

Media and Politics: In the News (2012)

- [2012's Best Viral Political Moments](#)
- [Were Obama's Early Ads Really the Game Changer?](#)
- [Romney spent more on TV ads but got much less](#)
- [PolitiFact Lie Of The Year: Mitt Romney's Jeeps In China Ad](#)
- [Election is over, but 'super PACs' remain a threat](#)
- [Barack Obama, Mitt Romney both topped \\$1 billion in 2012](#)
- [Social media brings people to the polls](#)
- [Music in political ads](#)
- [Looking at the Election Ad Spend: 2012 Presidential Campaign Wrap-Up](#)
- [Millions poured into political TV ads targeting NH](#)
- [Obama tops Romney With Ads In Battleground States](#)
- [Advanced Advertising: Obama Campaign Showed Value Of Targeting Viewers](#)
- [Study shows big leap in ads on China, trade](#)
- [Jobs, Trade Dominated Presidential Advertising in 2012](#)
- [Smartphone and tablet users helped Obama win](#)
- [The 5 Most Important Ad Tactics From Obama's Ad Campaign](#)
- [CMAG: Obama swamped Romney on number of unique ads](#)
- [Election Night Proves Symbiotic Relationship Between Social Media and TV](#)
- [Twitter & Social Media Played Important Roles on Election Day](#)
- [The Best Photos of the Entire Presidential Campaign](#)
- [How presidential candidates used social media/apps to reach voters](#)
- [Microtargeting: How campaigns know you better than you know yourself](#)
- [Tweet, like, and vote: Social media in modern campaigns](#)
- [Ad spending closes in on \\$1 billion –](#)
- [The Art of Crafting A Presidential Campaign Commercial](#)

- [Which Party is Targeting Your Favorite TV Shows?](#)
- [Study: Two-thirds of social media users are engaged in political activity](#)
- [Facebook Becomes Battleground State](#)
- [Advertising on TV Reaches \\$5 Billion as Super PAC Spending Skyrockets](#)
- [Spending on Presidential Ads Exceeds \\$700 Mn](#)
- [Media coverage influences value of presidential debates for viewers](#), study finds
- [Political ads could net US broadcasters \\$2.8 bln: Moody's](#)
- [Study of US campaign ads finds growing role of outside groups](#)
- [Social media boost election turnout](#) (study)
- [Political banner ads of 2012](#)
- [Air Time Shrinks, Rates Jump as Presidential Race Heats Up](#)
- [Privacy and politics in the mobile age](#)
- [Obama campaign turns to technology to engage voters during Democratic convention](#)
- [Super Pacs Spending: Tech Tools That Help You To See Who's Funding Who](#)
- [Ka-ching states](#) (battleground ad spending, so far)
- [Best and worst political ads from the presidential election season](#) (July 2012)
- [What If We Treated Political Contributors Like NASCAR Sponsors?](#)
- [Court Asked to Reconsider Political Ads on Public Stations](#)
- [Heavy focus on news shows in White House race ads](#)
- [Presidential campaign ads ubiquitous, but do they work?](#)
- [TV Viewers Change the Channel as Soon as Political Ads Air](#)
- [Super PACs Spent Over \\$8M on Digital Ads in Presidential Race](#)
- [Media analyzes online attacks by Presidential candidates](#)
- Majority of TV ad money going to FL, VA, OH

- [Study: even split between positive, negative presidential ads](#)
- [Campaigns dig through online data to target voters](#)
- [In 2012, campaigns target voters through their phones](#)
- [Political Ads Really Do Provide A Bonanza For TV Stations](#)
- [Study: Super PACs aired more ads than candidates](#)
- [The Swing Markets:](#) The cities where the presidential ad war will play out
- [2012 campaign ads take 'dramatic negative turn'](#)
- [Network News Anchors Become Commonplace In Political Ads](#)
- [Presidential race ad war begins in earnest](#)
- [This Could Have Been the Election When Web-Based Ads Changed Everything](#)
- [Battleground states see jump in ad spending](#)
- [Most independent ads are from groups that don't disclose donors](#)
- [Celebrities in political ads: asset or liability?](#)
- [Study: Romney getting better press than Obama](#)
- [Campaign commercials give hint of ad war to come](#)
- [Political Ads Can't Be Banned from Public Television](#)
- [Study: Horse Race \(Still\) Dominates On Evening Newscasts](#)
- [Study finds strong correlation between social buzz and election results](#)
- [Study: Presidential candidates, media ignore kids issues](#)
- [Obama 2012 Reelect Campaign Goes High-tech](#)
- [Political spending on TV ads may be posted online](#)
- [Online political ads aimed at specific audience](#)
- [As TV Viewing Habits Change, Political Ads Adapt](#)
- [Presidential ad deluge hits Wisconsin](#)
- [New Focus on Publicizing Information About Political TV Ads](#)
- [TV spending targeted shows' demographics](#)
- [Super PACs responsible for 91 percent of the ads in Ala and Miss](#)
- [Super PACs Could Drive Total 2012 Election Spending to \\$9.8B](#)

- [Super Tuesday TV Tab Up To \\$11 Million](#)
- [TECH: Can social media predict election outcomes?](#)
- [Radio Connects Political Candidates to Voters](#)
- [Super Tuesday Ad Spending Tops Nearly \\$10 Million](#)
- [Super Tuesday, Super PACs, Meager Spending](#)
- [When Will Social Media Elect a President?](#)
- [Campaign Watchdog Group Files Complaint Against Romney Super PAC Ad](#)
- [Annenberg's 'FlackCheck' attacks deceptive political ads](#)
- [Sky's the limit for 2012 political advertising](#)
- [Online Data Helping Campaigns Customize Ads](#)
- [Campaigns Grow More Dependent on 'Super PAC' Aid](#)
- [As Super Tuesday Nears, Which Candidates Can Afford to Advertise?](#)
- [Study: Negative campaign ads much more frequent, vicious](#)
- [Professor mounts campaign against inaccurate 'super PAC' ads](#)
- [Record Political Ads as Swing-State Cash Spreads to Local Outlets](#)
- [Obama's First 2012 TV Blitz: 5000 Ads in 6 Days](#)
- [The names behind those Super PACs](#)
- [Super PACs to reveal funding, spending](#)
- [Study: SuperPACs Behind Nearly Half Of 2012 Ads](#)
- [Attack Ads to Generate \\$20 Million for Fla. TV Stations](#)
- [Jimmy Carter: Negative Political Ads are Dividing the Nation](#)
- [GOP Hopefuls Experiment With Mobile Ads in Early Contests](#)
- [The Florida TV ad blitz begins](#)
- [Presidential campaign ad spending surges past \\$12 million in South](#)
- [Super PAC Ads Are Free Speech](#)
- [Super PAC money shows up strongly in the radio ad-buys in South](#)
- [Reports: Obama to advertise in battleground states](#)
- [Obama campaign gearing up for TV ads](#)
- [Social media sites in race for lucrative political ads](#)

- [Political ads go digital and social](#)
- [Why Some Attack Ads Work and Others Fail](#)
- [Florida To Reap Next Big GOP-Ad Windfall](#)
- [5 Reasons Why 2012 Will Be A Banner Year For Political Ads](#)
- [How Political Ads Use Pop Culture References To Drive Home Their Point](#)
- [TV broadcasters enjoy spoils of political wars](#)
- [What donors? Super PACs buy time to keep secrets](#)
- [Study: Attractive Politicians Get More Time on TV News](#)
- [Politicians' Spending on Digital Ads Skyrockets](#)
- [Super PACs Defining the 2012 Presidential Race](#)
- [Restore Our Future hits Newt in SC, NH newspaper ads](#)
- [Local TV Disclosure Rule Would Put Political Ad Spending Online](#)
- [The Tactic of 2012... Full-Page Newspaper Ads?](#)
- [Huntsman vows to restore trust in first TV ad](#)
- [Super PACs shook up GOP Iowa race with attack ads](#)
- [When "Negative" Political Advertising Can Be Positive](#)
- [Perry Purchases Ads in South Carolina](#)
- [Are Crowd Sourced Political Ads The Future?](#)
- [Iowa TV Station Execs Say Rick Perry The Biggest Ad Spender](#)
- [Google Launches 2012 Election Hub](#)
- [U.S. media on overdrive covering GOP Iowa caucuses](#)
- [Fears over funding for TV attack ads](#)
- ['Super PACs' Spend \\$13 Million On Early Primaries](#)
- [Twitter Indicator Could Trump Polls for 2012 Election Measurement](#)
- [Iowa ad war: late starting but nasty](#)
- [Newt ad tops among Tweeters](#)