

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

DEMNOGMT 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

REPNOGMT 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

NEWSPAP 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
- 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