



UNIVERSITY OF WISCONSIN ADVERTISING PROJECT PRESIDENTIAL ADVERTISING, 2003-2004 CODEBOOK

November 4, 2008

As stated in the data use agreement:

Any published writing that is in any way based upon, or that in any way makes reference to, [the] Data shall contain an acknowledgment that the Data have been utilized and that [the] Data have been obtained by the Scholar from the Wisconsin Advertising Project in the following terms:

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[The] data should be cited as follows:

Goldstein, Kenneth, and Joel Rivlin. 2007. “Presidential advertising, 2003-2004” Combined File [dataset]. Final release. Madison, WI: The University of Wisconsin Advertising Project, The Department of Political Science at The University of Wisconsin-Madison.

Targeting data (including cost estimates) and creatives of each spot were supplied to the Wisconsin Advertising Project by TNSMI/CMAG. Each creative was coded by project staff before being merged to the targeting data.

This dataset contains all those ads that aired in the presidential primary and general election races in 2003 and 2004.

Variables within the SPSS dataset:

ADCODE Unique id number for each creative

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

COUNT Column of 1 used for aggregating purposes

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

CREATIVE Creative Name

Source: TNSMI/CMAG

MARKET Media Market creative aired in

Source: TNSMI/CMAG

SPOTLENG Length of creative (seconds)

Source: TNSMI/CMAG

STATION Station creative aired on

Source: TNSMI/CMAG

AFFILIAT Affiliate creative aired on

Source: TNSMI/CMAG

DATE Date of airing

Source: TNSMI/CMAG

DAY Day of week of airing

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

MONTH Month of airing

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

MONTH_NU Month number beginning with January 2003

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

DAYS_TO Days until November 2004 election

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

WEEKS_TO Weeks until November 2004 election

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

AIRTIME Time of airing

Source: TNSMI/CMAG

EST_COST Estimated cost of airing (dollars), based on normal cost of timeslot within market

Source: TNSMI/CMAG

PROGRAMN Program Name

Source: TNSMI/CMAG

FIPS State FIPS code of race creative is aired to influence

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 AL
- 2 AK
- 4 AZ
- 5 AR
- 6 CA
- 8 CO
- 9 CT
- 10 DE
- 11 DC
- 12 FL
- 13 GA
- 15 HI
- 16 ID
- 17 IL
- 18 IN
- 19 IA
- 20 KS
- 21 KY
- 22 LA
- 23 ME
- 24 MD
- 25 MA
- 26 MI
- 27 MN
- 28 MS
- 29 MO
- 30 MT
- 31 NE
- 32 NV
- 33 NH
- 34 NJ
- 35 NM
- 36 NY
- 37 NC
- 38 ND
- 39 OH
- 40 OK
- 41 OR
- 42 PA
- 44 RI

45 SC
46 SD
47 TN
48 TX
49 UT
50 VT
51 VA
53 WA
54 WV
55 WI
56 WY

99 US (National office)

STATDIST Unique race number. Because all data are presidential, all cases are coded 9980
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

CAND_ID Candidate name (State/Surname_Firstname)

Since all candidates are presidential, the State is coded as US.

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

PARTY Party of Favored candidate

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No favored candidate

1 Democratic

2 Republican

3 Libertarian

98 Unknown Party

OFFICE Office at stake

Because all data are presidential, all cases are coded 1

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

1 President

SPONSOR Sponsor of Spot

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

1 Candidate

2 Party

3 Interest Group

4 Coordinated/Hybrid

GROUP_NA Name of advertiser (if not candidate's own committee), including names of which particular party entity aired party spots, gained from the spot's disclaimer

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EPFB_YN Does the ad say who paid for it?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes, noted on storyboard

2 Yes, undecipherable from the storyboard but discovered by other means

98 Possibly, but undecipherable

EPFB_ID Specifically what is the wording of the acknowledgement of sponsorship?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EACN_YN Does the ad direct the viewer to take any action (as opposed to merely providing information)?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 Not Applicable

EACN_TYP What is the action?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No action or not applicable

1 To vote for someone

2 To elect or re-elect someone

3 To support someone

4 To vote against someone

5 To defeat someone

6 To reject someone

7 To write, call, or tell someone to do something

8 To urge action or attention to a particular matter

9 To send a message someone to express yourself

10 To join an organization

11 To contribute money

90 Other

99 No action or not applicable

EMAG_WRD Does the ad mention any of the following specific words or phrases: vote for, elect, support, cast your ballot, [Smith] for Congress, vote against, defeat, or reject?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

2 Yes, but only in the Paid For By (PFB)

99 Not applicable

EMGWRD90 Specify any other variation or synonym of the above words or phrases

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EPHONE Does it provide a phone number?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes, toll number listed

2 Yes, toll-free telephone number listed

98 Don't know

99 Not Applicable

EMAIL_AD Does it provide a mailing address?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 Not Applicable

EWEBSITE Does it provide a website address?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 Not Applicable

EAPPROVE Where does the candidate's oral approval of the spot appear?

(Federal Races only)

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No oral statement of approval/authorization

1 Appears at the beginning of the spot

2 Appears in the middle of the spot

3 Appears at the end of the spot

99 Not applicable/Not a federal spot

AP_ELAB Is there an explanation or elaboration for the candidate's approval of the message? (Federal Contests Only)

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Candidate does not elaborate/explain authorization
- 1 Candidate explains approval, i.e. "I approve this message because..."
- 90 Other
- 98 Don't know
- 99 Not applicable/Not a federal spot

AP_ELAB90 Specify elaboration of candidate's approval of the message

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

AP_VID If video of ad is available: Does the candidate physically appear on screen and speak to the audience during authorization?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No, authorization stated in voiceover
- 1 Yes, candidate authorizes message on screen
- 98 Don't know
- 99 Not applicable/No video of spot available

EFC_MNTN Is the favored candidate mentioned in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Not identified at all
- 1 Mentioned by name in the text of an ad
- 2 Pictured in the ad
- 3 Both mentioned and pictured in the ad
- 4 Mentioned only in the text PFB of the ad
- 5 Mentioned only in the oral approval/authorization of the ad
- 98 Don't know
- 99 Not applicable

EFC_APER Does the favored candidate appear on screen narrating his or her ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 2 Yes - only appears in the oral approval/authorization of the ad
- 98 Don't know
- 99 Not applicable

EOP_MNTN Is the favored candidate's opponent mentioned in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Not identified at all
- 1 Mentioned by name in the text of an ad?
- 2 Pictured in the ad
- 3 Both mentioned and pictured in the ad
- 98 Don't know
- 99 Not applicable

EAD_TONE In your judgment, is the primary purpose of the ad to promote a specific candidate, to attack a candidate or to contrast the candidates?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 Attack
- 2 Contrast
- 3 Promote
- 98 Don't Know
- 99 Not Applicable

ECNT_PRP If the ad is a contrast ad, what proportion of the ad promotes (as opposed to attacks) a candidate?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 More promote than attack
- 2 About equal promote and attack
- 3 More attack than promote
- 4 Only contrasting element is brief statement with the oral approval/authorization of the ad
- 99 Not a contrast ad / Not applicable

ECNT_FIN If the ad is a contrast ad, does it finish by promoting a candidate or attacking a candidate?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 Finishes Promoting
- 2 Finishes Attacking
- 98 Unsure/Unclear
- 99 Not applicable / Not a contrast ad

ENEG_WHO If the ad is a negative or contrast ad, who is being attacked or who is the favored candidate being compared to?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Not a negative or contrast ad
- 1 Primary opponent(s)
- 2 General election opponent(s)
- 3 Both primary and general election opponent(s)

90 Unsure if primary or general election opponent(s)

99 Not applicable

EOFF_MNT Is the office at stake mentioned in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes – referred to in transcript of the ad

2 Yes – written in one (or more) of the visual frames of the ad

3 Yes – referred to in both the transcript and in the visuals of the ad

4 Office Mentioned Only in the Paid for By of the Ad

98 Don't Know

99 Not applicable

EFC_ADJ1, EFC_ADJ2 & EFC_ADJ3

Are any of the listed characterizations used to describe the favored candidate? (Select only if the word or a minor variation thereof is mentioned directly).

EFC_ADJ1 Favored candidate adjective 1

EFC_ADJ2 Favored candidate adjective 2

EFC_ADJ3 Favored candidate adjective 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No adjectives or descriptions of candidates

1 Bipartisan

2 Bold

3 Caring

4 Committed

5 Common sense leadership

6 Compassionate

7 Competent/knows how to get things done

8 Conservative

9 Family man/family woman

10 Father/fatherly

11 Fiscally conservative

12 Friend of Bush

13 Hard-working

14 Honest

15 Independent

16 Innovative

17 Liberal

18 Leader

19 Moderate/Middle of the road/ Mainstream

20 Mother/motherly

21 Patriotic/American values

22 Progressive

- 23 Protector
- 24 Principled
- 25 Proven/tested/experienced
- 26 Reformer
- 27 Religious/spiritual/moral values
- 28 Self-made
- 29 Tough/a fighter
- 30 Visionary
- 90 Other, specify below
- 99 Not applicable

EFCADJ90 Favored candidate adjective - Other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EOP_ADJ1, EOP_ADJ2 & EOP_ADJ3

Are any of the listed characterizations used to describe the opposing candidate? (Select only if the word or a minor variation thereof is mentioned directly).

EOP_ADJ1 Opposing candidate adjective 1

EOP_ADJ2 Opposing candidate adjective 2

EOP_ADJ3 Opposing candidate adjective 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No adjectives or descriptions of candidates
- 1 Career politician
- 2 Dishonest/ Corrupt
- 3 Dangerous
- 4 Extremist/radical
- 5 Failure
- 6 Friend (puppet) of Nat'l Rifle Association
- 7 Friend (puppet) of religious right
- 8 Friend (puppet) of special interests
- 9 Friend (puppet) of the Bushes
- 10 Heartless (may be used in reference to Social Security)
- 11 Hypocrite
- 12 Incompetent
- 13 Liberal
- 14 Negative
- 15 Partisan/uncompromising
- 16 Reckless
- 17 Right-wing/reactionary
- 18 Risky
- 19 Soft/weak
- 20 Taxing (or some version of liking taxes)
- 21 Turncoat
- 22 Unpatriotic

23 Washington insider

EOPADJ90 Opposing candidate adjective - Other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EPRTY_MN Does the ad mention the party label (i.e., Democrat or Republican) of the favored candidate or the opponent?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes, favored candidate's party

2 Yes, opposing candidate's party

3 Yes, both candidates' party affiliations are mentioned

4 Yes, favored candidate's party affiliations are mentioned but only in the PFB of the ad

98 Don't know

99 Not Applicable

EHUMOR Is the ad funny or intended to be humorous?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 Not applicable

ESUP_SRC Does the ad cite supporting sources (including footnotes) to bolster various claims?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes, a newspaper article

2 Yes, a newspaper editorial

3 Yes, an opponent's campaign advertising

90 Yes, other

98 Don't know

99 Not applicable

EOP_AD Is an opponent's commercial mentioned or shown on screen?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes, opponent's commercial is referred to in text of the ad

2 Yes, opponent's commercial is shown on screen

3 Yes, opponent's commercial is referred to in text and on screen

98 Don't know

99 Not applicable

EREBUT Does the ad refute any specific claims made about the favored candidate by an opponent?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't know
- 99 Not applicable

ENEGMENT Does the ad mention negative or dirty campaigning by opponents?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

EPER_PLY In your judgment, is the primary focus of this ad the personal characteristics of either candidate or on policy matters?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Neither
- 1 Personal characteristics
- 2 Policy matters
- 3 Both personal and policy
- 98 Don't know
- 99 Not applicable

ELANG What is the primary language of the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 English
- 2 Spanish
- 98 Don't Know
- 99 Not applicable

EFLAG Does an American flag appear in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

ESEPT11 Is there an explicit mention of September 11th or the attack on the World Trade Center?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

ETERROR Is there an explicit mention of terrorism or terrorists?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

EPRSMNT Is George W. Bush mentioned or pictured in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes—in a way to show support/approval of GWB
- 2 Yes—in a way to show opposition/disproval of GWB
- 3 Yes—unclear whether in support/approval or opposition/disapproval
- 98 Don't Know
- 99 Not Applicable

EKRRYMNT Is John Kerry mentioned or pictured in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes—in a way to show support/approval of JK
- 2 Yes—in a way to show opposition/disproval of JK
- 3 Yes—unclear whether in support/approval or opposition/disapproval
- 98 Don't know
- 99 Not Applicable

ECF_YN Is there a central figure, who would receive top billing if the actors were credited in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't know

99 Not applicable

ECF_ID If yes, who is the central figure?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

1 Favored Candidate

2 Opponent

3 Male non-candidate

4 Female non-candidate

5 Newspaper or otherwise 'disembodied' person

98 Don't know

99 No central figure

ECFWTHFC Does the favored candidate appear with this person?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 N/A, No central figure or CF is favored candidate, opponent

ECF_AGE In terms of life cycle, how old is the central figure?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 Infant (0-2)

1 Child (3-11)

2 Adolescent (12-17)

3 Young Adult (18-40)

4 Middle Age (40-60)

5 Elderly (65+)

98 Don't know

99 N/A, No central figure or CF is favored candidate, opponent

ECF_RACE What is the race/ethnicity of this person?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 White/Caucasian

1 African-American

2 Asian-American

3 Hispanic

90 Other

98 Don't know

99 N/A, No central figure or CF is favored candidate, opponent

ECFCRED What is the main basis of credibility of the central figure in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No main source of credibility
- 1 Candidate – general
- 2 Personal relationship with candidate
- 3 Worker
- 4 Teacher
- 5 Parent/Family
- 6 Law Enforcement
- 7 Politician, other than candidate
- 8 Senior Citizen
- 9 Woman
- 10 Doctor/Medical Personnel/Pharmacist
- 11 Celebrity
- 12 Citizen
- 13 Veteran/Military Personnel
- 14 Farmer
- 90 Other
- 98 Don't know
- 99 N/A, No central figure or CF is opponent or 'disembodied' person

ECFCRD90 Other, not listed, source of credibility

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EACTOR1, EACTOR2 & EACTOR3

Aside from the central figure (or if there is no central figure) who else figures prominently in the ad?

EACTOR1 Actor 1

EACTOR2 Actor 2

EACTOR3 Actor 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 None
- 1 Children
- 2 Adolescents
- 3 Elderly
- 4 Citizens
- 5 Workers
- 6 Teachers
- 7 Parents/Families
- 8 Law Enforcement
- 9 Politicians, other than candidate
- 10 Women
- 11 Doctors/Medical Personnel

- 12 Celebrities
- 13 Opponent
- 14 Favored Candidate
- 15 Friends or Family of Candidate
- 16 Veteran/Military Personnel
- 17 Farmer
- 90 Other
- 98 Don't know
- 99 Not applicable

EACTOR90 Other, not listed, actor

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EFC_FAM1, EFC_FAM2, EFC_FAM3, EFC_FAM4 & EFC_FAM5

If family of candidate appear, which member(s) in particular?

EFC_FAM1 Family member1

EFC_FAM2 Family member2

EFC_FAM3 Family member3

EFC_FAM4 Family member4

EFC_FAM5 Family member5

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Mother
- 1 Father
- 2 Spouse
- 3 Daughter
- 4 Son
- 98 Don't know
- 99 Not applicable

EFCSPACT Does the favored candidate appear with supporting actors? (not including the opponent)

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't know
- 99 Not applicable

ESPCTPRP How are the supporting actors used?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 Props, seen but not heard from
- 1 Delivering a message
- 98 Don't know

99 FC not appearing with supporting actors or N/A

ELOCATN1, ELOCATN2 & ELOCATN3

Where does the ad take place? If there is a central figure, answer only for this person.

ELOCATN1 Location 1

ELOCATN2 Location 2

ELOCATN3 Location 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No location

1 School

2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly care)

3 Old age home

4 Blue-collar worksite (factory, construction site etc)

5 White-collar office

6 Streets

7 Court/Justice system/Prison (NOT police)

8 Domestic uniformed protection (police or firefighters)

9 Military setting

10 Natural (forest, river, lakes, streams etc)

11 Political setting (office, legislature, rally, political mee

12 Home, neighborhood

13 Farm/Ranch

90 Other, specify

98 Don't know

99 Not applicable

ELOCATN90 Location - other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EFC_LOC If favored candidate is NOT the central figure, but appears in the ad, where does he/she appear?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No location

1 School

2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly care)

3 Old age home

4 Blue-collar worksite (factory, construction site etc)

5 White-collar office

6 Streets

7 Court/Justice system/Prison (NOT police)

8 Domestic uniformed protection (police or firefighters)

9 Military setting

10 Natural (forest, river, lakes, streams etc)

11 Political setting (office, legislature, rally, political meeting)

12 Home, neighborhood

13 Farm/Ranch

90 Other, specify

98 Don't know

99 Not applicable

EFC_LC90 Other, not specified, favored candidate location

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

NARR_SEX What is the sex of any voice-over/announcers?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No voice-over or announcer

1 Male

2 Female

3 Both male and female unseen voice-over/announcers

98 Don't know (can't tell)

99 Not Applicable/No video of the spot available

ENARATR1, ENARATR2 & ENARATR3

Who speaks to the audience in the ad?

ENARATR1 Narrator 1

ENARATR2 Narrator 2

ENARATR3 Narrator 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 Central Figure

1 Supporting Actors

2 Voiceover/ Announcer

98 Don't know

99 Not applicable

EENDRSE Does the ad include endorsements?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 No

1 Yes

98 Don't know

99 Not applicable

EENDRID1, EENDRID2, EENDRID3 & EENDRID4

Who is seen endorsing in the ad?

EENDRID1 Endorsement 1

EENDRID2 Endorsement 2

EENDRID3 Endorsement 3

EENDRID4 Endorsement 4

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 1 Newspaper(s)
- 2 Law enforcement (police and prosecutors)
- 3 Politicians
- 4 Unions
- 5 Interest Groups
- 6 Teacher Groups
- 90 Other
- 98 Don't know
- 99 Not applicable/ No other endorsement / No endorsement

EENDRD90 Endorsement - Other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EF_CELB Is a political figure or celebrity featured in the ad supporting the candidate?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't know
- 99 Not applicable

EF_CLB90 Favored Candidate Celebrity name

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EO_CLEB Is a political figure or celebrity featured in the ad in a way that associates them with the OPPONENT?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

- 0 No
- 1 Yes
- 98 Don't know
- 99 Not applicable

EO_CLB90 Opposing Candidate Celebrity name

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

ETHEME1, ETHEME2, ETHEME3, ETHEME4 & ETHEME5

Do any of the following campaign themes appear in the ad?

- ETHEME1** Theme 1
- ETHEME2** Theme 2
- ETHEME3** Theme 3
- ETHEME4** Theme 4

ETHEME5 Theme 5

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

0 None

1 Women's health concerns - NOT ABORTION

2 EDUCATION

3 AGED/ELDERLY; social security benefits; administration of social security

4 HEALTH PROBLEMS/COST OF MEDICAL CARE

5 POVERTY

6 CRIME/VIOLENCE; NOT guns or "law and order" issues like death penalty or prisons.

7 General mention of MORAL/RELIGIOUS DECAY (of nation); sex, bad language, adult themes on TV

8 Against (increased) government spending; balancing of the (national) budget; against deficit NOT taxes or tax reform.

9 NARCOTICS;

10 RECESSION, DEPRESSION; prosperity of the nation; economic growth; GNP

EISSUE1, EISSUE2, EISSUE3 & EISSUE4

Please list the issues from the list below that come up in this ad in the order in which they appear

EISSUE1 Issue 1

EISSUE2 Issue 2

EISSUE3 Issue 3

EISSUE4 Issue 4

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label

1 Background

2 Political record

3 Attendance record

4 Ideology

5 Personal values

6 Honesty/Integrity

7 Special Interests

8 Constituent service/casework

10 Taxes

11 Deficit/ surplus/ budget/ debt

12 Government Spending

13 Minimum wage

14 Farming (e.g. friend of)

15 Business (e.g. friend of)

16 Employment/ jobs

17 Poverty

18 International trade/globalization/NAFTA

19 Union (e.g. friend of)

20 Abortion

21 Homosexuality/Gay & Lesbian Rights
22 Moral/family/religious values
23 Tobacco
24 Affirmative action
25 Gambling
26 Assisted suicide/euthanasia
27 Gun Control
28 Civil Liberties/privacy
29 Other reference to social issues
30 Crime
31 Narcotics/illegal drugs
32 Death penalty/capital punishment
40 Education/schools
41 Lottery for education
42 Child care
43 Other child-related issues
44 Prescription drugs
45 Women's health
50 Defense/military
51 Missile defense/Star wars
52 Veterans
53 Foreign policy
54 Bosnia
55 China
56 Foreign Aid
57 Terrorism
58 Middle East
59 Afghanistan
60 Clinton
61 Ken Starr
62 Whitewater
63 Impeachment
64 Sexual harassment/Paula Jones
65 Bush
66 Supreme Court/Florida/ballot reform
67 Karl Rove/Bush staff
68 Competence
70 Environment
71 Immigration
72 Health care
73 Social Security
74 Medicare
75 Welfare
76 Civil rights/race relations
77 Campaign finance reform

- 78 Government ethics
- 79 Energy
- 80 Local issues
- 81 Term limits
- 82 Corporate Fraud / Enron
- 83 September 11
- 84 Pledge of Allegiance (restrictions on the use of)
- 90 Other (please specify)
- 99 None / No other issues
- issue90** Other issue, not on list