

IN THE NEWS

Advertising Divisiveness: Political Ads in the 2024 Election Cycle

Speaking Engagement

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Political advertising in 2024 could easily be called part of one of the most challenging campaign seasons ever. Media entities are forced to deal with vetting difficult material and questioning where the line falls on allowing disinformation and misinformation to be published. While the rules for broadcasting and print publications differ, the gist of so many ads ring the same. How do we identify what has crossed the line? What level of vetting is appropriate? And what does an organization do when faced with potentially risky backlash if it recommends changes or refuses to run an ad? Join us as we look at these questions and a few actual examples of ads from this campaign season.

When seeing a political ad, participants will be able to (1) perform a high level assessment of potential risks to publishers and advertisers; (2) understand the challenges facing newspapers and broadcasters including heightened tensions when challenging ads; and (3) get a sense of the challenges in both print and broadcast around the country.

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