

# Media and Politics: In the News (2004-2006)

- [Where parties look for an audience/ Appealing to a demographic](#) (graphic)
- [2010 election breaks TV ad records](#)
- [Dems outspent GOP in TV ads in House races](#)
- [Political Ads: They Don't Go Away](#)
- [Panel says issue ads OK during elections](#)
- [Stations aired more political ads than coverage](#)
- [Separate political campaign ads from the lies](#)
- [Political Advertising Activity for Mid-Term Elections](#)
- [Year of the dirtiest sort of political ads](#)
- [Election Advertising Boost](#)
- [Political Net Ads- Low In '06](#)
- [Scientists Track Effects of Negative Ads](#)
- [Intense Elections Give TV Ads Big Boost](#)
- [Nasty ads close out a mud-caked campaign](#)
- [Nasty Campaign Ad Spending Beats Nice 10:1](#)
- [Millions spent on negative campaign ads](#)
- [Negative Ads Attack Voters – With the Facts](#)
- [Attack ads sometimes backfire](#)
- [Candidates, parties target Web audience](#)
- ['Tis the Season: This Year's Political Ads](#)
- [Campaign Ads Dominate political arena](#)
- [Election Ads Join the Broadband Revolution](#)
- [Cable Cleans Up On Campaign Ads](#)
- [Fear: popular theme in political ads](#)
- [AOL Debuts "The Stump" for Blog Driven Election Coverage](#)
- [As Election Nears, Groups Plan Negative Ads](#)
- [Expensive TV ads cost candidates](#)
- ['Snappy' ads helping politicians build their brands](#)
- [Negative Ads Dominate Party Spending for US Midterm Election](#)
- [Political ads take center stage in debate between](#)

parties

- Outside Groups Spending Millions on Ads
- The Web Is Becoming The Home For Political News
- Spending on TV ads likely to set record (Rhode Island)
- Campaign 2006 Online/ The Web Video Factor (WSJ, 9/21/06)
- Attack Ads Are Good For You (Reason, Sept. 2006)
- Study: Interest in political news steady
- Campaign Ads Pour Into TV Stations
- In Campaign Ads for Democrats, Bush Is the Star
- Video Web Sites Become Instrumental In Politics
- Political Ad Spending Could Hit \$1.6 Billion This Year
- Playing field leveling in media coverage of political candidates
- More Political Dollars in Broadcasters' Pockets?
- Buying Time 2006: TV Advertising in State Supreme Court Elections
- FEC Won't Ease Limits on Interest Groups
- Immigration Ads a Problem for Campaigns
- As TV Campaign Spending Soars, Cable Outlets Attract More Dollars
- DVRs help viewers skip campaign ads
- Political ad spending on record pace
- YouTube Election
- Politicians Seek Youth Via My Space
- Candidates Turning To Podcasting To Get Message Out
- More Candidates in January Could Mean More Ad Spending in 2008
- Despite hot races, TV is mostly free of political ads
- Bloggers battle old-school media for political clout
- An About Face on 527 Groups
- Negative Ads Play Crucial Role in Campaigns
- Political: \$440 Million and Counting
- Study: media use more male experts
- Blogs changing political discourse, shaping media coverage
- Candidates: Message goes online

- [Online Political Ad Dollars Will Continue to 'Explode'](#)
- ["An Eye On The White House And An Eye On You: Forget television ads. In 2008, candidates will watch your Web searches and cozy up to your friends. \(What's Next/Campaigns\)."](#)
- [In politics, blogs and text messages are the new American way](#)
- [Should campaign-finance laws apply to blogs?](#)
- [Ruling allows challenges to limits on political ads](#)
- [Justices Weigh Limits Put on Campaign Ads](#)
- [Political Ads Often Aim to Confuse](#)
- [Animation Tries to Enliven Political Ads](#)
- [Political TV ads crowd California, NY markets](#)
- [Local TV election coverage challenged](#)
- [FEC must rewrite campaign finance rules](#)
- [Iowa TV viewers to see ads touting Rice in '08](#)
- [Image trumps issues in elections \(study\)](#)
- [Coming soon to your TV: year round Political ads](#)
- [Bloggers may face campaign standards](#)
- [FEC Weighs Limited Internet Activity Rules](#)
- [Study: \\$100M Spent on TV Ads in Ohio Race](#)
- [Parties spent more on 2004 campaign ads](#)
- [COVERING THE ELECTION Articles Reviewing Election Night TV Coverage](#)
- [Advertisers Learn From Candidates](#)
- [Do Attack Ads Work? You Bet – and That's Not All Bad](#)
- [Attack of the Attack ads](#)
- [Today's Political Ads Use Yesterday's Tactics](#)
- [Hardball Ads Effective and win elections](#)
- [Half Million Ads Aired \(So Far\) in Pres. Race](#)
- [Ad Buys: Winners & Losers](#)
- [The History of Political TV Ads](#)
- [From Daisy to Willie, political ads in U.S.](#)
- [Creating Reagan's Image](#)
- [Campaign ads can mislead voters](#)
- [TV: Primary Information Source for Most 2004 Voters](#)
- [Why Ads Work](#)