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01/13/2006 05:03 PM

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**CLC\_D21\_CRP\_Comments on NPRM 2005-28\_APPENDIX II.pdf**

# **APPENDIX II**

## **2000 Presidential General Election Advertising**

2000 POLITICAL ADS

## DNC Pushes Gore En Español

© National Journal Group Inc.  
Friday, June 23, 2000



[Click Here To See  
RealVideo™ Of  
"Issues -- Spanish"](#)

The Democratic National Committee is trumpeting Vice President [Al Gore](#) to targeted voters with ads aimed at Hispanic and black communities.

On Tuesday, the DNC began running a television commercial in Spanish saying Gore will fight for Social Security, Medicare, child health care and "world class public schools." The ad is running on Univision in Florida, Illinois, Wisconsin and New Mexico.

Also this week, the DNC began [running an ad](#) promoting Gore's support for a patients' bill of rights on Black Entertainment Television in Florida, Illinois, Louisiana, Michigan, Missouri, Ohio and Pennsylvania.

Both spots were produced by a group called Democratic Victory 2000, made up of Squier Knapp Dunn, Shrum Devine Donilon and **Carter Eskew**. The DNC did not say how much it was spending on the ad buys.

The GOP has been running a pro-[George W. Bush](#) (R) [ad](#) targeting Spanish-speaking voters, and the Bush campaign recently ran a [spot](#) featuring his Latino nephew, **George P. Bush**.

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "Issues -- Spanish" (TV)

**ANNOUNCER** [v/o]: Al Gore and the Democrats: We can count on them.

**AL GORE**: I'll fight to protect Social Security and Medicare. Extend health care coverage to our children -- let's do it. World class public schools for our children. They deserve it. Dreams: Together, we can realize our dreams for our families.

*(On screen: Al Gore and the Democrats; www.1-877-leadnow.com; Paid for by the Democratic National Committee)*

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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2000 POLITICAL ADS

## DNC Films Gore Health Care Spot No. 2

© National Journal Group Inc.  
Tuesday, June 20, 2000



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

The Democratic National Committee released on Monday its third television commercial this month supporting Vice President [Al Gore](#), a spot pushing his plan for a patients' bill of rights.

Gore says in the ad: "You better believe that there are insurance companies out there that don't want to see changes that will give the decisions on your health care back to the doctors and the nurses."

The DNC said the 30-second spot is running in "every region." Like the [other DNC ads](#), it was produced by a group called Democratic Victory 2000, made up of Squier Knapp Dunn, Shrum Devine Donilon and **Carter Eskew**. The DNC did not release the cost of the media ad buys, which were paid for with both hard and soft money.

Pushing for a "real" patients' bill of rights, the DNC is "indirectly" criticizing Gore's rival, [George W. Bush](#) (R), for a version he signed as Texas governor, the *Los Angeles Times* reports. The RNC has also run [spots pushing Bush](#).

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "Patients" (TV)

**ANNOUNCER** [v/o]: The issue: a real patients' bill of rights.

**AL GORE**: You better believe that there are insurance companies out there that don't want to see changes that will give the decisions on your health care back to the doctors and the nurses.

**ANNOUNCER**: The Al Gore plan ensures patients access to specialists, safeguards to make sure doctors -- not bureaucrats -- make medical decisions, stops HMOs from withholding information on treatment options to save money.

Taking on the insurance companies to pass a patients' bill of rights once and for all.

*(On screen: The Gore Plan: A Real Patients' Bill of Rights; www.1-877-leadnow.com; Paid for by the Democratic National Committee)*

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2000 POLITICAL ADS

## RNC Really Getting This Message Across

© National Journal Group Inc.  
Monday, June 19, 2000



[Click Here To See  
RealVideo™ Of  
"This Generation -  
- Spanish"](#)

Republicans have created yet another version of its [George W. Bush](#) Social Security ad -- this time in Spanish.

The 30-second ad, which began running in New Mexico on Friday, is part of the \$2 million ad buy the RNC began last week, and the script is largely the same as its [60-second spot](#) praising the Texas governor's plan to partially privatize Social Security.

A few days after releasing that ad, the RNC unveiled a [shorter version](#) of the spot that features Bush assuring viewers that his plan will keep their savings intact. That ad and the 60-second version are running in 17 states. All of the spots were produced by National Media.

The RNC said the New Mexico rendition is "this year's first Spanish-language television issue ad," but the same group ran a [Spanish-speaking ad](#) in California earlier this year.

The RNC and the [DNC](#) are both running soft-money commercials promoting their presumptive presidential candidates, Bush and Vice President [Al Gore](#).

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Translated Script of "This Generation" -- Spanish (TV)

**ANNOUNCER** [v/o]: It is your money. You deserve it. For that reason, Governor Bush's plan strengthens Social Security. It guarantees everyone at or near retirement every dollar of their benefits. There will be no cuts in Social Security. And the Bush plan gives younger workers the option to put a small part of their Social Security in sound investments they control -- for higher returns.

With George Bush's plan, this generation will save Social Security.

*(On screen: [www.SocialSecurityBlueprint.com](http://www.SocialSecurityBlueprint.com); Paid for by the Republican Party of New Mexico)*

*To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).*

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2000 POLITICAL ADS

## Dems Care Enough To Send The Very Best

© National Journal Group Inc.  
Monday, June 19, 2000



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

The Democratic National Committee's latest television commercial touting Vice President [Al Gore](#), running Father's Day weekend, features a Hallmark-like montage of Gore with his father and his son and statements Gore has made regarding fatherhood.

The ad has no spoken words but features orchestral music as written Gore quotes float by on the screen. "Don't ever doubt the impact that fathers have on children," reads one of the quotes, which Gore said at the 1998 funeral for his father, Sen. **Albert Gore Sr.**, according to the DNC.

The commercial also lists "the Gore plan" to "promote responsible fatherhood," "extend family and medical leave" and "end the marriage penalty for working families." The spot began running Friday and stopped on Sunday.

Produced by a coalition of Democratic consultants calling themselves Democratic Victory 2000 (including Squier Knapp Dunn, Shrum Devine Donilon and **Carter Eskew**), the ad ran in the same 15 states as the DNC's [previous spot](#), plus two new states.

The 15 original states include: Florida, Georgia, Illinois, Iowa, Kentucky, Louisiana, Maryland (aimed at Delaware viewers), Michigan, Missouri, New Mexico, Ohio, Oregon, Pennsylvania, Washington and Wisconsin. The markets more recently added to the mix are Arkansas and Maine.

The Republican National Committee is running [two versions](#) of a [George W. Bush](#) ad in the same 17 states and a [Spanish version](#) in New Mexico.

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "Fatherhood" (TV)

*On screen:*

"Don't ever doubt the impact that fathers have on children."

"Children with strong fathers learn trust ... that they're wanted, they have value."

"Boys learn from their fathers ... how to be fathers. I know I did" -- Al Gore.

The Gore Plan: Promote responsible fatherhood, extend family and medical leave, end the marriage penalty for working families.

Happy Father's Day; 1-877-leadnow.com; Paid for by the Democratic National Committee

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2000 POLITICAL ADS

## RNC Adds Bush To Commercial

© National Journal Group Inc.  
Thursday, June 15, 2000



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

["This Generation"](#)

After releasing its first soft-money ad -- a 60-second television spot running in 17 states -- promoting [George W. Bush's](#) (R) Social Security plan this week, the Republican National Committee on Wednesday began rotating in a revised version of the ad, a 30-second commercial featuring Bush speaking.

The second version still focuses on Bush's plan to partially privatize Social Security and features some of the first ad's script. But in this version, Bush begins the spot with a voice-over assuring viewers their savings will be intact. Bush says: "Government has made a commitment, and you have made your plans. These promises will be honored." The Texas governor also appears at the end.

The ad, produced by National Media, will rotate with the [longer spot](#). Both are running for seven to 10 days in the following markets: Arkansas, Florida, Georgia, Illinois, Iowa, Kentucky, Louisiana, Maine, Maryland (aimed at Delaware viewers), Michigan, Missouri, New Mexico, Ohio, Oregon, Pennsylvania, Washington and Wisconsin. The RNC is spending more than \$2 million in both hard and soft money on the ad buy.

The RNC launched the first spot a few days after Democrats [released an ad](#) trumpeting Vice President [Al Gore's](#) plan for a Medicare prescription drug benefit. That spot ran in the same markets as the GOP ad, except for Arkansas and Maine.

[Ad Spotlight](#) has the latest commercials from issue and advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "This Generation" (TV)

**GEORGE W. BUSH** [v/o]: Government has made a commitment, and you have made your plans. These promises will be honored.

**ANNOUNCER** [v/o]: George Bush's plan strengthens Social Security. It guarantees everyone at or near retirement every dollar of their benefits. No cuts in Social Security. And the Bush plan gives younger workers the choice to put a small part of their Social Security in sound investments they control -- for higher returns.

**BUSH**: This generation will save Social Security.

(On screen: [www.SocialSecurityBlueprint.com](http://www.SocialSecurityBlueprint.com); Paid for by the Republican Party of [state name])

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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2000 POLITICAL ADS

## GOP's Turn At Soft-Money Game

© National Journal Group Inc.  
Tuesday, June 13, 2000



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

Republicans this weekend responded to the Democrats' television ad pushing Vice President [Al Gore](#) with a spot trumpeting Texas Gov. [George W. Bush](#)'s (R) Social Security plan.

Just three days after the Democratic National Committee launched the soft-money general election battle with its [spot](#) highlighting Gore's plan for a Medicare prescription drug benefit last week, the Republican National Committee announced its own spot in the same 15 markets the Gore campaign targeted, plus two other states.

Produced by National Media, the GOP ad began running Monday mostly in swing states: Pennsylvania, Ohio, Michigan, Illinois, Missouri, Wisconsin, Iowa, New Mexico, Oregon, Washington, Florida, Georgia, Louisiana, Kentucky, Maryland (aimed at Delaware viewers), Arkansas and Maine. The RNC is spending more than \$2 million in both hard and soft money on the seven- to 10-day ad buy.

The 60-second spot says that "with our nation at peace and more prosperous than ever," Bush's plan to partially privatize Social Security will "strengthen and improve" the system. The spot attempts to calm seniors' fears about the plan by saying it "guarantees everyone at or near retirement every dollar of their benefits."

When the DNC announced its ad last week, Republicans said the move amounted to Gore breaking a pledge he made in March, when he challenged Republicans to run no soft-money ads. The Gore campaign and Democrats said Republicans had already broken the pledge with [ads](#) by outside groups.

[Ad Spotlight](#) has the latest commercials from WH 2000 hopefuls, congressional candidates and issue/advocacy groups.

### Script of "Social Security" (TV)

**ANNOUNCER** [v/o]: With our nation at peace and more prosperous than ever, now is the time to find real solutions to America's problems.

George Bush knows that to keep our commitment to seniors we must strengthen and improve Social Security now -- or the retirement of the Baby Boom generation will push it near bankruptcy. He's proposing a bipartisan plan to strengthen and improve Social Security.

The Bush plan guarantees everyone at or near retirement every dollar of their benefits. No cuts in Social Security. You paid into it; it's your money, and it will be there for you. And the Bush plan gives younger workers a choice to invest a small part of their Social Security in sound investments they control for higher returns.

Learn more about George Bush's voluntary plan for personal Social Security retirement accounts. The Bush blueprint: Better for seniors today, better for all of us tomorrow.

*(On screen: [www.SocialSecurityBlueprint.com](http://www.SocialSecurityBlueprint.com); Paid for by the Republican National Committee)*

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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## Dems Fire First With Health Care Spot

© National Journal Group Inc.

Thursday, June 8, 2000



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

The week the presidential primary season ended, the Democratic National Committee kicked off the general election battle between the parties with a television spot promoting Vice President [Al Gore](#)'s plan for a Medicare prescription drug benefit.

The new spot, paid for with both hard and soft money from Democratic state parties, will begin running today in 15 states: Florida, Georgia, Illinois, Iowa, Kentucky, Louisiana, Maryland (aimed at Delaware viewers), Michigan, Missouri, New Mexico, Ohio, Oregon, Pennsylvania, Washington and Wisconsin.

The ad focuses on Medicare recipient **Bob Darthez**, who the DNC says is "at the mercy of the big drug companies." Gore then says drug prices are "ridiculously high." He says, "When their doctors prescribe medicine for their health and their well-being, they ought to be able to take it."

Texas Gov. [George W. Bush](#)'s (R) spokesman, **Ari Fleischer**, said by running this ad, Gore is breaking his word. Citing Gore's March 15 challenge to Republicans to swear off soft-money ads, Fleischer said in a statement: "He promised not to run soft-money ads when he thought it would give him an advantage; now that he's losing in the polls, he's willing to break his commitment."

The Gore campaign says the Republicans already rejected the challenge as unidentified, GOP-leaning groups like [Shape The Debate](#) have run commercials bashing the vice president.

The DNC ad was produced by "Democratic Victory 2000," a combined effort of Squier Knapp Dunn, Shrum Devine Donilon and Carter Eskew.

[Ad Spotlight](#) has the latest spots from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "Prescription Drugs" (TV)

**ANNOUNCER** [v/o]: Every week, Bob Darthez has to afford his groceries and prescription drugs. He's worked a lifetime, but now he's at the mercy of the big drug companies. They're using money and lobbyists to stop progress in Washington.

Al Gore is taking them on. Fighting for a Medicare prescription drug benefit for seniors like Bob Darthez.

**AL GORE:** People can't afford these ridiculously high prices for prescription medicines. When their doctors prescribe medicine for their health and their well-being, they ought to be able to take it.

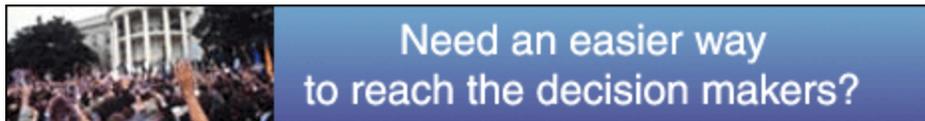
*(On screen: The Gore Plan; [www.1-877-leadnow.com](http://www.1-877-leadnow.com); Paid for by the Democratic National Committee)*

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2000 POLITICAL ADS

## Another George Bush On The Stump

© National Journal Group Inc.  
Friday, June 9, 2000

The **George W. Bush** (R) campaign has launched more ads aimed at Latino voters, these spots running in New York and featuring Bush's nephew, **George P. Bush**.

The ads were produced in both English and Spanish, which George P. -- the son of Florida Gov. **Jeb Bush** (R) and his Mexican-born wife, **Columba** -- speaks fluently. In the commercials, George P. says his uncle believes in "opportunity for every American, every Latino" and that he "understands our culture."

Produced by Maverick Media, the spots are running Sunday in New York City, coinciding with the Puerto Rican Day parade in Manhattan. George P., who is serving as the Youth Chairman at the GOP convention this summer, is marching in the parade Sunday.

Bush and other Republicans have run [other ads](#) aimed at the Latino community throughout this campaign cycle as Bush has received support from the traditionally Democratic group in his Texas efforts.

[Ad Spotlight](#) has the latest commercials by WH 2000 hopefuls, congressional candidates and issue/advocacy groups.

### Script of "Same As Mine (English)" (TV)

**GEORGE P. BUSH:** I'm a young Latino in the U.S. and very proud of my bloodline. In many ways, I am like any other American. I believe in opportunity, a level playing field for everyone and the achievement of the American dream.

I have an uncle that is running for president because he believes in the same thing: opportunity for every American, for every Latino. His name -- the same as mine, George Bush.

*(On screen: Es Un Nuevo Día; George W. Bush for President; Paid for by Bush for President, Inc.)*

### Script of "How About You? (English/Spanish)" (TV)



[Click Here To See RealVideo™ Of "Same As Mine \(English\)"](#)

[Click Here To See RealVideo™ Of "How About You? \(English/Spanish\)"](#)

[Click Here To See RealVideo™ Of "Same As Mine \(Spanish\)"](#)

[Click Here To See RealVideo™ Of "How About You? \(Spanish\)"](#)

**GEORGE P. BUSH:** Why vote for George W. Bush? Because he believes in family. Because he supports education. Because he knows we all are the new face of America. Because he wants no child to be left behind. Because it's time for a change. Because he understands our culture. Porque sabe que somos el futuro. Because he's a great guy. Porque el sueño Americano es para todos. Porque él será un gran presidente.

This is the reason -- esta es el razón -- why I'll vote for him. How about you? How about you? ¿Y tu? How about you?

*(On screen: Es Un Nuevo Día; George W. Bush for President; Paid for by Bush for President, Inc.)*

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## Bring Back The Cold War?

© National Journal Group Inc.  
Thursday, June 1, 2000



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

As **President Clinton** travels through Europe and prepares to meet with Russian President **Vladimir Putin** in Moscow at the end of the week, a group advocating a stronger U.S. missile defense system is running television ads in Washington, D.C., and abroad.

The Coalition to Protect Americans Now launched its new ad Wednesday, saying that while **Harry Truman, John F. Kennedy Jr.** and **Ronald Reagan** were strong defense leaders, Clinton and Vice President **Al Gore** "would give the Kremlin a veto over American missile defenses."

The 30-second ad, produced by McCarthy Marcus Hennings Ltd., is running in Washington, D.C., and on CNN International through the weekend. The group ran its [first ad](#) last week, and CPAN executive director **Tom Mead** said the group has spent "well into the six figures" at this point and could go into seven figures by the end of the year.

This week's trip marks the first time Clinton has met with **Boris Yeltsin's** successor since Putin was elected president in March, *USA Today* reports. Clinton indicated Wednesday that he is willing to share missile defense technology with "civilized nations" and said he will carry that message to Moscow, the Associated Press reported. Mead said CPAN will review what Clinton does this week before deciding on future ad buys.

CPAN supports a layered missile defense including sea, land and space-based defenses. Its founders include **Frank Gaffney**, who worked on defense issues for President Reagan, and **Henry Cooper**, who directed the Strategic Defense Initiative, also known as "Star Wars."

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, congressional candidates and WH 2000 hopefuls.

### Script of "Berlin" (TV)

**ANNOUNCER** [v/o]: Truman stood up to the Kremlin and saved Berlin. JFK stared down Soviet missiles in Cuba. Reagan toppled a Soviet wall and empire.

**RONALD REAGAN** [footage]: Mr. Gorbachev, tear down this wall.

**ANNOUNCER** [v/o]: But today, Clinton and Gore would give the Kremlin a veto over American missile defenses. Dangerous nations are getting nuclear missiles, and America is unprotected against missile attacks.

President Clinton, America needs a strong missile defense -- now.

*(On screen: ProtectAmericansNow.com; Paid for by Coalition to Protect Americans Now)*

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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2000 POLITICAL ADS

## New Group Blasts Admin's Defense System

© National Journal Group Inc.  
Wednesday, May 24, 2000



[Click Here To See  
RealVideo™ Of  
"Where Will You  
Be?"](#)

A newly formed, Republican-leaning group called Coalition to Protect Americans Now argues for a better missile defense system and bashes **President Clinton** and Vice President [Al Gore](#) in a new television ad.

The 30-second spot's announcer asks: "Where will you be when the missiles are launched?" The announcer also says that "America has no defense against missile attacks" and that "Clinton and Gore have left us unprotected" from North Korea and Iran.

Produced by McCarthy Marcus Hennings, the ad is running Sunday through Friday in Washington, D.C., in a \$100,000-plus ad campaign that also includes print media.

CPAN says its goals are to "lay the groundwork for the next president to order ... the deployment of effective, layered missile defenses ..." and to "counter initiatives, such as the looming Clinton-Putin 'grand bargain,' that would foreclose such a deployment."

The group's founders include **Frank Gaffney**, who worked on defense issues for **President Reagan**, and **Henry Cooper**, who directed the Strategic Defense Initiative, also known as "Star Wars."

Meanwhile, Peace Action also released a [new ad](#) this week to convince legislators to vote against the "Star Wars" anti-missile system.

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, congressional candidates and WH 2000 candidates.

### Script of "Where Will You Be?" (TV)

*(On screen: Paid for by Coalition to Protect Americans Now)*

**ANNOUNCER** [v/o]: Where will you be? Where will you be when the missiles are launched? Dangerous nations like North Korea and Iran will soon have nuclear missiles that can hit our cities.

But America has no defense against missile attacks. Clinton and Gore have left us unprotected. Nearing the election, they admit maybe we do need a missile defense -- but only a limited system -- and only with Russia's permission.

Where will you be?

*(On screen: We need a strong missile defense; ProtectAmericansNow.com)*

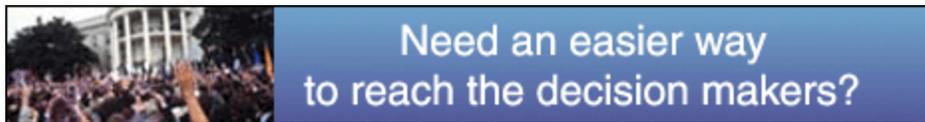
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2000 POLITICAL ADS

## RNC Asks Latinos To Keep Open Minds

© National Journal Group Inc.

Thursday, April 6, 2000



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

Again courting the Latino vote, the Republican National Committee released a new television commercial featuring a Mexican-American woman saying she would "keep an open mind" and possibly vote Republican this year.

Running in Fresno, Calif., in a "test buy," the ad shows **Christina Bustos** telling her "real-life story" about her family moving to California for a "better future." Bustos says, "I've always been independent, but lately, I've been hearing from the Republicans about education, opportunity and family."

The spot was produced in both English and Spanish by Guerra DeBerry and Company from San Antonio, and it will begin running in Fresno on Monday in a \$125,000 buy. If the ad is judged successful, the RNC plans to expand the buy.

A poll by the RNC last year found that 30 percent of Latinos "already consider themselves Republicans" and that 25 percent "consider themselves independent and are willing to be persuaded," according to a press release.

This election, Republicans and Democrats have both run [ads targeting Spanish-speaking voters](#), trying to collect votes from the traditionally Democratic constituency that is growing in electoral influence.

[Ad Spotlight](#) has the latest spots from issue/advocacy groups, congressional candidates and WH 2000 hopefuls.

### Script of "Open Mind" (TV)

**CHRISTINA BUSTOS:** My parents were dreamers. They came to Los Angeles from Mexico wanting a better future. They learned the language, worked hard and raised a family.

I'm Christina Bustos. Today, I'm living the American dream. Politically, I've been independent, but lately, I've been hearing from the Republicans about education, opportunity and family.

Papa, I've heard what you have to say. This year I plan to keep an open mind and vote for the best person -- and that includes Republicans. Because now it is our time to dream.

*To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).*

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2000 POLITICAL ADS

## Shaping The Debate About Gore

© National Journal Group Inc.  
Thursday, March 30, 2000



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

A group of California Republicans is calling Vice President [Al Gore](#) a hypocrite in a television ad modeled after the game show "Jeopardy!"

In the ad, which began running Monday, contestants pick questions from the category "Political Hypocrites," in which all of the answers are "Al Gore." The questions involve campaign finance reform, Medicare cuts and the tobacco industry.

Produced in house by the group called Shape the Debate, the spot is running nationally on cable and heavier in Washington, D.C.; New York; and San Francisco, Los Angeles and San Diego, Calif. The group bought a month's worth of media time for \$1.5 million.

Former California Gov. **Pete Wilson** (R) helped the group raise the money, but Wilson has no official position with Shape the Debate. The group hopes to raise another \$2 million to \$3 million for another round of spots later this spring, mostly in California, which holds the most electoral votes for November.

[Ad Spotlight](#) has the latest commercials from issue/advocacy groups, WH 2000 hopefuls and congressional candidates.

### Script of "Hypocrisy" (TV)

*(Set like Jeopardy)*

**GAME SHOW HOST:** Welcome to Hypocrisy. Contestants, are you ready?

**CONTESTANT NO. 1:** Political Hypocrites for \$200.

**GAME SHOW HOST:** He says he's for campaign finance reform but held an illegal fundraiser at a Buddhist temple.

**CONTESTANT NO. 1:** Who is Al Gore?

**GAME SHOW HOST:** Correct.

**CONTESTANT NO. 1:** Political Hypocrites for \$400

**GAME SHOW HOST:** He promised never to cut Medicare but cast the deciding vote to cut Medicare by \$55 billion.

**CONTESTANT NO. 2:** Who is Al Gore?

**GAME SHOW HOST:** Correct.

**CONTESTANT NO. 2:** Political Hypocrites for \$600.

**GAME SHOW HOST:** He crusades against tobacco, but he grew it and sold it on his very own farm.

**CONTESTANT NO. 2:** Who is Al Gore?

**GAME SHOW HOST:** Mr. Gore has a lot to explain. That's Hypocrisy. Bye-bye.

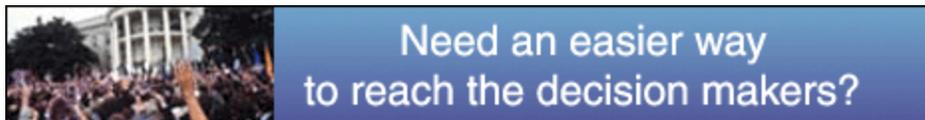
*(On screen: Paid for by Shape The Debate)*

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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2000 POLITICAL ADS

## Bush: Taking On The Three R's

© National Journal Group Inc.  
Friday, March 17, 2000



[Click Here To See  
RealVideo™ Of  
"Challenge The  
Status Quo"](#)

After a post-primary hiatus, Texas Gov. [George W. Bush](#)'s (R) campaign released a new television commercial Friday on education to air in the swing states Illinois, Iowa, Kentucky and Missouri.

The 60-second ad claims that under **President Clinton** and Vice President [Al Gore](#), national reading and math scores were unimproved, and the "gap between poor and non-poor students remains wide." It then says that as president, Bush would "challenge the status quo" on education. Bush's ads are produced by Maverick Media.

Bush and Gore both stopped releasing new ads after the March 7 Super Tuesday race practically sealed their nominations for their parties. This ad reflects Bush's attempt to win over the middle of the country, which remains the most unpredictable region for the general election. [Polls](#) show education remains one of the top priorities among American voters.

[Ad Spotlight](#) has the latest spots from WH 2000 hopefuls, down-ballot candidates and issue/advocacy groups.

### Script of "Challenge The Status Quo" (TV)

*(On screen: Paid for by Bush For President)*

**ANNOUNCER** [v/o]: Is the status quo in America's schools good enough? Under Al Gore and Bill Clinton, national reading scores stagnated. America's high school students place almost dead last in international math tests. The achievement gap between poor and non-poor students remains wide.

*(Source: NAEP 1998 Reading Report Card, U.S. Department of Education)*

Gore and Clinton had eight years, but they've failed.

As president, George W. Bush will challenge the status quo with a crusade to improve education. He'll fight for reforms hailed as the most fundamental in a generation, demand high standards for accountability for students and teachers, restore local control of schools, increase funding but change the system so successful schools are rewarded and failing ones must improve.

He'll turn Head Start into a reading program and close the achievement gap that hurts those on the edges of poverty.

(On screen: [www.georgewbush.com](http://www.georgewbush.com))

His goal? Teach every child to read because there are no second-rate children, no second-rate dreams.

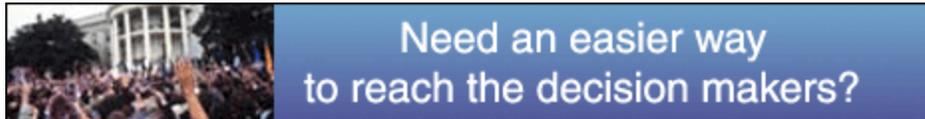
Governor George W. Bush: A fresh start for education.

To view the ad, you will need RealPlayer™ G2, which is available for free from the [Progressive Networks Web site](#).

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