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01/13/2006 05:03 PM

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APPENDIX IV
2004 Presidential General Election Advertising

2004 POLITICAL ADS

Bush Says Kerry Wrong On Terror

By [Gwen Glazer](#) and [Jennifer Koons](#), NationalJournal.com

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Friday, July 2, 2004

[President Bush](#) returned to the airwaves this week with a new TV ad that questions Massachusetts Sen. [John Kerry](#)'s (D) plan to combat terrorism, asking how the Democrat can "win a war if he doesn't know the enemy?"

The 30-second "Yakuza" is in response Kerry's latest [ad](#), which mentions the presumptive Democratic nominee's authorship "of a strategy to win the war on terror." In the Bush spot, an announcer says Kerry's plan "never mentions al-Qaida" and "says nothing about **Osama bin Laden**." The ad cites an article from the Feb. 9 issue of the *New Republic* that contends that the senator's strategy "misses the mark."

Consultant **Mark McKinnon** of Maverick Media produced the spot, which begins airing today on local affiliate stations in New Mexico.

Last week, the Bush campaign took a short break from running TV ads, and "Yakuza" is its only spot currently on the air, according to a campaign spokesman.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Yakuza" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approved this message.

(On screen: www.GeorgeWBush.com)

ANNOUNCER [v/o]: John Kerry says he's author of a "strategy to win the war on terror" -- against the Japanese yakuza.

Never mentions al-Qaida. Says nothing about Osama bin Laden. Calls Yasser Arafat a "statesman."

(On screen: "statesman" -- "The New War" p. 112)

The *New Republic* says Kerry's plan "misses the mark." And Kerry's focus? Global crime, not terrorism.



[Click Here To See RealVideo™ Of "Yakuza"](#)

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(On screen: "misses the mark" -- The New Republic, 2/9/04)

How can John Kerry win a war if he doesn't know the enemy?

(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Emphasizes Diverse Experiences

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Thursday, July 1, 2004

In "Pilot," the latest television spot from Sen. [John Kerry](#), D-Mass., an announcer focuses on some of the different hats the White House hopeful has worn throughout his life.

Photos of Kerry in a variety of situations appear on screen as an announcer describes some of the Democrat's roles, like husband, father, hockey player and "tough prosecutor." The ad also mentions Kerry's authorship "of a strategy to win the war on terror" and kudos from two former chairmen of the Joint Chiefs of Staff.

A campaign [press release](#) said the ad, which began airing on Wednesday throughout New Mexico, is part of a buy announced in early June. Shrum Devine & Donilon and Squier Knapp Dunn are the Kerry campaign's media consultants.

The ad's release comes a day before the Kerry camp announced its latest fund raising numbers. The *Boston Globe* [reports](#) today that the campaign "will announce that it has raised at least \$175 million for the run-up to the general election," breaking [President Bush](#)'s 2000 record of more than \$130 million.

The *Globe* also reports that the Bush campaign "is celebrating a tally in excess of \$210 million, the new record."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Pilot" (TV)

ANNOUNCER [v/o]: He's a husband and father. A pilot, a hunter, a hockey player. Tough prosecutor, advocate for kids. Nineteen years, Senate Foreign Relations Committee. Author of a strategy to win the war on terror. A combat veteran who has been praised by former chairmen of the Joint Chiefs of Staff under both Presidents Reagan and Clinton.

(On screen: photos of Adm. William Crowe (USN, Ret.) and Gen. John Shalikashvili (USA, Ret.))

Stronger at home. Respected in the world. John Kerry for President.



[Click Here To See RealVideo™ Of "Pilot"](#)

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JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

(On screen: John Kerry; President; Approved By John Kerry And Paid For By John Kerry For President, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Re-Airs Critique Of Bush Oil Dealings

By [Meg Kinnard](#), NationalJournal.com

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Monday, June 28, 2004

For the second time in this election cycle, The Media Fund is re-airing a TV spot originally created and run by another issue group. The latest ad takes the Bush administration to task over its alleged symbiotic relationship with the oil industry.

On Friday, Media Fund President **Erik Smith** announced the launch of "[Gas Pump](#)," a 30-second spot released last month by the Detroit Project and the Campaign for America's Future. In the ad, a woman pumping gas into her SUV looks on as dials reading "Record Profits for Oil Companies," "Oil Company Contributions to the Bush Administration," and "U.S. Tax Dollars Spent Defending Middle East Oil" reach billions of dollars.

The only differences between this revised spot and the original release are the closing on-screen text -- "George Bush. No oil company left behind." -- and a tagline attributing the ad to the Media Fund.

"Gas Pump," now airing in Nevada, originally debuted last month in Los Angeles, New York and Washington in a \$100,000 buy. The spot was created by **Scott Burns**, the force behind the Detroit Project's [2003 ad campaign](#). A Media Fund spokeswoman said the group bought the spot from the Detroit Project but declined to reveal both the purchase price and the cost of the airtime.

The ad's re-emergence comes on the heels of a break in gasoline-related news. Following a canvass of nearly 8,000 filling stations, a Lundberg Survey reported that gas prices had fallen nearly seven cents over the past two weeks.

In May, The Media Fund recycled a MoveOn.org [TV spot](#) critical of the Bush administration's spending priorities.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Gas Pump" (TV)

(woman pumps gas into her SUV)



[Click Here To See RealVideo™ Of "Gas Pump"](#)

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(numbers climb in gauges reading "Record Profits for Oil Companies," "Oil Company Contributions to Bush Administration," "US Tax Dollars Spent Defending Middle East Oil," "Total Sale")

(gauge labeled "Bush-Cheney Solutions to America's Oil Addiction" reads zero)

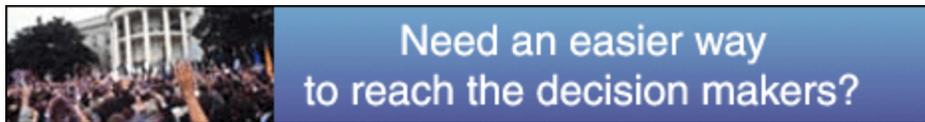
(On screen: George Bush. No Oil Company Left Behind. www.MakeAmericaworkforus.org; Paid for by The Media Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Goes After Kerry On Terrorism

By [Jennifer Koons](#), NationalJournal.com

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Friday, June 25, 2004



[Click Here To See
RealVideo™ Of
"What If"](#)

In an attempt to counter left-leaning interest groups' media barrage against [President Bush](#), the newly created Progress for America Voter Fund took to the air in two battleground states this week with an ad questioning Massachusetts's Sen. [John Kerry](#)'s (D) ability to win the war on terror.

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In the 30-second ad, the announcer praises Bush, saying the president "held us together and began to hunt down terrorist killers" following the Sept. 11, 2001, attacks. In contrast, the ad says, Kerry "voted against billions for America's intelligence even after the first World Trade Center bombing" and "voted against 13 weapon systems our troops depend on." The ad then asks: "What if Bush wasn't there? Could John Kerry have shown this leadership?"

McCarthy Marcus Hennings produced the spot, which will air in New Mexico and Nevada for three weeks at a cost of \$1 million.

On its [Web site](#), PFAVF describes itself as "a conservative issue advocacy organization dedicated to keeping the issue record straight on the campaign trail and serving as a 'Political Truth Squad.'"

In May, the Club for Growth released a similar [spot](#) praising the president for "fighting terrorism to save lives and protect liberty."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "What If" (TV)

ANNOUNCER [v/o]: 9/11, a leader showed strength and compassion. President Bush. He held us together and began to hunt down terrorist killers.

(On screen: PFAvoterfund.com)

But what if Bush wasn't there? Could John Kerry have shown this leadership?

The Kerry who voted against billions for America's intelligence even after the first World Trade Center bombing.

(On screen: S. Amdt. 1450 to H.R. 3759, 1994)

The Kerry how voted against 13 weapon systems our troops depend on.

(On screen: S. 3189, 1990; H.R. 5308, 1990; H.R. 2126, 1995)

President Bush will win this war on terror.

Progress for America Voter Fund is responsible for the content of this ad.

(On screen: Paid For By Progress For America Voter Fund & Not Authorized By Any Candidate Or Candidate's Committee; 877-792-3800)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Groups Challenge Bush's Economic Progress

By [Meg Kinnard](#), NationalJournal.com

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Wednesday, June 23, 2004

Two issue groups have trailed [President Bush](#) around the nation this week, airing ads in two states he visited.

"Broken Promises," the first of two Media Fund spots, reminds viewers of 2000, the year Philadelphia hosted the Republican National Convention. Playing audio from Bush's [acceptance speech](#), in which he promised to improve education and bring "prosperity," an announcer asks him about "the 1.9 million Americans who've lost their jobs" and "the 8.5 million children with no health insurance." The ad also asks the president, scheduled to speak today on HIV/AIDS and hold a campaign fund-raiser, to "stop breaking the promises you made four years ago" before making new ones.

The *Philadelphia Inquirer* [reported](#) that this spot is airing today on the City of Brotherly Love's five highest-rated radio stations. The group is also supplementing its ad buy with a [full-page ad](#) in today's issue of that newspaper.

On Monday, the Media Fund went up in Cincinnati with a 60-second radio spot similar to its previous harangues on Bush's economic policy. Stating that "four years ago, Ohio's economy was humming along," an announcer says now "good jobs are hard to find, and thousands of jobs are lost forever." The spot asks the president what happened to "the 1.2 million jobs that went overseas while you supported tax breaks for the big corporations" and asks, "What do you say to the 3.8 million Americans who've lost their health care benefits?"

To accompany its Cincinnati-area radio buy, the group also ran a [print ad](#) in the *Cincinnati Enquirer*. Bush was in the Buckeye State Monday to hold a ["Conversation on Compassion."](#)

Media consultant **Eric Jaye** of Storefront Political Media produced both spots.

The MoveOn.org Voter Fund went on the air in all of Ohio's major media markets Tuesday with a dramatic TV spot also focused on outsourcing. In "Burgers," an announcer follows the day of a middle-aged man who "put in 30 years at the company" before his job was sent overseas. The man dons a fast-food restaurant employee's cap as the voice says, even with a new job, "You wonder, is this what you worked your whole life for?"



[Click Here To Hear RealAudio™ Of Media Fund's "Broken Promises"](#)

[Click Here To Hear RealAudio™ Of Media Fund's "June 21"](#)



[Click Here To See RealVideo™ Of MoveOn's "Burgers"](#)

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Zimmerman and Markman produced this 30-second ad, which is now airing on cable and broadcast networks throughout Ohio in a \$500,000 buy.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of Media Fund's "Broken Promises" (Radio)

ANNOUNCER: Four years ago, George Bush brought his promises to Philadelphia.

PRESIDENT BUSH [in convention speech]: ...to every child, a chance to learn.

ANNOUNCER: Mr. Bush, what do promises mean to the Pennsylvania children who are still waiting for the \$200 million in school funds you took away?

PRESIDENT BUSH [in convention speech]: We will strengthen Social Security and Medicare.

ANNOUNCER: But what about the nearly 220,000 Pennsylvania seniors who will pay more under your prescription drug plan?

PRESIDENT BUSH [in convention speech]: We will extend the promise of prosperity to every forgotten corner of this country.

ANNOUNCER: Mr. Bush, what about the 1.9 million Americans who've lost their jobs? The 8.5 million children with no health insurance? The working families who pay \$2,700 more a year for health care while you collect millions in campaign contributions from the big drug companies?

This is Wednesday, June 23rd, and George Bush is back in Philadelphia. Mr. Bush, before you bring us one more promise, stop breaking the promises you made four years ago.

Paid for by the Media Fund.

Script of Media Fund's "June 21" (Radio)

ANNOUNCER: Four years ago, Ohio's economy was humming along. But now Ohio has lost more than 214,000 jobs. Good jobs are hard to find, and thousands of jobs are lost forever.

Today is Monday, June 21st. George Bush is in Ohio again, this time for a million-dollar fundraiser. President Bush, you tell us our economy is back. But where are the 1.2 million jobs that went overseas while you supported tax breaks for the big corporations?

You say your tax cuts for big business make a difference, but what do you say to the 3.8 million Americans who've lost their health care benefits?

The economy may be fine for the people at your fund-raiser, but the real way to help families in Ohio is to create jobs that pay a decent wage and provide real health care. Mr. Bush, by tonight, you'll be on your way home. Our jobs will still be on their way overseas.

Paid for by The Media Fund.

Script of MoveOn.org Voter Fund's "Burgers" (TV)

ANNOUNCER [v/o]: You put in 30 years at the company. You got good pay, health care. Then they send your job overseas. And under George Bush, the company actually gets a tax break for doing it. Now, Bush says we're in a recovery.

And after a year, you finally land another job. And you wonder, is this what you worked your whole life for?

(On screen: Paid for by MoveOn.org Voter Fund; Misleader)

We're not being led. We're being misled.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush Unveils Targeted Economic Message

By [Jennifer Koons](#), NationalJournal.com

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Tuesday, June 22, 2004

[President Bush](#) emphasizes economic prosperity with the release of a series of radio ads this week in four battleground states.

In the 60-second spots, Bush says he's "optimistic about America." An announcer then runs down a list of Bush administration accomplishments, including "the largest tax relief in history" and "homeownership rates are at record highs." Rather than focus on these improvements, the spot says, Sen. [John Kerry](#), D-Mass., is "talking about the Great Depression."

All four spots follow a script similar to an earlier 30-second [TV ad](#). Each spot includes a personalized note on job creation and lower unemployment. In "Optimism-Ohio," for example, an announcer notes that the economy in the Buckeye State has "added 1,100 new jobs in May" and "the unemployment rate has dropped to 5.6 percent."

The ads aired on Monday in Colorado, where Kerry was campaigning; in Ohio, where the president made a brief visit to raise funds for his party; and in Missouri and Nevada, two states where Vice President **Dick Cheney** attended campaign fund-raisers.

"Ads for two other states are planned for later this week," AP [reported](#) today. **Mark McKinnon** of Maverick Media produced the spots.

The Bush campaign announced last week that it would take a short break from running TV ads beginning Thursday. "Pessimism" is the only spot currently on the air.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Optimism--Colorado" (Radio)

ANNOUNCER: Paid for by Bush-Cheney '04, Inc.

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

I'm optimistic about America because I believe in the people of America.



[Click Here To Hear RealAudio™ Of "Optimism-Colorado"](#)

[Click Here To Hear RealAudio™ Of "Optimism-Missouri"](#)

[Click Here To Hear RealAudio™ Of "Optimism-Nevada"](#)

[Click Here To Hear RealAudio™ Of "Optimism-Ohio"](#)

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ANNOUNCER: After recession, 9-11 and war, today our economy has been growing for 10 straight months.

Historic tax relief helped create 1.4 million jobs.

Inflation, interest and mortgage rates are low.

And homeownership rates are at record highs.

We've met serious challenges and things are beginning to turn around.

And here in Colorado, things are looking up, too. The unemployment rate has dropped below the national average to 4.9 percent and the economy has created 9,300 more jobs than a year ago.

So, what does John Kerry say? He's still pessimistic, on a misery tour talking about days of malaise and the Great Depression.

Well, one thing's for sure. Pessimism never created any jobs in Colorado.

Script of "Optimism--Missouri" (Radio)

ANNOUNCER: Paid for by Bush-Cheney '04, Inc.

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

I'm optimistic about America because I believe in the people of America.

ANNOUNCER: After recession, 9-11 and war, today our economy has been growing for 10 straight months.

Historic tax relief helped create 1.4 million jobs.

Inflation, interest and mortgage rates are low.

And homeownership rates are at record highs.

We've met serious challenges and things are beginning to turn around.

And here in Missouri, things are looking up, too. The economy has created 37,300 more jobs than a year ago. And the unemployment rate has dropped below the national average to 5.1 percent.

So, what does John Kerry say? He's still pessimistic, on a misery tour talking about days of malaise and the Great Depression.

Well, one thing's for sure. Pessimism never created any jobs in Missouri.

Script of "Optimism--Nevada" (Radio)

ANNOUNCER: Paid for by Bush-Cheney '04, Inc.

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

I'm optimistic about America because I believe in the people of America.

ANNOUNCER: After recession, 9-11 and war, today our economy has been growing for 10 straight months.

Historic tax relief helped create 1.4 million jobs.

Inflation, interest and mortgage rates are low.

And homeownership rates are at record highs.

We've met serious challenges and things are beginning to turn around.

And here in Nevada, things are looking up, too. The economy has added 50,000 more jobs than a year ago. And the unemployment rate has dropped below the national average to 4.1 percent.

So, what does John Kerry say? He's still pessimistic, on a misery tour talking about days of malaise and the Great Depression.

Well, one thing's for sure. Pessimism never created any jobs in Nevada.

Script of "Optimism--Ohio" (Radio)

ANNOUNCER: Paid for by Bush-Cheney '04, Inc.

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

I'm optimistic about America because I believe in the people of America.

ANNOUNCER: After recession, 9-11 and war, today our economy has been growing for 10 straight months.

Historic tax relief helped create 1.4 million jobs.

Inflation, interest and mortgage rates are low.

And homeownership rates are at record highs.

We've met serious challenges and things are beginning to turn around.

And here in Ohio, things are looking up, too. The economy has added 1,100 new jobs in May. And the unemployment rate has dropped to 5.6 percent.

So, what does John Kerry say? He's still pessimistic, on a misery tour talking about days of malaise and the Great Depression.

Well, one thing's for sure. Pessimism never created any jobs in Ohio.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Pushes 'Streamlined' Health Care

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, June 22, 2004

Sen. [John Kerry](#), D-Mass., announced today that he is on the air with a new TV spot focused on his plans to reform the nation's health care.

According to a press release, "Paperwork" is being rotated into air time the campaign purchased earlier this month in Florida, Iowa, Louisiana, Michigan, Missouri, Nevada, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. In the 30-second ad, the Kerry says that \$350 billion of the \$1.5 trillion spent annually on health care in America is "all paperwork, administrative overhead." He goes on to describe his ideas to reduce costs, including lowering premiums and "becoming more streamlined and more efficient."

"Paperwork" echoes the same cost-reduction themes as "[Country](#)," which Kerry released earlier this month. That ad is currently up in Virginia.

The Kerry campaign is now running ads in a variety of markets. "[Optimists](#)," originally released on June 1, remains on the air in Arizona, Arkansas, Colorado, Maine, Minnesota and New Hampshire, according to the release, and African-American media will remain up with "[Heart](#)."

Shrum Devine & Donilon and Squier Knapp Dunn are collaborating on Kerry's advertising campaign.

[President Bush](#) taking a brief respite from TV advertising, recently launched economy-focused [radio ads](#) in four battleground states.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Paperwork" (TV)

(On screen: John Kerry on Healthcare in America; John Kerry)

JOHN KERRY: We spend about \$1.5 trillion every year on health care in America. Three hundred and fifty billion of that has nothing to do with care. It's all paperwork, administrative overhead.

(On screen: The Kerry Healthcare Plan @ JohnKerry.com)



[Click Here To See RealVideo™ Of "Paperwork"](#)

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I have a health care plan that can reduce the cost of health care. We can lower their premiums, and we will save literally billions of dollars in health care costs in America by becoming more streamlined and more efficient.

(On screen: JohnKerry.com; Approved By John Kerry And Paid For By John Kerry For President; John Kerry; President)

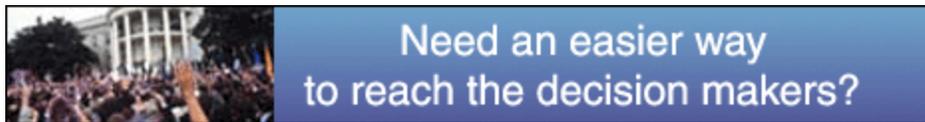
I'm John Kerry, and I approved this message.

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2004 POLITICAL ADS

Group Asks Bush To Explain Yucca Project

By [Meg Kinnard](#), NationalJournal.com

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Friday, June 18, 2004

The Media Fund again shadows [President Bush](#) today, asking the president in a 60-second Reno radio ad to explain his stance on nuclear waste storage.

Judy Treichel, who says her family has lived in Nevada for three generations, asks Bush why he is making her state "a dumping ground for the nation's nuclear waste" when, as Texas governor, Bush opposed the idea for his own state. Treichel criticizes both the plan and the science on which it is based and asks Bush to answer this question: "If nuclear waste is wrong for the people of Texas, why is it right for the people of Nevada?"

In 1987, Treichel helped found the Nevada Nuclear Task Force. According to its [Web site](#), the Nevada Nuclear Task Force "works solely on national nuclear waste policy and Yucca Mountain." She now serves as the organization's executive director.

"Nevada Talks Back" was produced by **Eric Jaye**.

Earlier this week, the Fund trailed Bush to Missouri, [saying](#) he would leave "behind a state that is not stronger, safer or better than it was four years ago."

Other groups have taken their opposition to the Yucca Mountain Project on the air. In March, the League of Conservation voters [encouraged](#) two senators to continue their opposition to the idea, and in April, the Sierra Club ran a [radio ad](#) in the Sagebrush State asking the administration to "base its decisions on sound science and keep us safe."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Nevada Talks Back" (Radio)

JUDY TREICHEL: My name is Judy Treichel. Three generations of my family call Nevada home.

I have a question for President Bush. Mr. Bush, you're in Reno today speaking to a hand-picked crowd, but can you answer one question for the rest of us? Why are you making Nevada a dumping ground for the nation's nuclear waste? As a governor, you said you didn't want Texas to become a "dumping ground for other states' radioactive waste."



[Click Here To Hear RealAudio™ Of "Nevada Talks Back"](#)

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But that's exactly what you're doing to us. Mr. Bush, your plan for Yucca Mountain is wrong. The science is wrong. The site is wrong. And the way you lied to us is wrong. Four years ago, you told us sound science would decide Yucca Mountain. Now you're dumping 77,000 tons of toxic waste in Nevada.

Mr. Bush, before you go home tonight, please answer one question: If nuclear waste is wrong for the people of Texas, why is it right for the people of Nevada?

ANNOUNCER: Paid for by the Media Fund.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

CFG Links Bush And Reagan On Security

By [Jennifer Koons](#), NationalJournal.com

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Wednesday, June 16, 2004



[Click Here To See RealVideo™ Of "Leadership"](#)

Following a week of national mourning over the passing of former President **Ronald Reagan**, the Club for Growth launched a new campaign ad comparing the former president with the current commander in chief and lambasting Sen. **John Kerry**, D-Mass., as "wrong then, wrong now" on national security.

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The 30-second spot portrays both Republican presidents as leaders -- Reagan against communism and **President Bush** against terrorism. The ad includes footage of all three men, including Kerry's 1971 testimony on Capitol Hill, when the presumptive Democratic nominee said, "We cannot fight communism all over the world."

Reagan then appears on screen standing in front of the Berlin Wall in 1987 and saying, "Mr. Gorbachev, tear down this wall." The ad also features a clip of Bush addressing the nation at the site of the World Trade Center buildings after the terrorist attacks on Sept. 11, 2001.

In response to the ad, "a Reagan family spokeswoman says the group does not have permission to use Reagan's image... because doing so implies his endorsement," AP [reported](#) today.

Red Sea LLC produced "Leadership," which begins airing today on national cable networks and in media markets in three battleground states: Michigan, Ohio and Wisconsin. Noting that the group allocated \$500,000 for the ad, CFG spokesman **Kevin McVicker** said "Leadership" is the second installment in a \$10 million advertising campaign.

[**UPDATED** (June 17): At the request of Reagan's family, the Club has decided to delay releasing the spot until Monday, the *Los Angeles Times* [reported](#).]

Last month, the group released "[Freedom](#)," a spot that praised Bush for "fighting terrorism to save lives and protect liberty."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Leadership" (TV)

JOHN KERRY [Excerpt from Kerry's congressional testimony]: We cannot fight communism all over the world, and I think we should have learned that lesson by now.

(On screen: John Kerry 1971)

RONALD REAGAN [Excerpt from Reagan speaking at Berlin Wall]: Mr. Gorbachev, tear down this wall.

(On screen: Ronald Reagan 1987)

PRESIDENT BUSH [Excerpt from Bush speaking at the World Trade Center site]: I can hear you, the rest of the world hears you, and the people who knocked these buildings down will hear all of us soon.

(On screen: George W. Bush 2001; split screen with footage of the Berlin Wall and statue of Saddam Hussein coming down; Leadership Makes a World of Difference)

JOHN KERRY [Further excerpt from congressional hearing]: We cannot fight communism all over the world.

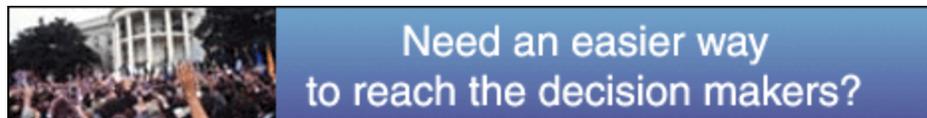
(On screen: John Kerry: Wrong Then, Wrong Now; Paid For By The Club For Growth; www.clubforgrowth.org)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn PAC Renews Halliburton Critique

By [Meg Kinnard](#), NationalJournal.com

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Wednesday, June 16, 2004

MoveOn PAC went up in several key [White House 2004](#) states Tuesday, saying that the Bush administration gave Halliburton "no-bid contracts for Iraq on a silver platter."

In the 30-second spot, an announcer says the White House caught the company, formerly headed by Vice President **Dick Cheney**, "overcharging \$61 million dollars for gasoline" and billing "over \$100 million for meals for our troops that they never delivered." Despite these shortcomings, the ad goes on, [President Bush](#) "is still doing business with them."

Like several other MoveOn PAC [ads](#), this spot closes by calling Bush "a failure of leadership."

MoveOn PAC is spending over \$1 million to air "Platter" in Ohio, Missouri, Oregon, Nevada and Washington, D.C., until Monday, according to a spokesman for the group. It was produced by Zimmerman and Markman.

The Media Fund has been on the air since May with [several TV ads](#) calling the White House a "corporate headquarters" and criticizing the contracts given to Halliburton.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Platter" (TV)

ANNOUNCER [v/o]: The Bush administration gave Dick Cheney's old company no-bid contracts for Iraq on a silver platter.

(On screen: Up To \$7 Billion In Contracts; Halliburton)

Then the Pentagon caught Halliburton overcharging \$61 million for gasoline. Worse, they billed over \$100 million for meals for our troops that they never delivered. And George Bush is still doing business with them.

(On screen: Caught Overcharging; Didn't Deliver Meals)

George Bush. A failure of leadership.



[Click Here To See RealVideo™ Of "Platter"](#)

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MoveOn PAC is responsible for the content of this advertisement.

(On screen: Paid for by MoveOn PAC, www.moveonpac.org. This Communication is not authorized by any candidate or candidate's committee. MoveOn PAC is responsible for the content of the advertisement.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Media Fund: Bush Hasn't Helped Missouri

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, June 15, 2004

For the second time in as many months, The Media Fund followed [President Bush](#) on the road this week, shadowing his Medicare-focused appearance in Missouri.

The 60-second radio spot offers a chronology, complete with sound effects, of Bush's Monday in Missouri. Approaching the Kansas City area in Air Force One, an announcer says, Bush "won't see the 89,000 children who have no health care coverage." The ad also says Bush will hear neither "from the nearly 93,000 Missouri seniors who will pay more under his prescription drug plan," nor from "the families who are paying an average of \$2,700 more for health care."

Finally, the ad says when Bush returned to Washington after his appearance, he left "behind a state that is not stronger, safer or better than it was four years ago."

A spokeswoman for the group said "June 14th" aired Monday in Kansas City and was produced in house by the Media Fund.

In Liberty, Mo., on Monday, Bush [spoke](#) on the Medicare prescription drug benefit, discussing "how to make sure our seniors understand that the drug discount card works." The Show-Me State has been signaled out by both Bush and Sen. [John Kerry](#), D-Mass., as a battleground state in the November election, and [advertising](#) on all sides has been heavy there for months.

Last month, The Media Fund followed Bush to West Virginia, going on the air with a [radio ad](#) describing what has happened there since he took office. Bush was in Parkersburg to discuss high school initiatives.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "June 14th" (Radio)

ANNOUNCER: It's Monday, June 14th, and Air Force One will bring George Bush to the Kansas City area today. As the president approaches, his view from 30,000 feet will be magnificent, but he won't see the 89,000 children who have no health care coverage.



[Click Here To Hear RealAudio™ Of "June 14"](#)

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[Latest Polls](#)
[Tip Sheet](#)

As he steps off his jet, a band will play, but George Bush won't hear from the nearly 93,000 Missouri seniors who will pay more under his prescription drug plan.

The president will be rushed to his photo-op, but he won't stop to hear from the families who are paying an average of \$2,700 more for health care. He'll say he cares about working families, but the 30,700 jobs lost in Missouri tell a different story.

The president flies home tonight, but he leaves behind a state that is not stronger, safer or better than it was four years ago.

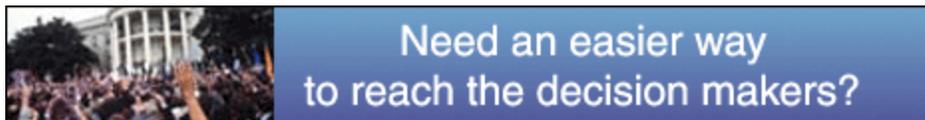
Paid for by The Media Fund.

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2004 POLITICAL ADS

Group Renews Attack On White House Ties

By [Meg Kinnard](#), NationalJournal.com

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Wednesday, June 9, 2004

The Media Fund goes on the air today with a TV spot critical of both the administration's corporate ties and "what the Bush-Cheney White House hasn't done for our troops."

The 30-second "Bush and Halliburton," which airs in Missouri, Nevada, Ohio and Oregon, uses animation to illustrate how, after former Halliburton CEO **Dick Cheney** became vice president, Bush's administration gave the company "a no-bid contract in Iraq worth billions of dollars at taxpayers' expense." The voice then says it seems "Halliburton has been price gouging," overcharging the government "for meals they never served to our troops" and for gasoline.

Viewers are directed to BushandHalliburton.com, which yields the same information as the Media Fund's primary [Web site](#).

A spokeswoman for the group said MacWilliams Robinson & Partners produced "Bush and Halliburton," which will be temporarily removed from the air on Friday in observance of former President **Ronald Reagan's** funeral services.

This is the Media Fund's second attack on the Bush administration's corporate relationships. Last month, the group went on the air with an [ad](#) calling the White House a "corporate headquarters" for a variety of companies.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Bush and Halliburton" (TV)

ANNOUNCER [v/o]: In 2000, Dick Cheney was CEO of Halliburton. After Dick Cheney became vice president, George Bush's administration gave Halliburton a no-bid contract in Iraq worth billions of dollars at taxpayers' expense. Now it seems Halliburton has been price gouging, and overcharged the federal government \$27 million for meals they never served to our troops and \$61 million for gasoline.

To find out more about what the Bush-Cheney White House hasn't done for our troops, visit BushandHalliburton.com.



[Click Here To See RealVideo™ Of "Bush and Halliburton"](#)

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(On screen: Paid For By The Media Fund)

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An advertisement banner with a blue background. On the left, there is a photograph of a large crowd of people gathered in front of the White House. To the right of the photo, the text "Need an easier way to reach the decision makers?" is written in white, sans-serif font.

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2004 POLITICAL ADS

Bush Decries Kerry's 'Pessimism'

By [Jennifer Koons](#), NationalJournal.com

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Monday, June 7, 2004

President Bush goes on the offensive about the economy today with a TV ad in which he tells viewers "pessimism never created a job."

In the 30-second spot, Bush says he's "optimistic about America." An announcer then runs down a list of Bush administration accomplishments, including "the largest tax relief in history" and "record homeownership." Rather than focus on these improvements, the spot says, Sen. **John Kerry**, D-Mass., is "talking about the Great Depression."

Mark McKinnon of Maverick Media produced the ad, which begins airing today on cable stations nationwide along with an earlier spot, "[PATRIOT Act](#)." The release of the ad was timed to coincide with the release of May [job numbers](#) from the Labor Department.

Kerry also is on the air with two new spots -- one focusing on [health care](#) and the other touting his [patriotism](#). Coincidentally, the latter Kerry spot is called "Optimists," which, according to a campaign press release, is intended to promote the candidate's "positive vision for building an America that is strong at home and respected in the world."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Pessimism" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: President Bush; www.GeorgeWBush.com)

PRESIDENT BUSH: I'm optimistic about America because I believe in the people of America.

ANNOUNCER [v/o]: After recession, 9-11 and war, now our economy has been growing for 10 straight months.

The largest tax relief in history.

1.4 million jobs added since August.



[Click Here To See RealVideo™ Of "Pessimism"](#)

(Bush campaign Web site)

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Inflation, interest and mortgage rates low.

Record homeownership.

John Kerry's response?

He's talking about the Great Depression.

(On screen: America's job recovery is the worst since the Great Depression... John Kerry for President Press Release 05.07.04)

One thing's sure... pessimism never created a job.

(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry: Health Care Should Be A Right For All

By [Meg Kinnard](#), NationalJournal.com

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Thursday, June 3, 2004

Just days after launching a patriotic-themed TV ad calling Americans "the can-do people," presidential hopeful [John Kerry](#) (D) is going on the air to give his thoughts on universal health care.

In the 30-second "Country," the Massachusetts senator tells citizens gathered for a town hall meeting that he wants to be president "because I love this country, and I think it's going in the wrong direction." Calling it "wrong" that 43 million Americans are without health care, Kerry contends that "in the richest country on the face of the planet, no American ought to be struggling to be able to have health care." Such an amenity "ought to be a right that we make accessible and affordable to every single American," he adds.

According to a campaign press release issued today, "Country" goes on the air tomorrow in 14 states: Arizona, Florida, Iowa, Louisiana, Michigan, Missouri, Nevada, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. It will air in rotation with "[Optimists](#)," which the campaign launched Tuesday, and is part of the same media buy.

As of Tuesday's "Optimists" launch, Squier Knapp Dunn has joined Shrum Devine & Donilon to collaborate on Kerry's ads.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Country" (TV)

(On screen: John Kerry)

JOHN KERRY: I want to be president of the United States because I love this country, and I think it's going in the wrong direction. People are worried about how they are going to be able to have a retirement. How are you going to have health care? Forty-three million Americans don't even have it. This is wrong.

In the richest country on the face of the planet, no American ought to be struggling to be able to have health care. It ought to be a right that we make accessible and affordable to every single American.



[Click Here To See RealVideo™ Of "Country"](#)

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(On screen: The Kerry Healthcare Plan @ JohnKerry.com; Approved By John Kerry And Paid For By John Kerry For President; John Kerry; President)

JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Unveils Plans For 'Stronger America'

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, June 1, 2004

Sen. [John Kerry](#), D-Mass., expanded his on-air campaign today, hoping to emphasize what a press release called the candidate's "positive vision for building an America that is strong at home and respected in the world."

In "Optimists," a continuation of the campaign's record ad rollout last month, Kerry calls the United States "a country of optimists" and references Americans as "the can-do people." An announcer explains Kerry's idea that "a stronger America begins at home," as well as his "real plans to create jobs here, not overseas" and gain "independence from Middle East oil." The voice also mentions "a strong military and strong alliances -- to defeat terror."

Viewers across Arizona, Arkansas, Colorado, Florida, Iowa, Louisiana, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin will see "Optimists" beginning on Wednesday. The campaign has added Squier Knapp Dunn to its existing creative team, headed by Shrum Devine & Donilon.

In a conference call with reporters, campaign manager **Mary Beth Cahill** said that the campaign is also extending Kerry's [biographical ad rollout](#) into GOP-heavy Virginia this week, as well as on cable networks including BET.

On Friday, Kerry went on the air in six states with "Monumento a la Segunda Guerra Mundial," a Spanish-language spot that touts Kerry's Vietnam War "heroism" and aims to honor Latinos "who have distinguished themselves in our armed forces with valor and dignity." A campaign spokeswoman said the buy cost around \$185,000.

The spot was produced by Armando Gutierrez & Associates Inc., the same firm that created [Spanish-language ads](#) for former Vermont Gov. **Howard Dean's** (D) presidential bid. Gutierrez also produced spots for the [Democratic National Committee](#) in 2001 and Vice President **Al Gore's** [presidential bid](#) in 2000.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Optimists" (TV)



[Click Here To See RealVideo™ Of "Optimists"](#)

[Click Here To See RealVideo™ Of "Monumento a la Segunda Guerra Mundial" \(Spanish\)](#)

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JOHN KERRY: We're a country of the future. We're a country of optimists. We're the can-do people.

(On screen: John Kerry)

ANNOUNCER [v/o]: For John Kerry, a stronger America begins at home. Real plans to create jobs here, not overseas; lower health care costs; independence from Middle East oil. And in the world, a strong military and strong alliances -- to defeat terror.

(On screen: Stronger at home; The Kerry Plans: www.johnkerry.com; Respected in the world)

America. Stronger at home. Respected in the world. John Kerry for President.

JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

(On screen: JohnKerry.com; John Kerry; President; Approved By John Kerry. Paid For By John Kerry For President)

Script of "Monumento a la Segunda Guerra Mundial" -- Spanish (TV)

(On screen: Aprobado Por John Kerry. Pagado Por John Kerry Para Presidente.)

ANNOUNCER [v/o]: Por su heroísmo en Vietnam, John Kerry ganó las Medallas estrellas de Plata y de Bronce y tres Corazones Púrpura.

(On screen: John Kerry)

John Kerry sabe que el Monumento en Washington a la Segunda Guerra Mundial también es un homenaje a soldados con nombres como García, Chávez y Ortiz.

(On screen: Garcia; Martinez; Rodriguez; Hernandez; Lopez; Gonzalez; Perez; Sanchez; Rivera; Ramirez; Torres; Chavez; Barrera; Baca; Romero; Gomez; Gutierrez; Dominguez; De Leon; Diaz; Archuleta; Mondragon; Villarreal; Garza; Trevino; Griego; Ortiz; Silva; Ramos)

John Kerry rinde honor a todos esos Latinos que se han distinguido en las fuerzas armadas, por su valor y dignidad. John Kerry honra a todos nuestros veteranos.

(On screen: Mil Gracias)

JOHN KERRY: Soy John Kerry y he aprobado este mensaje.

(On screen: John Kerry; President; www.johnkerry.com)

Translated Script of "Monumento a la Segunda Guerra Mundial" -- English (TV)

(On screen: Aprobado Por John Kerry. Pagado Por John Kerry Para Presidente.)

ANNOUNCER [v/o]: For his heroism in Vietnam, John Kerry won the Silver and Bronze Stars and three Purple Hearts.

(On screen: John Kerry)

John Kerry knows that in Washington, the World War II Memorial is a monument to soldiers with names such as García, Chávez and Ortiz.

(On screen: Garcia; Martinez; Rodriguez; Hernandez; Lopez; Gonzalez; Perez; Sanchez; Rivera; Ramirez; Torres; Chavez; Barrera; Baca; Romero; Gomez; Gutierrez; Dominguez; De Leon; Diaz; Archuleta; Mondragon; Villarreal; Garza; Trevino; Griego; Ortiz; Silva; Ramos)

John Kerry honors all of those Hispanics who have distinguished themselves in our armed forces with valor and dignity. John Kerry honors all of our veterans.

(On screen: Mil Gracias)

JOHN KERRY I am John Kerry, and I approved this message.

(On screen: John Kerry; President; www.johnkerry.com)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Goes After Nader's 'Ego' Problem

By [Meg Kinnard](#), NationalJournal.com

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Friday, May 28, 2004

The Democratic Action Team PAC goes on the air Monday with its first 30-second TV spot directly challenging **Ralph Nader** to shut down his 2004 presidential bid. The ad also takes a shot at [President Bush](#) in the process.

An announcer asks viewers to consider what Nader "cost us" by winning a small portion of the 2000 vote. The voice discusses domestic hardships under the Bush administration, as well as the "zero weapons of mass destruction" found in Iraq, adding: "Numbers don't lie, but presidents do." The spot then gives way to excerpts from Bush's [2003 State of the Union address](#), in which the president made his case for going to war. Clips show Bush discussing "mobile biological weapons labs," "botulinum toxin" and "aluminum tubes suitable for nuclear weapons production" as dangers against which American must protect itself.

The spot closes by asking Nader: "What's more important: your nation, or your ego? Don't do this to us again."

According to consultant **Bud Jackson**, "Nader" begins airing Monday in Oregon and will likely run in other markets eventually. DAT communications director **Michael Frisby** said that the group has launched this campaign, along with its [StopNader.com](#) Web site, to show voters things the Bush administration has done "counter" to Nader's 2000 platform.

Frisby also said that StopNader.com will file an amicus brief in Texas next week, a state in which Nader failed to garner enough signatures to appear on the fall ballot but has begun a court challenge. He added that former Rep. **Bob Gammage** (D), also a former justice on the Texas Supreme Court, is aiding the anti-Nader effort in the Lone Star State.

DAT PAC is not the only group going after the former Green Party nominee. On Tuesday, The Nader Factor, backed by the National Progress Fund 527 group, launched its first [TV ad](#), which features a former Nader supporter who says he won't vote for the candidate this year.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Nader" (TV)



[Click Here To See RealVideo™ Of "Nader"](#)

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*(On screen: Paid For By StopNader.com And Not Authorized By Any Candidate Or Committee;
www.StopNader.com; The Nader Effect)*

ANNOUNCER [v/o]: Less than five percent of the 2000 vote and look what Ralph Nader cost us: 1.5 million jobs still lost, 40 million without health care, zero weapons of mass destruction. Numbers don't lie, but presidents do.

PRESIDENT BUSH [in 2003 State of the Union]: Several mobile biological weapons labs.... Botulinum toxin.... Aluminum tubes suitable for nuclear weapons production.

ANNOUNCER [v/o]: Ralph, what's more important: your nation, or your ego? Don't do this to us again.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Groups Blame Bush For High Fuel Prices

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, May 28, 2004

Reacting to escalating fuel prices across the nation, two groups have teamed up to air a TV spot assigning blame to the Bush administration.

"Gas Pump," a 30-second spot co-sponsored by the Detroit Project Action Fund and the Campaign for America's Future, shows a woman pumping gas into her sport-utility vehicle. She watches the pump as meters labeled "Record Profits for Oil Companies," "Oil Company Contributions to the Bush Administration," and "US Tax Dollars Spent Defending Middle East Oil" climb into the billions. Once her final sale totals over \$50, the words "It's time for an oil change" appear on screen. Viewers are also directed to a Web site, www.OutOfGas.com.

Scott Burns, the creative force behind the Detroit Project's [2003 ad campaign](#), produced "Gas Pump." The ad is on the air in Los Angeles, New York and Washington. A spokeswoman for the group said the ad buy was approximately \$100,000.

The Detroit Project, founded in part by syndicated columnist **Arianna Huffington**, went on the air last year with controversial ads aiming to link fuel production to terrorism and to promote fuel efficiency.

According to its [Web site](#), the Campaign for America's Future "works to revitalize a progressive agenda, and fights to make this economy work for working people once again." In 2002, the group [weighed in](#) on Senate races in New Hampshire and South Carolina.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Gas Pump" (TV)

(woman pumps gas into her SUV)

(numbers climb in gauges reading "Record Profits for Oil Companies," "Oil Company Contributions to the Bush Administration," "US Tax Dollars Spent Defending Middle East Oil," "Total Sale")

(gauge labeled "Bush-Cheney Solutions to America's Oil Addiction" reads zero)



[Click Here To See RealVideo™ Of "Gas Pump"](#)

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(On screen: It's time for an oil change. www.OutOfGas.com Paid for by the Campaign for America's Future.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Former Nader Supporter Voices Regrets

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, May 25, 2004



[Click Here To See
RealVideo™ Of
"Bob Schick"](#)

On Thursday, an organization backed by a progressive 527 group announced the launch of a TV ad campaign in six battleground states, aiming to woo former supporters of **Ralph Nader** back to the Democratic Party for 2004.

In a 30-second ad from The Nader Factor, high school teacher **Bob Schick** says he voted for Nader in 2000 "because he stood for the issues I believe in: a clean environment, civil rights and a sensible foreign policy." But "after seeing how quickly and thoroughly the Bush administration has wounded our country" in all of these areas, Schick says, "I feel I made a mistake." By supporting Nader, he goes on, "I actually helped [George Bush](#)."

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Tricia Enright, former communications director for Dean for America, is president of the National Progress Fund, the tax-exempt 527 group behind The Nader Factor. She said the spot goes on the air today in New Mexico and Wisconsin and will eventually run in Florida, Iowa, New Hampshire and Oregon. CNN [reported](#) that the fund will focus its advertising on these six states, all of which were decided by two percentage points or less in [2000](#).

Enright said the group would collect stories from other former Nader supporters for a series of future ads to be produced by consultant **Saul Shorr**.

Other groups are lining up to voice their opposition to Nader's candidacy. The *Washington Post* [reported](#) last week that NARAL Pro-Choice America interim president **Elizabeth Cavendish** "said her organization will match or exceed the activity of 2000, when the group spent about \$1.5 million on TV ads for" **Al Gore** "in states where Nader had substantial support." Next Monday, StopNader.com, a group fueled by the Democratic Action Team PAC, plans to go on the air with a TV ad aiming to link the Bush administration's failures to Nader's 2000 candidacy.

On [TheNaderFactor.com](#), funded by the National Progress Fund, the group describes itself as "dedicated to building a dynamic grassroots community" of former Nader supporters and others "who are uniting to change the destructive White House policies." The group also says it believes the Democratic Party needs "Dean Democrats, Clark Democrats... and most importantly, a new wing -- Nader Democrats."

In a private meeting with Nader last week, Sen. [John Kerry](#), D-Mass., did not ask the independent to give up his candidacy.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Bob Schick" (TV)

(On screen: Bob Schick, High School Teacher)

BOB SCHICK: Four years ago, I supported Ralph Nader because he stood for the issues I believe in: a clean environment, civil rights and a sensible foreign policy. But now, after seeing how quickly and thoroughly the Bush administration has wounded our country -- there's more pollution, an economy that sends our jobs overseas and a war I have serious questions about -- I feel I made a mistake.

(On screen: The Bush Record: Lowering Pollution Standards; Sending Jobs Overseas; Mismanaging Foreign Policy)

By supporting Ralph Nader, I actually helped George Bush.

(On screen: The Stakes Are Too High; Go To: www.TheNaderFactor.com; Paid For By The National Progress Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn.org: It's Time For Rumsfeld To Go

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, May 25, 2004

MoveOn.org unleashed a two-pronged attack against **Donald Rumsfeld** this week, launching TV and radio ads demanding the Defense secretary's resignation over mismanagement of the Iraq war.

A camera pans up the Statue of Liberty in the 30-second TV spot, "Hooded," as an announcer says, "They said we went to Iraq to bring American values: democracy, liberty." But "something has gone terribly wrong," the announcer goes on, as the screen reveals that the statue's head has been hooded. Mentioning reports that Rumsfeld "initiated the plan that encouraged the physical coercion and sexual humiliation of prisoners," the voice asks, "Why hasn't [George Bush](#) fired this man?"

Some senators back at home this week for the Memorial Day recess also will be greeted by radio spots asking for their support. MoveOn also went on the air Monday in 10 radio markets, echoing the message of the TV ad and asking constituents to tell their senators it's time for Rumsfeld "to go."

"Hooded" is airing in 14 media markets: Atlanta, Boston, Chicago, Detroit, Las Vegas, Los Angeles, Phoenix, San Diego, Seattle, New York and Washington, as well as Jacksonville, Fla.; Tampa, Fla.; and Raleigh, N.C. "Rumsfeld," its radio accompaniment, is on the air in Cleveland, Cincinnati, Indianapolis, Louisville and Pittsburgh, plus Omaha, Neb.; Richmond, Va.; Springfield, Mo., and Wilmington, Del. Both were produced by Zimmerman and Markman.

According to a MoveOn press release, the ad launch is coupled with an on-the-ground campaign. Over the next week, MoveOn.org and TrueMajority.org members in 40 cities will visit their local congressional offices "to insist that Congress demand that President Bush fire Rumsfeld."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Hooded" (TV)

ANNOUNCER [v/o]: They said we went to Iraq to bring American values: democracy, liberty.

(On screen: camera pans up from base of Statue of Liberty)



[Click Here To See RealVideo™ Of "Hooded"](#)



[Click Here To Hear RealAudio™ Of "Rumsfeld"](#)

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But something has gone terribly wrong. Now it's been reported that Donald Rumsfeld initiated the plan that encouraged the physical coercion and sexual humiliation of prisoners.

(On screen: camera pans out to reveal that the statue's head is covered by a black hood)

Donald Rumsfeld has endangered our soldiers and America. Why hasn't George Bush fired this man?

(On screen: photo of Rumsfeld and Bush; Paid for by MoveOn.org)

Script of "Rumsfeld" (Radio)

ANNOUNCER: There's no defending the secretary of Defense. As events in Iraq spiral out of control, Donald Rumsfeld bears much of the responsibility.

Now, as pictures of Iraqi prisoners being tortured inflame the Arab world and shame all Americans, it's been reported that Donald Rumsfeld initiated the plan that encouraged the sexual humiliation and physical coercion of prisoners, violations of international law.

Before the war, Donald Rumsfeld insisted Iraq had weapons of mass destruction. In the planning for the war, he misread the number of troops that would be needed. Today, many of his soldiers don't have flack jackets and ride in vehicles without armor plating.

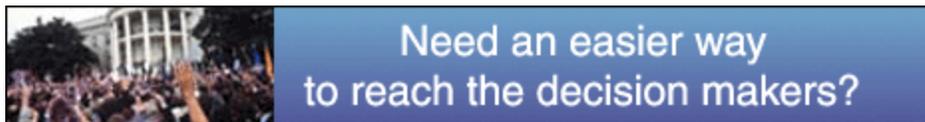
It's time for Donald Rumsfeld to go. Tell that to Senator Joe Biden; he'll be home this week. Call him at (302) 573-6345. That's (302) 573-6345. Paid for by MoveOn.org.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush Pans Kerry Over PATRIOT Act

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, May 25, 2004



[Click Here To See RealVideo™ Of "PATRIOT Act"](#)

[President Bush](#) once again called into question Massachusetts Sen. [John Kerry](#) (D)'s committment to fighting the war on terror with a new TV ad that accuses the presumptive Democratic nominee of "playing politics with national security."

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In the 30-second "PATRIOT Act," an announcer tells viewers, "Bush signed the PATRIOT Act giving law enforcement vital tools to fight terrorism."

Kerry, the ad notes, "voted for the PATRIOT Act, but pressured by fellow liberals, he's changed his position."

Maverick Media's **Mark McKinnon** produced the spot, which begins airing today on cable and broadcast stations in 19 battleground states. The campaign declined to disclose the amount of the buy.

This is the latest in a series of ads that have targeted Kerry on national security issues. In April, the campaign released the ad "[Weapons](#)," which suggested Kerry's past votes on military spending could inhibit U.S. troops fighting the war on terror.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "PATRIOT Act" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve of this message.

(On screen: www.GeorgeWBush.com)

ANNOUNCER [v/o]: President Bush signed the PATRIOT Act giving law enforcement vital tools to fight terrorism.

John Kerry? He voted for the PATRIOT Act, but pressured by fellow liberals, he's changed his position.

(On screen: H.R. 3162, 10/25/01; Remarks at Iowa State University, 12/1/03)

While wire taps, subpoena powers and surveillances are routinely used against drug dealers and organized crime, Kerry would now repeal the PATRIOT Act's use of these tools against terrorists.

John Kerry. Playing politics with national security.

(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Dem Group Rolls Out Hispanic Star Politicos

By [Meg Kinnard](#), NationalJournal.com

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Thursday, May 20, 2004

On Tuesday, the New Democrat Network launched its latest round of advertising aimed at selling the Hispanic community on the benefits of the Democratic Party.

Two new spots feature lawmakers who a [May 18 press release](#) called "five of the country's most prominent Hispanic spokespersons": Bronx Borough President **Adolfo Carrion** (D); Hialeah, Fla., Mayor **Raul Martinez** (D); Rep. [Robert Menendez](#), D-N.J.; Gov. [Bill Richardson](#), D-N.M.; and Rep. [Loretta Sanchez](#), D-Calif.

In "Unidos," a 60-second ad produced by ZGS Communications Inc., each of the five political figures offers an introduction and details how they have helped "our community" -- presumably the Hispanic community. Sanchez says she has supported "increases in the minimum wage," while Martinez touts his belief in public schools, "for they are the vehicle for our children to obtain a good education." An announcer says "there is no doubt" that "with the Democratic agenda, Hispanics everywhere will have a better life."

In the 30-second "Train," the same politicians ride the rails and focus on what the Democratic Party stands for. Richardson says, "We are a movement of the people," and Carrion again mentions job creation and minimum wage increases. Menendez asks viewers to "join the Democratic movement so that we can all have a better life." This spot was produced by Elevacion/Elevation.

A Spanish-language version of "Train" with English subtitles will also soon be made available on the [NDN Web site](#).

The NDN will spend about \$150,000 a week for at least the next month to air the ads in Arizona, Florida, Nevada and New Mexico, according to **Maria Cardona**, a senior vice president at NDN and director of the group's Hispanic Project, "Democratas Unidos."

These ads are the latest installment in the group's [media effort](#) "to help Latinos understand the stark differences between the Democratic and Republican agendas," according to the May 18 release.



[Click Here To See RealVideo™ Of "Unidos" \(Spanish\)](#)

[Click Here To See RealVideo™ Of "Unidos" \(English\)](#)

[Click Here To See RealVideo™ Of "Train" \(Spanish\)](#)

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[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Unidos" -- Spanish (TV)

(On screen: Pagado por el New Democrat Network)

ROBERT MENENDEZ: Hola, soy Bob Menendez, congresista de New Jersey. Como Demócrata siempre he luchado por nuestra comunidad, para que nuestras familias salgan adelante y tengan un futuro mejor.

LORETTA SANCHEZ: Buenas, les saluda la Congresista Loretta Sanchez, Demócrata de California. Toda mi vida he apoyado más y mejores trabajos y aumentos en el salario mínimo -- porque nuestra comunidad merece más oportunidades para obtener una vida mejor.

RAUL MARTINEZ: Hola, les saluda Raul Martinez, alcalde Demócrata de Hialeah en la Florida. Yo apoyo a las escuelas públicas porque son el pasaporte para que nuestros hijos obtengan una buena educación.

ADOLFO CARRION: Hola, soy Adolfo Carrion, presidente del condado de Bronx en Nueva York. Como Demócrata estoy a favor de un seguro médico universal para todos.

BILL RICHARDSON: Hola, soy Bill Richardson, gobernador de Nuevo Mexico. Como Demócrata mi prioridad siempre ha sido ayudar a nuestra comunidad para que todos los Hispanos tengamos una vida mejor.

ANNOUNCER [v/o]: No hay duda, con el programa Demócrata, todos los Hispanos tendremos una vida mejor.

(On screen: Únete al movimiento demócrata; www.democratasunidos.org)

Script of "Unidos" -- English (TV)

(On screen: Paid for by the New Democrat Network)

ROBERT MENENDEZ: Hello, I'm Bob Menendez, Democratic congressman from New Jersey. As a Democrat, I have always fought for our community so that our families can get ahead and have a brighter future.

LORETTA SANCHEZ: Hello, I'm Congresswoman Loretta Sanchez, Democrat from California. All my life I have supported more and better jobs, and increases in the minimum wage -- because our community deserves more opportunities for a better life.

RAUL MARTINEZ: Hello, I am Raul Martinez, mayor of Hialeah in Florida. I support our public schools, for they are the vehicle for our children to obtain a good education.

ADOLFO CARRION: Hi, I'm Adolfo Carrion, county executive of the Bronx in New York City. As a Democrat, I am in favor of access to health care coverage for all.

BILL RICHARDSON: Hello, I'm Bill Richardson, governor of New Mexico... As a Democrat, my priority has always been to help our community so that all Hispanics can have a better life.

ANNOUNCER [v/o]: There is no doubt. With the Democratic agenda, Hispanics everywhere will have a better life.

(On screen: Join the democratic movement. www.democratasunidos.org)

Script of "Train" -- Spanish (TV)

(On screen: Gobernador Bill Richardson; Democrata, Nuevo Mexico)

BILL RICHARDSON: Somos mas que un partido politico. Somos un movimiento del pueblo.

(On screen: Presidente del Bronx Adolfo Carrion; Democrata, Nuevo York)

ADOLFO CARRION: Es para crear mas trabajos y aumentar el salario minimo.

(On screen: Congresista Loretta Sanchez; Democrata, California)

LORETTA SANCHEZ: Es tambien mejorar el sistema de educacion publica para nuestros hijos.

(On screen: Alcalde de Hialeah Raul Martinez; Democrata, Nueva Jersey)

RAUL MARTINEZ: Y apoyar el seguro medico universal que beneficia a todos.

(On screen: Congresista Bob Menendez; Democrata, Nueva Jersey)

ROBERT MENENDEZ: Unete al movimiento democrata para que todos podamos tener una vida mejor.

BILL RICHARDSON: La esperanza ya esta en marcha.

(On screen: Democratas Unidos; www.democratasunidos.org; Llama a tu Congresista y Dile que apoye el Programa Democrata 202-224-3121)

Translated Script of "Train" -- English (TV)

(On screen: Gobernador Bill Richardson; Democrata, Nuevo Mexico)

BILL RICHARDSON: We are more than a political party, we are a movement of the people.

(On screen: Presidente del Bronx Adolfo Carrion; Democrata, Nuevo York)

ADOLFO CARRION: It is to create more jobs to increase minimum wage.

(On screen: Congresista Loretta Sanchez; Democrata, California)

LORETTA SANCHEZ: It is also to improve public education for our children.

(On screen: Alcalde de Hialeah Raul Martinez; Democrata, Nueva Jersey)

RAUL MARTINEZ: And support universal medical insurance to benefit all.

(On screen: Congresista Bob Menendez; Democrata, Nueva Jersey)

ROBERT MENENDEZ: Join the democratic movement so that we can all have a better life.

BILL RICHARDSON: The journey has begun.

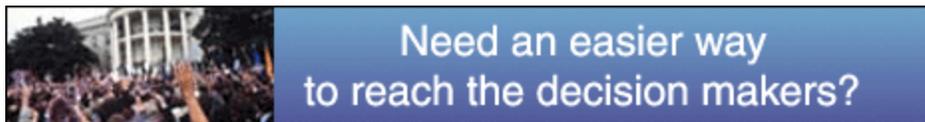
(On screen: Democratas Unidos; www.democratasunidos.org; Llama a tu Congresista y Dile que apoye el Programa Democrata 202-224-3121)

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2004 POLITICAL ADS

LCV Blasts Bush's Offshore Drilling Plans

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, May 18, 2004



[Click Here To See
RealVideo™ Of
"Position"](#)

In a TV ad released Monday, the League of Conservation Voters takes [President Bush](#) to task for supporting oil drilling off the Florida coast.

[More On This
Race](#)

The 30-second "Position" opens with a clip from Bush's [April 23 address](#) at Florida's Rookery Bay Reserve in which he discussed wetlands restoration. After Bush says "there is no ambiguity" in his position on offshore drilling, an announcer explains how the president "opened up Florida's coast to offshore drilling" and "supported an energy bill that could lead to even more." Various news headlines appear on screen as the announcer asks, "What would you expect from a Texas oil man?"

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As footage rolls of Bush saying we must "put programs in place that help Mother Nature," the announcer chimes in to say offshore drilling "isn't one of them."

According to a [May 14 press release](#), "Position" went on the air Monday on CNN and broadcast networks in Orlando and Tampa. LCV spokesman **Chuck Porcari** said Laguens Hamburger Stone produced the commercial.

The press release also noted that "Position" is a joint effort between the LCV and Environment2004, which, according to its [Web site](#), is "dedicated to highlighting the environmental stakes in the next election" and "assuring" the defeat of Bush "and his allies." The group counts national environmental leaders and campaign organizers as among its members.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Position" (TV)

PRESIDENT BUSH [in April 23, 2004 speech]: As you can see, there is no ambiguity in my position on drilling off the coast of Florida.

(On screen: Paid For By League Of Conservation Voters; Rookery Bay Reserve, FL; April 23, 2004)

ANNOUNCER [v/o]: There sure isn't. President Bush opened up Florida's coast to offshore drilling, and he supported an energy bill that could lead to even more.

(On screen: St. Petersburg Times; Editorial; "The Bushes' Oil Slick"; 4/27/04; The Washington Post, "Oil Executives Lobbied on Drilling"; 2/27/02)

Well, what would you expect from a Texas oil man? Just one accident can destroy a coastline.

PRESIDENT BUSH [in April 23, 2004 speech]: So we gotta put programs in place that help Mother Nature.

ANNOUNCER [v/o]: Mr. President, your oil drilling of Florida's coast isn't one of them.

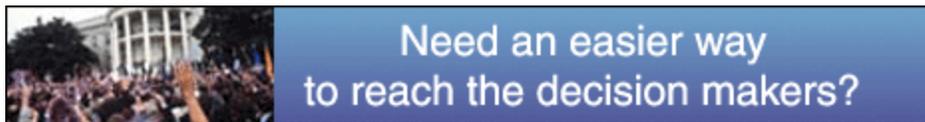
(On screen: Mr. President, Stop the Drilling. www.lcv.org; "Danger Beach Closed" sign)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Media Fund Hits Bush On Corporate Ties

By [Meg Kinnard](#), NationalJournal.com

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Friday, May 14, 2004



[Click Here To See
RealVideo™ Of
"Corporate HQ"](#)

In its latest television ad, The Media Fund offers its take on how corporate-friendly the Bush White House really is.

Throughout the 30-second spot, an announcer describes instances in which [President Bush](#) allegedly favored corporations. Bush backed a bill "giving Enron huge new tax breaks" instead of protecting pensions and "gave drug companies billions" instead of giving prescription drug benefits to seniors, the ad contends, as workers on the White House grounds install signs bearing Enron and Pfizer logos. A Halliburton sign pops up as the announcer says Bush gave the company no-bid contracts -- despite its "overcharging for fuel and food for our soldiers in Iraq" -- "instead of fighting corporate corruption."

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In the final shot, the announcer says Bush has "turned the White House into corporate headquarters," as the White House, adorned with signs for Enron, Fox, GE, Pfizer, Exxon and Halliburton, comes into full view.

According to a press release issued today, "Corporate HQ" goes on the air Saturday in Louisiana, Missouri, Oregon, Ohio and Nevada. It was produced by The Campaign Farm and Goodby, Silverstein & Partners.

This is The Media Fund's second ad launch this week. On Thursday, the group followed Bush on his trip to West Virginia, airing a [radio spot](#) describing what has happened in that state since Bush took office.

Third-party groups like The Media Fund scored at least a temporary fund-raising victory Thursday, when the Federal Elections Commission rejected a plan that would have restricted independent groups from receiving unlimited contributions.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Corporate HQ" (TV)

ANNOUNCER [v/o]: Instead of protecting pensions, George Bush supported a bill giving Enron huge new tax breaks.

(On screen: Crane lowering "Enron" sign)

Instead of giving seniors real prescription drug benefits, Bush gave drug companies billions in his Medicare bill.

(On screen: Workers installing "Pfizer" sign)

Instead of fighting corporate corruption, George Bush gave no-bid contracts to Halliburton -- a company caught overcharging for fuel and food for our soldiers in Iraq.

(On screen: Worker polishing "Halliburton" sign)

George Bush. He's turned the White House into corporate headquarters.

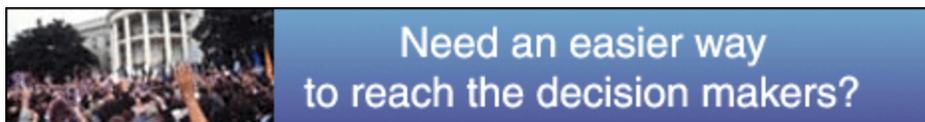
(On screen: Illuminated "Corporate Headquarters" sign atop the White House, adorned with Enron, Fox, GE, Pfizer, Exxon and Halliburton signs; www.MakeAmericaworkforus.org; Paid For By The Media Fund)

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2004 POLITICAL ADS

AFL-CIO: Bush's Priorities Are Too Spacey

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Thursday, May 14, 2004

A new TV spot released by the AFL-CIO this week criticizes [President Bush](#) for prioritizing out-of-this-world projects instead of focusing on domestic policy problems.

A news release said the 30-second "Priorities" juxtaposes "the words of working Americans with the priorities of the Bush administration," featuring snippets from Bush's [Jan. 14 speech](#) on the future of space exploration. As Bush announces "a new plan to explore space," which includes "human missions to Mars" that will "boggle the imagination," men and women say they need jobs, health care and education spending.

"A hundred billion dollars to send a man to Mars?" one woman asks, as another says Bush's priorities "are in the wrong place." An announcer concludes by urging viewers to tell Bush "our priorities are a lot closer to home."

Axelrod & Associates produced the spot, which debuted Wednesday in Iowa and Missouri and will air in more states beginning next week, according to the release.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Priorities" (TV)

ANNOUNCER [v/o]: What should America's priorities be?

(On screen: January 14, 2004)

PRESIDENT BUSH [in Jan. 14, 2004, speech]: Today, I announce a new plan to explore space.

WOMAN NO. 1: We need jobs.

WOMAN NO. 2: Health care.

PRESIDENT BUSH [in January 14, 2004, speech]: Human missions to Mars and to worlds beyond.



[Click Here To See RealVideo™ Of "Priorities"](#)

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MAN NO. 1: We've got to protect Medicare.

PRESIDENT BUSH [in Jan. 14, 2004, speech]: We may discover resources on the moon or Mars.

MAN NO. 2: Help kids go to college.

PRESIDENT BUSH [in Jan. 14, 2004, speech]: That will boggle the imagination.

WOMAN NO. 3: A hundred billion dollars to send a man to Mars?

PRESIDENT BUSH [in Jan. 14, 2004, speech]: Human beings are headed into the Cosmos.

WOMAN NO. 2: His priorities are in the wrong place.

ANNOUNCER [v/o]: Tell President Bush our priorities are a lot closer to home.

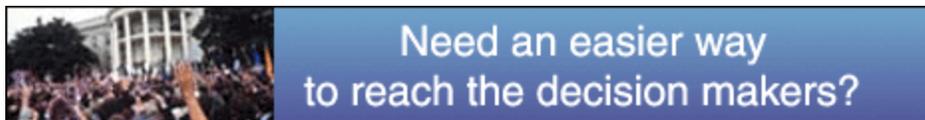
(On screen: Tell President Bush; 202-456-1414; www.AmericasPriorities.com; Paid For By The Working Men And Women Of The AFL-CIO)

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2004 POLITICAL ADS

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Friday, May 14, 2004

In its latest television ad, The Media Fund offers its take on how corporate-friendly the Bush White House really is.

Throughout the 30-second spot, an announcer describes instances in which [President Bush](#) allegedly favored corporations. Bush backed a bill "giving Enron huge new tax breaks" instead of protecting pensions and "gave drug companies billions" instead of giving prescription drug benefits to seniors, the ad contends, as workers on the White House grounds install signs bearing Enron and Pfizer logos. A Halliburton sign pops up as the announcer says Bush gave the company no-bid contracts -- despite its "overcharging for fuel and food for our soldiers in Iraq" -- "instead of fighting corporate corruption."

In the final shot, the announcer says Bush has "turned the White House into corporate headquarters," as the White House, adorned with signs for Enron, Fox, GE, Pfizer, Exxon and Halliburton, comes into full view.

According to a press release issued today, "Corporate HQ" goes on the air Saturday in Louisiana, Missouri, Oregon, Ohio and Nevada. It was produced by The Campaign Farm and Goodby, Silverstein & Partners.

This is The Media Fund's second ad launch this week. On Thursday, the group followed Bush on his trip to West Virginia, airing a [radio spot](#) describing what has happened in that state since Bush took office.

Third-party groups like The Media Fund scored at least a temporary fund-raising victory Thursday, when the Federal Elections Commission rejected a plan that would have restricted independent groups from receiving unlimited contributions.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Corporate HQ" (TV)

ANNOUNCER [v/o]: Instead of protecting pensions, George Bush supported a bill giving Enron huge new tax breaks.



[Click Here To See RealVideo™ Of "Corporate HQ"](#)

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[Latest Polls](#)
[Tip Sheet](#)

(On screen: Crane lowering "Enron" sign)

Instead of giving seniors real prescription drug benefits, Bush gave drug companies billions in his Medicare bill.

(On screen: Workers installing "Pfizer" sign)

Instead of fighting corporate corruption, George Bush gave no-bid contracts to Halliburton -- a company caught overcharging for fuel and food for our soldiers in Iraq.

(On screen: Worker polishing "Halliburton" sign)

George Bush. He's turned the White House into corporate headquarters.

(On screen: Illuminated "Corporate Headquarters" sign atop the White House, adorned with Enron, Fox, GE, Pfizer, Exxon and Halliburton signs; www.MakeAmericaworkforus.org; Paid For By The Media Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

CFG Hails Bush For Sept. 11 Leadership

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Thursday, May 13, 2004



[Click Here To See RealVideo™ Of "Freedom"](#)

The Club For Growth kicks off a multimillion dollar media campaign this week with the release of a new TV spot praising [President Bush](#) for "fighting terrorism to save lives and protect liberty."

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The 30-second "Freedom" opens with aerial footage of the World Trade Center buildings before the terrorists attacks on Sept. 11, 2001. The announcer tells viewers that the Twin Towers symbolized "hard working people, economic freedom and opportunity," giving this as a reason "why the terrorists attacked them." The spot concludes by praising Bush for guiding the nation with his "vision to promote freedom and the courage to defend it."

Red Sea LLC produced the spot, which will begin airing on Friday in five battleground states: Arkansas, Missouri, New Hampshire, New Mexico and Ohio. Noting the group allocated \$500,000 for the ad, CFG spokesman **Kevin McVicker** said "Freedom" is the first installment in a \$10 million advertising campaign.

Earlier this week, another conservative group -- Citizens United -- began airing a similarly themed [ad](#), in which the father of a firefighter killed during the attack on the World Trade Center hails the president's leadership.

Bush's debut ad, "[Safer, Stronger](#)," also explicitly references Sept. 11. Calling the terrorist attacks "a day of tragedy," the ad includes footage of an American flag flying in front of a damaged World Trade Center building.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Freedom" (TV)

ANNOUNCER [v/o]: The World Trade Center towers were more than just buildings.

(On screen: Aerial footage of the World Trade Center buildings and lower Manhattan; Paid For By The Club For Growth; www.clubforgrowth.org)

They were symbols of hard working people, economic freedom and opportunity -- the American way of life.

(On screen: Photographs of American workers; aerial footage of Statue of Liberty; mother and child)

That's why the terrorists attacked them. Our enemies want to destroy America's freedoms.

(On screen: Bush at the World Trade Center site)

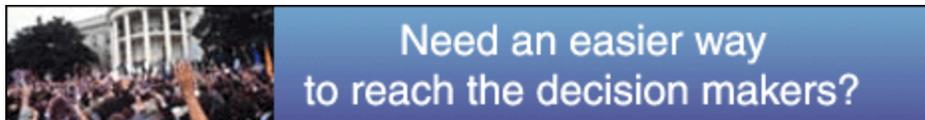
President Bush is fighting terrorism to save lives and protect liberty. George W. Bush: The vision to promote freedom and the courage to defend it.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Talks Issues, Funding On Air America

By [Meg Kinnard](#), NationalJournal.com

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Thursday, May 13, 2004

Sen. [John Kerry](#), D-Mass., was on the air last week with a policy and fund-raising ad aimed at progressive radio listeners.

According to a campaign spokeswoman, "Stake" originally ran the week of April 5 on Progress Media's Air America Radio Network, which was launched March 31 in "another step toward redefining the landscape of American talk radio," according to a [press release](#) on the network's debut. It was also aired briefly early this month, although at press time, the Kerry campaign was not certain why the ad was re-aired.

An announcer opens the 60-second spot by saying that "a woman's right to choose, protecting our environment, preserving our civil liberties" and "restoring our alliances around the world," all at stake this fall, are areas in which [President Bush](#) "is taking America in the wrong direction." To defeat President Bush, the ad directs listeners to Kerry's Web site and a toll-free number, asking them to give time or money to the cause. "More than ever, make this the year your voice is heard," the voice closes the ad.

A Kerry campaign spokeswoman said that "Stake" ran only on Air America, which, according to its [Web site](#), is available on the radio in 11 states and nationally on the XM and Sirius satellite networks. The spot was produced by Kerry media consultant Shrum Devine & Donilon.

On Wednesday, the Bush campaign went up with "[Key to Success](#)," a TV spot promoting the accomplishments of the No Child Left Behind Act. This spot is Bush's first since March that does not mention Kerry.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Stake" (Radio)

ANNOUNCER: What's at stake in this election? A woman's right to choose, protecting our environment, preserving our civil liberties, restoring our alliances around the world. On these issues and so many others, George Bush is taking America in the wrong direction.

We can defeat George Bush, but to do it, your voice needs to be heard. So go to JohnKerry.com/give or call 1-866-455-3779. Volunteer. Contribute. Get involved. That's



[Click Here To Hear RealAudio™ Of "Stake"](#)

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JohnKerry.com/give or 1-866-455-3779. Join the hundreds of thousands of other Americans who have signed on to the John Kerry campaign.

We can move America in a new direction, but we need you. More than ever, make this the year your voice is heard.

JOHN KERRY: I'm John Kerry, and I approved this message. I promise to take the fight to George Bush every single day.

ANNOUNCER: Paid for by John Kerry for president.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

In Spanish, Bush Knocks Kerry On Education

By [Jennifer Koons](#), NationalJournal.com

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Thursday, May 13, 2004

[President Bush](#) reiterated his focus on education this week with the release of a Spanish-language TV and radio ad that takes Sen. [John Kerry](#), D-Mass., to task for supporting and then refuting the [No Child Left Behind](#) Act.

In the TV version of "Accountability," an announcer tells viewers "low standards and poor accountability plagued our schools" before "Bush signed the most sweeping education reforms in 35 years." The ad notes "Kerry praised the president's reforms" but now, "under pressure from education unions, Kerry has changed his mind."

The 60-second radio version expands on the Kerry critique, saying the presumptive Democratic nominee's education plan "will weaken our schools," "hide problems" and "make schools less accountable to parents."

In response, the New Democrat Network will begin re-airing "[Broken Promises/Promesas Rotas](#)," an ad that accuses the president of scaling back funding for the nation's "poorest schools." "We just put it back on the air today in Tucson, Reno, Miami, Yuma and West Palm Beach -- all markets where it hadn't run before -- to ensure proper push-back on what Bush is doing in Spanish," Hispanic Project Director **Maria Cardona** said. The spot will be on the air for the next two weeks in a buy worth \$150,000.

Mark McKinnon of Maverick Media produced both versions of "Accountability," which began airing Wednesday throughout Arizona, Florida, New Mexico and Nevada. The TV spot is on cable and broadcast.

On Tuesday, the campaign unveiled an education-themed ad in English. The spot, "[Key To Success](#)," does not mention the Massachusetts senator and instead focuses on Bush's accomplishments.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Accountability" -- Spanish (TV)

PRESIDENT BUSH [v/o]: Soy George W. Bush, y aprobé este mensaje.



[Click Here To See RealVideo™ Of "Accountability"](#)



[Click Here To Hear RealAudio™ Of "Accountability Radio"](#)

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(On screen: President Bush; www.georgewbush.com)

ANNOUNCER [v/o]: Una mejor educación requiere de mas responsabilidad.

Eso, precisamente, nos ha hecho falta en las escuelas.

Para cambiarlo, el Presidente Bush firm las reformas educativas mas importantes en treinta y cinco años.

John Kerry estuvo con Bush. Hasta votó por esas reformas

Ahora, por presion de los sindicatos, cambia de opinión.

El plan de Kerry? Menos responsabilidad de las escuelas a los padres

John Kerry. No tiene palabra

Translated Script of "Accountability" -- English (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

ANNOUNCER [v/o]: Better Education is about accountability. For years, low standards and poor accountability plagued our schools. Then President Bush signed the most sweeping education reforms in 35 years.

John Kerry praised the president's reforms. Even voted for them.

But now, under pressure from education unions, Kerry has changed his mind.

Kerry's new plan: less accountability to parents.

John Kerry: Playing politics with education.

Script of "Accountability Radio" -- Spanish (Radio)

PRESIDENT BUSH: Soy George W. Bush, y aprobé este mensaje.

ANNOUNCER: Una mejor educación requiere una seria responsabilidad.

Eso nos ha hecho falta en nuestras escuelas. Por eso, el presidente George W. Bush firm las reformas educativas mas importantes en treinta y cinco aos.

Porque lo sabe que la responsabilidad y los estandares altos, son la llave al exito.

Estas reformas del presidente: Le dan cincuenta y ocho -- mas recursos a la educación. Elevan los estandares educativos. Garantizan maestros mejor preparados. John Kerry estuvo de acuerdo con Bush. Hasta votó con el.

Ahora, bajo presin de los sindicatos, Kerry cambia de opinión.

El plan de Kerry hara mas debiles a nuestras escuelas. Ocultar los problemas. Dar menos responsabilidad de las escuelas a los padres.

John Kerry, No podemos confiar en tu palabra?

Translated Script of "Accountability Radio" -- English (Radio)

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

ANNOUNCER: A better education requires serious accountability. That's what's been missing in our schools.

That's why George W. Bush signed the most important educational reforms in 35 years. Because he knows that responsibility and high standards are the keys to success.

President Bush's reforms give 48 percent more resources to education. They elevate educational standards. They guarantee better-prepared teachers. John Kerry agreed with Bush. He even voted with him.

Now, under union pressure, Kerry's changed his mind.

Kerry's plan will weaken our schools. It will hide problems. It will make schools less accountable to parents.

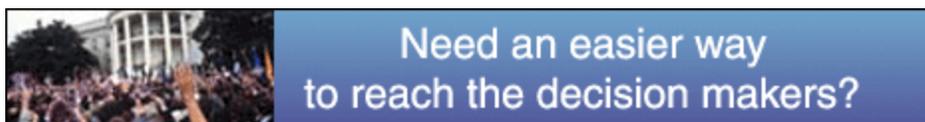
John Kerry, can your word be trusted?

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush Plays Up Education Initiatives

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, May 12, 2004



[Click Here To See RealVideo™ Of "Key To Success"](#)

[President Bush](#) supplemented his education tour this week with the release of a new TV ad promoting the accomplishments of the [No Child Left Behind Act](#).

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In the 30-second "Key To Success," an announcer says that as Texas governor, "Bush enacted reforms that produced dramatic results." And now, thanks to his education policy as president, the spot concludes, public schools today "require raised standards, well-qualified teachers, accountability to parents."

The ad makes no mention of Sen. [John Kerry](#), D-Mass. It is the first Bush spot since March to neglect mentioning the presumptive Democratic nominee. In "[21st Century](#)," a previous Bush ad, the president also stuck to a positive message, saying, "We are in changing times, and the economy is changing."

Mark McKinnon of Maverick Media produced the ad, which begins airing today on cable and broadcast stations in battleground states. "The campaign will spend about \$1.5 million" to air the spot for nine days, AP [reports](#).

The campaign has also [released](#) an Internet-only ad in which **Laura Bush** reiterates the importance of education. In the spot, the first lady says, "I've seen the president reading with children, encouraging them as they go through their lessons, talking to them about the importance of going to college."

The online ad will appear on 50 Web sites, including Yahoo! and *Ladies Home Journal*, as well as the online sites of "18 swing-state newspapers, including the *Miami Herald*, *Cleveland Plain Dealer* and *Milwaukee Journal Sentinel*," the *Washington Post* [reports](#).

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Key To Success" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: *President Bush*; www.GeorgeWBush.com)

ANNOUNCER [v/o]: As governor, George Bush enacted reforms that produced dramatic results.

As president, he signed the most significant education reforms in 35 years.

(On screen: No Child Left Behind)

Because accountability and high standards are the keys to quality schools, the president's reforms give parents the tools needed to measure a child's progress.

Today public schools require raised standards, well-qualified teachers, accountability to parents.

Because no child in America should be left behind.

(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Former Firefighter's Dad Praises Bush

By [Jennifer Koons](#), NationalJournal.com

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Tuesday, May 11, 2004

Citizens United targets four battleground states this week with the a new TV ad, in which the father of a firefighter killed during the attack on the World Trade Center hails [President Bush](#)'s leadership.

In the 30-second spot "Michael," **Jimmy Boyle**, former president of the Uniformed Firefighters Association, Local 94 in New York City, recounts the day "terrorists murdered nearly 3,000 Americans, including 346 firefighters, one of which was my son, **Michael**." As images from that day appear on screen, Boyle says, "Bush became a leader, a war president." In one photograph, the president stands at Ground Zero with one hand holding a bullhorn, the other on the back of a firefighter. "I feel very comfortable with him as president," Boyle says. "We want a guy who's going to lead us to victory in this war."

The Strategy Group for Media produced the ad, which will begin airing Wednesday in select markets in Ohio, Pennsylvania, West Virginia, Wisconsin and Washington, D.C. CU will spend at least \$100,000 to air "Michael" for a week.

Although the ad does not specifically mention Sen. [John Kerry](#), D-Mass., it does target one of his most vocal constituencies. The International Association of Firefighters endorsed the presumptive Democratic nominee during the primaries, and firefighters wearing yellow "Firefighters for Kerry" T-shirts appeared in several campaign commercials leading up to the Iowa and New Hampshire contests.

On its [Web site](#), Citizens United describes itself as "an organization dedicated to restoring our government to citizens control."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Michael" (TV)

JIMMY BOYLE [v/o]: On September 11th, terrorists murdered nearly 3,000 Americans, including 346 firefighters, one of which was my son, Michael.

(On screen: Images from Sept. 11, 2001, terrorist attack on World Trade Center)



[Click Here To See RealVideo™ Of "Michael"](#)

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[Latest Polls](#)
[Tip Sheet](#)

JIMMY BOYLE: I lost my son. I spoke to him that day.

(On screen: Jimmy Boyle; Past President, Uniformed Firefighters, Local 94)

He went to work that morning, and he died for a reason, because somebody hates America.

JIMMY BOYLE [v/o]: And that day George Bush became a leader, a war president.

I feel very comfortable with him as president.

We want a guy who is going to lead us to victory in this war.

(On screen: www.citizensunited.org; 866-458-2004; Paid For By Citizens United)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Launches \$25M Bio Campaign

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, May 4, 2004

Sen. [John Kerry](#), D-Mass., launches a media effort today which, according to his campaign, marks the largest ad buy ever for a White House challenger.

In a pen-and-pad briefing with reporters Monday, Kerry manager **Mary Beth Cahill** said the campaign would spend more than \$25 million over the next three weeks to run two new spots, "Heart" and "Lifetime," in a total of 19 states.

The 60-second television spots both focus primarily on Kerry's "lifetime of service and strength," particularly his time in Vietnam. Kerry tells viewers he enlisted in the Navy because he "believed in service to country" and because it was important that people with "a lot of privileges... give something back." In "Heart," **Del Sanduksy**, a fixture in several Kerry [commercials](#), says the candidate's wartime decisions "saved our lives," while fellow veteran **Jim Rassmann** also sings Kerry's praises.

The spot also marks the ad debut of two Kerry family members. Daughter **Vanessa** says her father "has shown an ability to fight for things that matter," and wife **Teresa Heinz Kerry** calls her husband "generous of spirit and of heart."

An announcer in both spots also mentions that Kerry was born in a Colorado Army hospital while his father served as an Air Corps pilot and his mother as a "community leader." After mentioning Kerry's wartime decorations, an announcer in "Lifetime" runs through a laundry list of Kerry's post-war achievements. These include his work with Sen. [John McCain](#), R-Ariz., "to find the truth about" Vietnam POWs and MIAs and his "decisive vote" in the 1990s "that created 20 million new jobs."

The legislation referenced is [H.R. 2264](#), also known as the 1993 Deficit Reduction Act. The Senate passed the measure's conference report on Aug. 6, 1993, by a [51-50 roll call vote](#).

In addition to airing in the same 17 states as Kerry's other general election spots, the two new ads will be seen in [Colorado](#) and [Louisiana](#) -- home to two of the year's open Senate races -- which Cahill called "traditionally non-Democratic" states. In a Monday conference call with reporters regarding the ad launch, Bush strategist **Matthew Dowd** said that the Bush-Cheney campaign may also go on the air soon in the two states.



[Click Here To See RealVideo™ Of "Heart"](#)

[Click Here To See RealVideo™ Of "Lifetime"](#)

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The *Los Angeles Times* [reported](#) that both spots, produced by Shrum Devine & Donilon, are running on national cable networks, something Kerry has not done with previous buys.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Heart" (TV)

(On screen: www.johnkerry.com; John Kerry)

JOHN KERRY: I was born in Fitzsimons Army Hospital in Colorado. My dad was serving in the Army Air Corps. Both of my parents taught me about public service.

(On screen: father was an Army Air Corps pilot; mother was a community leader)

I enlisted because I believed in service to country. I thought it was important if you had a lot of privileges as I had had, to go to a great university like Yale, to give something back to your country.

DEL SANDUSKY: The decisions that he made saved our lives.

(On screen: Del Sandusky; U.S. Navy; Kerry Crewmate, Vietnam)

JIM RASSMANN: When he pulled me out of the river, he risked his life to save mine.

(On screen: Jim Rassmann; U.S. Army Special Forces; Vietnam)

ANNOUNCER [v/o]: For more than thirty years, John Kerry has served America.

VANESSA KERRY: If you look at my father's time in service to this country, whether it's as a veteran, prosecutor or senator, he has shown an ability to fight for things that matter.

(On screen: Vanessa Kerry)

TERESA HEINZ KERRY: John is the face of someone who's hopeful, who's generous of spirit and of heart.

(On screen: Teresa Heinz Kerry)

JOHN KERRY: We're a country of optimists. We're the can-do people, and we just need to believe in ourselves again.

ANNOUNCER [v/o]: A lifetime of service and strength. John Kerry for president.

JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

(On screen: Approved By John Kerry And Paid For By John Kerry For President)

Script of "Lifetime" (TV)

(On screen: www.johnkerry.com; Fitzsimons Army Hospital; Colorado)

ANNOUNCER [v/o]: He was born in an Army hospital in Colorado. His father was an Army Air Corps pilot, his mother, a community leader. He went to college at Yale and volunteered to serve in Vietnam.

DEL SANDUSKY: The decisions that he made saved our lives.

(On screen: Del Sandusky; U.S. Navy; Kerry Crewmate, Vietnam)

JIM RASSMANN: When he pulled me out of the river, he risked his life to save mine.

(On screen: Jim Rassmann; U.S. Army Special Forces; Vietnam)

ANNOUNCER [v/o]: In combat, he earned the Silver Star, the Bronze Star and three Purple Hearts. Then he came home, determined to end that war.

For more than thirty years, John Kerry has served America. As a tough prosecutor, he fought for victims' rights. In the Senate, he was a leader in the fight for health care for children. He joined with John McCain to find the truth about POWs and MIAs in Vietnam. He broke with his own party to support a balanced budget, then in the 1990s cast a decisive vote that created twenty million new jobs.

A lifetime of service and strength. John Kerry for president.

JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

(On screen: Approved By John Kerry And Paid For By John Kerry For President)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Spoofs Bush-Cheney Sit-down

By [Meg Kinnard](#), NationalJournal.com

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Friday, April 30, 2004

As [President Bush](#) and Vice President **Dick Cheney** testified privately before the Sept. 11 commission on Thursday, a group dedicated to ousting the duo took to the airwaves with a parody of the situation.

A voice begins the 60-second "Sorry" by telling Americans they are listening to Bush and Cheney's testimony on the fictitious B-SCAM radio. A Bush impersonator says Cheney planned to "secretly dispatch" former U.S. ambassador to Pakistan **Tom Simons** "to threaten the Taliban if they wouldn't let us build a pipeline across Afghanistan" in July 2001, which a Cheney imitator calls "the key recommendation" from his "secret energy task force."

Noting this occurred "about five weeks before they dispatched the terrorists to strike us," the Cheney imitator says, "I'm really, really, sorry about all that" and promises to "never do it again." The Bush-like voice assures his partner that he and the American people accept the apology, adding: "That pretty much wraps it up on the whole 9-11 thing. Just a little diplomatic snafu that escalated into a disaster."

A voice at the end of the spot tells listeners, "If you'd like to help throw the bum out, log on to [ReDefeatBush.com](#) and join us."

ReDefeatBush.com spokeswoman **Anne Singer** said "Sorry" aired Thursday and today on Washington-area WJFK-FM during the morning "Howard Stern Show." It was written by ReDefeatBush founder **David Lytel**, edited by Digital Playground's **Jay Rose** and produced by Custom Productions' **Steve Stockman**.

According to an April 29 press release, the buy runs through today and is part of an overall \$25,000 media expenditure, which includes two other 60-second radio spots ("[Condoms](#)" and "[Patriots](#)") and is the group's "first major media buy."

The radio launch was accompanied by the debut of an online-only animated [Flash version](#) of "Sorry." According to the release, ReDefeatBush will air its first-ever TV ad, a 30-second spot "addressing Bush's refusal to eulogize any of the servicemen and women who have lost their lives in Iraq." It will air on Washington-area ABC affiliate WJLA-TV during tonight's "Nightline," during which host **Ted Koppel** will read all of the names of American military casualties in Iraq.



[Click Here To Hear RealAudio™ Of "Sorry"](#)

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On its [Web site](#), ReDefeatBush describes itself as an "independent expenditure committee" aiming to "secure one million new Democratic voters in key battleground states."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Sorry" (Radio)

ANNOUNCER NO. 1: ReDefeatBush.com presents ReDefeatBush theater.

ANNOUNCER NO. 2: You're listening to live testimony by President Bush and Vice President Cheney before the 9-11 Commission on B-SCAM radio.

BUSH IMITATOR: Well, of course you know how we met. Goodness knows the whole world knows the story of how we met. I asked Dick to find me somebody good to be my vice president, somebody I could trust, and open up to and get close to, and he, well, he chose himself to do that.

CHENEY IMITATOR: Aw, Mr. President, you're too being too kind. I'm sure it was you and you alone who decided we should get hitched.

BUSH IMITATOR: So, anyway, Dick had this operation going to secretly dispatch the former U.S. ambassador to Pakistan, Tom Simons, to threaten the Taliban if they wouldn't let us build a pipeline across Afghanistan...

CHENEY IMITATOR: ... which is, let's get it all out here, the key recommendation that my secret energy task force came up with.

BUSH IMITATOR: Sure, sure, that's right, the pressure we were under from our friends in the oil industry to get that done, even if we had to use soldiers to do it, was, at that point, well, let's just say, very intense.

CHENEY IMITATOR: And so, we delivered a clear threat of military action against the Taliban in what was it Junior, July of 2001?

BUSH IMITATOR: July, that's right.

CHENEY IMITATOR: Or, just about five weeks before they dispatched the terrorists to strike us.

BUSH IMITATOR: And Dick wants you to know...

CHENEY IMITATOR: Right, yes, I want you to know that I'm really, really, sorry about all that, and I promise I will never do it again.

BUSH IMITATOR: And I said to myself, well, you know, I think that is just about all we need to know about that. The American people accept your apology, Dick. I accept your apology,

Dick. So, you see, that pretty much wraps it up on the whole 9-11 thing. Just a little diplomatic snafu that escalated into a disaster, but that has all been handled now.

CHENEY IMITATOR: That will never, ever -- and I mean it sincerely -- ever happen again.

ANNOUNCER NO. 1: This has been the testimony of the president and vice president of the United States before the 9-11 Commission. You are listening to B-SCAM radio.

ANNOUNCER NO. 2: That was ReDefeatBush.com's ReDefeatBush theater. If you'd like to help throw the bum out, log on to ReDefeatBush.com and join us.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn Goes After Bush's Service Record

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, April 27, 2004

In a new TV spot, MoveOn PAC describes the military background of the two candidates seeking the [presidency](#) this year, saying war can bring out the best or the worst in a man.

The first half of the 60-second "Kerry/Bush" describes Massachusetts Sen. [John Kerry](#)'s (D) wartime efforts in Vietnam, recounting the boat lieutenant's Mekong River "ambush" and "harrowing escape." Realizing one man remained in harm's way, the narrator says, Kerry "chose to go back, through the gunfire, because he couldn't leave even one man behind."

The Vietnam-era footage in this part of the ad appears courtesy of "Brothers in Arms," a documentary about Kerry and his swift boat crewmates in 1969. The film, directed by **Paul Alexander**, was first screened in October.

The next section focuses on [President Bush](#)'s military service record. A narrator describes a second man who "sailed to the top of a list, on his father's name" and "failed to show up for a required physical." Dramatized images appear on screen as the voice says that pilot "was grounded, wasn't seen for months, and then was released eight months early to go to Harvard Business School."

Noting that "this election is about character," the announcer says voters must chose between Kerry, "who left no man behind," and Bush, "who simply left." In closing, modern-day photographs of Kerry appear on screen, including one of him with a fellow Vietnam veteran, former Sen. **Max Cleland**, D-Ga.

"Kerry/Bush" hit the airwaves Monday and will run nationally on the Fox News Channel and in New York City and Washington on CNN in an initial \$115,000 buy.

This ad represents the first major expenditure following MoveOn PAC's most recent fund-raising push. Last week, the group launched a \$50 million campaign hoping to "to reduce the historical financial advantage of the Republicans" in the 2004 elections. According to a Thursday [press release](#), the effort will rely on small contributions from scores of donors and will allocate approximately \$10 million for get-out-the-vote drives, \$20 million for advertising and \$20 million for direct contributions to candidate committees.



[Click Here To See RealVideo™ Of "Kerry/Bush"](#)

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"This is hundreds of thousands of Davids against Goliath," said MoveOn PAC Executive Director **Eli Pariser** during a Thursday conference call with reporters. He expressed confidence in the group's success in reaching the \$50 million goal, noting that MoveOn has never set fund-raising goal that it hasn't "blown through."

To date, no third-party group has ever raised \$50 million in hard money.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Kerry/Bush" (TV)

ANNOUNCER [v/o]: It is said of war that it sometimes brings out the best in a man, and sometimes, the very worst.

(On screen: John Kerry)

Two men. The first went to Vietnam. A lieutenant. In a boat riding up the Mekong River. An ambush. Nowhere to hide. A harrowing escape.

(On screen: courtesy Brothers in Arms)

Then the more harrowing realization that one man was left, wounded in the water. The lieutenant chose to go back, through the gunfire, because he couldn't leave even one man behind.

(On screen: Texas Air National Guard file tabbed "G.W. Bush"; George W. Bush)

The second man sailed to the top of a list, on his father's name, was trained as a pilot, but failed to show up for a required physical. He was grounded, wasn't seen for months, and then was released eight months early to go to Harvard Business School.

This election is about character. It's between John Kerry, who left no man behind, and George Bush, who simply left.

MoveOn PAC is responsible for the content of this advertisement.

(On screen: "Paid for by MoveOn PAC; www.moveonpac.org. This Communication is not authorized by any candidate or candidate's committee. MoveOn PAC is responsible for the content of this advertisement." Vietnam footage courtesy Brothers in Arms, directed by Paul Alexander)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Media Fund Again Hits Bush On Medicare

By [Meg Kinnard](#), NationalJournal.com

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Monday, April 26, 2004

Continuing its run of health care-related ads, the Media Fund launched a new TV spot over the weekend contending that, for [President Bush](#), "drug company profits come first."

Seated at his kitchen table, an elderly man tells viewers if he didn't take his 14 prescriptions medications: "I would not be here. It's as simple as that." An announcer then says that, despite rising drug costs, Bush is "blocking Medicare from negotiating lower prices and banning Americans from importing low cost drugs from Canada."

The elderly man reappears to say what would happen, were he not allowed to buy his medication from Canada: "Let the government arrest me. Let them pay for my drugs. Put me in jail."

The ad also directs viewers to [SeeTheFactsForYourself.com](#), which houses the same content as the Media Fund's original [Web site](#).

"Pills" is now on the air in the same 17 markets as the Media Fund's 5 previous [spots](#): Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. It was produced by the Campaign Farm; Goodby, Silverstein & Partners and Squier Knapp Dunn, which are collaborating on the Media Fund's ad campaign this cycle.

On the other side of this issue, the Pharmaceutical Care Management Association went on the air last week with a [TV spot](#) promoting the value of the Medicare drug discount card.

"[Scary](#)," the Media Fund's first on-air jab at prescription drug prices, went on the air April 16. Prior to that release, all of the group's ads had focused on Bush's economic policies and war spending.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Pills" (TV)

MAN: There's fourteen drugs I take. If I don't take it, I would not be here. It's as simple as that.



[Click Here To See RealVideo™ Of "Pills"](#)

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(On screen: Paid For By The Media Fund)

ANNOUNCER [v/o]: Prescription drug costs are climbing ...

(Headline on screen: "Prescription costs skyrocket"; Up 44%; 2000-2003; Source: The Kaiser Family Foundation)

... yet President Bush sided with the drug companies, blocking Medicare from negotiating lower prices and banning Americans from importing low cost drugs from Canada.

(On screen: Bush law blocks Medicare from negotiating for lower Rx prices. Source: Public Law 108-173. Under Bush, Americans banned from importing low cost drugs. Source: Associated Press, 1/9/04)

For Bush, drug company profits come first.

MAN: If they ever stop me from going to Canada, my feeling is: let the government arrest me. Let them pay for my drugs. Put me in jail.

(On screen: www.SeeTheFactsForYourself.com)

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2004 POLITICAL ADS

Bush Hits Kerry On Military Spending Cuts

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Monday, April 26, 2004

[President Bush](#) returned his campaign's advertising focus to national security issues this week with a TV ad suggesting Massachusetts Sen. [John Kerry](#)'s (D) past votes on military spending could inhibit U.S. troops fighting the war on terror.

Set at a military staging ground, the 30-second "Weapons" begins with an announcer telling viewers that "Kerry has repeatedly opposed weapons vital to winning the war on terror." Next, tanks, fighter jets and other military vehicles begin to disappear from the screen as the announcer lists the spending cuts Kerry supported. The spot concludes by calling the Democrat's national security record "troubling."

Maverick Media's **Mark McKinnon** produced "Weapons," which begins airing today on select cable networks nationwide and in 18 battleground states. Nine other versions of "Weapons" tailored to selected swing states [**UPDATE** (April 27, 2004): Arizona, Arkansas, Florida, Maine, Michigan, Missouri, New Hampshire, Ohio and Pennsylvania] -- in which some of the weapons are made -- also will air, but the campaign declined to reveal which states will see the specific ads.

After scaling back advertising for most of the month, the Bush campaign plans to spend at least \$9.5 million on ads over the next 12 days, [USA Today](#) reported.

In March, the campaign released "[Troops](#)," which directly questioned Kerry's commitment to U.S. troops fighting in Iraq. The ad says his vote against [S. 1689](#), the emergency supplemental for Afghanistan and Iraq, represented a vote against "body armor for troops in combat," "higher combat pay" and "better health care for reservists and their families."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Weapons" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: www.GeorgeWBush.com)



[Click Here To See RealVideo™ Of "Weapons"](#)

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ANNOUNCER [v/o]: As our troops defend America in the war on terror, they must have what it takes to win.

Yet, John Kerry has repeatedly opposed weapons vital to winning the war on terror: Bradley Fighting Vehicles, Patriot Missiles, B-2 Stealth Bombers, F-18 Fighter Jets and more.

Kerry even voted against body armor for our troops on the front line of the war on terror.

John Kerry's record on national security: Troubling.

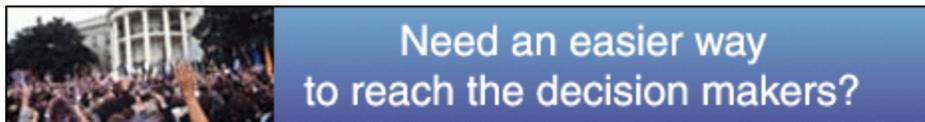
(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

SOE: Bush Puts Environment Up For Sale

By [Gwen Glazer](#), NationalJournal.com

© National Journal Group Inc.

Friday, April 23, 2004



[Click Here To See
RealVideo™ Of
"Auction"](#)

Timed to coincide with Earth Day events around the country, the conservation group Save Our Environment is airing a new TV spot showing clean air and forests on an auction block.

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The 30-second spot, "Auction," opens with an auctioneer calling out from a podium: "Sold! Drilling rights going to the gentleman from big oil," while scenes of clouds and mountains are displayed before an audience. The auctioneer continues to call "Sold!" as an announcer explains [President Bush's](#) environmental policies will adversely affect forests, water cleanup efforts and air pollution levels. The announcer suggests "a better plan: Protect our forest and reduce mercury and sewage pollution in our waters" and encourages voters to "tell the Bush administration their environmental policies are ones we just can't afford."

Consultant **Dan Weiss** said the spot is running on cable networks in eight markets where "mercury and sewage and air pollution are big issues right now:" Washington, D.C.; Tallahassee, Fla.; Columbus, Ohio; Portland, Maine; Lansing, Mich.; Raleigh, N.C.; Concord and Manchester, N.H.; and Albuquerque, N.M.

Weiss characterized the buy as "six figures -- serious but modest." Murphy Putnam Media produced the spot, which began airing Wednesday and will conclude today.

Save Our Environment is a coalition of [21 organizations](#), including the Sierra Club, Greenpeace and the World Wildlife Fund. Another member of the coalition, Natural Resources Defense Council, also released several of its own [ads](#) to coincide with Earth Day.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Auction" (TV)

AUCTIONEER: Sold! Drilling rights going to the gentleman from big oil. Next up, clean air...

ANNOUNCER [v/o]: Does it seem like our environment is on the auction block these days? President Bush's environmental policies will open up our forests to new logging...

(On screen: Source: Boston Globe, 4/1/04)

AUCTIONEER [v/o]: Sold!

ANNOUNCER: ... delay mercury pollution limits...

(On screen: Source: Detroit Free Press, 3/24/04)

... and allow for more sewage pollution in our water.

(On screen: Source: Chicago Tribune, 2/15/04)

Bush's big supporters clean up while we lose out.

ANNOUNCER: A better plan: Protect our forest and reduce mercury and sewage pollution in our waters. Tell the Bush administration their environmental policies are ones we just can't afford.

(On screen: Paid For By Save Our Environment; go to SaveOurEnvironment.org)

AUCTIONEER: Sold!

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Redford & Olmos On Air For Enviro Group

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, April 23, 2004

Several recent spots from the Natural Resources Defense Council feature famous voices that warn of air and water pollution and encourage listeners to do something about it.

Each spot is slightly altered to include the name of the state in which it appears. On April 6, the group went up in Albuquerque, N.M., with "Listen," a 60-second radio ad narrated by award-winning actor-director -- and environmental activist -- **Robert Redford**. Between periodic pauses, Redford implores listeners to take note of "the sounds of pollution contaminating our rivers and lakes" and "of more sewage contaminating our precious drinking water."

Berating the Bush administration for "putting the profits of big business ahead of the health of our families," Redford asks his audience to go to the NRDC's [Web site](#) and help protect the state "from harm you can't hear or see."

Versions of this spot also appeared in Florida (Tampa and Orlando) and Michigan (Ann Arbor and Lansing) on April 12.

Another version of "Listen" also debuted on the 12th, this one narrated by **Edward James Olmos**, another award-winning actor who speaks on behalf of environmental causes. Following the same formula as in the Redford spot, Olmos draws attention to the "sound" of local power plant pollution "causing children to have more asthma attacks."

Spanish-language versions of the Olmos ad have also been on the air in Arizona, Florida and New Mexico.

A spokesman for the NRDC said the San Francisco-based firm Underground Advertising produced all versions of "Listen."

In 2002, Redford lent his voice to another [NRDC spot](#), this one in support of higher corporate average fuel economy (CAFE) standards. He has sat on the organization's [board of trustees](#) since 1975.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.



[Click Here To Hear RealAudio™ Of "Listen \(Redford\)"](#)

[Click Here To Hear RealAudio™ Of "Listen \(Olmos\)"](#)

[Click Here To Hear RealAudio™ Of "Listen \(Olmos\)" \(Spanish\)](#)

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-- [Julia Bain](#) contributed to this report.

Script of "Listen (Redford)" -- English (TV)

ROBERT REDFORD: Listen. Hear that?

That's the sounds of pollution contaminating our rivers and lakes, threatening New Mexico's way of life. Listen again.

That's the sound of more sewage contaminating our precious drinking water. This is Robert Redford, and I'm here to remind you that, just because you can't hear pollution doesn't mean it isn't happening. But there are even worse sounds. You hear that?

That's the sound of laws that protect New Mexico's environment being weakened and ignored. It's the sound of the Bush administration putting the profits of big business ahead of the health of our families.

All these critical issues are being decided right now. Please, join me and the Natural Resources Defense Council and take action today. Go to [NRDC.org](#) and help protect New Mexico from harm you can't hear or see.

Script of "Listen (Olmos)" -- English (Radio)

EDWARD JAMES OLMOS: Hello, this is Edward James Olmos, and I'd like you to listen to something. Hear that?

That's the sound of power plants dumping pollution into New Mexico's air, causing children to have more asthma attacks. Listen again.

That's the sound of New Mexico's lakes, rivers and the Sequia being polluted, contaminating our families' drinking water. This is a reminder that, just because you can't hear pollution doesn't mean it isn't happening. And there are even worse sounds. Hear that?

That's the sound of the laws that protect New Mexico's environment being weakened. It's the sound of the government putting the profits of big business ahead of the health of our families.

ANNOUNCER: All of these critical issues are being decided in Washington right now. Please join the Natural Resources Defense Council, the NRDC, and help stop the federal government from harming New Mexico's environment. Go to [NRDC.org](#).

EDWARD JAMES OLMOS: Because sometimes the things most dangerous to our health are things you can't hear or see.

ANNOUNCER: Paid for by the NRDC.

Script of "Listen (Olmos)" -- Spanish (Radio)

EDWARD JAMES OLMOS : Hola, soy Edward James Olmos y tengo un mensaje muy importante para los hispanos de Nuevo Mexico. Quiero que escuchen algo. Escuchan?

Ese es el sonido de las industrias que contaminan el aire y le causan ataques de asthma en nuestros ninos. Escuchen otra vez.

Ese es el sonido de la contaminacion que cada dia amenaza nuestros lagos, rios y aseQUIAS.

ANNOUNCER: Sólo porque no podemos escuchar ni ver la contaminacion no quiere decir que no este ocurriendo. El gobierno federal esta debilitando mucha de las leyes que protegen nuestro aire, agua y recursos naturales. Poniendo en peligro nuestro salud.

El gobierno federal favorece los intereses de las grandes industrias y ignora las necesidades de los residentes de Nuevo Mexico. Unanse a Edward James Olmos y al consejo para la defensa de recursos naturales Porque todos estos temas estan siendo decididos por el gobierno en este momento.

Para tomar acción visita NRDC.org. Pagado por el NRDC.

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2004 POLITICAL ADS

Bush Derides Kerry's 'Doublespeak'

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Thursday, April 22, 2004

[President Bush](#) stuck to a familiar campaign theme this week with the release of a new spot that seeks to define Sen. [John Kerry](#), D-Mass., as a liberal who "waffles" on important issues.

The 60-second "Doublespeak" uses excerpts from several media editorials that criticize Kerry and question his takes on taxes and education. Quoting Kerry as saying, "A lot of people don't really know who I am," an announcer says "Kerry's hometown paper" -- the *Boston Herald* -- [wrote](#) that, while trying "to be all things to all voters," Kerry "is engaging in a level of doublespeak that makes most voters wince."

The ad also references "the nonpartisan *National Journal*," which [ranked](#) Kerry "the most liberal member of the Senate, more liberal than" Sens. [Hillary Rodham Clinton](#), D-N.Y., or [Edward Kennedy](#), D-Mass. The announcer concludes: "Kerry's problem is not that people don't know him. It's that people do."

Maverick Media's **Mark McKinnon** produced the spot, which begins airing today on select cable networks nationwide. Last week, the Bush campaign announced it would scale back its campaign advertising. On April 14, AP [reported](#) that Bush "will spend about \$4 million to run moderate levels of ads over 10 days compared to the \$6 million to \$9 million he had been spending each week to saturate local broadcast channels in 18 electorally competitive states."

The Bush campaign launched "Doublespeak" on the heels Kerry's latest [spots](#), which lay out his plans for domestic reform and for managing the war in Iraq.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Doublespeak" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(*On screen: www.GeorgeWBush.com*)

FEMALE ANNOUNCER [v/o]: John Kerry says, "A lot of people don't really know who I am."



[Click Here To See RealVideo™ Of "Doublespeak"](#)

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(On screen: The Associated Press, 4/15/04)

Well, actually, a lot of people do.

MALE ANNOUNCER [v/o]: Kerry's hometown paper says, "In his continuing effort to be all things to all voters.... John Kerry is engaging in a level of doublespeak that makes most voters wince."

(On screen: Boston Herald, 03/18/04)

FEMALE ANNOUNCER [v/o]: The *Wall Street Journal* said Kerry's tax plan "would mean increasing the tax burden again, which would likely kill the recovery."

(On screen: The Wall Street Journal, 01/09/04)

MALE ANNOUNCER [v/o]: On Iraq, the *Washington Post* said "Kerry's attempts to weave a thread connecting and justifying [his] positions are unconvincing."

(On screen: The Washington Post, 02/15/04)

FEMALE ANNOUNCER [v/o]: The *Union Leader* says Kerry has "waffled" on historic education reforms he supported in 2001, but now opposes.

(On screen: The Union Leader, 08/11/03)

MALE ANNOUNCER [v/o]: And the non-partisan *National Journal* magazine ranks Kerry the most liberal member of the Senate -- more liberal than Hillary Clinton or Ted Kennedy.

(On screen: National Journal, 02/27/04)

FEMALE ANNOUNCER [v/o]: John Kerry's problem is not that people don't know him. It's that people do.

(On screen: Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Offers Plans For Sharing Iraq 'Burden'

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, April 21, 2004

Following up his Tuesday [ad launch](#) focusing on online advertising and Americans' rights, Sen. [John Kerry](#), D-Mass., goes on the air today with two new spots laying out his plans for domestic reform and for managing the war in Iraq.

In a conference call with reporters today, Kerry strategist **Tad Devine** said the new ads offer a "huge contrast in style" to [President Bush's media campaign](#), which "doesn't match up to where voters are." A campaign press release issued today called the commercials "the first two in what will be a series of ads" playing up the candidate's "clear strategy to win the peace in Iraq and his plan to rebuild America."

Kerry speaks directly into the camera in each ad, and viewers are directed, by way of on-screen text, to his [Web site](#) to learn more about each topic. In "Commitment," Kerry runs through a laundry list of domestic issues, saying his "priorities are jobs and health care" and his "commitment is to defend this country." Kerry specifically says he will "put an end to tax incentives that encourage American companies to ship jobs overseas" and will "invest in education and health care."

The Democrat gets right to the point in "Risk," saying to someone off-camera, "Let me tell you exactly what I would do to change the situation in Iraq." Kerry continues, saying he would "immediately reach out" to other countries "in sharing the burden, the risk, because they also have a stake in the outcome of what is happening in Iraq." He also bemoans the amount the war costs Americans, noting, "We're paying the highest price in the loss of lives of our young soldiers, almost alone."

"Commitment" and "Risk" go on the air today in 17 battleground states: Arkansas, Arizona, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Hampshire, New Mexico, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin.

Devine said the buy would run on broadcast stations in almost all media markets in each of the 17 states. The current buy is "substantially more" than the campaign had spent on previous buys, Devine added, declining to name a specific number.

These spots were produced by Shrum Devine & Donilon. Up to this point in the campaign, Riverfront Media, a collaboration between SDD and GMMB, produced all of Kerry's [ads](#).



[Click Here To See RealVideo™ Of "Commitment"](#)

[Click Here To See RealVideo™ Of "Risk"](#)

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[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Commitment" (TV)

(On screen: John Kerry)

JOHN KERRY: As president, I'll set a few clear national priorities for America. First, we will keep this country safe and secure. Second, I'll put an end to tax incentives that encourage American companies to ship jobs overseas. And third, we'll invest in education and health care.

(On screen: Keep America Secure; Defend American Jobs; Learn More About John Kerry's Plan For America; JohnKerry.com)

My priorities are jobs and health care. My commitment is to defend this country. I'm John Kerry, and I approved this message because together we can build a stronger America.

(On screen: John Kerry; President; JohnKerry.com; Approved By John Kerry And Paid For By John Kerry For President)

Script of "Risk" (TV)

(On screen: John Kerry)

JOHN KERRY: Let me tell you exactly what I would do to change the situation in Iraq. I would immediately reach out to the international community in sharing the burden, the risk, because they also have a stake in the outcome of what is happening in Iraq.

(On screen: Learn More About John Kerry's Plan For Iraq; JohnKerry.com)

The American taxpayer is paying now almost two hundred billion dollars, and who knows how many more billions, and we're paying the highest price in the loss of the lives of our young soldiers, almost alone.

(On screen: John Kerry; President; Approved By John Kerry And Paid For By John Kerry For President)

JOHN KERRY [v/o]: I'm John Kerry, and I approved this message.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Asks For Online Contributions

By [Meg Kinnard](#), NationalJournal.com

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Wednesday, April 21, 2004

Amid mixed messages that the campaign is either ramping up or scaling back its media purchases, Sen. [John Kerry](#), D-Mass., went on the air this week with three new TV spots asking for viewers' help in protecting American rights.

All three ads follow the same basic formula: An announcer introduces an issue area in which it says [President Bush](#)'s leadership is failing, then asks for help in defeating his re-election effort. In closing, Kerry chimes in with a promise to "take the fight" to Bush this [fall](#).

"General" offers a dual critique on Bush's economic and social policies. A voice bemoans the fact that "three million Americans have lost their jobs" under Bush, who has "given huge tax breaks for the wealthy" and "is appointing far-right judges determined to take away our privacy." In the second spot, "Choice," an announcer focuses on the abortion debate, saying Bush "will appoint anti-choice, anti-privacy justices" to the Supreme Court if given the chance. Lastly, "Environment" alleges that Bush "let corporate polluters rewrite our environmental laws" and "wants to rollback the Clean Air and Water Acts and drill in the Arctic Wildlife Refuge."

The ads also encourage viewers to visit a new Web site, [JoinJohnKerry.com](#), and make an online contribution to the campaign.

All three commercials went on the air Monday on cable stations in five states: California, New Jersey, New York, Washington and Wisconsin.

Kerry communications director **Dag Vega** said that these ads represent the last three created by Riverfront Media, the joint production venture of GMMB and Shrum Devine Donilon. **Jim Margolis** of GMMB separated from the Kerry campaign on April 2, leaving veteran political strategist **Bob Shrum** at the effort's creative helm. *Ad Age* [reported](#) that GMMB will still handle ad buying for the campaign.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "General" (TV)



[Click Here To See RealVideo™ Of "General"](#)

[Click Here To See RealVideo™ Of "Choice"](#)

[Click Here To See RealVideo™ Of "Environment"](#)

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[Tip Sheet](#)

ANNOUNCER [v/o]: Under George Bush, three million Americans have lost their jobs. He's given huge tax breaks for the wealthy. And he's appointing far-right judges determined to take away our privacy. But you can change that.

(On screen: 3 Million Jobs Lost; Billions in Tax Cuts for the Rich; Extremist Right Wing Judges)

Help elect John Kerry president and join the fight to strengthen America. Contribute now at JoinJohnKerry.com. Call or log on now.

(On screen: JoinJohnKerry.com; call 1-800-307-6513)

JOHN KERRY: I promise to take the fight to George Bush every single day. I'm John Kerry, and I approved this message.

ANNOUNCER [v/o]: Log on, call, contribute now.

(On screen: Contribute now; www.JoinJohnKerry.com; 1-800-307-6513; Approved By John Kerry And Paid For By John Kerry For President)

Script of "Choice" (TV)

ANNOUNCER [v/o]: The Supreme Court is just one vote away from outlawing a woman's right to choose. George Bush will appoint anti-choice, anti-privacy justices. But you can stop him.

Help elect John Kerry and join the fight to protect our right to choice. Contribute now at JoinJohnKerry.com. Call or log on now.

(On screen: JoinJohnKerry.com; call 1-800-523-5293)

JOHN KERRY: I promise to take the fight to George Bush every single day. I'm John Kerry, and I approved this message.

ANNOUNCER [v/o]: Log on, call, contribute for a new direction.

(On screen: Contribute now; www.JoinJohnKerry.com; 1-800-523-5293; Approved By John Kerry And Paid For By John Kerry For President)

Script of "Environment" (TV)

ANNOUNCER [v/o]: George Bush let corporate polluters rewrite our environmental laws. He wants to rollback the Clean Air and Water Acts and drill in the Arctic Wildlife Refuge. But you can stop him.

Help elect John Kerry and join the fight for our environment. Contribute now at JoinJohnKerry.com. Call or log on now.

(On screen: JoinJohnKerry.com; call 1-800-307-4991)

JOHN KERRY: We've got to leave this earth in better shape than we were given it by our parents. I'm John Kerry, and I approved this message.

ANNOUNCER [v/o]: Log on, call, contribute for a new direction.

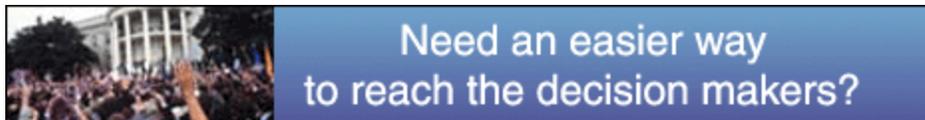
(On screen: Contribute now; www.JoinJohnKerry.com; 1-800-307-4991; Approved By John Kerry And Paid For By John Kerry For President)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Media Fund Critiques Bush's Medicare Plan

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Monday, April 19, 2004



[Click Here To See
RealVideo™ Of
"Scary"](#)

Switching gears from its recent criticism of [President Bush](#)'s spending priorities, the Media Fund went on the air Friday reprimanding the president for the new [Medicare law](#).

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In "Scary," a woman buys prescription drugs and says she doesn't worry about dying but, rather, "being buried under a pile of medical bills I can't pay for." Statistics from Bush's first term in office appear on screen as an announcer describes how "health care costs are soaring" and "millions more Americans are uninsured" since Bush came into office. Despite this, the announcer goes on, "Bush offers no plan to curb costs," adding that the Medicare bill "would actually ban the government from negotiating lower prices from drug companies." The woman closes the spot by calling drug prices "very scary."

The Campaign Farm; Goodby, Silverstein & Partners; and Squier Knapp Dunn collaborated to produce "Scary," which is on the air in the same 17 markets as other [Media Fund ads](#): Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin.

A spokeswoman for the group said that this week's buy would total \$4 million.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Scary" (TV)

(On screen: Paid For By The Media Fund)

WOMAN: When I think about getting older, it's not dying I worry about -- it's living, and being buried under a pile of medical bills I can't pay for.

ANNOUNCER [v/o]: Health care costs are soaring. Under President Bush, millions more Americans are uninsured, and those who have coverage are paying more out of pocket.

(On screen: 2000-2003: Health care costs up 40%; Source: The Kaiser Family Foundation, Employer Health Benefits 2003 Annual Survey; 2001-2004: 3.8 million more uninsured; Source: U.S. Census Bureau, Current Population Reports; 2000-2003: Out-of-pocket expenses up 55%; Source: The Kaiser Family Foundation, June 2003)

Yet Bush offers no plan to curb costs, and his new Medicare law would actually ban the government from negotiating lower prices from drug companies.

(On screen: Source: Public Law No. 108-173)

WOMAN: The cost of these drugs is very scary.

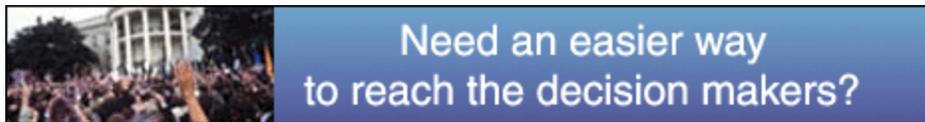
(On screen: www.MakeAmericaworkforus.org)

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2004 POLITICAL ADS

Dem Group Disputes Bush's Latino Efforts

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, April 13, 2004

The New Democrat Network timed its Spanish-language [ad launch](#) this week to coincide with one of [President Bush](#)'s first major Latino outreach efforts of this year's campaign.

A [press release](#) issued Monday by the Bush campaign announced the launch of a National Hispanic Steering Committee. Events like Monday's *Viva Bush* Coalition rally, keynoted by Florida Gov. [Jeb Bush](#) (R), are designed to encourage the Bush faithful to "introduce the group of people who will lead the campaign's Hispanic outreach effort."

Playing off this idea in its ad, the New Democrat Network's announcer says that Bush "keeps making promises" to the Latino community but "has not delivered to us." Noting that over 400,000 Latinos have lost their jobs and "millions of Latino families continue without health care," the ad encourages viewers to call the White House "and tell the president to stop breaking his promises."

"Reality Check" debuted Monday on Orlando-area stations and was produced by ZGS Communications Inc. It joins another NDN [TV ad](#) -- which tells Latinos that "only with the Democrats will we have a better life" -- on the air in the area.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Reality Check" -- Spanish (TV)

(On screen: Pagado por el New Democrat Network)

ANNOUNCER [v/o]: Una vez más, el Presidente Bush se dirige a nuestra comunidad y nos sigue haciendo promesas. Pero en los últimos tres años, Bush NO ha cumplido con nosotros.

Más de 400,000 latinos han perdido su trabajo. Millones de familias latinas siguen sin seguro médico. Las escuelas de nuestros hijos no han recibido los miles de millones de dolares que el Presidente había prometido.

Llame a la Casa Blanca y dígame al Presidente que no siga rompiendo sus promesas.



[Click Here To See RealVideo™ Of "Reality Check"](#)

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[Tip Sheet](#)

(On-screen: 1-202-456-1414)

Translated Script of "Reality Check" -- English (TV)

(On screen: Pagado por el New Democrat Network)

ANNOUNCER [v/o]: One more time, President Bush is addressing our community, and he keeps making promises. But in the last three years, he has not delivered to us.

More than 400,000 Latinos have lost their jobs. Millions of Latino families continue without health care. Our children's schools have not received the billions of dollars that the president had promised.

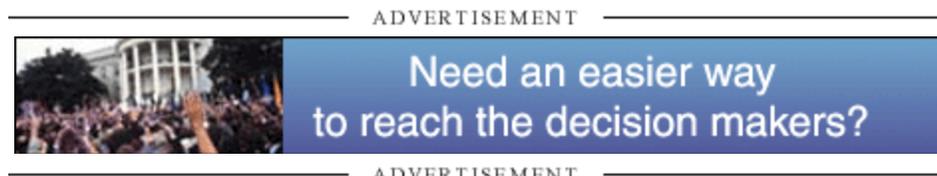
Call the White House and tell the president to stop breaking his promises.

(On-screen: 1-202-456-1414)

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2004 POLITICAL ADS

Sierra Club Launches Environmental Blitz

By [Gwen Glazer](#), NationalJournal.com

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Monday, April 12, 2004

The Sierra Club released a wave of locally targeted ads this week on environmental subjects ranging from forest and wildlife preservation to nuclear waste facilities to mercury levels in fish.

Four of the spots, which will air in Florida, Michigan, Ohio and Wisconsin, address the problem of mercury "poisoning" local water supplies. Several of these spots ask [President Bush](#) directly to "enforce current Clean Air protections" and to encourage cleanup efforts using "existing technology."

An Alaska radio ad spot, titled "Shocker," goes after Bush for "moving ahead with over 50 industrial-scale timber sales" in the Tongass National Forest, damaging "one of the last large tracts of temperate rainforest left on earth." And the radio spot "Lifeline" features one of the owners of the Mount Hood Railroad in Oregon, who tells listeners that protecting the state's natural resources also safeguards the "economy and good jobs."

In Nevada and Oregon, two additional radio ads -- "Broken Promise" and "Truckload" -- focus on nuclear waste facilities at Yucca Mountain and the Hanford Reservation. The final spot describes Idaho's Owyhee canyonlands, mentioning Idaho Sen. [Mike Crapo](#)'s (R) conservation plan and encouraging locals to attend an upcoming town hall meeting on the issue.

Sierra Club spokeswoman **Annie Strickler** said the eight new ads will join "[Franklin Slag](#)" and "[Lifeline](#)," which already are running in local state markets. The spots running in Alaska and Idaho began airing today; the rest of the release dates are spread out until mid-May, Strickler said. She said the buy cost about \$750,000. Hadow Communications produced the spots.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Cecilia" -- Florida (TV)

(On screen: Winter Haven, Florida)

ANNOUNCER [v/o]: Paul Bryant moved to Florida so his daughter could take care of him.

(On screen: Cecilia Height, Nurse; Winter Park, Florida)

CECILIA HEIGHT: In order to help his heart, he ate a lot more fish, sometimes four times a week.

ANNOUNCER [v/o]: But doctors suspect that mercury in the fish damaged Bryant's nervous system and is making others sick, too.

(On screen: Dr. Carol Roberts; Director, Wellness Works)

CAROL ROBERTS: I do see the results of this toxic pollution every day.

ANNOUNCER [v/o]: But instead of cleaning up the mercury, the Bush administration wants to let polluters delay cleanup by a decade.

(On screen: (69 Federal Register 4652 4700, 1/30/04))

ANNOUNCER [v/o]: There is a better way. Use existing technology. Enforce the current law. Protect us from mercury pollution.

(On screen: for more information contact: www.sierraclub.org; Paid For By The Sierra Club)

Script of "Jessica" -- Michigan (TV)

(On screen: Royal Oak, Michigan)

JESSICA KELLY-SHAIEB: I do everything I can to keep my daughter safe.

(On screen: Michigan has extremely high levels of mercury in its environment.; (Michigan Department of Community Health, May 2003; US EPA Office of Water, May 2003))

The food I put on her plate shouldn't be a danger -- and with the mercury in the fish, it is.

(On screen: Dr. Michael Harbut; Clinical Assistant Professor; Wayne State University School of Medicine)

DR. MICHAEL HARBUT: It's especially harmful to the brain, for the developing fetus, to the nervous system.

JESSICA KELLY-SHAIEB: The Bush administration knows that we have the technology to reduce mercury pollution right now, but they're not doing it. Instead, they're delaying the cleanup for at least 10 years.

(On screen: The Bush administration is giving power plants ten more years to clean up Michigan's mercury poison. (69 Federal Register 4652 4700, 1/30/04))

ANNOUNCER [v/o]: Mr. President, there is a better way. Use modern technology. Enforce the current law. And protect Michigan families from mercury pollution.

(On screen: for more information contact: www.sierraclub.org; Paid For By The Mackinac Chapter Of The Sierra Club)

Script of "Shocker" -- Alaska (Radio)

ANNOUNCER: Trees older than America are youngsters in Alaska's Tongass National Forest, where spruce and hemlock live as long as a thousand years -- unless the Bush administration has its way.

Last December, the Bush administration removed the Tongass from the protection of a national rule that would have stopped road building, logging and other development in one of the last large tracts of temperate rainforest left on earth. Now the Bush administration is moving ahead with over 50 industrial-scale timber sales in the Tongass. And they have similar plans for the Chugach National Forest, a wilderness that's barely been touched by development.

There is a better way. Join us this Sunday, April 18th, at 2 p.m. at the Alaska Pacific University for a "Walk for Alaska's Wildlands." Together, we can tell the Bush administration to protect Alaska's forests -- and that will protect our communities, our economy and our unique way of life.

For more information, visit sierraclub.org/ak.

A message from the Alaska chapter of Sierra Club.

Script of "Owyhee" -- Idaho (Radio)

MAN: Honey, remember the hike we took in the Owyhee canyonlands?

WOMAN: Yeah, who could forget? That's where the kids saw their first bighorn sheep. Matt's still talking about it.

MAN: Well, there's a story in the paper about a plan to protect the Owyhee country.

WOMAN: You know, I've heard about it. Lots of different groups of people -- sportsmen, ranchers, conservation groups like the Sierra Club -- have been getting together to figure out a way to better protect the Owyhees. Maybe they're on to something. Wouldn't that be great, something positive for a change?

MAN: Yeah, it would. They're closing in on a plan. And our own Senator Crapo is part of the Owyhee initiative, too. He says he wants to help make the plan a reality.

WOMAN: Anything we can do?

MAN: Well, there's an evening town hall meeting in Boise on Tuesday, April 20th, to let us know what's going on to keep the Owyhees like they are now: wild rivers, wild sheep, the kind of wild Idaho our grandkids should have a chance to see.

WOMAN: I'm putting it on the calendar. April 20th, seven o'clock. Corner of Ninth and State Streets. Hey, kids, come on, breakfast is ready.

ANNOUNCER: A message from the Idaho chapter of the Sierra Club. Click on owyheecanyonlands.org to learn more about the town hall meeting.

Script of "Broken Promise"-- Nevada (Radio)

ANNOUNCER: Before the Bush administration made its decision to bury the nation's nuclear waste at Yucca Mountain, President Bush promised to base his decision on sound science and to make his decision after he had received and reviewed all the scientific evidence.

But all the scientific evidence isn't in. In fact, the General Accounting Office says there are still over 200 significant and unresolved questions, and scientists have criticized the government's estimates on how safely and how long Yucca Mountain can hold radioactive waste.

There is a better way. Tell the Bush administration to keep its promises, base its decisions on sound science and keep us safe. Join the Sierra Club for a Community Day of Action on April 24th. Learn more by calling Tara at 732-7750.

This invitation is brought to you by the Toiyabe chapter of the Sierra Club.

Script of "Columbus Home" -- Ohio (Radio)

ANNOUNCER: Columbus, Ohio. Home of the state capitol, the Ohio State University and a growing mercury pollution problem.

Mercury is a poison that can cause birth defects and learning disabilities. It comes mainly from coal-fired power plants that rain down mercury pollution into our water, where it accumulates in the fish we eat.

The problem is so widespread that the Ohio Environmental Protection Agency has advised people, especially pregnant women and children, to limit eating fish caught from every lake and stream in our state -- including, for the first time, a stricter limit for the Big Darby, a state and national scenic river in Franklin County.

But instead of protecting us, the Bush administration wants to delay cleaning up mercury pollution for another decade.

There is a better way, Mister President. Use existing technology, enforce current Clean Air protections and protect Ohio's women and children.

A message from the Ohio chapter of Sierra Club.

Script of "Lifeline" -- Oregon (Radio)

ANNOUNCER: Two hundred years ago, the majesty of Mount Hood and the mighty waters of the Columbia River stunned Lewis and Clark. Today, the wild beauty of Mount Hood and the Columbia Gorge still drops jaws.

But this land of wild forests, wild salmon and waterfalls -- where we take our families to hike, fish and camp -- is at risk. That's why people all across Oregon want these two jewels protected.

JACK MILLS: Hi, I'm Jack Mills, one of the owners and directors of the Mount Hood Railroad that daily carries passengers through the Columbia River Gorge up into the foothills of Mount Hood. Every day, I get to see this spectacular stretch of Oregon scenery fresh through their eyes - - and I know firsthand how rare and awe-inspiring these lands are. And hey, did you know we are expecting 16 million visitors during these next two years? When we protect these special places, we are protecting our economy and good jobs.

ANNOUNCER: Want to help protect Mount Hood, the Columbia Gorge and our tourist economy? Visit protectwildoregon.com.

Paid for by the Oregon chapter of the Sierra Club.

Script of "Truckload" -- Oregon (Radio)

ANNOUNCER: Portland, Oregon. We're a city of bookstores, brewpubs and parks. We're known for our rose garden -- not as a route for nuclear waste.

But if the Bush administration has its way, thousands of trucks loaded with radioactive nuclear waste will drive up I-5 through our city en route to the Hanford Reservation for storage.

The Hanford Reservation is already considered the most contaminated toxic site in the country, and the Bush administration plan would double the amount of radioactive waste stored there.

There's a better way. The Bush administration should be cleaning up the nuclear waste already at Hanford, not adding to the danger and putting Oregonians at risk.

Call 503-243-6656. Learn what you can do to protect Portland and stop the Bush administration's plan to send nuclear waste through our communities.

A message from the Oregon chapter of Sierra Club.

Script of "Milwaukee Home" -- Wisconsin (Radio)

ANNOUNCER: Milwaukee, Wisconsin. Home of Harley-Davidson, great beer, the Friday Fish Fry and a growing mercury pollution problem. Mercury is a poison that can cause birth defects and learning disabilities. It comes mainly from coal-fired power plants that rain down mercury pollution into our lakes, where it accumulates in the fish we eat.

The problem is so widespread that the Wisconsin Department of Natural Resources has issued a mercury fish advisory for every lake and stream in our state. And the EPA says one in six American women of childbearing age already has mercury levels in her blood high enough to put her baby at risk.

But instead of protecting us, the Bush administration wants to delay cleaning up mercury pollution for another decade.

There is a better way, Mister President. Use existing technology, enforce current Clean Air laws, and protect Wisconsin's women and children.

A message from the John Muir chapter of Sierra Club.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn Anticipates Bush's Testimony

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, April 7, 2004

Today MoveOn PAC begins airing its second television spot alleging [President Bush](#) used false motives as an excuse to attack Iraq.

This latest spot from the MoveOn family combines techniques seen in two of the organization's previous TV ads. As with MoveOn.org's "[Censure](#)" spot, a male speaker imitates Bush, this time voicing "what he should say" when he testifies before the Sept. 11 investigatory commission. The imitator says he was "obsessed with Iraq" and used terrorist attacks "as an excuse to invade" the country, leaving the United States "less safe than we were before."

Additionally, this spot utilizes statements made by former White House counter-terrorism coordinator **Richard Clarke**, something MoveOn PAC did in its "[Clarke](#)" spot. An announcer reads from a [transcript](#) of his March 28 appearance on NBC's "Meet the Press," quoting Clarke as saying Bush's invasion of Iraq "has greatly undermined the war on terrorism."

The ad launch was planned to overlap with the testimony of national security adviser **Condoleezza Rice**, who will appear before the commission on Thursday. Bush and Vice President **Dick Cheney**'s private joint session has been scheduled, although that date has not been publicly released.

"Clarke -- Iraq" debuts today nationwide on CNN and will run through Saturday in an initial \$200,000 purchase, according to an April 6 release. Two weeks ago, MoveOn PAC raised \$1 million to air both Clarke ads.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Clarke -- Iraq" (TV)

(On screen: 9/11 Commission)

ANNOUNCER [v/o]: When George Bush testifies, here's what he should say:

(On screen: President Bush's voice is being imitated; photo of Bush at microphone)



[Click Here To See RealVideo™ Of "Clarke -- Iraq"](#)

More On This Race

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BUSH IMITATOR: Before 9-11, I was obsessed with Iraq. Then I used 9-11 as an excuse to invade Iraq. So now we're less safe than we were before. It's just like Richard Clarke said.

(On screen: Former White House Counterterrorism Chief Richard Clarke; Washington Post, 3/28/04)

ANNOUNCER [quoting Clarke's testimony]: By invading Iraq, the president of the United States has greatly undermined the war on terrorism.

ANNOUNCER [v/o]: George Bush. A failure of leadership.

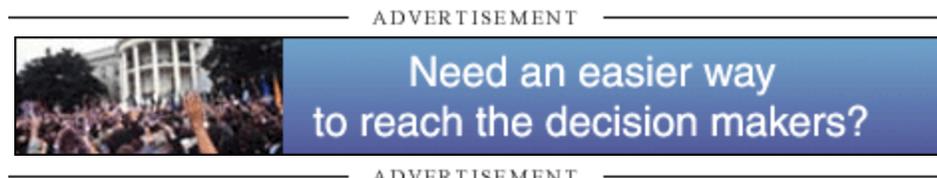
MoveOn PAC is responsible for the content of this advertisement.

(On screen: "Paid for by MoveOn PAC, www.moveonpac.org. This Communication is not authorized by any candidate or candidate's committee. MoveOn PAC is responsible for the content of this advertisement.")

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Says Dems Are Latinos' Only Hope

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Monday, April 5, 2004

The New Democrat Network continues its [media campaign](#) today, launching three new Spanish-language ads created to convince Latinos that only Democrats have their best interests at heart.

In a TV spot titled "Scrapbook," a boy asks his grandmother what it means to be a Democrat. The woman then shows the boy family photographs, explaining that their family "has come a long way, because in the United States there is opportunity for all." Telling the child, "Democrats fight for us" on jobs, schools and health care, she closes the ad by saying, "only with the Democrats will we have a better life."

"History" takes viewers through the relationship between American Latinos and the Democratic presidents who "have always fought for peace and prosperity for all." As images of former commanders in chief appear on screen, an announcer describes achievements of former Presidents **Franklin Delano Roosevelt, John F. Kennedy, Jimmy Carter** and **Bill Clinton**.

Both TV ads will air in Las Vegas, Miami, Orlando, Phoenix and Tampa, as well as Yuma, Ariz., and Albuquerque, N.M.

NDN is also launching a 60-second radio ad emphasizing many of the same themes but set to a lively beat. "Unete" encourages listeners not to "let your voice be silenced" and to "unite" with the Democratic movement. The jingle berates the Bush administration, saying "they promise everything" but "blame all others" when things go wrong. The lyrics also touch on the "dreams" and "ideals" of past Democratic administrations.

A Latin-style version of "Unete" begins airing in Miami today, while a more urban-oriented version will air in media markets yet to be determined.

Hispanic Project Director **Maria Cardona** said two Latino-owned and operated firms created the three new spots. ZGS Communications produced "Scrapbook," while Elevation/Elevacion produced both "History" and "Unete."



[Click Here To See RealVideo™ Of "Scrapbook"](#)

[Click Here To See RealVideo™ Of "History"](#)



[Click Here To Hear RealAudio™ Of "Unete" Version 1](#)

[Click Here To Hear RealAudio™ Of "Unete" Version 2](#)

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This ad release comes on the heels of a *Miami Herald*/Zogby International [poll](#) showing Sen. [John Kerry](#), D-Mass., with a "wide but not necessarily comfortable lead over [President Bush](#) among Hispanic voters nationwide."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Scrapbook" -- Spanish (TV)

(On screen: Pagado Por El New Democrat Network)

BOY: Abuelita, ¿qué es un demócrata?

GRANDMOTHER: Mijo ¿Cómo te lo explico? ¿Ves a tu Abuelito? ¿ Tu Papi. ¡Y aquí estás tú tan gordito! Nuestra familia ha llegado lejos, porque en los Estados Unidos hay oportunidad para todos.

Los Demócratas luchan por nosotros. Ya sea para mas trabajos, mejores escuelas, acceso al seguro medico, cuando prometen, cumplen.

BOY: Ahhhh...

GRANDMOTHER: Solo con los democratras, tendremos una vida mejor.

(On screen: Unete al movimiento demócrata. 1-877-639-3367; www.democratasunidos.org)

Translated Script of "Scrapbook" -- English (TV)

(On screen: Pagado Por El New Democrat Network)

BOY [v/o]: Grandma, what's a Democrat?

GRANDMOTHER Well, Esteban, how do I explain it to you? See your grandfather? And look at your dad. And look at you here, so chubby. Our family has come a long way, because in the United States there is opportunity for all.

Democrats fight for us. Whether it's for more jobs, better schools or good health care, when they promise, they deliver.

BOY: Ahhhh...

GRANDMOTHER: Honey, remember, only with the Democrats will we have a better life.

(On screen: Unete al movimiento demócrata. 1-877-639-3367; www.democratasunidos.org)

Script of "History" -- Spanish (TV)

ANNOUNCER [v/o]: En la historia de nuestro país, los Presidentes Demócratas siempre han luchado por la paz y la prosperidad para todos.

Demócratas como Roosevelt, que consiguió la paz global tras la segunda Guerra mundial. Kennedy, que creó el sueño Americano y la esperanza de una nación. Carter, que luchó por los derechos humanos en America Latina... y Clinton, el creador de la mayor prosperidad economica en medio siglo.

Solo con los Democratas tendremos una vida mejor.

(On screen: ¡Unete al Movimiento Demócrata! 1-877-637-3367; Pagado Por El New Democrat Network)

Translated Script of "History" -- English (TV)

ANNOUNCER [v/o]: In the history of this country, Democratic presidents have always fought for peace and prosperity for all.

Democrats like President Roosevelt, who was the hero of World War II. President Kennedy, who returned hope to a nation. President Carter, who fought for human rights in Latin America. And President Clinton, who engineered the largest economic prosperity in half a century.

Only with the Democrats will we have a better life.

(On screen: ¡Unete al movimiento demócrata! 1-877-637-3367; Pagado Por El New Democrat Network)

Script of "Unete" -- Spanish (TV)

VOICES: No te quedes fuera,
No te quedes quieto,
Unete al movimiento -- ¡Demócrata!

Los que están ahora
Prometieron todo.
Y ora que fallaron
Echan la culpa a otros.
Que los de abajo paguen
pa que los de arriba engorden.
Que hay que ir a la guerra
sólo por sospecha.
Si no tienes seguro
lo sentimos mucho.

Muévete compadre,
Este es momento,
Unete al movimiento -- ¡Demócrata!

El sueño de Kennedy
No ha terminado.
El ideal de Carter
Sigue vivo.
La esperanza de Clinton
Es el camino.
Seguimos luchando
Únete demócrata,
Échale optimismo
Es tu oportunidad.

No te quedes fuera,
No te quedes quieto,
Unete al movimiento -- ¡Demócrata!
Muévete compadre,
Este es momento,
Unete al movimiento -- ¡Demócrata!

ANNOUNCER: Pagado por el New Democrat Network

Translated Script of "Unete" -- English (TV)

VOICES: Don't be left outside,
Don't let your voice be silenced,
Unite with the movement -- the Democratic movement.

The current administration
they promise everything
and now that they are failing
they blame all others.
While the rich get richer,
the poor get poorer.
And suspicions are enough to go to war
If you can't get health insurance --we feel for you!

Get up, move compatriot (friend)
the moment is here
Unite with the movement -- the Democratic movement.

The dreams of Kennedy
they are not finished.
The ideals of Carter

live on still.
The hope of Clinton
that is our course
let's continue our fight
Unite with the Democrats
Let optimism ring
its our (your) opportunity

Don't be left outside
Don't let your voice be silenced
Unite with the movement -- the Democratic movement.
Get up, move compatriot (friend)
the moment is here
Unite with the movement -- the Democratic movement.

ANNOUNCER: Paid for by the New Democrat Network.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush Continues To Target Kerry On Taxes

By [Jennifer Koons](#), NationalJournal.com

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Friday, April 2, 2004

On Saturday [President Bush](#) will launch his second TV ad this week accusing Sen. [John Kerry](#), D-Mass., of supporting tax increases.

The 30-second spot recaps Bush's previous [ads](#), as an announcer accuses Kerry of "increasing taxes on Social Security benefits" and supporting "a 50-cent a gallon tax hike for gasoline." This spot also tells viewers that Kerry opposed both "tax relief for married couples" and "increasing the child tax credit"

"Troubling," which begins airing Saturday, will run in rotation on select cable networks nationwide and on broadcast channels in 18 states expected to be competitive this year: Arizona, Arkansas, Delaware, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. The campaign declined to say how much it was spending to run the spot, produced by Maverick Media's **Mark McKinnon**.

Meanwhile, Kerry hits airwaves today with an economy-themed [ad](#) that focuses on job outsourcing and his economic reform plans.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Troubling" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: www.georgewbush.com)

ANNOUNCER [v/o]: John Kerry's record on the economy: troubling.

He opposed tax relief for married couples 22 times.

Opposed increasing the child tax credit 18 times.

Kerry supported higher taxes over 350 times.



[Click Here To See RealVideo™ Of "Troubling"](#)

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He even supported increasing taxes on Social Security benefits,
and a 50-cent a gallon tax hike for gasoline.

Now Kerry's plan will raise taxes by at least \$900 billion his first hundred days.

Kerry and the economy: troubling.

(On screen: Approved by President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Argues Against Outsourcing

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, April 2, 2004



[Click Here To See
RealVideo™ Of
"10 Million Jobs"](#)

Discrediting [President Bush](#)'s claims that outsourcing American jobs is economically sound is the theme of the latest campaign commercial from Sen. [John Kerry](#), D-Mass.

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"Jobs are leaving our country in record numbers," an announcer says in "10 Million Jobs," adding that Bush "says sending jobs overseas makes sense for America." Video footage from one of Bush's State of the Union addresses appears on screen, along with a visual of the 2004 [Economic Report of the President](#). Several newspaper headlines also pop up, some referencing Treasury Secretary **John Snow**'s recent vocal support for job outsourcing.

In contrast, the ad continues, Kerry has "proposed a different economic plan that encourages companies to keep jobs here." This idea is "part of a detailed economic agenda to create 10 million jobs," the announcer says.

"10 Million Jobs" goes on the air today in Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. Riverfront Media is Kerry's ad consultant.

Shortly after the Kerry camp announced the ad's debut, the Bush campaign released a new commercial of its own. According to the [April 1 announcement](#), Bush's "Troubling," which spotlights Kerry's "career-long support for higher taxes," is airing in the same 17 states as Kerry's latest, plus Delaware.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "10 Million Jobs" (TV)

ANNOUNCER [v/o]: While jobs are leaving our country in record numbers, George Bush says sending jobs overseas makes sense for America. His top economic advisors say moving American jobs to low-cost countries is a plus for the U.S.

(Headlines on screen: "Bush Supports Shift of Jobs Overseas" -- Source: LA Times, 2/10/04; "Treasury Chief defends outsourcing of U.S. work" -- Source: NY Times, 3/31/04; "Treasury Chief calls outsourcing a plus for U.S." -- Source: Boston Globe, 3/31/04)

John Kerry's proposed a different economic plan that encourages companies to keep jobs here.

(Headline on screen: "Kerry plan encourages companies to keep jobs in U.S." -- Source: Detroit Free Press, 3/30/04)

It's part of a detailed economic agenda to create 10 million jobs.

(On screen: Source: LA Times, 3/26/04; JohnKerry.com)

John Kerry. A new direction for America.

JOHN KERRY: I'm John Kerry, and I approved this message.

(On screen: Approved By John Kerry And Paid For By John Kerry For President)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush Ribs Kerry On Gas Taxes

By [Gwen Glazer](#), NationalJournal.com
© National Journal Group Inc.
Wednesday, March 31, 2004

President Bush's campaign launched the latest volley in the presidential ad war on Tuesday -- a TV spot accusing Sen. [John Kerry](#), D-Mass., of supporting a 50-cent increase in the federal gasoline tax.

The ad, entitled "Wacky," shows sepia-toned clips of honky-tonk cars and gas pumps as an announcer says, "Some people have wacky ideas, like taxing gasoline more so people drive less." Photographs of Kerry follow, as the announcer continues: "Raising taxes is a habit of Kerry's. He supported higher gasoline taxes 11 times." The final scene shows a mustachioed man in a bowler hat struggling to push a car down a road.

During a conference call with reporters on Tuesday, Bush campaign manager **Ken Mehlman** said the 50-cent increase mentioned in the spot refers to a statement Kerry made to the *Boston Globe* in 1994. It was part of a proposed deficit reduction measure that never came to a vote.

"Wacky" is the fourth ad released by the Bush campaign in the last week. Mehlman did not disclose the cost of the buy, but said the new spot will air in rotation on select cable networks nationwide and on broadcast channels in media markets in 18 states expected to be competitive this year. Maverick Media produced the ad.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Wacky" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: www.georgewbush.com)

ANNOUNCER [v/o]: Some people have wacky ideas, like taxing gasoline more so people drive less. That's John Kerry.

(On screen: Images of old-fashioned cars and gas pumps; people riding tandem bicycles; photo of John Kerry)



[Click Here To See RealVideo™ Of "Wacky"](#)

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He supported a 50-cent-a-gallon gas tax. If Kerry's gas tax increase were law, the average family would pay \$657 more a year.

(On screen: Kerry's Plan: Pay \$657 More a Year For Gas.)

Raising taxes is a habit of Kerry's. He supported higher gasoline taxes 11 times.

(On screen: John Kerry: Supported Higher Gas Taxes 11 Times.)

Maybe John Kerry just doesn't understand what his ideas mean to the rest of us.

(On screen: John Kerry; Wrong on Taxes. Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Clarke's Words Used Against Bush

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, March 30, 2004

In a new TV spot, MoveOn PAC features the words of former White House counterterrorism adviser **Richard Clarke** to argue that [President Bush](#) represents a "failure of leadership."

An announcer opens "Clarke" by saying that Bush "shamelessly exploited 9-11 in his campaign commercials," the [first](#) of which featured images from the aftermath of the terrorist attack. The announcer then introduces an audio clip from Clark's March 21 [interview](#) on CBS' "60 Minutes." Clarke says it is "outrageous" that Bush is basing his re-election campaign "on the grounds that he's done such great things about terrorism" after the president "ignored terrorism for months" before Sept. 11.

"Clarke," produced by Zimmerman and Markman, will be launched nationwide tonight on CNN and Fox News. In less than three days last week, MoveOn PAC raised the \$1 million needed for this and a second Clarke-themed ad scheduled to air soon, according to a [press release](#) issued today.

MoveOn.org, MoveOn PAC's parent organization, has previously aired [commercials](#) asking Congress to censure Bush for misleading "the nation into fighting a war that has cost us over 500 American lives and untold billions of dollars."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Clarke" (TV)

(On screen: footage of Bush that appears in several of his campaign ads)

ANNOUNCER [v/o]: George Bush shamelessly exploited 9-11 in his campaign commercials. Now Richard Clarke, his former counterterrorism expert, a man who has worked for every president since Ronald Reagan, says:

(On screen: Former White House Counterterrorism Chief Richard Clarke; CBS, "60 Minutes," 3-21-04)



[Click Here To See RealVideo™ Of "Clarke"](#)

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RICHARD CLARKE [in audio from "60 Minutes"]: I find it outrageous that the president is running for re-election on the grounds that he's done such great things about terrorism.... He ignored terrorism for months, when maybe we could have done something to stop 9-11.

ANNOUNCER [v/o]: George Bush. A failure of leadership.

MoveOn PAC is responsible for the content of this advertisement.

(On screen: "Paid for by MoveOn PAC, www.moveonpac.org. This Communication is not authorized by any candidate or candidate's committee. MoveOn PAC is responsible for the content of this advertisement.")

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn.org Tackles Mercury Pollution

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, March 26, 2004

MoveOn.org, in collaboration with an environmental advocacy group, goes on the air today with a simple yet aggressive ad to protest [President Bush's](#) policy toward mercury pollution.

Most of the on-screen action in "Mercury" consists of an animated "skull-and-crossbones" symbol that morphs according to the announcer's monologue.

"Mercury is a dangerous poison still being produced by coal-burning power plants," the voice says, the symbol appearing alongside smoldering smoke stacks, which "gets into the air, the water and then into the fish we eat." This can "cause brain damage in children," the ad goes on, as the symbol becomes a deformed skull.

A large smiley face then appears as the announcer says power plant owners are big Bush donors, and the president is now "wants the EPA to change the law to say that mercury isn't so dangerous." The ad concludes, "Tell the EPA not to let this happen."

"Mercury" begins airing today on cable stations in the New York City and Washington, D.C., media markets in an initial \$40,000 ad buy. Zimmerman and Markman produced the spot.

The EWG Action Fund, co-sponsor of the TV ad campaign, is the political arm of the Environmental Working Group, which, according to its [Web site](#), seeks "to expose threats to your health and the environment, and to find solutions."

Environmental Protection Agency Administrator **Michael Leavitt** on Thursday [assured senators](#) that proposed regulations to control power plant mercury emissions would be issued this year. MoveOn.org [contends](#) the White House "has directed the EPA to weaken a proposal that would have required strict limits on mercury pollution from power plants."

This is not the only advertising planned by the MoveOn family of organizations. On Wednesday, MoveOn's political action committee made available [storyboards](#) of its new TV spot, slated to air nationwide next week, featuring recent testimony from former Bush counterterrorism coordinator **Richard Clarke** about his boss' shortcomings.

[**Editor's Note:** MoveOn.org originally provided NationalJournal.com with a version of this ad that never aired and has now been removed from our site. The revised ad is linked above, and the corrected script is below.]



[Click Here To See RealVideo™ Of "Mercury"](#)

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[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Mercury" (TV)

ANNOUNCER [v/o]: Mercury is a dangerous poison still being produced by coal-burning power plants. It gets into the air, the water and then into the fish we eat, causing brain damage in children.

(On screen: animation of "skull-and-crossbones" poison symbol, smokestacks, water, deformed skull)

President Bush has taken a lot of money from the people who own and run those polluting power plants, and now he wants the EPA to change the law to say that mercury isn't so dangerous.

(On screen: skull becomes a smiley face)

That means our children will go on eating mercury in their tuna, risking brain damage.

(On screen: smiley-face-and-cross bones on child's lunchbox)

Tell the EPA not to let this happen.

(On screen: Send the EPA your comments: moveon.org/mercury; Paid for by MoveOn.org and EWG Action Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush's Bilingual Knock On Kerry's Tax Past

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Friday, March 26, 2004

[President Bush](#) shifted his focus back to the economy this week, with the release of two new TV ads that attempt to juxtapose his and Sen. [John Kerry](#)'s (D) positions on taxes.

In "21st Century," Bush sticks to a positive message, saying, "We are in changing times, and the economy is changing." Seated in the White House next to first lady **Laura Bush**, the president tells viewers, "We've got tax cuts in place that'll help the economy grow." He concludes the spot by saying, "I'm optimistic about America because I believe in the people of America."

In "Differences," which is airing in both English and Spanish, Bush appears only to make the opening "I approve this message" announcement. An announcer then calls Kerry's economic record "troubling," and tells viewers the Massachusetts senator "voted to increase taxes on Social Security benefits," and "even supported raising taxes on gasoline 50 cents a gallon." As in an earlier ad, "[100 Days](#)," this spot also warns that Kerry's plan "will raise taxes by at least \$900 billion."

The spots, which began running on Thursday, will air in rotation on select cable networks nationwide and on broadcast channels in 18 states expected to be competitive this year: Arizona, Arkansas, Delaware, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. The campaign declined to say how much it was spending to run the ads, which were produced by consultant **Mark McKinnon** of Maverick Media.

For his part, Kerry released a new [ad](#) earlier this week that outlines opportunities the presumptive Democratic nominee hopes to help Americans realize, like "affordable" health care and a rollback of "tax cuts for the wealthy."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "21st Century" (TV)

PRESIDENT BUSH: We are in changing times, and the economy is changing.



[Click Here To See RealVideo™ Of "21st Century"](#)

[Click Here To See RealVideo™ Of "Differences"](#)

[Click Here To See RealVideo™ Of "Differences" \(Spanish\)](#)

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(On screen: Bush sitting with wife Laura; www.georgewbush.com)

We need new small business owners, and that's why the policies I've put forth help small businesses.

We've got tax cuts in place that'll help the economy grow. But we've also got plans to help people get the skills necessary to fill the new jobs of the 21st century.

I'm optimistic about America because I believe in the people of America.

I'm George W. Bush, and I approve of this message.

(On screen: Bush walking toward camera outside the White House; President Bush; Steady Leadership In Times Of Change; Approved by President Bush And Paid For By Bush-Cheney '04, Inc.)

Script of "Differences" (TV)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: Bush walking toward camera outside the White House; www.georgewbush.com)

ANNOUNCER [v/o]: John Kerry's economic record: troubling.

Kerry voted to increase taxes on Social Security benefits. And, he voted against giving small businesses tax credits to buy health care for employees. Kerry even supported raising taxes on gasoline 50 cents a gallon.

Now John Kerry's plan will raise taxes by at least 900 billion dollars his first 100 days in office.

And that's just his first 100 days.

(On screen: Approved by President Bush And Paid For By Bush-Cheney '04, Inc.)

Script of "Differences" -- Spanish (TV)

PRESIDENT BUSH [v/o]: Soy George W. Bush, y aprobé este mensaje.

(On screen: Bush walking toward camera outside the White House; www.georgewbush.com)

ANNOUNCER [v/o]: El plan económico de John Kerry: preocupa.

Kerry votó por aumentar los impuestos de los beneficios del Seguro Social.

Se negó ayudar a nuestras pequeñas empresas poder dar mejores beneficios médicos a sus empleados.

Kerry apoyó subir los impuestos de la gasolina -- 50 centavos por galón.

Ahora el plan de Kerry aumentara? los impuestos 900 billones de dolares -- Y eso es solo en los primeros 100 días.

(On screen: Approved by President Bush And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Outlines Broad Plan, Ignores Bush

By [Meg Kinnard](#), NationalJournal.com

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Tuesday, March 23, 2004

Sen. [John Kerry](#), D-Mass., interrupts the string of back-and-forth ads between himself and **President Bush** with a spot airing today in 17 battleground states that outlines the opportunities Kerry hopes to help Americans realize.

An announcer says that Kerry "has fought for his country" as footage from the candidate's Vietnam service and presidential campaign announcement appear on screen. Kerry tells viewers his goals include making health care "affordable," "rolling back tax cuts for the wealthy" and "really investing in our kids." The announcer then mentions that Kerry has both "the military experience to defend America" and "a new plan to create jobs and put our economy back on track."

"Fought For His Country" launches today in Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. A spokesman for the campaign called the ad's scope "very significant" but declined to specify a dollar amount.

In a Monday conference call with reporters, Kerry campaign manager **Mary Beth Cahill** called "Fought For His Country" the "beginning of campaign-wide conversation" with voters about issues important to them, like job losses and health care. Riverfront Media is Kerry's ad consultant.

USA Today [reported](#) that the Bush campaign intends to launch ads before the end of the week criticizing the costs of Kerry's campaign proposals.

"Fought For His Country" is the first ad released by either Kerry or Bush in the past 10 days that doesn't mention the other candidate by name.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Fought For His Country" (TV)

(On screen: JohnKerry.com)

ANNOUNCER [v/o]: For 35 years, John Kerry's fought for his country.



[Click Here To See RealVideo™ Of "Fought For His Country"](#)

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(On screen: Vietnam-era footage of Kerry)

JOHN KERRY: We need to get some things done in this country: affordable health care, rolling back tax cuts for the wealthy, really investing in our kids. That's why I'm running for president.

ANNOUNCER: John Kerry. The military experience to defend America. A new plan to create jobs and put our economy back on track.

JOHN KERRY: I'm John Kerry, and I approved this message because it's time to put opportunity in the hands of all Americans.

(On screen: Approved By John Kerry And Paid For By John Kerry For President)

ANNOUNCER [v/o]: John Kerry. A new direction for America.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn.org Repeats Plea To Censure Bush

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, March 19, 2004



[Click Here To See
RealVideo™ Of
"Censure"](#)

MoveOn.org again calls for [President Bush's](#) censure in a new TV ad, saying that when a president "misleads us, he must face the consequences."

Last month, the group ran a [radio ad](#) featuring outtakes from Bush's [2003 State of the Union speech](#), in which he said Iraq was developing nuclear weapons and safeguarding terrorists. In the new TV spot, still shots from that speech appear as an announcer imitating the president's voice offers what Bush might have said had he "told the truth a year ago." The Bush imitator says there is "no evidence that Iraq has stockpiles of weapons of mass destruction," "no connection to 9-11" and "no imminent threat to America."

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Latest Polls
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If Bush had said these things, the announcer asks, "Would we have gone to war, spending \$125 billion and losing more than 500 American lives?"

"Censure" goes on the air Saturday in the New York City and Washington media markets, and will air for four days in an initial \$150,000 buy.

Zimmerman and Markman is MoveOn.org's media consultant.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Censure" (TV)

ANNOUNCER [v/o]: If George Bush had told the truth a year ago, here's what he might have said:

(On screen: President Bush's voice is being imitated)

BUSH IMITATOR: My fellow Americans, we have no evidence that Iraq has stockpiles of weapons of mass destruction. No connection to 9-11. No nuclear capability. They pose no imminent threat to America.

ANNOUNCER [v/o]: If he said that, would we have gone to war, spending \$125 billion and losing more than 500 American lives?

When a president misleads us, he must face the consequences. Congress should censure President Bush now.

(On screen: Paid for by MoveOn.org)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Takes Second Swipe At Bush On Jobs

By [Meg Kinnard](#), NationalJournal.com

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Thursday, March 18, 2004

The Media Fund, a new left-leaning 527 group, began airing its second TV ad this week criticizing [President Bush](#) for overseas outsourcing and job losses.

White smoke billows from a factory chimney on screen as an announcer says "it's true George W. Bush has created" jobs during his three years in office. The camera pans out as the voice says, "Unfortunately, they were created in places like China." Citations from government documents appear as the announcer discusses "the loss of nearly three million jobs" and "tax breaks to corporations that ship jobs overseas."

A spokeswoman for the Media Fund said "Jobs" was a collaborative effort among consultants from The Campaign Farm; Goodby, Silverstein & Partners; and Squier Knapp Dunn. The ad is on the air in Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin.

Last week, the Media Fund went [on the air](#) to remind the president that the American dream is "about hope, not fear" and "about more jobs at home, not tax breaks for shipping jobs overseas."

AP [reported](#) Wednesday that, combined with [ads](#) run by Sen. [John Kerry](#), D-Mass., the Media Fund and MoveOn.org "have helped Democrats match Bush ad for ad in key media markets." MoveOn.org recently launched a [TV ad](#) saying Bush is not on the side of American workers and plans to launch a new spot on Iraq war intelligence this weekend.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Jobs" (TV)

(On screen: Factory with Chinese writing on it; dramatization)

ANNOUNCER [v/o]: During the past three years, it's true George W. Bush has created more jobs. Unfortunately, they were created in places like China. Bush's policies encouraged the loss of nearly three million jobs.

(On screen: Bureau of Labor Statistics, 1/2001-2/2004)



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He supported tax breaks to corporations that ship jobs overseas.

(On screen: Treasury Department February 2003)

His economic report suggests this is a positive transformation.

(On screen: Economic Report of the President 2004; Los Angeles Times, 2/10/2004)

George W. Bush is taking our country in the wrong direction. It's time to make America work for every American.

(On screen: www.MakeAmericaworkforus.org; Paid For By The Media Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Kerry Counters Bush Claims On Taxes

By [Jennifer Koons](#), NationalJournal.com

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Monday, March 15, 2004

[John Kerry](#) (D) unleashed his first ad of the general election on Saturday, rebuffing claims by [President Bush](#) that the Massachusetts senator is "wrong on taxes."

In the ad, an announcer tells viewers: "Once again, George Bush is misleading America." The spot seeks to counter a charge in Bush's latest [ad](#) that says Kerry has proposed a \$900 billion tax increase. The announcer refutes the notion, saying the senator has "never called" for such a plan but rather, "wants to cut taxes for the middle class." Toward the end of the spot, the announcer asks, "Doesn't America deserve more from its president than misleading, negative ads?"

Riverfront Media produced the spot, which will air in 16 swing states for at least a week. The states are Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Hampshire, New Mexico, Nevada, Pennsylvania, Ohio, Oregon, West Virginia and Wisconsin. The Bush ads, which began airing on Thursday, are running in the same 16 states, as well as Delaware and Washington state. The Bush campaign also bought airtime on select cable networks nationwide. Both campaigns have declined to reveal the specific cost of the ad buys.

This is Kerry's first new ad in almost three weeks.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Misleading America" (TV)

ANNOUNCER [v/o]: Once again, George Bush is misleading America.

(On screen: TV showing Bush ad; newspaper clipping with headline: Bush Unveils Negative Ads Vs. Kerry; AP logo; Associated Press, 3/11/04)

John Kerry has never called for a 900 billion dollar tax increase.

(On screen: Excerpt from AP story: "John Kerry has never called for a \$900 billion tax increase.")

ANNOUNCER [v/o]: He wants to cut taxes for the middle class.



[Click Here To See RealVideo™ Of "Misleading America"](#)

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[Tip Sheet](#)

(On screen: Newspaper clipping with headline: Kerry Wants Deeper Middle Class Tax Cuts; AP logo; Associated Press 3/10/04)

Doesn't America deserve more from its president than misleading negative ads?

John Kerry will crack down on the export of American jobs, get health care costs under control and cut the deficit.

(On screen: Video footage of Kerry speaking at campaign event with American flag in the background)

JOHN KERRY [to camera]: I'm John Kerry, and I approved this message because we need to do what's right for America's economy.

ANNOUNCER [v/o]: John Kerry. A new direction for America.

(On screen: JohnKerry.com; A New Direction For America; Approved By John Kerry And Paid For By John Kerry For President)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Bush's Second Salvo Hits Kerry Directly

By [Jennifer Koons](#), NationalJournal.com

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Friday, March 12, 2004

President Bush unveiled the first negative ad of his re-election campaign today, in which he labels Massachusetts Sen. [John Kerry](#) (D) "wrong on taxes" and "wrong on defense."

In a TV ad titled "100 Days," an announcer paints a negative picture of "Kerry's plan" during his first three months in office. If elected, the ad says, Kerry would raise taxes by at least \$900 billion in order to "pay for new government spending." On homeland security, the announcer tells viewers, Kerry will "weaken the PATRIOT Act used to arrest terrorists and protect America." The ad does not explicitly mention the war in Iraq but tells viewers that the presumptive Democratic nominee "wanted to delay defending America until the United Nations approved."

The campaign also released a 60-second radio version of "100 Days" that begins by looking back at Bush's first 100 days in office. During that time, the announcer tells listeners, Bush "pushed for historic education reforms, higher pay for our soldiers and the largest tax relief package in history to grow the economy and create jobs."

In December, Kerry launched an [ad titled "100 Days"](#) that cites a variety of issues Kerry plans to tackle, such as declaring "an end to Bush's go-it-alone foreign policy" and making "energy independence a national priority."

A third Bush ad, titled "Forward," focuses on the choices voters will face in November. In the spot, Bush speaks directly to viewers, saying: "We can go forward with confidence, resolve and hope. Or we can turn back to the dangerous illusion that terrorists are not plotting and outlaw regimes are no threat." He continues with similar contrasts about the economy and health care and concludes the spot by saying, "Together, we're moving America forward."

Consultant **Mark McKinnon** of Maverick Media produced the spots. Bush's chief re-election strategist, **Matthew Dowd**, said Thursday that the ads will air in rotation on select cable networks nationwide and on broadcast channels in media markets in 18 states expected to be competitive this year. They are Arizona, Arkansas, Delaware, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. Dowd declined to put a specific cost on the ad buy.



[Click Here To See RealVideo™ Of "100 Days"](#)

[Click Here To See RealVideo™ Of "Forward"](#)



[Click Here To Hear RealAudio™ Of "100 Days"](#)

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Two earlier Bush [ads](#) -- "Tested" and "Lead" -- will be rotated off the air, Dowd said. But a third ad, titled "Safer, Stronger," will remain in rotation with the two new TV spots. "Safer, Stronger" has come under scrutiny for its explicit references to Sept. 11, 2001. In a teleconference with reporters Thursday, Dowd said the campaign has received "tremendously positive feedback" on the spot. "We're happy with the debate 'Safer and Stronger' has started, and we're happy to continue that," he said.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "100 Days" (TV)

(On screen: www.georgewbush.com)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: Image of White House)

ANNOUNCER [v/o]: A president sets his agenda for America in the first 100 days. John Kerry's plan: To pay for new government spending, raise taxes by at least 900 billion dollars.

(On screen: Taxes Increase At Least \$900 Billion)

On the war on terror: Weaken the PATRIOT Act used to arrest terrorists and protect America.

(On screen: Weaken Fight Against Terrorists)

And he wanted to delay defending America until the United Nations approved.

John Kerry: Wrong on taxes. Wrong on defense.

(Approved by President Bush; And Paid For By Bush-Cheney '04, Inc.)

Script of "100 Days" (Radio)

MALE ANNOUNCER: Paid for by Bush-Cheney '04 Inc.

PRESIDENT BUSH: I'm George W. Bush, and I approve this message.

MALE ANNOUNCER: Roosevelt. Eisenhower. Kennedy. Reagan.

FEMALE ANNOUNCER: Throughout history, the president of the United States has set an agenda for America in his first 100 days.

MALE ANNOUNCER: In President Bush's first 100 days, he pushed for historic education reforms, higher pay for our soldiers, and the largest tax relief package in history to grow the economy and create jobs.

FEMALE ANNOUNCER: But John Kerry's first 100 days? His plan to pay for new government spending will raise taxes at least 900 billion dollars, including taxes on small businesses -- costing jobs and reversing our economic recovery.

MALE ANNOUNCER: He'll weaken the PATRIOT Act used to arrest terrorists and protect America.

FEMALE ANNOUNCER: And Kerry would have delayed defending America until the United Nations approved.

Raise taxes, weaken the PATRIOT Act, delay defending America.

MALE ANNOUNCER: John Kerry: Wrong on taxes. Wrong on defense.

Script of "Forward" (TV)

(On screen: www.georgewbush.com)

PRESIDENT BUSH [to camera]: Over the past three years, Americans have faced many serious challenges.

Now, we face a choice. We can go forward with confidence, resolve and hope. Or we can turn back to the dangerous illusion that terrorists are not plotting and outlaw regimes are no threat. We can continue to work to create jobs, reform education and lower the cost of health care.

Together, we're moving America forward. I am George W. Bush, and I approve this message.

(President Bush. Steady leadership in times of change. Approved by President Bush; And Paid For By Bush-Cheney '04, Inc.)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Says Bush 'Eroding American Dream'

By [Jennifer Koons](#), NationalJournal.com

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Wednesday, March 10, 2004



[Click Here To See RealVideo™ Of "Dream"](#)

The latest group to go on the air with a counteroffensive against [President Bush](#)'s first re-election [commercials](#) is the left-leaning Media Fund. A TV ad that debuted today disparages the president for "eroding the American dream."

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In "Dream," an announcer reminds Bush that the American dream is "about hope, not fear" and "about more jobs at home, not tax breaks for shipping jobs overseas." The spot concludes by telling viewers, "It's time to take our country back from corporate greed and make America work for every American."

On Tuesday, the Bush re-election campaign filed a complaint with the Federal Election Commission, accusing the Media Fund "of violating a broad new ban on the use of 'soft money,'" [AP](#) reports.

The Campaign Farm and Squier, Knapp, Dunn produced the ad, which will air at a cost of \$5.1 million over the next two weeks. Group spokesman **Jim Jordan** said the spot will run in the following states: Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin.

The Media Fund joins MoveOn.org Voter Fund, another 527 group, that has launched ads critical of Bush administration policies over the past few months. Last week, MoveOn.org released a new [TV spot](#) telling American workers Bush is "not on our side." Jordan said the Media Fund works in conjunction with MoveOn.org and the New Democrat Network to target media markets.

On Monday, the conservative organization Citizens United launched its own [media campaign](#), criticizing Sen. [John Kerry](#), D-Mass., for being a "rich, liberal" elite.

On its Web site, the Media Fund describes itself as "an independent political organization established by prominent Democratic activists to conceive, produce and place TV, radio, print and Internet advertising in battleground states across the country to define the issues for the 2004 local, state and national elections."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Dream" (TV)

(On screen: American flag waving in background)

ANNOUNCER [v/o]: President Bush. Remember the American dream?

(On screen: Aerial shot of a middle class neighborhood; children swing on tire; worker in a factory whose welder's mask is lighted with sparks; man in a miner's helmet outside)

It's about hope, not fear. It's about more jobs at home, not tax breaks for shipping jobs overseas.

(On screen: Children on a school bus and running around a sprinkler)

It's about giving our children their chance, not our debt.

(On screen: Images of doctors, one surveying an X-ray)

It's about providing health care for people, not just profits.

(On screen: Workers throw bales of hay into a barn; stare into camera.)

It's about fighting for the middle class, not special interests. George Bush's priorities are eroding the American dream.

(On screen: Return to image of flag waving in background)

It's time to take our country back from corporate greed and make America work for every American.

(On screen: www.MakeAmericaworkforus.org; Paid For By The Media Fund)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

Group Slams Kerry's 'Lavish' Lifestyle

By [Jennifer Koons](#), NationalJournal.com

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Tuesday, March 9, 2004

The conservative group Citizens United came out swinging against Sen. [John Kerry](#), D-Mass., this week with an ad aiming to undercut the presumptive Democratic nominee's populist message.

The spot, titled "Man Of The People," imitates MasterCard's "priceless" campaign. The ad opens with a list of some of Kerry's personal expenses -- including a \$75 haircut, a \$1 million "luxury yacht" and four "lavish mansions." As a photograph of Kerry standing with fellow Sen. [Edward Kennedy](#), D-Mass., appears on screen, the announcer concludes the spot by saying, "another rich, liberal elitist from Massachusetts who claims he's a man of the people. Priceless."

The Strategy Group for Media produced the ads, which began airing Monday in select markets on broadcast and cable in Arizona, Colorado, Iowa, Maryland, New Mexico, Tennessee, Vermont, Virginia, Washington and Washington state. CU spokeswoman **Summer Stitz** characterized the cost of the media buy as a six-figure amount "significant for us." She said the ad would remain on the air through Friday.

On its [Web site](#), Citizens United describes itself as "an organization dedicated to restoring our government to citizens control."

CU is not the only group to jump into the presidential election race. For the past few months, the Democratic-leaning MoveOn.org Voter Fund has aired ads critical of **President Bush's** policies. Last week, the 527 group released a new [TV spot](#) telling American workers Bush is "not on our side."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Man Of The People" (TV)

(On screen: Photographs of the candidate, boats in a harbor and various pieces of real estate; John Kerry)

ANNOUNCER [v/o]: Massachusetts Senator John Kerry.

Hairstyle by Christophe's: \$75.



[Click Here To See RealVideo™ Of "Man Of The People"](#)

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[Latest Polls](#)
[Tip Sheet](#)

Designer shirts: \$250.

Forty-two-foot luxury yacht: \$1 million.

Four lavish mansions and beachfront estate: Over \$30 million.

(On screen: Kerry with his Massachusetts Sen. Edward Kennedy)

Another rich, liberal elitist from Massachusetts who claims he's a man of the people. Priceless.

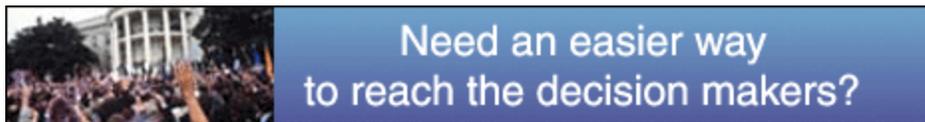
(On screen: John Kerry; www.citizensunited.org; 866-458-2004; Paid For By Citizens United)

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn.org: Bush Not In Sync With Workers

By [Meg Kinnard](#), NationalJournal.com

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Thursday, March 4, 2004

As [President Bush](#) went up with [the first ads](#) of his re-election campaign today, a 527 group often critical of the president's policies released a new TV spot telling American workers Bush is "not on our side."

In "Worker," the latest ad from the MoveOn.org Voter Fund, the camera follows a factory employee returning home late at night as an announcer says that "times are tough," so Americans "work overtime to make ends meet." As the man enters his home to find a pile of bills, the voice says that Bush "wants to eliminate overtime pay for eight million workers," has caused the loss of two million jobs and has cut overtime pay. "When it comes to choosing between corporate values and family values, face it," the announcer says. "George Bush is not on our side."

"Worker" was produced by Zimmerman and Markman. Another MoveOn.org ad, ["Child's Pay,"](#) is back on the air in some states, according to a March 4 release. That ad, which shows children performing menial tasks, asks viewers, "Guess who's going to pay off President Bush's \$1 trillion deficit?"

"Worker" and "Child's Pay" went on the air today in a combined 67 media markets in 17 presidential battleground states: Arizona, Arkansas, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin. A MoveOn.org Voter Fund spokeswoman said that the \$1.9 million ad buy runs through Monday.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Worker" (TV)

(On screen: Worker leaves factory at night, drives home, picks up stack of bills, sees sleeping family)

ANNOUNCER [v/o]: Times are tough. So you work overtime to make ends meet. Then you find out George Bush wants to eliminate overtime pay for eight million workers. Two million jobs lost. Jobs going overseas. And now, no overtime pay.



[Click Here To See RealVideo™ Of "Worker"](#)

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When it comes to choosing between corporate values and family values, face it, George Bush is not on our side.

(On screen: Paid for by MoveOn.org Voter Fund)

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2004 POLITICAL ADS

Bush Debut Lauds 'Steady Leadership'

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Thursday, March 4, 2004

President Bush touts his leadership abilities and record on protecting the United States against security threats in the first TV ads of his re-election campaign.

During a Wednesday news conference to unveil the initial four spots, Bush's chief re-election strategist, **Matthew Dowd**, said the ad buy represents the "beginning stages of a conversation" the president will have with voters over the next eight months.

The 60-second ad "Lead" strikes a positive note and focuses on Bush's "faith in the people of America." In the beginning of the ad, Bush tells viewers, "One of the things that must never change is the entrepreneurial spirit of America." In the spot, first lady **Laura Bush** appears seated next to her husband and praises him for having "the strength, the focus" and "the characteristics that these times demand." Dowd said the first lady is an "important asset" to the campaign.

In 1996, former President **Bill Clinton** launched his re-election campaign with a 60-second [ad](#) similar to Bush's "Lead." American flags waved in the background as Clinton's domestic policy accomplishments appeared on screen. The spot concluded with video footage of Clinton standing on a balcony in the White House. At the end of Bush's new ad, the president is seen walking down an outdoor corridor in the White House.

The 30-second ad "Safer, Stronger" appears in both English and Spanish. The spot includes minimal dialogue and refers to the challenges the nation has faced since Bush took office, including "an economy in recession, a stock market in decline" and "a dot-com boom gone bust." The commercial also explicitly references Sept. 11, 2001. Calling the terrorist attacks "a day of tragedy," the ad includes footage of an American flag flying in front of a damaged World Trade Center building.

"The last few years have tested America in many ways," an announcer tells viewers in the spot titled "Tested." Nonetheless, he says, "America rose to the challenge." The ad credits "freedom, faith, families and sacrifice" for helping the nation get through these "tough times." As in "Safer, Stronger," this ad also features footage of World Trade Center wreckage.



[Click Here To See RealVideo™ Of "Lead"](#)

[Click Here To See RealVideo™ Of "Safer, Stronger"](#)

[Click Here To See RealVideo™ Of "Safer, Stronger" \(Spanish\)](#)

[Click Here To See RealVideo™ Of "Tested"](#)

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Consultant **Mark McKinnon** of Maverick Media produced the spots. The ads will air in rotation on broadcast channels in media markets in at least 16 states expected to be competitive this year and nationwide on select cable networks. Dowd said a large section of the electorate will see the ads, but he would not confirm which states have been targeted so as not to reveal the campaign's strategy to the opposition. The chosen states are all 2000 battlegrounds, Dowd did add.

[*Editor's Note:* According to published reports, the Bush ads are running in 18 states -- Arizona, Arkansas, Delaware, Florida, Iowa, Maine, Michigan, Minnesota, Missouri, New Mexico, New Hampshire, Nevada, Ohio, Oregon, Pennsylvania, Washington, West Virginia and Wisconsin.]

Dowd declined to characterize the specific cost of the ad buy but described it as "moderate." He said the campaign has not decided how long these ads will remain on the air.

The ads do not mention or allude to the Democrats' presumptive nominee, Sen. **John Kerry**, D-Mass. Dowd said the "dialogue on Kerry has already begun," but he declined to say when ads directly addressing the Massachusetts senator would begin to air.

For his part, Kerry does not currently have any ads on the air, a campaign spokeswoman said Wednesday. But Bush's ads are not going unanswered. The MoveOn.org Voter Fund released [a new TV](#) spot in 17 states today criticizing the president's stance on overtime pay, saying Bush "is not on our side."

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Lead" (TV)

(On screen: Diner; www.georgewbush.com)

PRESIDENT BUSH [to camera]: One of the things that must never change is the entrepreneurial spirit of America. This country needs a president who clearly sees that.

(On screen: Bush speaking on the telephone; Bush reading)

LAURA BUSH [to camera]: The strength, the focus, the characteristics that these times demand.

(On screen: Unidentified man checking his cell phone; women speaking at a meeting; construction worker)

PRESIDENT BUSH [to camera]: And as the economy grows, the job base grows, and somebody who's looking for work will be more likely to find a job.

(On screen: Women in a U.S. military uniform saying goodbye to child)

I know exactly where I want to lead this country. I know what we need to do to make the world more free and more peaceful.

(On screen: Two men walker; women on the phone; family facing camera)

I know what we need to do to make sure every person has a chance at realizing the American dream.

(On screen: Teacher instructing class; senior citizen)

I know what we need to do to continue economic growth so people can find work, to raise the standards at schools so children can learn, to fulfill the promise to America's seniors.

(On screen: family clearing the table)

Americans are hard-working, decent, generous people. I'm optimistic about America because I believe in the people of America.

(On screen: Bush walking toward camera outside the White House; President Bush; Steady Leadership In Times Of Change; Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

PRESIDENT BUSH [v/o]: I'm President Bush, and I approve this message.

Script of "Safer, Stronger" (TV)

(On screen: Bush walking toward camera outside the White House; President Bush; www.georgewbush.com)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

Text on screen: January 2001. The challenge:

(Video footage of Bush reciting the oath of office, Jan. 20, 2001)

An economy in recession.

A stock market in decline.

(Declining stock market numbers)

A dot com boom... gone bust... Then...

(Video footage of the wreckage from the Sept. 11, 2001, terrorist attacks; Girl watches her father raising American flag)

A day of tragedy.

A test for all Americans.

Today, America is turning the corner.

Rising to the challenge.

Safer, stronger.

President Bush. Steady leadership in times of change. Approved by President Bush; And Paid For By Bush-Cheney '04, Inc.

(American flag waves)

Script of "Safer, Stronger" -- Spanish (TV)

(On screen: Bush walking toward camera outside the White House; President Bush; www.georgewbush.com)

PRESIDENT BUSH [v/o]: Soy George W. Bush, y aprobe este mensaje.

Text on screen: Enerdo de 2001: El Reto

(Video footage of Bush reciting the oath of office, Jan. 20, 2001)

Una economia en recesion.

La bolsa financiera en declive.

(Declining stock market numbers)

La bonanza de los punto com en bancarrota.

Y luego... un dia tragico.

(Video footage of the wreckage from the Sept. 11, 2001, terrorist attacks; Girl watches her father raising American flag)

Fue una prueba de nuestro valor.

Hoy, nuestros pais se mueve hacia delante.

Estamos mas seguros. Mas fuertes.

Con el Presidente Bush.

Vamos por buen camino.

President Bush. Steady leadership in times of change. Approved by President Bush; And Paid For By Bush-Cheney '04, Inc.

(American flag waves in background)

Script of "Tested" (TV)

(On screen: Bush walking toward camera outside the White House; President Bush; www.georgewbush.com)

PRESIDENT BUSH [v/o]: I'm George W. Bush, and I approve this message.

(On screen: Black and white video footage of Americans)

ANNOUNCER [v/o]: The last few years have tested America in many ways.

Some challenges we've seen before.

(On screen: Video footage of the wreckage from the Sept. 11, 2001, terrorist attacks)

And some were like no others.

(On screen: Girl watches her father raising American flag)

But America rose to the challenge.

(On screen: Two children run past school building; students pledge allegiance)

What sees us through tough times?

(On screen: Children playing in front of white church; family, firefighter)

Freedom, faith, families and sacrifice.

(On screen: President Bush; Steady leadership in times of change; www.georgewbush.com; Approved By President Bush And Paid For By Bush-Cheney '04, Inc.)

President Bush. Steady leadership in times of change.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

MoveOn.org Calls For Bush Censure

By [Jennifer Koons](#), NationalJournal.com

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Thursday, Feb. 19, 2004

MoveOn.org on Wednesday unveiled a new radio ad as part of its ongoing campaign to encourage Congress to censure [President Bush](#) over the war in Iraq.

In the 60-second ad, titled "Censure," an announcer tells listeners that "Bush has misled the American people and the Congress." The war in Iraq, the ad says, "has cost us over 500 American lives and untold billions of dollars" and "there must be consequences." The spot concludes by urging listeners to call their representatives and senators and tell them "it's the duty and obligation of Congress to censure George Bush."

As in the previous MoveOn [TV ad](#), "Polygraph," this new spot also includes audio excerpts of Bush's 2003 [State of the Union Address](#), during which the president warned Americans about the threats posed by **Saddam Hussein**.

According to a campaign press release, the initial ad buy will cost \$50,000. The ad is airing this week in Iowa, Kentucky, Maine, New Mexico and Tennessee. Zimmerman and Markman produced the spot.

[**CORRECTION** (March 19, 2004): In the lede paragraph, MoveOn's 527 component, the MoveOn.org Voter Fund, was erroneously listed as the sponsor of this ad.]

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Censure" (Radio)

ANNOUNCER: In speaking to the nation, President George Bush said:

PRESIDENT BUSH [delivering Jan. 28, 2003, State of the Union Address]: ... Saddam Hussein had an advanced nuclear weapons development program....

ANNOUNCER: But that wasn't true. Bush also said:

PRESIDENT BUSH: Saddam Hussein recently sought significant quantities of uranium from Africa....



[Click Here To Hear RealAudio™ Of "Censure"](#)

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ANNOUNCER: That wasn't true either. And he said:

PRESIDENT BUSH: Saddam Hussein aids and protects terrorists, including members of al-Qaida....

ANNOUNCER: There was no evidence that was true. President Bush has misled the American people and the Congress. When a president misleads the nation into fighting a war that has cost us over 500 American lives and untold billions of dollars, there must be consequences.

Call your representative in Congress and your senators today. Tell them, for the good of America, it's the duty and obligation of Congress to censure George Bush. Tell them to censure President Bush now.

Paid for by MoveOn.org.

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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