# University of Wisconsin Advertising Project Congressional and Gubernatorial Advertising, 2003-2004 Codebook

26th February, 2007

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

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[This] data should be cited as follows:
Goldstein, Kenneth, and Joel Rivlin. 2007. "Congressional and gubernatorial 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 gubernatorial, U.S. House and U.S. Senate races in 2003 and 2004, including special and recall elections.

**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*

**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*

**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. State FIPS followed by district number. As U.S. Senate and gubernatorial races do not have district numbers U.S. Senate races are given district numbers of 60, and gubernatorial races are given district numbers of 70.

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

**CAND_ID** Candidate name (State/Surname_Firstname) For the few cases in which a candidate appears in the dataset running for two different offices over this two year cycle, an abbreviation for the office follows the name.

*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** |
|---|---|
| D | Democrat |
| G | Green |
| I | Independent |
| L | Libertarian |
| R | Republican |

**OFFICE** Office at stake
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

| Value | Label |
|---|---|
| 1 | President |
| 2 | U.S. Senate |
| 3 | U.S. House |
| 4 | Governor |

**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 |

**EPRSMENT** 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 dies 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 |

**ELOCTN90** 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 mee |
| 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 |

**eissue90** Other issue, not on list