094	
Masto, Catherine Cortez	Dem	3.2	5,865	

*(Table continues on next page)*

(Table 8 continued from previous page)

<b>Sponsor</b>	<b>Party</b>	<b>Est. Cost (\$Ms)</b>	<b>Airings</b>	<b>Races</b>
Harris, Kamala	Dem	6.0	5,145	
Van Hollen, Chris	Dem	5.4	5,046	
AFSCME People	Dem	6.4	5,003	OH
Dem. Senatorial Cam Comm.	Dem	1.8	4,769	IN, PA
Graham, Jack	Rep	2.0	4,675	
Johnson, Ron	Rep	2.2	4,623	
Bennet, Michael	Dem	3.8	4,616	
Sanchez, Loretta	Dem	2.5	4,488	
<b>Group % of top 20</b>			<b>51.78%</b>	

Figures are from Jan 1, 2015 to August 18, 2016. Numbers include broadcast television, national network and national cable television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project

As noted earlier (see Table 2) 2016 Senate advertising is down compared to 2014 levels, but up from 2010 when the seats were last contested. This cycle, 280,000 ads have aired in Senate races, well short of the 413,000 ads that had aired by this date in 2014. Although groups have sponsored fewer ads in 2016 than they did in 2014 (137,000 compared to 192,000), the biggest decline is in candidate-sponsored ads, which are about 80,000 fewer than two years ago.

The volume of advertising is also down from 2014 in U.S. House races, though not by as much. The 143,000 House ads aired to this point are about 24,000 fewer than had aired to this point in 2014. Unlike in the Senate races, candidate advertising is still most prominent.

## Super PACs Active in Senate, Presidential Races; 501cs Nearly Half of All Group Ads in Senate Races

Table 9 breaks down the group-sponsored advertising by its organizational type and the type of race. Groups have accounted for only 12.3 percent of the ads aired so far in House races, but groups' share of advertising has been 30.4 in the presidential race and 49.0 percent in Senate races. Across the board, super PACs have sponsored the plurality of group-sponsored advertising, accounting for 47.0 percent of group-sponsored ad airings in Senate races (where 501cs have also been active), 68.2 percent of group-sponsored ad airings in House races and 90.1 percent of group-sponsored ad airings in the presidential race.

**Table 9: Volume of Group-sponsored Ads by Group Type and Race Type**

		Airings	% of All Ads	% of Grp Ads
<b>House</b>	<u>Group Ads (total)</u>	17,614	12.28%	
	Super PACs	12,006		68.16%
	501cs	4,318		24.51%
	PACs	1,047		5.94%
<b>Senate</b>	<u>Group Ads (total)</u>	137,311	48.97%	
	Super PACs	64,577		47.03%
	501cs	61,475		44.77%
	PACs	10,225		7.45%
<b>President</b>	<u>Group Ads (total)</u>	185,287	30.38%	
	Super PACs	166,999		90.13%
	501cs	13,351		7.21%
	PACs	4,472		2.41%

Figures are from Jan 1, 2015 to August 18, 2016. Numbers include broadcast television, national network and national cable television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project.

Disclosure information from the Center for Responsive Politics.

"With the presidential election garnering so much of the media and the public's attention, the real ad fight is in down-ballot races," said Sheila Krumholz, executive director of the Center for Responsive Politics, "And what we're seeing there, especially in Senate contests, is that dark money groups are buying tens of thousands of ads -- and they're doing so without any donor disclosure and, often, without even reporting their spending their spending to the FEC."

Outside group activity as a proportion of all federal advertising is at an all-time high (32.5 percent) in 2016. See our [SPECIAL REPORT](#) (co-authored with the Center for Responsive Politics) on outside group advertising and trends related to disclosure, which examines 2.4 million group airings from 2000-2016.

## North Carolina, Indiana Lead in Governor's Races

Races for governor are also heating up, with almost 15,000 ads having been aired in North Carolina and Indiana (Table 10). Groups have been heavily involved in the North Carolina gubernatorial race, sponsoring 40 percent of the ad airings, though to this point groups have not advertised in Indiana. In both states, Democrats have a small advantage in terms of the number of ads aired. In Montana, which has seen over 10,000 ad airings, Republican Greg Gianforte has benefitted from about 3000 more ads than incumbent Democrat Steve Bullock.

**Table 10: Top Governor Races by Volume and Cost of Ads**

State	Dem ads	Dem Cost (\$Ms)	Rep ads	Rep Cost (\$Ms)	Total ads	Total Cost (\$Ms)	% Group
NC	8,809	5.6	6,094	2.0	14,903	7.7	40.4
IN	7,973	2.9	6,762	2.0	14,735	4.9	0.0
MT	3,491	0.7	6,592	1.0	10,083	1.7	23.6
MS	0	0	2,535	0.7	2,535	0.7	0.0
WV	226	0.09	2,051	0.4	2,277	0.5	9.9
MO	531	0.2	684	0.3	1,215	0.5	0.0
VT	0	0	457	0.1	457	0.1	34.6
UT	38	0.1	84	0.06	122	0.2	0.0

Figures are from the start of the general election in each state to August 18, 2016. Numbers include broadcast television.

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project.

## 70 Percent of Presidential Ads Contain an Attack

Table 11 speaks to the tone of the 2016 campaign. About half of presidential ads are pure negative ads—containing only discussion of an opponent—while another 20 percent are contrast ads, which mention both an opponent and a favored candidate. Thirty percent of presidential ads have been positive, focusing solely on the favored candidate. Although the presidential race has been largely negative in 2016, it has been more positive than the 2012 race, in which only 14 percent of ads aired by this point were positive.

Advertising in Senate races has been only slightly more positive than advertising in the presidential race, while races for House have been largely positive, with 74 percent of ads being positive.

**Table 11. Tone in Federal and Gubernatorial Races**

<b>2016</b>	<b>Pres</b>	<b>US Senate</b>	<b>US House</b>	<b>Gov</b>
<b>Negative</b>	49.8	47.1	13.1	39.6
<b>Contrast</b>	19.7	16.0	12.9	5.3
<b>Positive</b>	30.5	36.9	74.0	55.1

<b>2012</b>	<b>Pres</b>	<b>US Senate</b>	<b>US House</b>	<b>Gov</b>
<b>Negative</b>	66.6	46.8	16.6	6.0
<b>Contrast</b>	19.6	20.5	11.3	14.2
<b>Positive</b>	13.8	32.7	72.1	79.8

Figures are from June 8 to August 18 of each year.

Numbers include broadcast television (and national cable for presidential races).

CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project.

## About This Report

Data reported here do not cover local cable buys, only broadcast television, national network and national cable buys. All cost estimates are precisely that: estimates. Disclosure categorization information on outside groups comes from the Center for Responsive Politics.

The Wesleyan Media Project provides real-time tracking and analysis of all political television advertising in an effort to increase transparency in elections. Housed in Wesleyan's Quantitative Analysis Center – part of the Allbritton Center for the Study of Public Life – the Wesleyan Media Project is the successor to the Wisconsin Advertising Project, which disbanded in 2009. It is directed by Erika Franklin Fowler, associate professor of government at Wesleyan University, Michael M. Franz, associate professor of government at Bowdoin College and Travis N. Ridout, professor of political science at Washington State University. WMP staff include Laura Baum (Project Manager), Dolly Haddad (Project Coordinator) and Matthew Motta (Research Associate).

The Wesleyan Media Project is supported by grants from The John S. and James L. Knight Foundation and Wesleyan University. Data are provided by Kantar Media/CMAG with analysis by the Wesleyan Media Project using Academiclip, a web-based coding tool. The Wesleyan Media Project is partnering this year with both the Center for Responsive Politics, to provide added information on outside group disclosure, and Ace Metrix, to assess ad effectiveness.

**The Center for Responsive Politics** is the nation's premier research group tracking money in U.S. politics and its effect on elections and public policy. Nonpartisan, independent and nonprofit, the organization aims to create a more educated voter, an involved citizenry and a more transparent and responsive government. CRP's award-winning website, [OpenSecrets.org](http://OpenSecrets.org), is the most comprehensive resource available anywhere for federal campaign contribution and lobbying data and analysis.

Periodic releases of data will be posted on the project's website and dispersed via Twitter @wesmediaproject. To be added to our email update list, [click here](#).

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### **About Wesleyan University**

Wesleyan University, in Middletown, Conn., is known for the excellence of its academic and co-curricular programs. With more than 2,900 undergraduates and 200 graduate students, Wesleyan is dedicated to providing a liberal arts education characterized by boldness, rigor and practical idealism. For more, visit [www.wesleyan.edu](http://www.wesleyan.edu).

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