

# Examine Media Influence in VA Political Ads

The screenshot displays the vpap.org website interface. At the top, a green header contains the site logo and a search bar. Below this, a navigation bar lists categories: Elections, Money (highlighted), General Assembly, Lobbying, Visuals, VaNews, and About Us. A secondary bar lists specific topics: Top Donors, Big Donations, Independent Expenditures, Political Ads, and Vendors. The main content area is titled "Political Advertising in Virginia Elections" with a help icon. It features filters for "Top Elections" and "View Ads", and tabs for "Broadcast TV" and "Facebook". The selected filters are "2025", "First Run: Week of 8/25", and "2025 Governor - Regular General". Two video thumbnails are shown: one for Governor "The Right Direction" and another for Governor "Raises Costs" with the text "WHAT DOES SEARS SAY?".



**CIVICS NAVIGATOR**  
Powered by **vpap.org**



## Money

[Top Donors](#) | [Big Donations](#) | [Independent Expenditures](#) | [Political Ads](#) | [Vendors](#)

## Political Advertising in Virginia Elections ?

[Top Elections](#)

[View Ads](#)

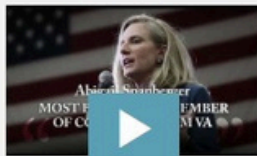
[Broadcast TV](#)

[Facebook](#)

2025 ▾

First Run: Week of 7/14 ▾

All Elections ▾



### Governor

"Dad"

Sponsor: Abigail

Spanberger

First Aired: 7/15/2025

Market (Play Count):

Hampton Roads (980),

RVA (737), D.C. (390)



### Attorney General

"Soft Jay Jones"

Sponsor: Jason Miyares

First Aired: 7/18/2025

Market (Play Count):

Hampton Roads (543),

RVA (448),

Use VPAP.org to view political ads in an uncluttered, clickbait-free environment.

Note that you can view:

- the sponsor of the ad
- when it aired
- in which markets it played
- how many times it aired

Do you notice any trends in the content of ads that air in different parts of Virginia?

*You can toggle which races you'd like to examine:  
all elections, lieutenant governor, attorney general, or house of delegates.*



The screenshot displays the vpap.org website. At the top, there is a green header with the 'vpap.' logo. Below the header, a navigation bar includes links for 'Money', 'Top Donors', 'Big Donations', 'Independent Expenditures', and 'Politics'. The main content area features a section titled 'Political Advertising in V' with filters for 'Top Elections' and 'View Ads'. Below this, there are buttons for 'Broadcast TV' and 'Facebook', and dropdown menus for '2025' and 'First Run: Week of 9/1'. The bottom of the screen shows three video thumbnails labeled 'Governor', 'House of Delegates', and 'Governor'. A dark blue sidebar on the right lists the following election races:

- All Elections
- 2025 Governor - Regular General
- 2025 Lt. Governor - Regular General
- 2025 Attorney General - Regular General
- 2025 House of Delegates - District 22 - Regular General
- 2025 House of Delegates - District 34 - Regular General
- 2025 House of Delegates - District 57 - Regular General
- 2025 House of Delegates - District 66 - Regular General
- 2025 House of Delegates - District 69 - Regular General
- 2025 House of Delegates - District 71 - Regular General
- 2025 House of Delegates - District 73 - Regular General
- 2025 House of Delegates - District 75 - Regular General
- 2025 House of Delegates - District 82 - Regular General
- 2025 House of Delegates - District 86 - Regular General
- 2025 House of Delegates - District 89 - Regular General
- 2025 House of Delegates - District 97 - Regular General
- 2025 House of Delegates - District 30 - Regular General



vpap.org

Money

Top Donors | Big Donations

Political Spending in Virginia Elections ?

Top Elections

Broadcast

2025 ▼

Week of 10/20

Week of 10/13

Week of 10/6

Week of 9/29

Week of 9/22

Week of 9/15

Week of 9/8

Week of 9/1

Week of 8/25

Week of 8/18

Week of 8/11

Week of 8/4

Week of 7/28

Week of 7/14

Week of 6/16

Week of 5/26

Week of 5/5

of 10/13 ▼

All Elections ▼

Attorney General

"Only Jason"

Sponsor: Jay Jones

First Aired: 10/18/2025

Market (Play Count): Hampton Roads (509), RVA (414), D.C. (472)

House of Delegates District 71

"Refused"

Sponsor: Amanda Batten

First Aired: 10/15/2025

Market (Play Count): Hampton Roads (284),

House of Delegates District 82

"DELG/VA82 ADAMS HELPING HERSELF"

Sponsor: Kimberly Pope Adams

First Aired: 10/16/2025

Market (Play Count): RVA (405),



You can explore trends over time within a single election cycle, examining ads week by week. You can also do this for ads going back to 2017.

From May to November, how does the language in campaign ads evolve?

What is the tone?

Are ads more negative or positive?

Do they focus more on the candidate or attacking their opponent?



## Virginia and United States Government Standards of Learning (SOLs) - High School

**GOVT.6** The student will apply history and social science skills to explain the process of local, state, and national elections by:

d. analyzing the influence of media coverage, campaign advertising, public opinion polls, social media, and digital communications;

**Essential Understanding:** Individuals, interest groups, and the media can influence the political process and public policy.

**Compelling Question to Pair:** To what degree can the media influence voters during an election season?

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## Civics & Economics Standards of Learning (SOLs) - Middle School

**CE.8** The student will apply history and social science skills to examine the political process at the local, state, and national levels of government by:

b. analyzing campaigns for elective office, with emphasis on the roles of candidates, volunteers, the media, voters, and poll watchers;

**CE.9** The student will apply history and social science skills to explain the role of the media and social media and the influence on local, state, and national levels of government by:

e. identifying the source of a piece of media and considering possible motivations or biases of its creator; and

f. evaluating multiple sources describing the same event or idea and reflecting on the reasons for any discrepancies.

**Essential Understanding:** Voters evaluate information presented in political campaigns to make informed choices among candidates.

The media plays an influential role in the political process, therefore media literacy is becoming increasingly important.

**Compelling Question to Pair:** How does the media shape our understanding of government, and can we trust it to inform us accurately?



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