

Wisconsin Advertising Project Codebook
2008

ADCODE Unique ID number for each creative

CREATIVE Creative Name

MARKET Media market creative aired in

SPOTLENG Length of creative (seconds)

STATION Station creative aired on

AFFILIAT Affiliate creative aired on

DATE Date of airing

DAYPART Time of day the ad aired

AIRTIME Time of airing

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

PROGRAMN Program Name

FIPS State FIPS code of race associated with creative

STATDIST Unique race number. State FIPS followed by district number. For non-congressional races:

60	US Senate
70	Governor
80	President

CAND_ID Candidate name (State/Surnam_Firstname)

PARTY Party of favored candidate

1	Democrat
2	Republican
3	Independent
4	Green
5	Libertarian
90	other
98	DK
99	Missing

OFFICE *Office at stake*

1	<i>President</i>
2	<i>US Senate</i>
3	<i>US House</i>
4	<i>Governor</i>

SPONSOR Sponsor of Spot

1	Candidate
2	Party
3	Interest Group
4	Coordinated/Hybrid

GROUP_NA Name of advertiser, including names of which particular party entity aired spots, gained from the spots disclaimer

PFB_YN Does the ad say who paid for it?

0	No
1	Yes
2	Yes, Undecipherable
98	DK

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

- 0 No
- 1 Yes
- 2 Yes, Undecipherable
- 98 DK
- 99 NA

CAN_TYP What is the action?

- 0 No Action/NA
- 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 Something
- 8 To Urge Action or Attention to a Particular Matter
- 9 To Send a Message to Someone To Express Yourself
- 10 To Join an Organization
- 11 To Contribute Money
- 90 Other

MAG_WRD Does the ad mention any of the following *specific* words or phrases: vote for, election, support, cast your ballot, [Smith] for Congress, vote again, defeat, or reject?

- 0 No
- 1 Yes
- 2 Yes, But Only in the PFB
- 99 NA

MGWRD90 Specify any other synonyms of the above words or phrases.

PHONE Does the ad provide a phone number?

- 0 No
- 1 Yes, Toll Number
- 2 Yes, Toll Free Number
- 98 DK
- 99 NA

MAIL_AD Does the ad provide a mailing address?

- 0 No
- 1 Yes
- 98 DK

WEBSITE Does the ad provide a website address?

- 0 No
- 1 Yes
- 98 DK

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

- 0 No Oral Statement of Approval/Authorization
- 1 Beginning of the Spot
- 2 Middle of the Spot
- 3 End of the Spot
- 99 NA

VID Does the candidate physically appear on screen and speak to the audience during authorization?

- 0 No, Authorization Stated in Voiceover
- 1 Yes
- 98 DK
- 99 NA

FC_MNTN Is the favored candidate mentioned in the ad?

- 0 No
- 1 Mentioned by Name in Text of Ad
- 2 Pictured in Ad
- 3 Both Mentioned and Pictured
- 4 Mentioned Only in PFB
- 5 Mentioned Only in Oral Approval of Ad
- 98 DK
- 99 NA

FC_APER Does the favor candidate appear on screen narrating his or her ad?

- 0 No
- 1 Yes
- 2 Yes, Only in Oral Approval of Ad
- 98 DK
- 99 NA

OP_MNTN Is the favor candidate's opponent mentioned in the ad?

- 0 No
- 1 Mentioned by Name in Text of Ad
- 2 Pictured in Ad
- 3 Both Mentioned and Pictured
- 98 DK
- 99 NA

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

- 1 Contrast
- 2 Promote
- 3 Attack
- 98 DK
- 99 NA

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

- 1 More Promote Than Attack
- 2 About Equal Attack and Promote
- 3 More Attack Than Promote
- 4 Only Contrasting Elements is Brief Statement in Oral Authorization
- 99 NA

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

- 1 Finished Promoting
- 2 Finished Attacking
- 98 DK
- 99 NA

PRTY_MN Does the ad mention the party label of the favored candidate or the opponent?

- 0 No
- 1 Yes, Favored Candidate's Party
- 2 Yes, Opposing Candidate's Party
- 3 Yes, Both Candidates' Parties
- 4 Yes, Favored Candidate's Party but Only in PFB
- 98 DK
- 99 NA

HUMOR Is the ad funny or intended to be humorous?

- 0 No
- 1 Yes
- 98 DK
- 99 NA

SUP_SRC Does the ad cite supporting sources to bolster various claims?

- 0 No
- 1 Yes, Newspaper Article
- 2 Yes, Newspaper Editorial
- 3 Yes, Opponent's Ad
- 90 Yes, Other
- 98 DK
- 99 NA

OP_AD Is an opponent's ad mentioned or shown on screen?

- 0 No
- 1 Yes, Opponent's Ad Mentioned in Text
- 2 Yes, Opponent's Ad Shown on Screen
- 3 Yes, Opponent's Ad is Both Mentioned and Shown
- 98 DK
- 99 NA

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

- 0 No
- 1 Yes
- 98 DK

99 NA

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

0 Neither
1 Personal Characteristics
2 Policy Matters
3 Both Personal and Policy
98 DK
99 NA

LANG What is the primary language of the ad?

1 English
2 Spanish
3 Other
98 DK
99 NA

FLAG Does an American Flag appear in the ad?

0 No
1 Yes
98 Don't Know
99 NA

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

0 No
1 Yes, In a Way to Show Approval/Support
2 Yes, In a Way to Show Disapproval/Opposition
3 Yes, Unclear Whether in Support or Opposition
98 DK
99 NA

BCLINTON Is Bill Clinton mentioned or pictured in the ad?

0 No
1 Yes, In a Way to Show Approval /Support
2 Yes, In a Way to Show Disapproval/Opposition
3 Yes, Unclear Whether in Support or Opposition
100 DK

101 NA

CONGMT Is (the Democratic) Congress mentioned or pictured in the ad?

0 No
1 Yes, In a Way to Show Approval /Support
2 Yes, In a Way to Show Disapproval/Opposition
3 Yes, Unclear Whether in Support or Opposition
102 DK
103 NA

DEMNO Is the Democratic nominee mentioned or pictured in the ad?

0 No
1 Yes, In a Way to Show Approval/Support
2 Yes, In a Way to Show Disapproval/Opposition
3 Yes, Unclear Whether in Support or Opposition
104 DK
105 NA

REPNO Is the Republican nominee mentioned or pictured in the ad?

0 No
1 Yes, In a Way to Show Approval/Support
2 Yes, In a Way to Show Disapproval/Opposition
3 Yes, Unclear Whether in Support or Opposition
106 DK
107 NA

ENDORSE Does the ad include any endorsements?

0 No
1 Yes
98 DK
99 NA

ENDRID1-4 Who is seen endorsing in the ad?

1 Newspaper
2 Law Enforcement
3 Politician

- 4 Labor Union
- 5 Interest Group
- 6 Teacher Group
- 7 Celebrity
- 90 Other
- 98 DK
- 99 NA

ENDRD90 Endorsement – Other

F_CLB90 Favored candidate celebrity name

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

- 0 No
- 1 Yes
- 98 DK
- 99 NA

O_CLB90 Opposing candidate celebrity name

SPECIFIC MENTIONS Are any of these words/phrases *specifically* mentioned in the ad?

- SEPT11** September, 11th
- TERROR** Terror/Terrorism/Terrorist
- IRAQ** Iraq/War in Iraq
- SURGE** Surge/Troop Surge
- GOD** God
- HOPE** Hope
- CHANGE** Change
- EXPERIENCE** Experience

- 0 No
- 1 Yes
- 98 DK
- 99 NA

ISSUES Are any of these issues mentioned in the ad?

Economic Policy

Taxes
Deficit/Budget/Debt
Government Spending
Recession/Economic Stimulus
Minimum Wage
Farming (friend of)
Business (friend of)
Union (friend of)
Employment/Jobs
Poverty
Trade/Globalization
Housing/Sub-prime Mortgages
Economy (general)

Social Issues

Abortion
Homosexuality/Gay & Lesbian Rights
Moral/Family/Religious Values
Tobacco
Affirmative Action
Gambling
Assisted Suicide/Euthanasia
Gun Control
Civil Liberties/Privacy
Race Relations/Civil Rights

Law and Order

Crime
Narcotics/Illegal Drugs
Capital Punishment
Supreme Court/Judiciary

Social Welfare Issues

Education/Schools
Lottery for Education
Child Care
Health Care (not prescription drugs)
Prescription Drugs
Medicare
Social Security
Welfare
Women's Health

Foreign/Defense Policy

Defense Military (not Iraq)

Foreign Policy (not Iraq)

Veterans

Foreign Aid

Nuclear Proliferation

China

Middle East

Iran

Afghanistan

Other Issues

Environment Specific (not Global Warming)

Environment General (not Global Warming)

Global Warming

Energy Policy

Campaign Finance Reform

Government Ethics/Scandal

Corporate Fraud

Term Limits

Pledge of Allegiance (restrictions on use of)

Hurricane Katrina

Local Issues

Other

None