

Legislation Text

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Calling on Philadelphia's major television broadcast stations to voluntarily offer either free or reduced rate advertising slots to Philadelphia mayoral candidates to reduce the impact of money on campaigns.

WHEREAS, Over the past 60 years, television advertising has become a major tool for national, state and local candidates for office; and

WHEREAS, As the discussion on campaign finance has grown, so has the discussion of free or discounted television advertisements. Since 1960, over 160 proposals have been offered in Congress; and

WHEREAS, The Congressional Research Service reported that aggregate broadcast media spending constitutes about 27% of campaign budgets in US House races, 40-45% in US Senate races, and at least 50% in presidential races. It is clear that mayoral races across the country are becoming dependent on TV advertising as well; and

WHEREAS, Currently, broadcasters are required to provide the lowest unit rate air time to political candidates; and

WHEREAS, Last year, USA today reported that a typical 30-second ad in Philadelphia during a local newscast on a network affiliate costs about \$2,100; and

WHEREAS, By providing free or discounted airtime to political candidates, money plays less of a role and campaign competitiveness is increased; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, THAT the Philadelphia City Council calls on Philadelphia's major television broadcast stations to voluntarily offer either free or reduced rate advertising slots to Philadelphia mayoral candidates to reduce the impact of money on campaigns.