Wisconsin Advertising Project Codebook
2008

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADCODE</td>
<td>Unique ID number for each creative</td>
</tr>
<tr>
<td>CREATIVE</td>
<td>Creative Name</td>
</tr>
<tr>
<td>MARKET</td>
<td>Media market creative aired in</td>
</tr>
<tr>
<td>SPOTLENG</td>
<td>Length of creative (seconds)</td>
</tr>
<tr>
<td>STATION</td>
<td>Station creative aired on</td>
</tr>
<tr>
<td>AFFILIAT</td>
<td>Affliliate creative aired on</td>
</tr>
<tr>
<td>DATE</td>
<td>Date of airing</td>
</tr>
<tr>
<td>DAYPART</td>
<td>Time of day the ad aired</td>
</tr>
<tr>
<td>AIRTIME</td>
<td>Time of airing</td>
</tr>
<tr>
<td>EST_COST</td>
<td>Estimated cost of airing (dollars), based on normal cost of timeslot within</td>
</tr>
<tr>
<td></td>
<td>market</td>
</tr>
<tr>
<td>PROGRAMN</td>
<td>Program Name</td>
</tr>
<tr>
<td>FIPS</td>
<td>State FIPS code of race associated with creative</td>
</tr>
<tr>
<td>STATDIST</td>
<td>Unique race number. State FIPS followed by district number. For noncongressional races:</td>
</tr>
<tr>
<td></td>
<td>60 US Senate</td>
</tr>
<tr>
<td></td>
<td>70 Governor</td>
</tr>
<tr>
<td>CAND_ID</td>
<td>Candidate name (State/Surname_Firstname)</td>
</tr>
<tr>
<td>PARTY</td>
<td>Party of favored candidate</td>
</tr>
<tr>
<td></td>
<td>1 Democrat</td>
</tr>
<tr>
<td></td>
<td>2 Republican</td>
</tr>
<tr>
<td></td>
<td>3 Independent</td>
</tr>
<tr>
<td></td>
<td>4 Green</td>
</tr>
<tr>
<td></td>
<td>5 Libertarian</td>
</tr>
<tr>
<td></td>
<td>90 other</td>
</tr>
<tr>
<td></td>
<td>98 DK</td>
</tr>
<tr>
<td></td>
<td>99 Missing</td>
</tr>
<tr>
<td>OFFICE</td>
<td>Office at stake (*Note: variable present only in non-Presidential GSH dataset)</td>
</tr>
<tr>
<td></td>
<td>1 US Senate</td>
</tr>
</tbody>
</table>

*OFFICE Office at stake (*Note: variable present only in non-Presidential GSH dataset)
US House
3 Governor

**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
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?
**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

**ENCEGMENT** 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

**PRSMENT** 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

**BCLINTMT** 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

**DEMNOMMT** 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

**REPNOMMT** 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?
NEWPAP Who is seen endorsing in the ad?—Newspaper
0 No
1 Yes

POLICE Who is seen endorsing in the ad?—Law Enforcement
0 No
1 Yes

POLS Who is seen endorsing in the ad?—Politician
0 No
1 Yes

UNIONEN Who is seen endorsing in the ad?—Labor Union
0 No
1 Yes

INTGRPS Who is seen endorsing in the ad?—Interest Group
0 No
1 Yes

TEACHERS Who is seen endorsing in the ad?—Teacher Group
0 No
1 Yes

CELEB Who is seen endorsing in the ad?—Celebrity
0 No
1 Yes

ORDCIT Who is seen endorsing in the ad?—Ordinary Citizen
0 No
1 Yes

OTHEREND Who is seen endorsing in the ad?—Other
0 No
1 Yes

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
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*
Other Environment (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