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

**APPENDIX I**  
**1999 Presidential Primary Election Advertising**

1999 POLITICAL ADS  
The Ads Of 1999

© National Journal Group Inc.  
Thursday, Dec. 23, 1999

In 1995 **President Clinton** and the Democratic National Committee took early advertising to new levels. And in 1998, an FEC ruling on "issue ads" threw open the doors for others to follow suit. As a result, 1999 saw more ads airing earlier than ever before. Notable among them were the following spots -- which shaped the news, set trends for 2000, or were simply too interesting to miss:



[The Top 10](#)

[Celebrity Watch](#)

[Things People Say...](#)

[The Flub Factor](#)

The Top 10

- **U.S. Term Limits, Washington's 5th District:** These determined rabble-rousers waged an [all-out war](#) with GOP Rep. **George Nethercutt** after he broke his 1994 promise to serve only three terms and announced he would run again in 2000. Complete with newspaper ads, [television](#) and [radio ads](#) and bumper stickers, the group's campaign included these [spots](#) National Journal collected throughout 1999.
- **Citizens For Better Medicare:** This pharmaceutical industry-backed coalition blanketed Washington, D.C., and markets nationwide with its [ads](#) featuring "Flo," the spunky senior who doesn't "want big government in my medicine cabinet." The [ads](#) even irked the Clinton administration, which complained about the campaign to industry leaders in September. The group launched [a new "Flo" ad](#) days later.
- **Message and Media:** The Dem ad firm, which helped upset former Rep. **Michael Pappas**, R-N.J., in 1998, advertised for itself with this [television spot](#) that features Pappas singing his "Twinkle, Twinkle, **Kenneth Starr**" masterpiece on the House floor and reminds other members that "We're watching."
- **Lamar Alexander, WH 2000:** The candidate is gone, but the issue remains. The second Republican to drop out of the race citing **George W. Bush's** fund-raising juggernaut (after **John Kasich**), Alexander in this [ad](#) warned of the White House being auctioned to the highest bidder. Later in the year, Utah Sen. **Orrin Hatch** picked up the theme with his "skinny cat" campaign: [ads](#) featuring Utah celebrities calling for a million people to send Hatch \$36 checks so he can catch up to Dubya's fundraising level. Some have [responded](#), but for most part Hatch is still waiting.
- **Mike Parker, Mississippi governor:** With his [quirky ads](#), the former congressman caught up with Democrat **Ronnie Musgrove**, forcing the state

House to play the role of tie-breaker. Although it appears Musgrove has it in the bag, Parker's [hometown spots](#) gave the Dem a run for his money.

- **NRCC, House 2000:** Continuing the Republican attack that Democrats have been "raiding the Social Security surplus," [this spot](#) says Dems are dancing behind closed doors with the joy of being able to use the money for more government programs. Democrats railed against the ad, and it even caused controversy among the GOP House caucus.
- **RLC, WH 2000:** Fearing a repeat of 1996's scorched-earth ad tactics, the group released [this ad](#) warning **Steve Forbes** not to go negative against **George W. Bush** and hurt the Republican Party. Forbes shot back with [a spot](#) bashing the the RLC as "Bush's liberal friends." The RLC began round two with a [radio ad](#) noting Forbes was once on their board. The publishing magnate has yet to respond to the RLC, but he has launched an [ad](#) calling Bush's Social Security plan "a betrayal."
- **Michigan Democratic Party, Senate 2000:** In this [radio ad](#), **Santa Claus** says GOP Sen. **Spencer Abraham** has been "very, very naughty." So Saint Nick is a Democrat -- who knew?
- **Al Gore, WH 2000:** Gore's [first television ad](#) of the campaign caught the establishment by surprise. As the story goes, the VP wrote and filmed it at a hotel in the middle of the night, outraged that Republicans had defeated the Comprehensive Nuclear Test Ban Treaty. A real live-by-the-seat-of-his-pants kind of guy, that Gore. **George W. Bush** also hit the nuclear buttons with his [defense ad](#), which features a young girl amid a missile-filled world, conjuring up memories of **Lyndon Johnson's** dramatic "Daisy" ad.
- **RLC, RNC, WH 2000:** Location, location, location. Republicans groups have been flanking Democratic television broadcasts -- Gore and Bradley's New Hampshire forum, Gore's town hall meeting -- with anti-Dem ads. The RLC had a beginning, middle and end [series](#) mocking the Democratic debates, while the NRC [spots](#) bookended the town hall meeting, saying Gore and Bradley both would raise taxes.

## Celebrity Watch

- **Bea Arthur** in [this spot](#) represents PETA, accusing **Al Gore** of "ordering thousands of chemicals to be tested on animals." (PETA also had a pink bunny following Gore on the campaign trail. When the 6-foot rabbit passed out from the heat at a July speech, Gore's security detail took him to the hospital. So much for animal cruelty.)
- **Martin Sheen** acts as spokesman for Project Abolition, a coalition of nuclear disarmament groups. The I'm-not-president-but-I-play-one-on-TV actor says in [the ad](#), "We must tear down this wall of denial and lead the world in nuclear disarmament."
- **Paul Newman** speaks for Business Leaders for Sensible Priorities in calling for a reduction in the country's nuclear arsenal. "Let's get the candidates to talk about the real issues," the actor and popcorn/salad dressing salesman says in [the ad](#).
- **Rosie O'Donnell** and **Susan Sarandon**: The Rudy-bashing talk show hostess and "Thelma and Louise" star moonlight for Handgun Control in these [television](#)

[spots](#) calling for Congress to "close the loopholes that give children and criminals easy access to firearms."

### The Things People Say...

- "There's a red jeep in the mountains/And it's coming round the bend/It's bringing us a message/From a West Virginia friend."  
*A country singer, crooning in a [radio ad](#) for the election of Democrat **Ken Hechler** in West Virginia's 2nd District.*
- "Patton says, 'I love you, Mr. President.' **Peppy Martin** says, 'I love you, Kentucky.'"  
*The [short \(and strange\) spot](#) from the GOP Kentucky governor long shot.*
- "When the Red Sox sold **Babe Ruth** to the Yankees ... When **Carmen Electra** married **Dennis Rodman** ... When **Richard Nixon** kept his tapes ... When Congress decided to drag out the impeachment trial ... What were they thinking?"  
*[The Sierra Club](#), making analogies to Rep. **Jim Kolbe**, R-Ariz., and his vote against the Defense of the Environment Act.*
- "You know, if you put a pot of honey in a forest, bears are gonna come along and put their paws in it."  
***Steve Forbes**, in his [first large ad buy](#) this summer, lambasting greedy politicians.*
- "America's richest trial lawyers are circling, and your health plan is the bait."  
*American Association of Health Plans' [shark-filled, lawyer-bashing spot](#).*
- "Thanks, Senator Abraham. Good job."  
*Business Roundtable [ads](#) thanking Republican senators for their health care votes.*
- "Republicans are killing initiatives for working families and sending them to their legislative graveyard."  
*The Democratic National Committee's [tombstone-filled spot](#) on health care reform.*
- "Imagine a world where there is no punishment for committing a crime. ... The Democrats and the president's budget plans could raid Social Security."  
*The National Republican Congressional Committee's [ad](#) targeting 12 swing districts.*
- "Tell Congressman Holt no political gimmicks. Because Social Security is your retirement fund, not the politicians' slush fund."  
*A [radio ad](#) from Americans For Economic Growth, an unknown conservative group with reported ties to House Majority Leader **Tom DeLay**.*
- "Did you ever get a threatening letter where the sender didn't have the courage to sign their name?"  
*The [response ad](#) from Rep. **Rush Holt**, D-N.J., noting that he is not Americans For Economic Growth's congressman.*
- "Les habla **George W. Bush**. Es un nuevo dia." (This is George W. Bush. It's a new day.)  
*The Texas governor targeted the Hispanic population in New Hampshire and Iowa with this WH 2000 [radio ad](#).*

- "Mr. Clinton, we hear you and the missus are thinking of moving to New York. If so, we Republicans can help." *Republican National Committee Chairman Jim Nicholson in an [RNC spot](#) noting that the GOP's tax relief plan would "let the average New York family keep over \$10,000 more of the dollars they earn."*

## The Flub Factor

- **John McCain, WH 2000:** The GOP senator and Vietnam war hero got into hot water with an [ad](#) showing footage shot in Arlington cemetery -- a direct violation of Defense Department rules. A revised, [cemetery-free spot](#) hit the airwaves soon after.
- **Bill Bradley, WH 2000:** An attention-grabbing [spot](#) for the Democratic hopeful featured a mother saying Bradley's push for mandatory 48-hour hospital stays after childbirth was the reason "my daughter is alive today." Critics questioned the ad, noting that Drumm's first child, who developed serious complications approximately 26 hours after birth, was born two years before Bradley proposed minimum-stay legislation. In a [follow-up ad](#), Drumm says it is her *third* child she credits to Bradley, because she would have been afraid to have another child without the new law.
- **Al Gore, WH 2000:** OK, so Gore has not made ads focusing on his inventing-the-Internet claim, but the Republican Leadership Council did. The April [television campaign](#) joined **Jay Leno, David Letterman**, Republican WH hopefuls and eventually the VP himself in mocking the misstep.

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

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1999 POLITICAL ADS

## Forbes Flaunts Union Leader Support

© National Journal Group Inc.  
Wednesday, Dec. 8, 1999

Republican **Steve Forbes** released a television ad Tuesday touting his endorsement from New Hampshire's largest newspaper, the *Manchester Union Leader*.



[Click Here To See RealVideo™ Of "Union Leader Endorsement"](#)

The 30-second spot, produced by Bill Eisner and Associates, began airing Tuesday on Iowa and New Hampshire networks and nationally on cable.

The paper announced its endorsement after last week's GOP primary debate in New Hampshire. Since then, the paper, which has clout among conservatives in the first primary state, has printed numerous editorials promoting Forbes.

In the commercial, the announcer quotes *Union Leader* editorials praising Forbes as "head and shoulders above the others" and having a determination to "restore a sense of decency" to the White House.

The Forbes campaign would not disclose how much it spent on the ad buy or for how long the ad will run.

[Ad Spotlight](#) has all the latest WH 2000 ads as well as a [searchable index](#) of down-ballot race and issue spots.

### Script of "Union Leader Endorsement" (TV)

*(Shots of Manchester Union Leader Dec. 3, 1999; fade to Forbes photos and Union Leader quotes)*

**ANNOUNCER** [v/o]: On Dec. 3, after the debate, the *Union Leader* made Steve Forbes their choice in the GOP primary, stating that he is head and shoulders above the others.

You'll get a thoughtful answer -- not a sound bite. He understands free enterprise and wants to free us from the IRS, cut back on government and let people make their own decisions.

Conservative leadership and a determination to restore a sense of decency to the White House. Steve Forbes can be the strong, principled leader America needs.

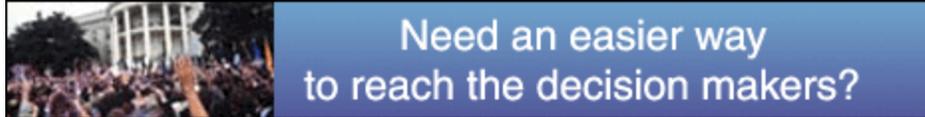
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1999 POLITICAL ADS

Forbes Steps Up TV Campaign, Calls For Social Security Reform

© National Journal Group Inc.  
Tuesday, Nov. 17, 1999

Republican White House 2000 candidate **Steve Forbes** began a round of national advertising yesterday, airing three spots promoting his ideas on taxes.

The ads, which will run on national cable TV networks and local affiliates in Iowa and New Hampshire, seek to address Forbes' stand on issues, rather than attack specific opponents the way critics say Forbes did in the 1996 presidential campaign. (The Republican Leadership Council [launched an ad](#) this week urging Forbes not to go negative this cycle.)

In the first ad, Forbes proposes creating a system in which "most of your Social Security taxes will be deposited directly into your own private account."

In a separate ad, Forbes calls for the elimination of the "40 percent tax burden" for middle-class families. He says a family's first \$36,000 should be free of federal income tax, and anything above that amount should be taxed at 17 percent. Forbes calls his plan to eliminate the inheritance tax "a new principle on taxation -- no taxation without respiration."

Forbes has also begun airing an ad outlining his life as chief executive of *Forbes* magazine and leader of Radio Free Europe. In the 60-second spot, the announcer calls Forbes "a champion of economic growth" and says the candidate "came to public life with a firm grasp of the nation's problems."

**Script of "Social Security"**

**STEVE FORBES:** I propose removing all the taxes and penalties on Social Security benefits because you've already paid the tax during your working life. And for those about to go on the system, you keep the old system because they've made lifetime decisions based on those promises.

But for younger people, we'll give you a choice. What I want to do is phase in a new system where most of your Social Security taxes will be deposited directly into your own private account. The money belongs to you. The government can't touch it.



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

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

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

## Script of "Taxes"

**STEVE FORBES:** As president, I'd propose a new economic plan that would remove this 40 percent tax burden from middle-class families.

Let's say you have a family of four. Your first \$36,000 would be free of federal income tax. And anything you earn about the \$36,000 level, you'd pay only 17 cents on the dollar. There would also be no tax on your pensions, no tax on capital gains and no death taxes. Sort of a new principle of taxation -- no taxation without respiration.

## Script of "Bio"

**ANNOUNCER:** He's been called a champion of economic growth and a visionary. He is Steve Forbes. With three decades of experience at *Forbes* magazine, he has vast knowledge of America's role in an ever-changing global economy. With Steve as chief executive, *Forbes* has become the foremost business magazine in the world.

He was chosen by Ronald Reagan to lead Radio Free Europe, which helped play a role in the fall of communism. A husband of 28 years and a father of five daughters, Steve understands the importance of raising children with strong values. Steve came to the public life with a firm grasp of the nation's problems and a passionate belief in America's promise for the next century. People responded to his call for reduced government and increased opportunity for all Americans.

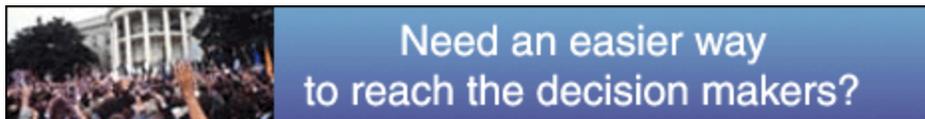
A conservative with innovative ideas and practical solutions. A man with character and direction. That man is Steve Forbes.

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

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1999 POLITICAL ADS

## Alexander Ad Mocks Big Money

© National Journal Group Inc.  
Friday, July 30, 1999

Republican presidential hopeful **Lamar Alexander** has released his first television ad in Iowa, which will run through the state's Aug. 14 straw poll.

The 30-second ad shows an auction taking place on the White House lawn, implying that the large amounts of money other GOP candidates are collecting -- like Texas Gov. **George W. Bush's** \$37 million -- reduce the campaigns to buying the presidency.



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

Alexander has campaigned hard in Iowa, and the straw poll may indicate which primary candidates have presidential potential. The ad, which was produced by the Alexander campaign, contends that big money may threaten Iowa's important status in presidential nominations.

"The presidency ought to be about raising children, farm prices and standards -- not just raising money," Alexander says in the ad.

More on the Alexander campaign is available in National Journal's [Campaign section](#). Additional WH 2000 ads can be found by searching the [Ad Spotlight archives](#).

### Script Of "Auction" (TV)

**TELEVISION REPORTER:** This just in: The Iowa caucuses have been canceled. An auction is underway on the White House lawn.

*(Cut to lawn)*

**AUCTIONEER:** Twenty-five, now 30, 30 now 40, 40 now 50.

**REPORTER:** The nomination is going to the bidder with the most cash.

**AUCTIONEER:** Fifty million, going once, twice, I've sold it for 50 million.

*(Cut to Alexander)*

**ALEXANDER**: The presidency ought to be about raising children, farm prices and standards -- not just raising money. I've been all over Iowa because the presidency's too important to be bought or inherited. It ought to be earned.

*On screen: Alexander, President, Paid for by Alexander for President, Inc., Terry E. Branstad, Chairman*

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

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1999 POLITICAL ADS

## McCain Campaign Unveils Its First Ad

© National Journal Group Inc.  
Tuesday, June 29, 1999

Arizona senator and GOP presidential hopeful [John McCain](#) unveiled his first television ad of the campaign Monday -- a 60-second spot airing in the San Diego, Calif., media market.



[Click Here To See RealVideo™ Of "Join The Fight"](#)

The ad, titled "Join The Fight," opens with a series of photos from McCain's past, focusing on his military record. After an announcer outlines some of the reforms -- Social Security and military spending in particular -- the candidate is best suited to enact, McCain appears and promises to "make government work for you for a change."

But to do so, McCain says, he needs voters help in fighting the special interests. The campaign's phone number is displayed prominently at the end, along with the headline, "Join The Fight." A new Web site address, [www.itsyourcountry.com](http://www.itsyourcountry.com), appears on-screen throughout the ad.

For other recent White House 2000 ads, search the [Ad Spotlight archives](#). More information on McCain and the other GOP hopefuls is available in the [Campaigns section](#).

### Script Of "Join The Fight"

**ANNOUNCER [V/O]:** He's always put America's interests ahead of his own. The son and grandson of Navy admirals, John McCain became a decorated Navy pilot. Shot down over Vietnam, McCain spent five and a half years as a prisoner of war in Hanoi.

John McCain is running for president to reform government. He's fighting to stop special interests from raiding Social Security to line their own pockets. Thousands in the military are on food stamps, because we can't get money away from the special interests. No one is more tested, or better prepared, to lead America.

**McCAIN:** My number one commitment is to bold conservative reform of government. But whether it's lowering taxes, improving schools or cracking down on government waste, the big-money special interests stand in the way.

Washington caters to their demands instead of listening to you. I need your help to clean up our campaign finance system and make government work for you for a change. Call now and join me in taking our country back.

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

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1999 POLITICAL ADS

## RLC Ad Targets Gore's Tax Increase Record

© National Journal Group Inc.  
Thursday, June 17, 1999

The same week [Vice President Gore](#) officially kicked off his White House 2000 campaign, the **Republican Leadership Council** rolled out a new TV ad focusing on Gore's record of supporting tax increases.



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

The 30-second spot, produced by **Jamestown Associates**, began running on June 15 and will continue airing during Gore's announcement tour. The ad is running in markets in Gore's home state of Tennessee, as well as Iowa, New Hampshire and Washington, D.C.

This ad marks at least the second time this spring the RLC has targeted Gore. During Gore's trip through California in early April, the [RLC ran ads challenging his statements](#) that he "invented the Internet" and "lived on" a farm in his youth.

Other ads from the 2000 presidential campaign are available in the [Ad Spotlight archives](#). Additional information on the presidential candidates, including contact numbers, profiles and polling archives, is available in National Journal's [Campaigns section](#). To link to the RLC's official Web site, please [click here](#).

### Script For 'Leadership'

**ANNOUNCER (V/O):** Al Gore has always been a leader.

As a young congressman, Gore lead the fight for higher income taxes.

As senator, he did it again.

And as vice president, Gore cast the deciding vote for the largest tax increase in history.

He's wrong. We're the Republican Leadership Council. We're fighting for lower taxes, less government and more freedom.

Join us. Together, we'll make higher taxes history.

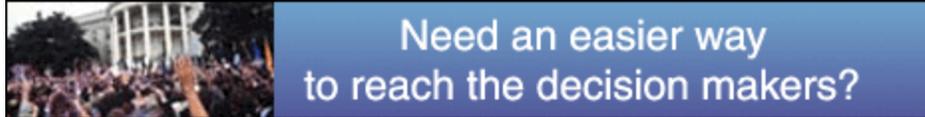
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1999 POLITICAL ADS

## Forbes Launches National Ad Blitz

© National Journal Group Inc.  
Wednesday, June 2, 1999

GOP presidential hopeful Steve Forbes kicked off a nationwide advertising campaign today. These seven TV spots are slated for cable buys across the country; radio and newspaper campaigns are also being mounted. The buys are expected to cost as much as \$10 million by summer's end.

Most of the TV ads feature Forbes in black and white, speaking to the camera about Social Security, the flat tax and the need for a leader with a "moral compass." The lone color spot doesn't feature the candidate at all, but rather shots of children at a parade while an announcer details Forbes' commitment to saving Social Security.

The ads were produced by Eisner|Johnson Political Consultancy. For previous radio spots from the Forbes campaign, [click here](#). Additional WH2000 ads can be found by searching [Ad Spotlight](#).

### Script Of "Parade"

**Announcer [V/O]:** The politicians in Washington are raiding the Social Security trust fund. And Steve Forbes wants to stop them.

That way we can preserve Social Security -- for this generation, and for generations to come.

Vote Steve Forbes -- for president.

### Script Of "Time"

**Forbes:** America is certainly doing well on paper these days. We've had a long run of prosperity, families are doing better, unemployment's low.

But something is still missing -- and that is time spent with our families.

That's why I'm running for president -- to put the American people back in charge again. Let them have time with their families. Once again, to truly enjoy life.



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

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

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

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

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

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

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

## Script Of "Bear"

Forbes: Politicians shouldn't raid the Social Security trust fund. They shouldn't be stealing from it, plundering it. That belongs to the American people. You know, if you put a pot of honey in a forest, bears are going to come along and put their paws in it. They can't help it -- it's their nature. You put a pot of money in Washington, politicians are gonna come along and put their paws on it. They can't help it. And that's why we should phase in a new system, with the bulk of your payroll tax, your Social Security tax -- especially if you're a younger person -- goes directly into your retirement account. And that way we won't have to depend on Washington politicians. Instead we'll do what we do in America when we have a problem -- take the power away from those that can't handle right, and return it to we the people. I trust the American people more on this than I do those in Washington.

## Script Of "Dream"

You know the American people, God bless 'em, spend most of their time concerned about their families, their communities, their work. They don't always pay a lot of attention to politics. But at a time like this, America's direction is being decided, each and every day. It's gonna take an outsider, who's not part of the political process, who's not caught up in the day-to-day, the give-and-take, the compromise with special interests. It's gonna take someone with executive experience, who knows how the world works and doesn't work, who has an appreciation for the greatness of the American people, but also knows what the barriers are. To people truly moving ahead. To truly realizing the American Dream, which as you know, is allowing each of us and all of us the chance to discover and to develop to the fullest our God-given talents. And anything that stands in the way of the dream we must fight, and anything that enhances the dream we must support.

## Script Of "Code"

Taxes are not just a means of raising revenue. Taxes are also a burden and a price. I think we have to change the whole system. Add it all up -- federal income taxes, state income taxes, Social Security taxes, Medicare taxes, everything you do, they're always taking something away from you. That's why I proposed a simple flat tax -- throw out the current code, and have something in that looks like it was designed by a normal human being.

## Script Of "Compass"

America today is on the cusp of what should be one of the most extraordinary years in human history. The real question is, will we realize these glittering opportunities, or are we going to be know to future generations as an era of missed opportunities? And I believe that America today can experience a new birth of freedom, but we have to make it happen. And it's going to take leadership, and it's going to take a sense of direction. It's gonna take a moral compass.

## Script Of "Honey"

Forbes: Politicians shouldn't raid the Social Security trust fund. They shouldn't be stealing from it, plundering it. That belongs to the American people. You know, if you put a pot of honey in a forest, bears are gonna come along and put their paws in it. You put a pot of money in Washington, politicians are gonna come along and put their paws on it. They can't help it. And that's why we should phase in a new system, with the bulk of your payroll tax, your Social Security tax, goes directly into your retirement account.

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

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1999 POLITICAL ADS

## RLC Targets Gore's Internet Statement

© National Journal Group Inc.  
Tuesday, April 6, 1999

The Republican Leadership Council is targeting **Vice President Al Gore** with a two-day TV ad campaign that pokes fun at his recent statement that he "invented" the Internet. The advertising buy coincides with Gore's policy-and-fundraising swing through California and Silicon Valley, in particular.



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

The 30-second spot, produced by **Jamestown Associates**, is airing on broadcast and cable TV outlets in San Francisco and San Jose on April 5 and 6. Gore is scheduled to attend a fundraiser in San Jose the evening of April 6. In addition, the ad is on CNN nationwide and on cable in Washington, D.C., according to RLC Communications Director **Matt Well**.

[Click here](#) to link to the Republican Leadership Council Web site.

Additional information on [Gore](#) and the other White House 2000 candidates, including contact information, profiles and polling archives, is available in National Journal's [Campaigns section](#).

### Script of "Reality"

(Sound of logging on to the Internet.)

**GORE:** I took the initiative in creating the Internet.

**ANNOUNCER:** Reality check. The Internet was created in 1969 by the Pentagon.

Gore said, "I lived on a farm. My father taught me how to take up hay all day long in the hot sun."

Well, not quite. Gore grew up in the top floor suite of a luxury hotel in Washington, D.C.

Gore also said, "I undertook the task to reinvent the federal government."

Yeah, right.

Earth to Gore. Stop trying to re-invent reality.

**INTERNET VOICE:** Good-bye.

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

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1999 POLITICAL ADS

## Forbes Fights NARAL Ad Claims

© National Journal Group Inc.  
Wednesday, March 31, 1999

Republican presidential hopeful **Steve Forbes** unveiled this 60-second radio ad in Iowa and New Hampshire on March 26 in response to TV spots the National Abortion and Reproductive Rights Action League ran days earlier in those states. (NARAL is now running those same ads in the Los Angeles media market.)



[Click Here For RealAudio™ Of "Fight Back"](#)

The [NARAL ads](#) primarily targeted Gov. **George W. Bush**, R-Texas, and **Elizabeth Dole** for their "anti-choice" positions, but also featured photos of Forbes and other GOP hopefuls.

This Forbes ad, produced by **John McLaughlin**, aired statewide in both Iowa and New Hampshire for one week. Forbes' press secretary, **Juleanna Glover Weiss**, characterized the buy as "pretty significant" in terms of dollars.

Forbes' rapid response to the NARAL campaign is considered a sign of how aggressively he will use his considerable personal fortune in order to win the GOP nomination in 2000. He is the first, and so far only, candidate to respond directly to NARAL's ads.

Additional information on [Forbes](#), [Bush](#) and [Dole](#), including contact information, profiles and polling archives, is available in National Journal's [Campaign section](#).

### Script Of "Fight Back"

**FORBES:** Here we go again. Al Gore's extreme liberal friends are already attacking me with negative TV ads. This is Steve Forbes. The extremist National Abortion League is running an ad attacking me and George Bush.

I don't know about Governor Bush, but I'm ready to fight back. I believe all life must be defended.

America's having a change of heart about abortion. A growing majority supports restrictions. I support parental consent. Al Gore doesn't. I would stop using taxpayer funds for abortion. Al Gore won't. And I oppose partial birth abortions. Al Gore doesn't.

I'm Steve Forbes. The next time you see an ad attacking me -- ask Vice President Gore why he's hiding, while his liberal friends do his dirty work.

For the facts, check our Web site at Forbes2000.com. That's Forbes2000.com.

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

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1998 POLITICAL ADS

## NARAL Ads Target Bush, Dole

© National Journal Group Inc.  
Wednesday, March 24, 1999

The National Abortion and Reproductive Rights Action League began broadcasting ads in Iowa and New Hampshire on March 22, attacking **George W. Bush** and **Elizabeth Dole** in separate spots as "anti-choice."

"They are equivocating on the issue of a woman's right to choose," NARAL President **Kate Michelman** said at a March 22 news conference. "If they travel down this road too long, people will begin to assume that they are not a threat."

Dole communications director **Ari Fleischer** responded, "It's unfortunate that special interest groups have already teed up their attack ads.... Elizabeth Dole is pro-life. She views this matter so seriously that she will address it in her own words and in her own way ... [in] short order."

Bush told Texas reporters, "I don't expect to get everybody's vote should I decide to run for the Presidency. I'm pro-life. ... I've had a clear and consistent position ever since I go into politics."

The ads will run in Manchester on WMUR-TV and Des Moines for the next two weeks, and may run later in California and New York.

Additional information on both [Bush](#) and [Dole](#), including contact information, profiles and polling archives, is available in National Journal's Campaign section.

### Script Of "Different"

Is Elizabeth Dole really that different from these Republican hopefuls? **Pat Robertson** calls Dole, "... a dear friend... I'd love to see her in the White House."

And on a woman's right to choose, Dole admits she supports a constitutional amendment to outlaw almost all abortions. No wonder a newspaper noted Dole has "... strong anti-abortion positions."

Like the rest of the Republicans on the far right -- Elizabeth Dole is anti-choice."

### Script Of "Hopeful"



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

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

Which Republican Presidential hopeful said 'I will do everything in my power to restrict abortions.'

[Picture of **Pat Buchanan**]

Nope. George W. Bush did.

And which Presidential hopeful said he would back a constitutional amendment to outlaw almost all abortions.

[Picture of **Dan Quayle**]

Again it's George W. Bush.

So which Presidential hopeful said, "I think the Republican Party ought to maintain its pro-life tenor?"

[Picture of **Steve Forbes**]

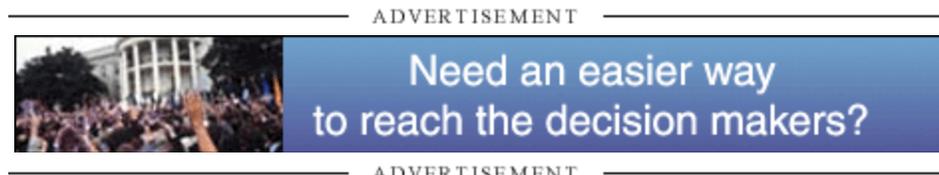
George W. Bush did.

Get the picture? George W. Bush is anti-choice

*To view the ad, you will need RealPlayer™ 4.0, which is available for free from the [Progressive Networks Web site](#).*

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