

Discussion Questions

1. How did political ads and political stories compare across the presidential and down ballot races?
2. How did local TV journalism perform during the campaign? What are the reasons for that performance? What does it mean for the information that citizens receive?
3. How much money was spent on political ads on the stations in the last two months of the campaign? What percentage of total revenue did that represent?
4. What are the rules for presenting political ads by candidates and by PACs? Are they different? How does that affect what the public sees?
5. What is happening in the 2020 campaign regarding political ads? How much is being spent? Where are the ads—broadcast? online?
6. Why does the political communication system regarding political ads look the way it does?