Wisconsin Advertising Project Codebook
2008 Presidential

ADCODE Unique ID number for each creative

CREATIVE Creative Name

MARKET Media market creative aired in

STATE_1 State abbreviation

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

PROGRAM_TYPE Type of show during which the creative aired (e.g., Auto Racing, Awards Shows, etc.)

MEDIA Type of media (e.g., Cable TV, Network TV, Spot TV, or Syndicated Television)

FIPS State FIPS code of the state in which the creative aired. 99=national (cable) ads.

STATDIST Unique race number. State FIPS followed by district number. For all presidential ads:

80 President

CAND_ID Candidate name (State/Surname_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 President

**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

**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
<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, In a Way to Show Disapproval/Opposition</td>
<td>2 Yes</td>
<td>3 Yes, Unclear Whether in Support or Opposition</td>
</tr>
<tr>
<td>106 DK</td>
<td>107 NA</td>
<td></td>
</tr>
<tr>
<td>ENDORSE Does the ad include any endorsements?</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>98 DK</td>
<td>99 NA</td>
<td></td>
</tr>
<tr>
<td>NEWPAP Who is seen endorsing in the ad?—Newspaper</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>POLICE Who is seen endorsing in the ad?—Law Enforcement</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>POLS Who is seen endorsing in the ad?—Politician</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>UNIONEN Who is seen endorsing in the ad?—Labor Union</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>INTGRPS Who is seen endorsing in the ad?—Interest Group</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>TEACHERS Who is seen endorsing in the ad?—Teacher Group</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>CELEB Who is seen endorsing in the ad?—Celebrity</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>ORDCIT Who is seen endorsing in the ad?—Ordinary Citizen</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
<tr>
<td>OTHEREND Who is seen endorsing in the ad?—Other</td>
<td>0 No</td>
<td>1 Yes</td>
</tr>
</tbody>
</table>
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
Iraq
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
Gas/Oil Prices
Other
None