COURTING THE WOMEN'S VOTE: THE EMOTIONAL, COGNITIVE, AND PERSUASIVE EFFECTS OF GENDER-BASED APPEALS IN CAMPAIGN ADVERTISEMENTS

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Online Appendix: Storyboards of Ads

First Law

Female Narrator: The son of a single mom…

Proud father of two daughters…

President Obama knows that…

women being paid 77 cents on…

the dollar for doing the same work…

as men isn't just unfair…

it hurts families.

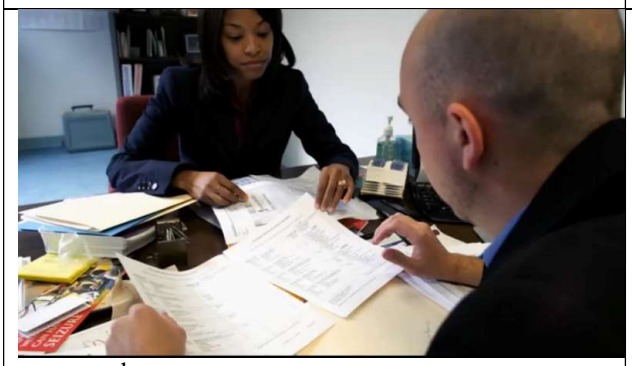
So the first law he signed was the Lilly…

Ledbetter Fair Pay Act to help ensure…

that women are paid…

the same as men…

for doing the exact…



same work.

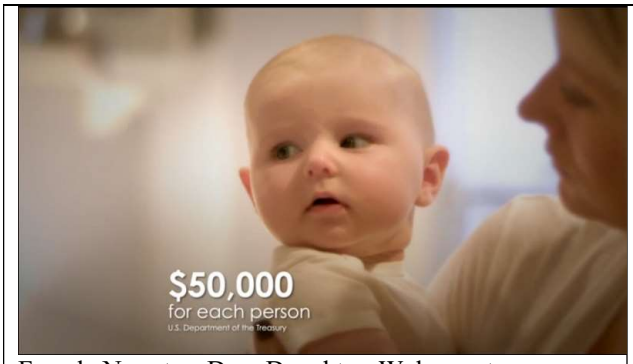
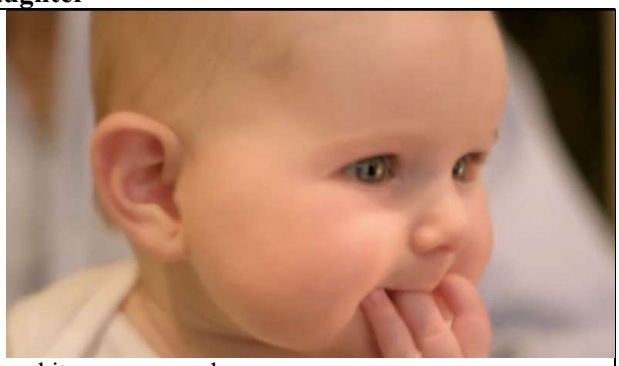
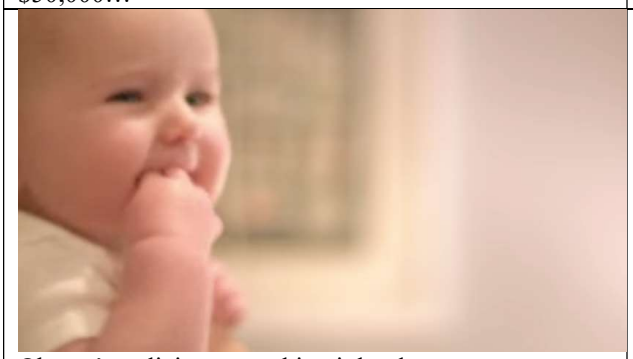
Because President Obama knows…

that fairness for women…

means a stronger middle class for America.

 Obama: I'm Barack Obama and I approve this message.	

Dear Daughter

	
Female Narrator: Dear Daughter, Welcome to America. Your share of Obama's debt is over $50,000…	and it grows everyday.
	
Obama's policies are making it harder on women.	The poverty rate for women? The highest in 17 years.
More women are unemployed under President Obama.	More than five-and-a-half million women can't find work. That's what Obama's policies have done for women.
Welcome daughter.	Romney: I'm Mitt Romney and I approve this message.

Melanie

Melanie:
I'm disappointed in Barack Obama as my president…

Because he promised to bring us all together and we are all going to be able to prosper.

I don't see the prospering. In 2008, I voted for Barack Obama.

He doesn't have my vote this time.

Why Mitt Romney? Being a woman, you think…

about your children…

and you think about their future…

and what I want to think about…

is a future that has…	jobs, our economy…
is growing again.	That's important to women, and…
it's important to me. Romney: I'm Mitt Romney and I approve this message.	