

BEFORE THE UNITED STATES FEDERAL ELECTION COMMISSION

RECEIVED
FEDERAL ELECTION
COMMISSION
MAIL ROOM
Oct 16 1 22 PM '96

In The Matter Of:

THE DEMOCRATIC NATIONAL COMMITTEE
and R. SCOTT PASTRICK, Treasurer;
DEMOCRATIC SENATORIAL CAMPAIGN
COMMITTEE and DONALD FOLEY,
Treasurer; AFL-CIO/COPE and
THOMAS R. DONAHUE, Treasurer;
STATE DEMOCRATIC
EXECUTIVE COMMITTEE OF ALABAMA
and JOHN D. SAXON, Treasurer;
DEMOCRATIC PARTY OF ARKANSAS
FEDERAL ACCOUNT and JIM PLEDGER,
Treasurer; DEMOCRATIC STATE
CENTRAL COMMITTEE OF COLORADO and
DAN R. MORRIS, Treasurer;
IDAHO STATE DEMOCRATIC
PARTY and CAROLYN BOYCE, Treasurer;
KANSAS DEMOCRATIC STATE
COMMITTEE and DANIEL LYKINS,
Treasurer; KENTUCKY STATE
DEMOCRATIC CENTRAL EXECUTIVE
COMMITTEE and CLAY PATRICK,
Treasurer; DEMOCRATIC STATE
CENTRAL COMMITTEE OF LOUISIANA
GENERAL FECA ACCOUNT and ROSS B.
ATKINS, Treasurer;
MAINE DEMOCRATIC STATE
COMMITTEE and JAMES S. BOWERS,
Treasurer; MINNESOTA
DEMOCRATIC-FARMER LABOR PARTY
FEDERAL ACCOUNT and PAUL K.
SCHULTE, Treasurer; NEW HAMPSHIRE
DEMOCRATIC STATE COMMITTEE and
KEITH REGLI, Treasurer; NEW JERSEY
DEMOCRATIC STATE COMMITTEE and
RAUL RUDY GARCIA, Treasurer;
DEMOCRATIC PARTY OF OREGON and
ARLENE COLLINS, Treasurer.

SENSITIVE

MATTER UNDER REVIEW

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FEDERAL ELECTION
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SECRETARIAT
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FEDERAL ELECTION
COMMISSION
OFFICE OF GENERAL
COUNSEL
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**COMPLAINT SEEKING ENFORCEMENT OF THE FEDERAL
ELECTION LAWS AND INJUNCTIVE RELIEF**

1. The Complainant in this Matter Under Review is the National Republican Senatorial Committee, by and through its General Counsel, Craig M. Engle, Esq. The official address is 425 Second Street, N.E., Washington, D.C. 20002.
2. Respondents include, but may not be limited to the Democratic National Committee, the Democratic Senatorial Campaign Committee, the AFL-CIO/COPE, and the various State Democratic Party Committees listed above, as well as the treasurers of these respective committees.
3. Complainant respectfully requests that the Federal Election Commission exercise its authority to investigate the violations of federal campaign finance law and regulations described in this Complaint, to have enjoined further violations of federal law and regulations, and to issue the appropriate sanctions for the violations that have already occurred.
4. Complainant respectfully submits the following information demonstrating reason to believe that the federal election laws have been violated.

BACKGROUND

5. As the Federal Election Commission (the "Commission") knows, the national press has recently focused on the institutional Democratic party's so-called "issue" advertising campaign against Republican Congressional candidates across the United States. As to the Democratic National Committee (the "DNC"), the Democratic Senatorial Campaign Committee (the "DSCC"), the AFL-CIO's Committee on Political Education (the "AFL-CIO/COPE"), and the various Democrat State Party Committees specifically named in this complaint, the national press has been suggested that these entities will spend approximately \$50 million between August 1, 1996 and the November 5, 1996 general election on so-called "issue" advertising, all of which is focused against Republican nominees for election to Congress.
6. Interestingly, much of the focus of this national reporting has been on the legal justification for such spending by the Democrats. As the Commission knows, since September 1, 1996, the National Republican Senatorial Committee (the "NRSC") alone has filed eight (8) formal complaints alleging specific violations of the Federal Election Campaign Act of 1971, amended, (the "Act") by the Democratic National Committee or the Democratic State Party Committees in Montana, Wyoming, Arkansas, Nebraska, South Dakota, Minnesota, New Hampshire and New Jersey. In addition, the Republican Congressional Campaign Committee has filed a number of specific complaints, starting in early 1996, alleging violations of the Act with respect to so-called "issue" advertising being prepared and paid for by the AFL-CIO. As recently as last week, Common Cause formally asked the Attorney General to name an independent counsel to investigate allegations of massive criminal violations of the Act by Democrat groups through the use of so-called "issue" advertising.
7. In addition, the *Washington Post* reported on October 9, 1996, at page one, that the Democrat Senatorial Campaign Committee (the "DSCC"), appears to have knowingly and willfully violated the explicit terms of the Conciliation Agreement it entered into with the Commission in 1995 regarding the so-called "tallying" of DSCC contributions for the direct benefit of identified Democrat Senate candidates. When asked directly by the *Washington Post* whether such a "tallying" program violated "the spirit of the law" and was contrary to the terms of the Conciliation Agreement, DSCC spokesperson Steve Jarding was quoted as saying: "Yeah. Welcome to American politics in the 90's." Such cavalier disregard for the requirements of the Act, especially by an official of a national party committee, is unthinkable.

21 "04" 403 "3700

8. The NRSC fully understands the budgetary and staff constraints under which the Commission's Office of General Counsel now operates with respect to the investigation of formal complaints and resultant compliance actions, such as the eight complaints which we have recently filed. However, the massive statutory violations currently being undertaken by the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent Democratic National Committee and the various Democrat State Party Committees named herein, with respect to this so-called "issue" advertising, are so outrageous and unconscionable that it is the Constitutional duty of the Commission to act without delay to investigate these allegations and stop this wholesale circumvention of federal law.

9. Given the budgetary limitations under which the Commission is operating, the NRSC believes that it is NRSC's responsibility to thoroughly document the allegations which it is herein making with respect to these "issue" advertisements. As a consequence, the NRSC forwards this complaint and herein presents actual, documented violations of the Act by the named Respondents. These actual violations have been documented at great expense to the NRSC because we believe that a complaining party bears a substantial responsibility for researching the allegations it makes, if it has any expectation that the Commission would move forward to investigate such allegations in a timely manner.

10. In that context and pursuant to the authority found at 2 U.S.C. §437g(a)(4)(A), the NRSC files this formal complaint with the Commission. This complaint alleges a series of knowing and wilful violations of the Federal Election Campaign Act of 1971, as amended, (the "Act") by the DNC, DSCC, AFL-CIO/COPE, and the Democrat State Party Committees cited above of (the "State Party Committees") with respect to the November, 1996 general election for United States Senator in these states. I respectfully request that the Commission move forward in an expedited manner to investigate this complaint, as is provided for at 2 U.S.C. §437g(a)(2). The complaint, on information and belief, alleges violations of 2 U.S.C. §§441a(a)(2), 441a(d), 441b(a), 441d, 434b and 11 C.F.R. §110.11(a)(2) involving the unlawful financing of television advertisements by the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees in connection with the general election campaign of the Democrat nominees for election to the United States Senate in each of these states. Our research shows that the total cost to the Respondents of preparing and airing the television advertisements, which are the subject of this complaint, is approximately \$3,288,332.00.

FACTS

11. According to a recent press accounts and Reports of Contributions and Expenditures filed with the Commission, the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees contracted with a number of media firms to prepare advertisements and to purchase time on television stations throughout the country for the express purpose of airing political advertisements in opposition to the candidacy of various Republican candidates for election to the United States Senate.

12. Attached, as "Exhibit 1", you will find a compendium of all of these advertisements as compiled by the Alexandria, Virginia-based media tracking firm of National Media, Inc. The "story boards" for each of these advertisements are included to give the Commission the exact text and video images used in the advertisements that are the subject of this complaint.

13. On or about the time that the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees were contracting to have such "issue" advertisements prepared and aired, the Democrat Senate nominees in these states were contracting with many of the same media production and buying firms to prepare and air political advertising in support of that Democrat nominee and in opposition to the Republican Senate nominee. In fact, the coordinated party expenditures made by the Respondent DNC, the Respondent State Party Committees and the benefitting Democrat Senate candidates is thoroughly documented in the eight formal complaints filed by the NRSC since September 1, 1996. The prima facie evidence of such coordination, as established in these eight complaints, is incorporated by reference in this complaint. What

21 "04" 403 "0701

the Commission will discover, from a review of the television advertising being aired with "federal" funds by the Respondent DNC and the Respondent State Party Committee as "coordinated expenditures" on behalf of benefitting Democrat Senate campaigns in the states, is that Respondent's so-called exempt "issue" advertising, complained of herein and paid for with "non-federal" funds, is identical in all material respects to Respondent's "coordinated" advertising. Respondent's "issue" advertising and their "coordinated" advertising is the same with respect to theme, visual images, text, graphics and message. All of Respondent's television advertising in opposition to Republican Senate candidates is essentially the same. Respondent's simply deem some of this advertising to be exempt "issue" advertising and some advertising to be "coordinated" political advertising. There appears to be no valid explanation for Respondent's determination as to this artificial distinction.

14. The numerous advertisements which are the subject of this complaint utilize a common theme or text which discusses in the most vague way the proposition that Republican Senate candidate (almost always specifically referred to by name and photograph in the text of the advertisements) has in some way mischaracterized his own public record, voted to "cut Social security" or to "destroy Medicare" or to give tax benefits to "the wealthy." The visual images and texts selected for these advertisements are nearly identical. In addition, the texts of these advertisements fail to focus on any identified legislative initiative pending before the U.S. House of Representatives or the Senate. Each of these advertisements contain explicit references to the pending election for United States Senate in the state in which the advertisement is airing and to the candidacy of the Republican Senate nominee. Each of these advertisements contains a clear and unambiguous "electioneering message" in opposition to the candidacy of the Republican nominee for the Senate.

15. Pursuant to 47 C.F.R. §73.1943, television stations are required by the Federal Communications Commission to maintain, for public inspection, a copy of "buy" orders for political advertising carried on that station. When contacted directly and asked to produce a copy of the "buy" order for the advertisements aired by the Respondents, the vast majority of these stations refused to comply with this request for the stated reason that the stations considered these advertisements to be "issue advertising", not political advertising. Independently obtained copies of many of these "issue advertising" buy-orders were attached as formal exhibits accompanying the above cited eight NRSC complaints.

16. As the Commission knows, under operation of state law, many Respondent State Party Committees may accept corporate treasury, labor union treasury and individual contributions in amounts which would either be prohibited by 2 U.S.C. 441b or be in excess of the limitations placed upon contributions to a federal committee by 2 U.S.C. 441a(a)(1)(C).

17. Upon information and belief, Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees paid for the costs of the advertisements at issue in this complaint as an exempt administrative or "issue" expense, using a mix of federal and non-federal funds.

18. Upon information and belief, Respondent DNC, DSCC, AFL-CIO/COPE, and Respondent State Party Committees used corporate treasury, labor union treasury and/or excessive personal contributions in their non-federal accounts in paying for these advertisements as an exempt administrative expense.

THE LAW

19. The law with respect to advertisements of this nature is well settled. Expenditures or disbursements made by the Respondents in connection with a federal election, such as the November, 1996 elections for United States Senator, are regulated and limited by the Act. The law requires that the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees must treat the preparation and placement costs of the advertisements at issue in this complaint as either a "coordinated expenditure" on behalf of the benefitting Democrat Senate nominee committees or as a "administrative expense", pursuant to 11 C.F.R. §106.5(a)(2).

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20. Whether these expenditures by the Respondents are to be treated as an "administrative expense" (the funding for such an expense being appropriately allocated, according to the formula previously established by the Commission, between the Respondent's federal and non-federal accounts) or as a "coordinated expenditure" will turn on (a) the exact text of the advertisement, (b) the geographic "placement" and timing of the media "buy" to air the advertisement, and (c) if the advertisement is prepared and aired in coordination with the benefiting federal campaign.

LEGAL ANALYSIS

21. Upon information and belief, the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees have not deemed these media "buys" to be "coordinated expenditures", but rather consider the "buys" to be an exempt national/state party "administrative" expense. This supposition is supported by the response of television station managers that the advertisements in question were "issue" not political advertisements and that the buy-orders for such advertisements need not be made available for public inspection under 47 C.F.R. 73.1943. This supposition is further supported by Respondents' use of their own individual disclaimer at the end of these advertisements.

22. With respect to the advertisements at issue in this complaint, the law requires that the production and placement costs associated with these advertisements be posted to the Respondents' "coordinated" contribution limit because (a) the text of these advertisements fails to employ the required "call to action" for the viewer to urge an identified officeholder and candidate to take an action on a legislative matter pending before his or her legislative body, (b) the state-wide placement and timing of these advertisements strongly suggests that Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committee's sole purpose in sponsoring these advertisements was to "inform" the largest number of voters possible that a Republican Senate candidate had been, some how, inaccurate in describing his own public record, and (c) of the obvious coordination between Respondents and the benefiting Democrat Senate nominee committees in the placement of these advertisements.

a. Message: As outlined in Advisory Opinions 1995-25, 1991-25, 1991-33, 1985-14, and 1984-15, the Commission has previously taken the position that in order for so-called "issue advertising" to fall outside the definition of a "contribution" or "expenditure" and thus be deemed an "administrative expense" or an expense aimed at a "generic voter drive" (pursuant to 11 C.F.R. §106.5(b)(2)), the text of the advertisement must meet a series of defined tests, including (1) if the text mentions any federal candidate, that there is no "express advocacy" of the candidate's election or defeat, nor can there be any reference to any "electioneering message" or reference to a federal election, (2) if there is a specific "call to action" in the text, that the "call to action" will urge the viewer to contact the federal candidate urging support for, or defeat of, a particular piece of legislation, and (3) the production and placement costs of the "issue advertising" must be allocated, pursuant to the Commission's formula, between a party committee's federal and non-federal accounts.

With respect to the advertisements at issue in this complaint, the text of these advertisements does not meet the stated requirements laid out by the Commission in the above cited Advisory Opinions regarding both the absence of any "express advocacy" or "electioneering message" and the nature of the "call to action" contained in the issue advertisement. In each of these advertisements placed by the Respondent DNC, DSCC, AFL-CIO/COPE, and the Respondent State Party Committees, there is unambiguous "express advocacy" or "electioneering message" in opposition to the candidacy of the Republican Senate nominee and a "call to action" which does not relate to any legislative issue now pending before the United States Congress and which cannot even be acted upon by the Republican candidate and officeholder for the reason that the U.S. Congress has adjourned sine die for the remainder of the year.

b. Placement and Timing: These advertisements were placed on television stations across the country for the sole purpose of "expressly advocating" opposition to and the defeat of a Republican Senate candidate

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through the use of a clear "electioneering message." These advertisements continue to run on television stations across the country weeks after the U.S. Congress adjourned sine die for the remainder of the year.

c. Coordination with the Benefitting Democrat Senate Campaigns: In placing these advertisements, the Respondents, in nearly every instance, employed the same media and political consulting firms and same visual and textual themes as the firms and themes currently employed by the benefitting Democrat Senate candidate to prepare and place his or her own political advertising. Interestingly, the visual and textual themes employed by Respondents in these so-called "issue" advertisements are identical to the visual and textual themes employed by Respondents for the political advertising which they are deeming to be non-exempt "coordinated" expenditures on behalf of the benefitting Democrat Senate candidates. The obvious coordination between Respondents and the benefitting Democrat Senate campaigns is established by the evidence appended to the above cited eight NRSC complaints. That evidence is specifically incorporated by reference herein. Such evidence alone presents a prima facie case of "coordination" between the Respondents and the benefitting Democrat Senate campaigns in this matter.

STATUTORY VIOLATIONS

23. Because the Respondents erroneously thought these advertisements to be exempt issue advertising, said Respondents had to pay for the production and placement costs associated with these advertisements using the federal/non-federal allocation formula previously established by the Commission for "administrative expenses." As the Commission knows, by operation of state law many of these Respondents are allowed to accept corporate treasury, labor union treasury and excessive personal contributions for their non-federal accounts. Since these advertisements do not meet all of the tests for an exempt "issue" advertisement outlined in the previously cited Advisory Opinions, said Respondents' use of any corporate treasury, labor union treasury or excessive personal contributions for the payment any of the costs associated with these advertisement is a specific violation of 2 U.S.C. §§ 441a(a) and 441b.

24. Further, because the law deems these media "buys" to be "coordinated expenditures" on behalf of the benefitting Democrat Senate campaigns, the Respondents are in violation of the Commission's regulation with respect to the proper disclaimer to be used by a party committee for a "coordinated" political advertisement, 2 U.S.C. §441d(a)(2). "Coordinated" party expenditures must carry a Commission approved "disclaimer" identifying the sponsor of the advertisement, the benefitting federal committee and indicating that there has been coordination between the sponsoring party committee and the benefitting federal campaign (see 11 C.F.R. §110.11(a)(2)).

25. Further, because the law deems the disbursements made to produce and air these advertisements to be "coordinated expenditures" on behalf of the benefitting Democrat Senate campaigns, the Respondents must reflect these expenditures (including the actual costs associated with the production of these advertisements) on their reports to the Commission, pursuant to 2 U.S.C. 434b, and treat the costs of these advertisements as part of the party committee coordinated contribution limit in each of the states in which the advertising has been or is being aired.

CONCLUSION

26. Given the violations of the Act described above, the NRSC urges the Commission to (1) find that the Respondents and their Treasurers knowing and wilfully violated 2 U.S.C. §441a(a)(2), 441a(d), 441b(a), 441d, 434b and 11 C.F.R. §110.11(a)(2) regarding the financing of the advertisements at issue in this complaint on television stations nationwide; (2) find that the Respondents and their Treasurers will knowingly and wilfully

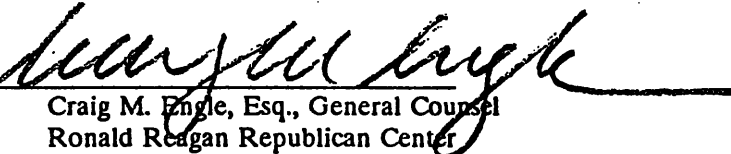
21-04-403-0704

violate 2 U.S.C. §434b should they fail to adequately report the "coordinated expenditures" that were made in connection with the preparation and placement of these advertisements; (3) impose appropriate penalties for such violations; and (4) order the Respondents to withdraw these advertisements and terminate all present and future television "buys" in support of these advertisements.

Respectfully Submitted,


National Republican Senatorial Committee

By:


Craig M. Engle, Esq., General Counsel
Ronald Reagan Republican Center
425 Second Street, N.E.
Washington, DC 20002

Exhibits Attached

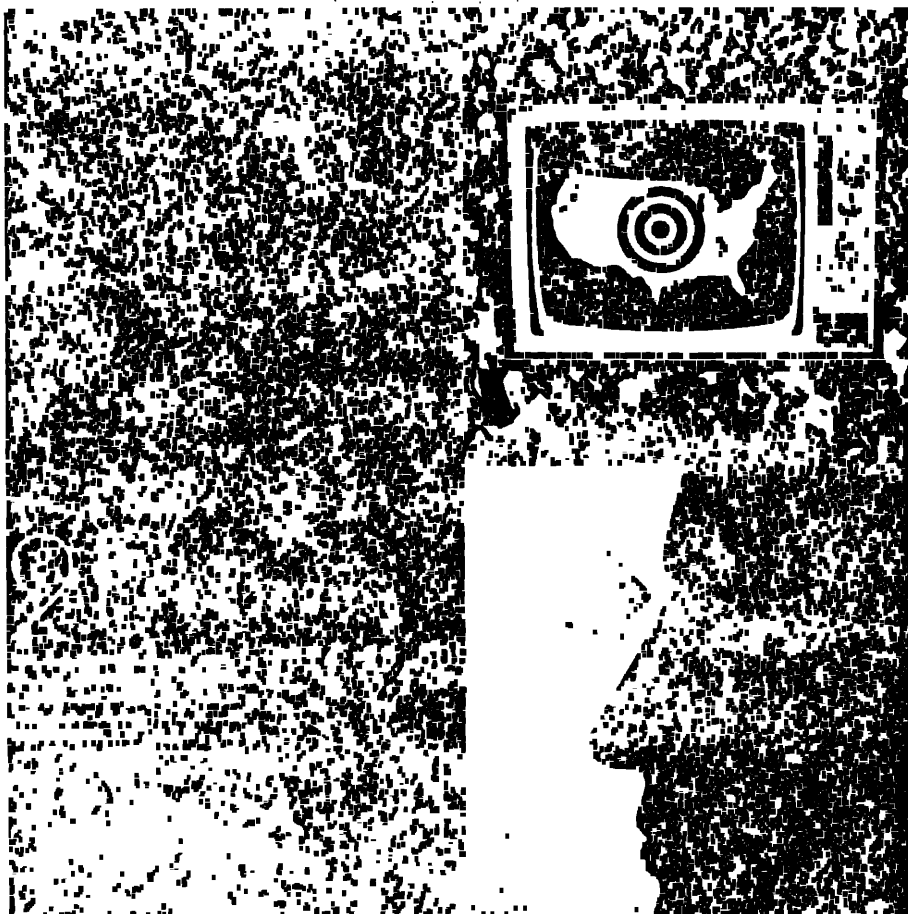
Subscribed and sworn to
before me this 16th day
of October, 1996


Notary Public

My Commission expires Nov 30, 2000

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"EXHIBIT 1"



National Media Inc

The Leader in Media Services for Issue/Advocacy/Political Campaigns

NRSC COMPETITIVE REPORT

OCTOBER 14, 1996

21:04-403.0706

TO: JoANNE BARNHART

FROM: EVAN TRACEY

DATE: 10/14/96

RE: COMPETITIVE REPORT

The following memo is in response to Craig Engle's request for a cover memo about our POLARIS system and how this cost report is compiled.

The NMI POLARIS system utilizes the CMR Ad Detector to digitally capture television commercials from broadcast networks, cable networks, and the top 75 broadcast spot market television stations. The Ad Detector collects new television commercials directly from these feeds, captures and electronically fingerprints each commercial and creates a digital electronic storyboards. Once a new creative is captured by the system it is continually tracked in all the markets for occurrence data.

NMI is the joint venture partner with CMR for all political and issue advertising information and collects and classifies all commercials internally. NMI views and classifies all political and issue creative 24-48 hours after they are first aired in the market. NMI examines each creative and classifies them under a coded system. Each creative is broken down by State/ Disclaimer/ candidate and attribute of an individual spot.

Cost and ratings data is calculated by NMI based on internal historical data that is updated based on Nielsen ratings books, station/daypart averages, markets availability and general advertising activity.

Attached is a list of markets NMI is tracking and a list of stations in the markets that pertain to 1996 Senate races.

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| MARKET | ST | RANK |
|--|-------|------|
| New York | NY | 1 |
| Los Angeles | CA | 2 |
| Chicago | IL | 3 |
| Philadelphia | PA | 4 |
| San Francisco-Oakland-San Jose | CA | 5 |
| Boston | MA | 6 |
| Washington | DC | 7 |
| Dallas-Ft. Worth | TX | 8 |
| Detroit | MI | 9 |
| Atlanta | GA | 10 |
| Houston | TX | 11 |
| Seattle-Tacoma | WA | 12 |
| Cleveland | OH | 13 |
| Minneapolis-St. Paul | MN | 14 |
| Tampa-St. Petersburg-Sarasota | FL | 15 |
| Miami-FT Lauderdale | FL | 16 |
| Phoenix | AZ | 17 |
| Denver | CO | 18 |
| Pittsburgh | PA | 19 |
| St. Louis | MO | 20 |
| Sacramento-Stockton-Modesto | CA | 21 |
| Orlando-Daytona Beach-Melborn | FL | 22 |
| Baltimore | MD | 23 |
| Indianapolis | IN | 25 |
| Hartford-New Haven | CT | 26 |
| San Diego | CA | 27 |
| Charlotte | NC | 28 |
| Cincinnati | OH | 29 |
| Raleigh-Durham | NC | 30 |
| Milwaukee | WI | 31 |
| Kansas City | MO-KA | 32 |
| Nashville | TN | 33 |
| Columbus | OH | 34 |
| Greenville-Spartanburg-Ashville-Anders | SC | 35 |
| Salt Lake City | UT | 36 |
| San Antonio | TX | 37 |
| Grand Rapids-Kalamazoo-Battle Creek | MI | 38 |
| Buffalo | NY | 39 |
| Norfolk-Portsmouth-Newport News | VA | 40 |
| New Orleans | LA | 41 |
| Memphis | TN | 42 |
| Oklahoma City | OK | 43 |
| Harrisburg-Lancaster-Lebanon-York | PA | 44 |
| West Palm Beach-Ft Pierce | FL | 45 |
| Providence-New Bedford | RI | 46 |
| Greensboro-High Point-Winston Salem | NC | 47 |
| Albuquerque-Santa Fe | NM | 48 |
| Wilkes Barre-Scranton | PA | 49 |
| Louisville | KY | 50 |
| Birmingham | AL | 51 |

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| | | |
|--------------------------------|-------|----|
| <i>Albany-Schenectady-Troy</i> | NY | 52 |
| <i>Dayton</i> | OH | 53 |
| <i>Richmond-Petersburg</i> | VA | 54 |
| <i>Jacksonville-Brunswick</i> | FL-GA | 55 |
| <i>Fresno-Visalia</i> | CA | 56 |
| <i>Charleston-Huntington</i> | WV | 57 |
| <i>Little Rock-Pine Bluff</i> | AR | 58 |
| <i>Tulsa</i> | OK | 59 |
| <i>Flint-Saginaw-Bay City</i> | MI | 60 |
| <i>Mobile-Pensacola</i> | AL-FL | 61 |
| <i>Knoxville</i> | TN | 62 |
| <i>Wichita-Hutchinson</i> | KS | 63 |
| <i>Austin</i> | TX | 64 |
| <i>Toledo</i> | OH | 65 |
| <i>Las Vegas</i> | NV | 66 |
| <i>Roanoke-Lynchburg</i> | VA | 67 |
| <i>Lexington</i> | KY | 68 |
| <i>Syracuse</i> | NY | 69 |
| <i>Green Bay-Apleton</i> | WS | 71 |
| <i>Des Moines-Ames</i> | IA | 72 |
| <i>Rochester</i> | NY | 73 |
| <i>Spokane</i> | WA | 74 |
| <i>Portland-Auburn</i> | ME | 79 |

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| Company | City | State |
|---------|------------|-------|
| KEYE | Austin | TX |
| KTBC | Austin | TX |
| KVC | Austin | TX |
| KVUE | Austin | TX |
| KXAN | Austin | TX |
| WABM | Birmingham | AL |
| WBRC | Birmingham | AL |
| WTTT | Birmingham | AL |
| WVTM | Birmingham | AL |
| WABU | Boston | MA |
| WBZ | Boston | MA |
| WCVB | Boston | MA |
| WFXT | Dedham | MA |
| WHDH | Boston | MA |
| WLVI | Boston | MA |
| WMUR | Manchester | NH |
| WSBK | Boston | MA |
| WCHS | Charleston | WV |
| WOWK | Huntington | WV |
| WSAZ | Huntington | WV |
| WVAH | Hurricane | WV |
| WBTW | Charlotte | NC |
| WCCB | Charlotte | NC |
| WCNC | Charlotte | NC |
| WJZY | Charlotte | NC |
| WSOC | Charlotte | NC |
| WBBM | Chicago | IL |
| WFLD | Chicago | IL |
| WGBO | Chicago | IL |
| WGN | Chicago | IL |
| WLS | Chicago | IL |
| WMAQ | Chicago | IL |
| WPWR | Chicago | IL |
| WSNS | Chicago | IL |
| WCPO | Cincinnati | OH |
| WRKC | Cincinnati | OH |
| WSTR | Cincinnati | OH |
| WBNX | Cleveland | OH |
| WEWS | Cleveland | OH |
| WJW | Cleveland | OH |
| WKYC | Cleveland | OH |
| WOIO | Cleveland | OH |
| WUAB | Cleveland | OH |

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| | | |
|------|--------------|----|
| WBNS | Columbus | OH |
| WCMH | Columbus | OH |
| WSYX | Columbus | OH |
| WTTE | Columbus | OH |
| WWHO | Columbus | OH |
| KDAF | Dallas | TX |
| KDFI | Dallas | TX |
| KDFW | Dallas | TX |
| KTVT | Dallas | TX |
| KTXA | Dallas | TX |
| KTXA | Dallas | TX |
| KXAS | Ft. Worth | TX |
| KXTX | Dallas | TX |
| WFAA | Dallas | TX |
| WDTN | Dayton | OH |
| WHIO | Dayton | OH |
| WKEF | Dayton | OH |
| WRGT | Dayton | OH |
| KCNC | Denver | CO |
| KDVR | Denver | CO |
| KMGH | Denver | CO |
| KTVD | Englewood | CO |
| KUSA | Denver | CO |
| KWGN | Englewood | CO |
| KCCI | Des Moines | IA |
| KDSM | Des Moines | IA |
| WHO | Des Moines | IA |
| WOI | Des Moines | IA |
| WDIV | Detroit | MI |
| WJBK | Southfield | MI |
| WKBD | Southfeild | MI |
| WKBD | Southfield | MI |
| WWJ | Detroit | MI |
| WXON | Southfield | MI |
| WXYZ | Southfield | MI |
| WEYI | Clio | MI |
| WJRT | Flint | MI |
| WNEM | Saginaw | MI |
| WSMH | Flint | MI |
| WOOD | Grand Rapids | MI |
| WOTV | Battle Creek | MI |
| WWMT | Kalamazoo | MI |
| WXMI | Grand Rapids | MI |
| WZZM | Grand Rapids | MI |
| WFMY | Greensboro | NC |

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| | | |
|------|---------------|----|
| WGGT | Greensboro | NC |
| WGHP | High Point | NC |
| WXII | Winston-Salem | NC |
| WFBC | Greenville | SC |
| WHNS | Greenville | SC |
| WLOS | Asheville | NC |
| WSPA | Spartenburg | SC |
| WYFF | Greenville | SC |
| WFSB | Hartford | CT |
| WTIC | Hartford | CT |
| WTNH | New Haven | CT |
| WXXX | Prospect | CT |
| WVIT | West Hartford | CT |
| KHOU | Houston | TX |
| KHTV | Houston | TX |
| KPRC | Houston | TX |
| KRIV | Houston | TX |
| KTMD | Houston | TX |
| KTRK | Houston | TX |
| KTFH | Houston | TX |
| KTXH | Houston | TX |
| KXLN | Houston | TX |
| WAWS | Jacksonville | FL |
| WJKS | Jacksonville | FL |
| WJXT | Jacksonville | FL |
| WNFT | Jacksonville | FL |
| KTLV | Jacksonville | FL |
| KCTV | Kansas City | MO |
| KMBC | Kansas City | MO |
| KSHB | Kansas City | MO |
| KSMO | Kansas City | MO |
| KDAF | Kansas City | MO |
| KATE | Knoxville | TN |
| KBIR | Knoxville | TN |
| WKXT | Knoxville | TN |
| WTNZ | Knoxville | TN |
| KDKY | Lexington | KY |
| WKYT | Lexington | KY |
| WLEX | Lexington | KY |
| KTVQ | Lexington | KY |
| KARK | Little Rock | AR |
| KATV | Little Rock | AR |
| KLRT | Little Rock | AR |
| KTHV | Little Rock | AR |
| WAVE | Louisville | KY |

21.04.403.0712

| | | |
|------|---------------|----|
| WDRB | Louisville | KY |
| WHAS | Louisville | KY |
| WLKY | Louisville | KY |
| WHBQ | Memphis | TN |
| WLMT | Memphis | TN |
| WMC | Memphis | TN |
| WPTV | Memphis | TN |
| WREG | Memphis | TN |
| KLGT | St.Paul | MN |
| KARE | Minneapolis | MN |
| KSTP | Minneapolis | MN |
| WCCO | Minneapolis | MN |
| WFTC | Minneapolis | MN |
| WALA | Mobile | AL |
| WEAR | Pensacola | FL |
| WJTC | Mobile | AL |
| WKRQ | Mobile | AL |
| WPMI | Mobile | AL |
| WKRN | Nashville | TN |
| WSMV | Nashville | TN |
| WTVF | Nashville | TN |
| WXMT | Nashville | TN |
| WZTV | Nashville | TN |
| WDSU | New Orleans | LA |
| WGNO | New Orleans | LA |
| WNOL | New Orleans | LA |
| WUPL | Metairie | LA |
| MVUE | New Orleans | LA |
| WWL | New Orleans | LA |
| WABC | New York | NY |
| WCBS | New York | NY |
| WNBC | New York | NY |
| WNYW | New York | NY |
| WPIX | New York | NY |
| WWOR | Secaucus | NJ |
| WXTV | Secaucus | NJ |
| WAVY | Portsmouth | VA |
| WGNT | Portsmouth | VA |
| WTKR | Norfolk | VA |
| WTVZ | Norfolk | VA |
| WVEC | Norfolk | VA |
| KROR | Oklahoma City | OK |
| KOCB | Oklahoma City | OK |
| KOCO | Oklahoma City | OK |
| KOKH | Oklahoma City | OK |

21.04.403.0713

| | | |
|------|-----------------|----|
| KWTV | Oklahoma City | OK |
| KETV | Omaha | NE |
| KMTV | Omaha | NE |
| KPTM | Omaha | NE |
| KXVO | Omaha | NE |
| KOWT | Omaha | NE |
| KYW | Philadelphia | PA |
| WCAU | Philadelphia | PA |
| WMGM | Linwood | NJ |
| WPHL | Philadelphia | PA |
| WPVI | Philadelphia | PA |
| WTFX | Philadelphia | PA |
| WCSH | Portland | ME |
| WGME | Portland | ME |
| WMTW | Portland | ME |
| WPXT | Portland | ME |
| KATU | Portland | OR |
| KGW | Portland | OR |
| KOIN | Portland | OR |
| KPDx | Portland | OR |
| KPTV | Portland | OR |
| WJAR | Cranston | RI |
| WLNE | Providence | RI |
| WNAC | Rehobeth | MA |
| WPRI | East Providence | RI |
| WKFT | Fayetteville | NC |
| WLFL | Raleigh | NC |
| WNCN | Raleigh | NC |
| WRAI | Raleigh | NC |
| WRDC | Raleigh | NC |
| WTVd | Durham | NC |
| WDBJ | Roanoke | VA |
| WFXR | Roanoke | VA |
| WSET | Lynchburg | VA |
| WSLS | Roanoke | VA |
| KDNL | St. Louis | MO |
| KMOV | St. Louis | MO |
| KPLR | St. Louis | MO |
| KSDK | St. Louis | MO |
| KTVI | St. Louis | MO |
| KABB | San Antonio | TX |
| KNES | San Antonio | TX |
| KMOL | San Antonio | TX |
| KTTT | San Antonio | TX |
| KSAT | San Antonio | TX |

21.04.403.0714



21.04.403.0715

Station Summary -- AL

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

AL/ADP Sessions wastes tax dollars

BIRMINGHAM

WBMG

30

6

WBRC

30

6

WCFT

30

9

WVTM

30

3

BIRMINGHAM Subtotal ->

24

MOBILE

WALA

30

9

WEAR

30

1

WKRQ

30

11

WPMI

30

4

MOBILE Subtotal ->

25

AL/ADP Sessions wastes tax dollars

49

AL/ADP Bedford Sessions has a sordid pa

BIRMINGHAM

WBMG

30

14

WBRC

30

18

WVTM

30

10

BIRMINGHAM Subtotal ->

42

MOBILE

WALA

30

13

WEAR

30

4

WKRQ

30

19

WPMI

30

12

MOBILE Subtotal ->

48

AL/ADP Bedford Sessions has a sordid pa

Subtotal ->

90

Grand Total ->

139

**DNC/ DNSC/ STATE SPENDING
SUMMARY PAGE**

NEW ACTIVITY: Arkansas, Colorado, Idaho, Kansas-A, Louisiana, Massachusetts, Minnesota.

END OF ACTIVITY: Maine, Michigan, Tennessee, South Carolina

NO ACTIVITY: Iowa, North Carolina, Oklahoma, Rhode Island, Texas, Virginia

TOTAL SPENDING SINCE 8/31/96: \$3,288,332

21-04-403-0712

THEORY

National Media Inc. Confidential



BRAND:

POL-US SENATE+

TITLE

AL/ADP Bedford Sessions has did pa 1 of

POLARIS REPORTS

A Service of NMI

CLEARANCE:

BIRMINGHAM

F

Ad Detector

FRAMES:

8

A003RKQM.ESB



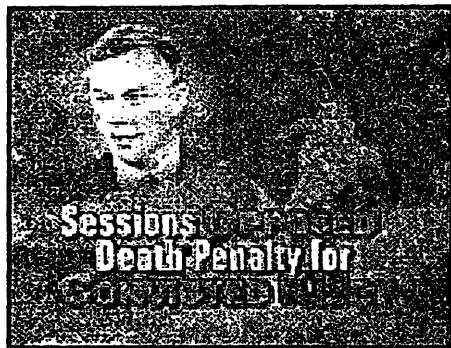
There is something wrong with Jeff Sessions' judgment. As Alabama's top law enforcement officer,



Jeff Sessions attended a political fundraiser at the home of a convicted felon.



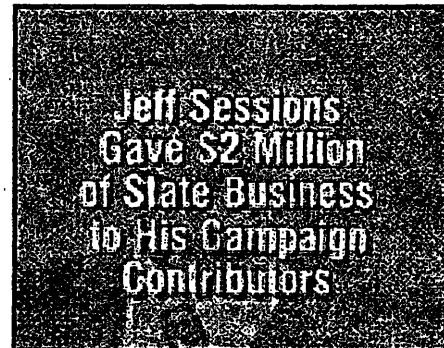
Sessions intervened in a murder case to oppose the death penalty for a convicted killer.



Under a cloud of questions about his ethics, Jeff Sessions



gave over \$2 million of state business to private lawyers who had contributed money to his campaigns.



Call Jeff Sessions today. Tell him



here in Alabama we expect better judgment, not politics, from our Attorney General.



National Media Inc, 703-683-4877, Fax 703-683-3579

10/13/96

PAGE 1



BRAND:

POL-US SENATE+

TITLE

AL/ADP Sessions wastes tax dollars 1 of 1

CLEARANCE:

BIRMINGHAM

F

Ad Detector

FRAMES:

7

A003QK3I.ESB



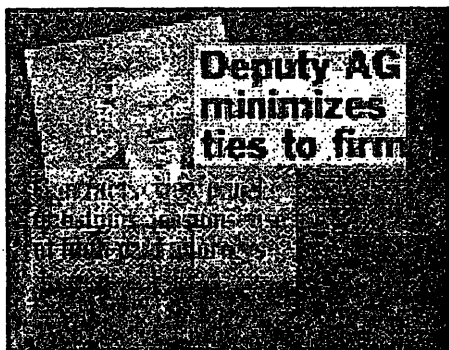
When Jeff Sessions overpaid 9 lawyers to represent him in an ethic scandal, he used your money to do it.



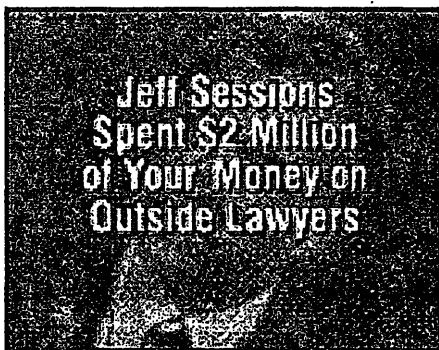
When Sessions gave the son of a political contributor a \$32,000 job,



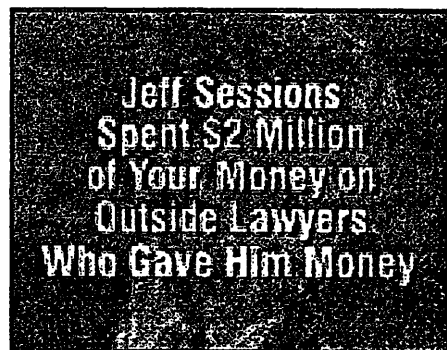
he used your tax dollars to do it. And when Jeff Sessions decided



that 67 lawyers on his payroll weren't enough, he spent \$2 million



of your money on legal fees on outside lawyers, who had given money to his campaign.



Call Jeff Sessions today. Tell him to stop wasting your money, and



stop playing politics with the Attorney Generals office.

COLORADO
Wayne Allard
Vs.
Ted Strickland
MARKET: Denver

| CO | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|--------|---------------------------|-------------|-----------|-------------------|
| Denver | CO.Dem. Party/Behind Newt | 9/20-10/11* | 1300-1400 | \$ 232,320 |
| Denver | CO.Dem Party/Abortion | 10/8-10/11* | 200-250 | \$ 19,008 |
| Denver | CO.Dem Party/Pensions | 10/8-10/11* | 100-150 | \$ 13,200 |
| Denver | CO.Dem Party/Medicare | 10/8-10/11* | 100-150 | \$ 12,114 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 276,642 |

21.04.403.0720



Station Summary -- CO

10/05/96 to 10/11/96

| Creative Title Market Name | Station | Length | Spots |
|---|---|--------|-------|
| CO/CDP Allard; abortion 15 sec. DENVER | KCNC | 15 | 10 |
| | KMGH | 15 | 17 |
| | KUSA | 15 | 7 |
| | KWGN | 15 | 2 |
| | DENVER Subtotal -> | | 36 |
| CO/CDP Allard; medicare 15 sec. DENVER | CO/CDP Allard; abortion 15 sec. Subtotal -> | | 36 |
| | KCNC | 15 | 7 |
| | KMGH | 15 | 11 |
| | KUSA | 15 | 4 |
| | KWGN | 15 | 1 |
| CO/CDP Allard; pension 15 sec. DENVER | DENVER Subtotal -> | | 23 |
| | CO/CDP Allard; medicare 15 sec. Subtotal -> | | 23 |
| | KCNC | 15 | 9 |
| | KMGH | 15 | 13 |
| | KUSA | 15 | 3 |
| CO/CDP/who is behind Newt DENVER | DENVER Subtotal -> | | 25 |
| | CO/CDP Allard; pension 15 sec. Subtotal -> | | 25 |
| | KCNC | 30 | 9 |
| | KUSA | 30 | 1 |
| | DENVER Subtotal -> | | 10 |
| CO/CDP/who is behind Newt Subtotal -> | | | 10 |



BRAND:

N/A

TITLE:

CO/CDP/who is behind Newt

1 of 1

POLARIS REPORTS
A Service of NMI

Ad Detector

DENVER

F

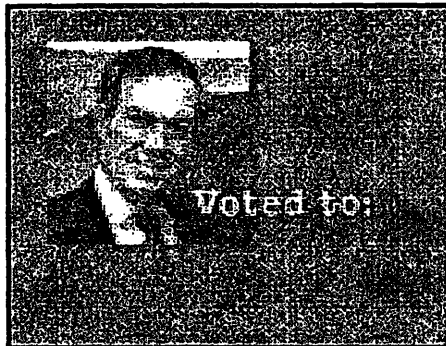
FRAMES:

7

A003R628.ESB



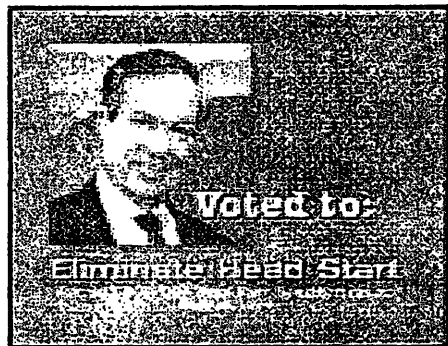
Who's behind Newt Gingrich's attempts to weaken protections for working families? Congressman Wayne Allard



voted to cut student loans and job training. Allard voted to slash Medicare while giving big



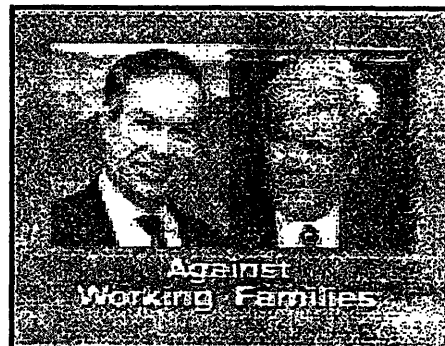
unfair tax cuts to the rich. Wayne Allard was one of only twenty congressmen



who voted to eliminate funding for Head Start. Wayne Allard votes with Newt Gingrich



92% of the time and against the interest of Colorado's working families.



Call Congressmen Wayne Allard today and tell him to stop voting with Newt Gingrich's



attempts to weaken protections for working families.

National Media Inc, 703-683-4877, Fax 703-683-3579

10/13/96

PAGE 1



BRAND: DEMOCRATIC PROMO+
TIT: CO/CDP Allard; medicare 15 sec.
COMMERCIAL: CO/CDP Allard; medicare 15 sec.
LENGTH: 15
FRAMES: 3

POLARIS REPORTS
A Service of NMI

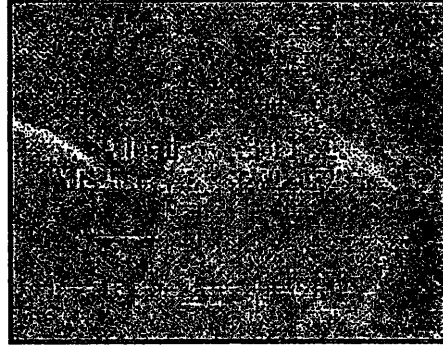
1 of 1

Ad Detector

A003SSKF.ESB



Congressman Wayne Allard voted to end protections for nursing home patients. Allard voted to cut Medicare by



\$270 billion. Call Congressman Allard and tell him to commit to



protecting our nursing home patients and Colorado seniors.

21.04.403.0723



BRAND: DEMOCRATIC PROMO+
TIT CO/CDP Allard; pension 15 s
COMMERCIAL: CO/CDP Allard; pension 15 sec.
LENGTH: 15
FRAMES: 3

1 of 1

POLARIS REPORTS
A Service of NMI

Ad Detector

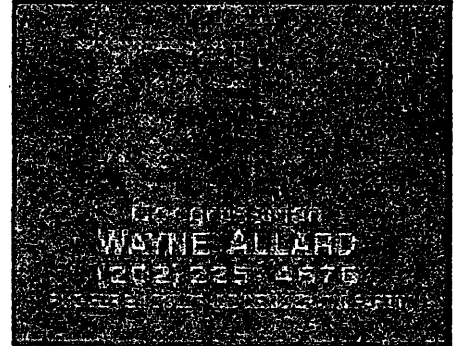
003% AL.ESB



Congressman Wayne Allard voted to allow corporations to raid their employees' pension plans. Tell Congressman



Allard Social Security and pension plans must be protected.



Call and ask Wayne Allard to commit to protecting workers pensions.



BRAND: DEMOCRATIC PROMO+
TITLE: CO/CDP Allard; abortion 15 sec.
COMMERCIAL: CO/CDP Allard; abortion 15 sec. 1 of 1
LENGTH: 15
FRAMES: 3

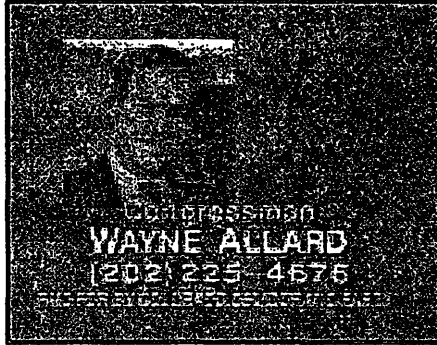
POLARIS REPORTS
A Service of NMI

Ad Detector

A003STAO.ESB



Congressman Wayne Allard supports a Constitutional Amendment to outlaw abortion. Ask him to stop tinkering with the Constitution.



Call Congressman Allard and ask him to commit to protect a woman's right to choice and to stop government



interference with a woman's most personal decision.

GEORGIA
Guy Millner
Vs.
Max Cleland
MARKET: Atlanta

| GA | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----------------|------------------------|-------------|-----------|------------------|
| Atlanta | DSCC/Millner has Lied | 10/7-10/11* | 500-600 | \$ 94,200 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTALS: | | | 0 | \$ 94,200 |

21:04:403-0726



21 04 403.0727

Station Summary -- GA

10/05/96 to 10/11/96

Creative Title

Market Name

GA/DSCC/Cleland Millner has lied
ATLANTA

| Station | Length | Spots |
|--|--------|-------|
| WAGA | 30 | 44 |
| WATL | 30 | 6 |
| WGNX | 30 | 12 |
| WSB | 30 | 16 |
| WTBS | 30 | 9 |
| WXIA | 30 | 17 |
| ATLANTA Subtotal -> | | 104 |
| GA/DSCC/Cleland Millner has lied Subtotal -> | | 104 |
| Grand Total -> | | 104 |



BRAND:

N/A

TIT

GA/DSCC/Cleland Millner has

1 of 1

POLARIS REPORTS
A Service of NMI

CLEARANCE:

ATLANTA

F

Ad Detector

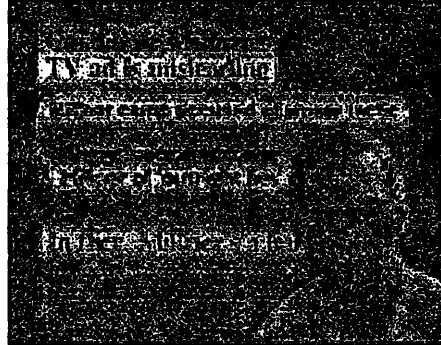
FRAMES:

7

A003SN09.ESB



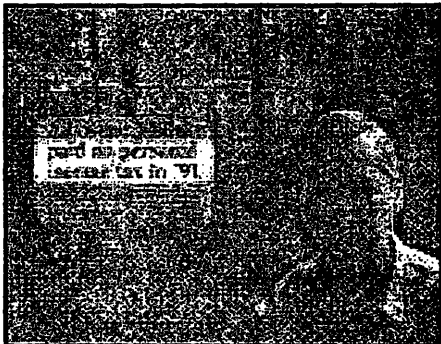
Misleading ads, smear tactics, out-right lies. That's how newspapers reported Guy Millner's attacks



Zel Miller and Johnny Isakson. Now he's distorting Max Cleland's



record against crime, but Guy Millner plays by a different set of rules.



A multi-millionaire, Guy Millner paid no income taxes in 1991,



was caught using phony tax credit, and was repeatedly delinquent in paying property taxes.



Guy Millner, the more you know, the harder he is to believe.



SECRET

National Media Inc. Confidential

IDAHO
Senator Larry Craig
Vs.
Walter Minnick
MARKET: Spokane

| IDAHO | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|---------|----------------------------------|-------------|-----------|-------------------|
| Spokane | Citizen Action/Families | 9/11-9/26 | 700-750 | \$ 57,670 |
| Spokane | ID. Dem.Party/Campaign Fin. Ref | 9/20-9/30 | 200-250 | \$ 16,590 |
| Spokane | ID. Dem.Party/Nuclear Waste | 9/27-10/11* | 450-550 | \$ 37,130 |
| Spokane | ID. Dem Party/Craig voted to cut | 10/11* | 50-100 | \$ 4,740 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 116,130 |



21.04.403.0731

Station Summary -ID

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

ID/IDP/Coal Craig supports nuclear

SPOKANE

KAYU

30 3

KREM

30 12

KXLY

30 16

SPOKANE Subtotal -> 31

ID/IDP/Coal Craig supports nuclear Subtotal -> 31

ID/IDP/Craig voted to cut

SPOKANE

KAYU

30 10

KXLY

30 2

SPOKANE Subtotal -> 12

ID/IDP/Craig voted to cut Subtotal -> 12

Grand Total -> 43



BRAND:

N/A

TITLE:

ID/IDP/Coal Craig supports nuclear

1 of 1

POLARIS REPORTS
A Service of NMI

CLEARANCE:

SPOKANE

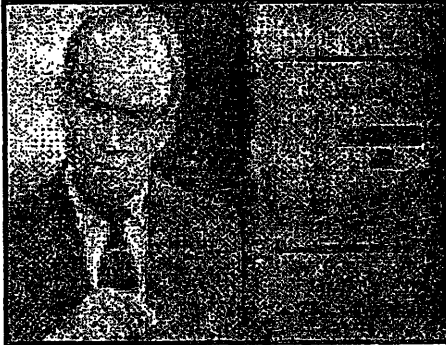
F

Ad Detector

FRAMES:

7

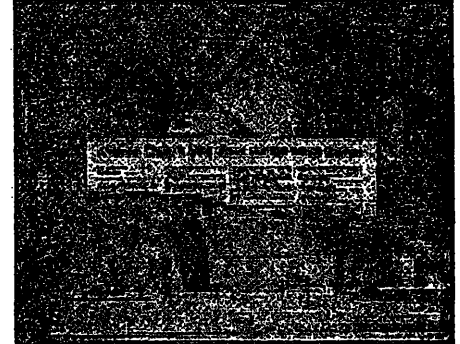
A003RT40.ESB



Remember the bill Larry Craig told us about, claiming it would keep nuclear waste out of Idaho? First we learned that Craig's bill would not remove



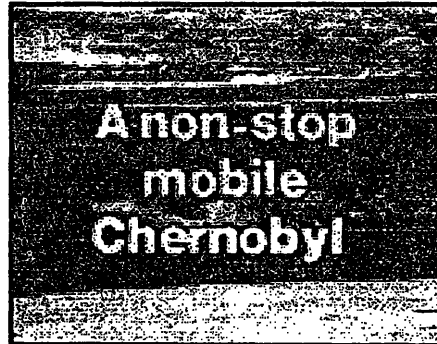
most nuclear waste from the state. Instead, under Craig's bill, the most radioactive



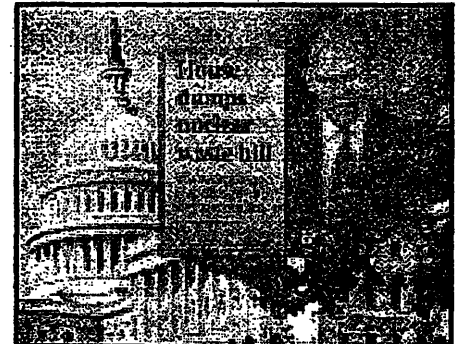
waste would stay here, stored above the Snake River Aquifer. And foreign nations



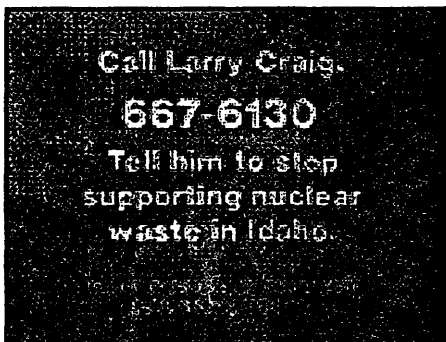
from around the world would ship more waste to Idaho.



A non-stop mobile Chernobyl. Now we find out that Craig's bill never even had a chance at passing, and it's



been abandoned in Congress. Call Larry Craig, tell him to stop supporting



nuclear waste in Idaho.



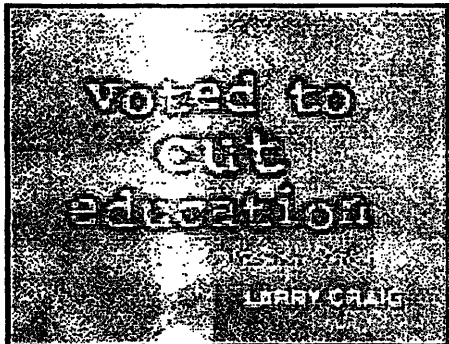
BRAND: DEMOCRATIC PROMO+
TIT ID/IDP/Craig voted to cut
COMMERCIAL: ID/IDP/Craig voted to cut
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

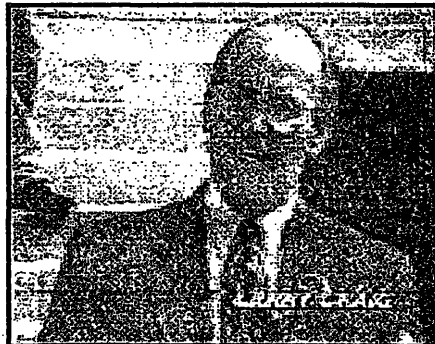
1 of 1

Ad Detector

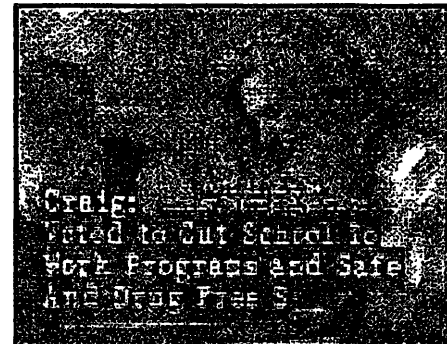
A003T2QY.ESB



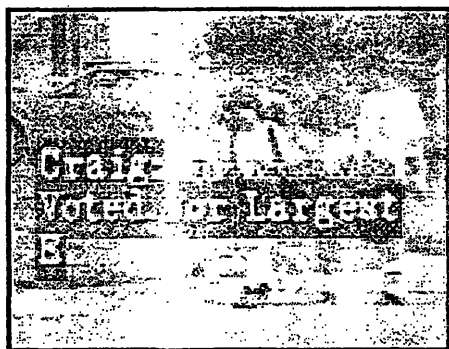
In the Senate, Larry Craig has voted to cut education, to cut Head Start, to cut funds for math and science in high schools,



to cut student loans for college. Craig has voted for severe cuts in school



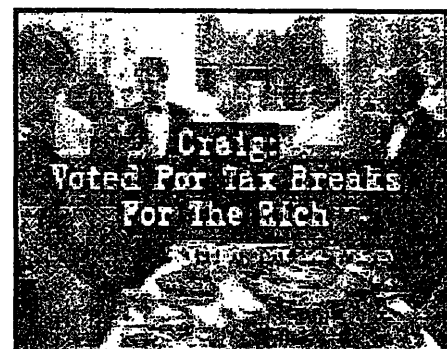
to work programs, and safe and drug free schools. In all, Craig has



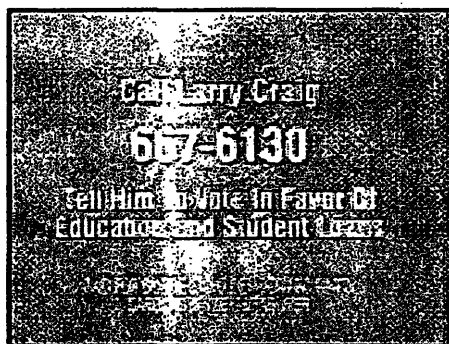
voted for the largest education cuts in history, at the same time



Larry Craig has voted for a \$245 billion tax break for the wealthy.



Call Larry Craig. Tell him to vote in favor of education



and student loans.

National Media Inc, 703-683-4877, Fax 703-683-3579

10/14/96

PAGE 1

03-034-012

National Media Inc. Confidential



21-04-403-0735

Station Summary -- IL

10/05/96 to 10/11/96

| Creative Title | Market Name | Station | Length | Spots |
|--------------------------------|-------------|------------------------------------|--------|-------|
| IL/Durbin Salvi is radical; SS | CHICAGO | WGN | 30 | 3 |
| | | WMAQ | 30 | 6 |
| | | CHICAGO Subtotal -> | | 9 |
| IL/NDSC Durbin & crime | CHICAGO | IL/Durbin Salvi is radical; SS | | 9 |
| | | WGN | 30 | 3 |
| | | WMAQ | 30 | 5 |
| | | CHICAGO Subtotal -> | | 8 |
| | | IL/NDSC Durbin & crime Subtotal -> | | 8 |
| | | Grand Total -> | | 17 |



BRAND:

POL-US SENATE+

TITLE

IL/NDSC Durbin & crime

1 of 1

POLARIS REPORTS
A Service of NMI

Ad Detector

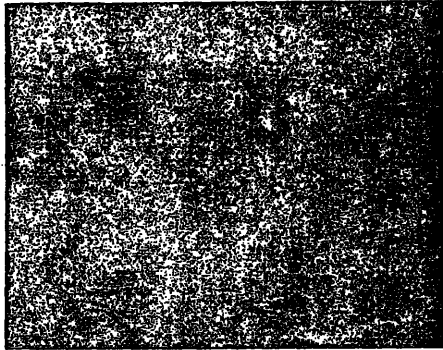
CHICAGO

F

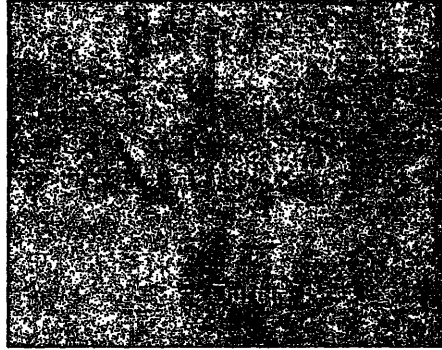
FRAMES:

7

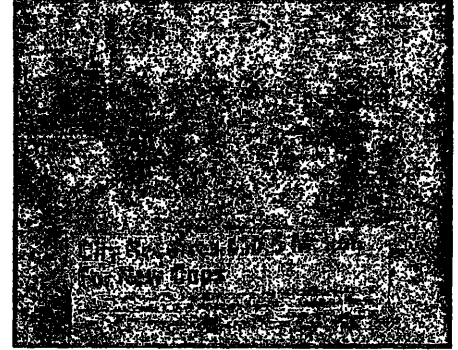
A003SYHS.ESB



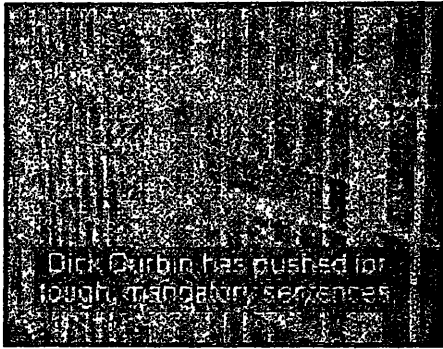
Crime has locked too many of our neighborhoods in the grip of fear. Dick Durbin



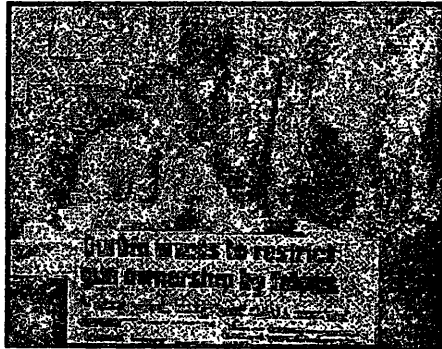
is fighting to make our communities safe again. He led the fight in Congress to



help put more police on our streets. He has pushed for tough



mandatory sentences. And Dick Durbin wrote the law to prevent



convicted felons from purchasing hand guns. That is why Illinois police



officers support Dick Durbin for the US Senate. Dick Durbin



The best choice for Illinois families.

National Media Inc, 703-683-4877, Fax 703-683-3579

10/13/96

PAGE 1



BRAND:

POL-US SENATE+

TITLE

IL/Durbin Salvi is radical; SS 1 of 1

POLARIS REPORTS
A Service of NMI

CLEARANCE:

CHICAGO

F

Ad Detector

FRAMES:

7

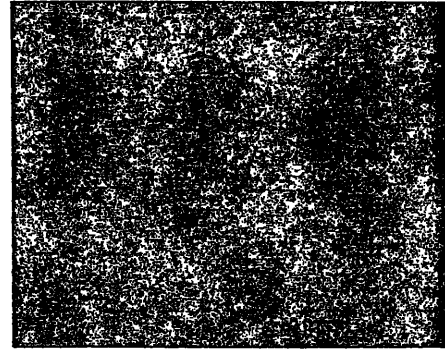
A003S503.ESB



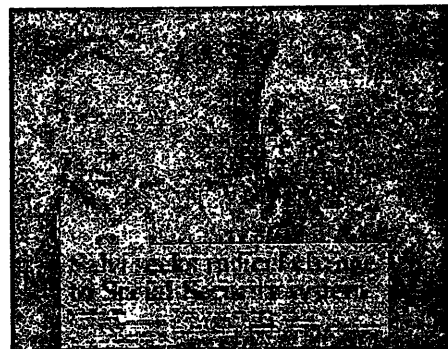
Who's one your side? Dick Durbin.
He's supported by Paul Simon, and
Dick Durbin is endorsed by the
National Council of Senior



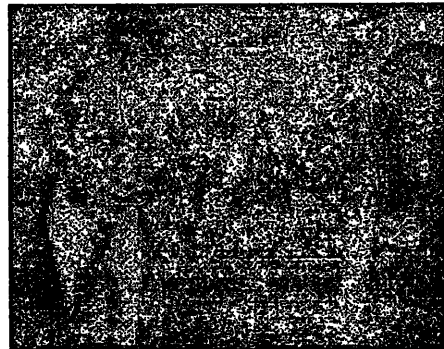
Citizens, because he's fought to
protect Medicare and Social Security.



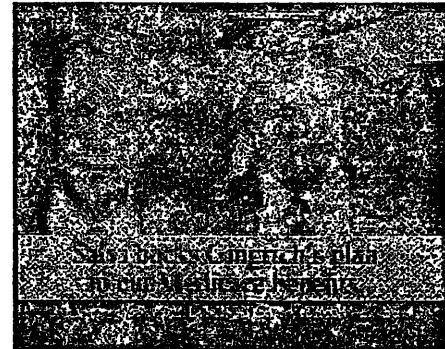
But Al Salvi has a radical scheme to
privatize Social Security



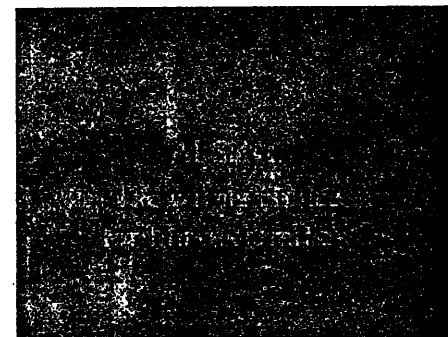
and put millions of seniors at risk.
And Al Salvi



backs Newt Gingrich's plan to cut
Medicare benefits to pay for tax
breaks



for the wealthy. Al Salvi, the wrong
choice for Illinois' families.



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10/13/96

PAGE 1

KANSAS A

Pat Roberts

Vs.

Sally Thompson

MARKET; Kansas City, Wichita

| KS-A | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|--------------------|-------------------------------|--------------|------------------|---------------------|
| Kansas City | KSDem.Party/Roberts Pensions | 10/4-10/11* | 500-550 | \$ 51,618 |
| Wichita | KSDem.Party/Roberts Pensions | 10/4-10/11* | 500-550 | \$ 21,312 |
| Kansas City | KSDem.Party/Roberts Parks | 10/11* | N/A | N/A |
| Wichita | KSDem.Party/Roberts Parks | 10/11* | N/A | N/A |
| Kansas City | DSCC/Pension & Pay | 10/9-10/11* | 150-200 | \$ 15,960 |
| Wichita | DSCC/Pension & Pay | 10/9-10/11* | 250-300 | \$ 10,212 |
| | | | | |
| | TOTALS: | | 0 | \$ 99,102 |

KANSAS B
Sam Brownback
Vs.

Jill Docking
MARKET: Kansas City Wichita

| KS-B | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|--------------|--------------------------|-------------|-----------|--------------|
| Kanasas City | KSDem Committee/Vouchers | 10/1-10/11* | 1250-1350 | \$ 128,150 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 128,150 |

21.04.43.0740



Station Summary -KS

10/05/96 to 10/11/96

| Creative Title | Market Name | Station | Length | Spots |
|---|-------------|--|--------|-------|
| KS/DSCC Roberts; pension + pay raise KANSAS CITY | | KCTV | 30 | 6 |
| | | KMBC | 30 | 10 |
| | | KSHB | 30 | 12 |
| | | KANSAS CITY Subtotal -> | | 28 |
| WICHITA | | KAKE | 30 | 11 |
| | | KSAS | 30 | 9 |
| | | KSNW | 30 | 11 |
| | | KWCH | 30 | 15 |
| | | WICHITA Subtotal -> | | 46 |
| | | KS/DSCC Roberts; pension + pay raise Subtotal -> | | 74 |
| KS/KDP Brownback is for vouchers KANSAS CITY | | KCTV | 30 | 15 |
| | | KMBC | 30 | 28 |
| | | KSHB | 30 | 31 |
| | | WDAF | 30 | 18 |
| | | KANSAS CITY Subtotal -> | | 92 |
| | | KS/KDP Brownback is for vouchers Subtotal -> | | 92 |
| KS/KSDP Roberts pension KANSAS CITY | | KCTV | 30 | 27 |
| | | KMBC | 30 | 14 |
| | | WDAF | 30 | 48 |
| | | KANSAS CITY Subtotal -> | | 89 |



21 "04" 403 "0741

Station Summary -KS

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

KS/KSDP Roberts pension

WICHITA

KAKE

30

14

KSAS

30

17

KSNW

30

26

KWCH

30

39

WICHITA Subtotal ->

96

KS/KSDP Roberts pension Subtotal ->

185

KS/KSDP Tell pat to leave our parks.....

KANSAS CITY

KCTV

30

2

WICHITA

KSAS

30

1

KSNW

30

2

WICHITA Subtotal ->

3

KS/KSDP Tell pat to leave our parks..... Subtotal ->

5

Grand Total ->

356



BRAND: DEMOCRATIC PROMO+
TIT KS/KSDP Tell pat to leave our ks.....
COMMERCIAL: KS/KSDP Tell pat to leave our parks..... 1 of 1
LENGTH: 30
FRAMES: 7

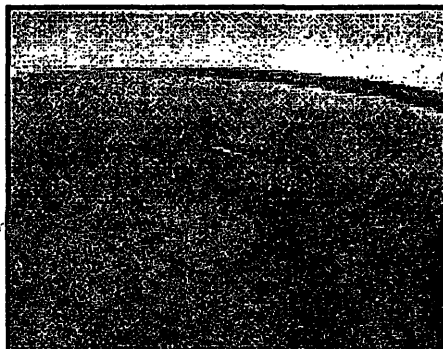
POLARIS REPORTS
A Service of NMI

Ad Detector

A003T1LF.ESB



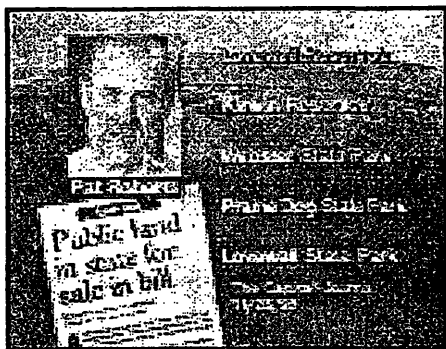
Kansas lakes and forests. Recreation areas Pat Roberts wants to sell to the special interest.



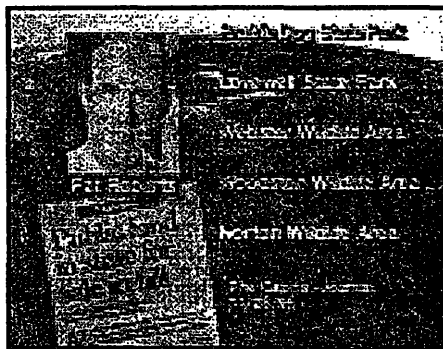
The Capitol Journal reported how Congressman Pat Roberts wanted to sell off



four public lakes, three Kansas state parks, five wildlife areas,



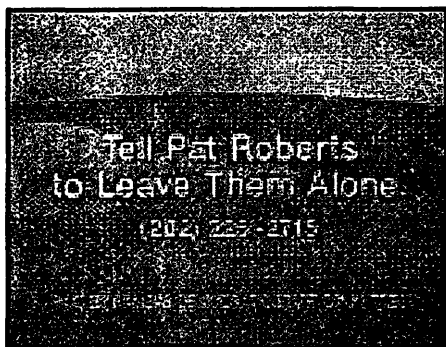
and a national wildlife refuge to the special interest.



Special deals for pennies on the dollar. Tax payers



payed for these Kansas recreation areas. Call Congressman Pat Roberts and tell him



to leave them alone.

National Media Inc, 703-683-4877, Fax 703-683-3579

10/14/96

PAGE 1

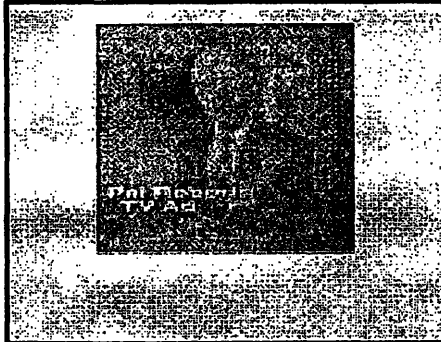


BRAND: POL-US SENATE+
TITLE: KS/DSCC Roberts; pension + raise
COMMERCIAL: KS/DSCC Roberts; pension + pay raise 1 of 1
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

Ad Detector

A003SUKD.ESB



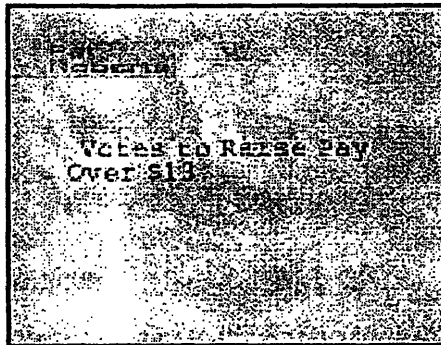
Listen very carefully to Pat Roberts. (PR)"I cast two major votes to reform pensions." But what he doesn't tell you is he only voted



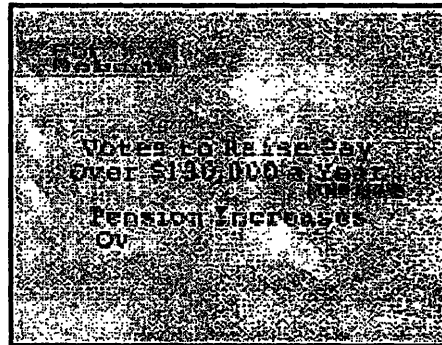
to reform pensions for new members of Congress. He protected his own with a grandfather



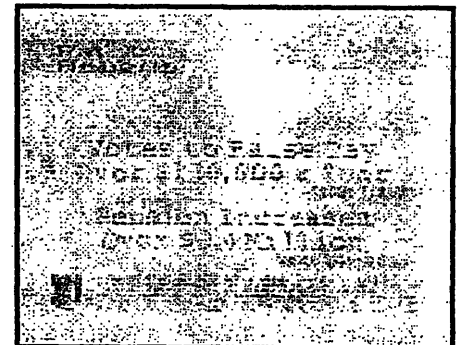
clause. Follow this. Pat Roberts votes to raise his pay by over



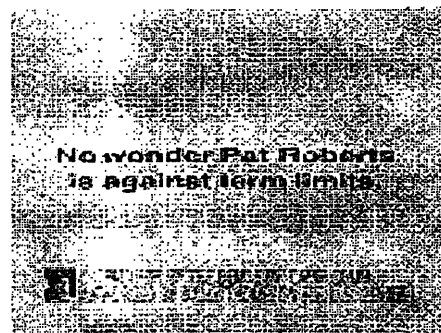
\$130,000 a year, so his tax payer funded pension increases



to over \$3.4 million. A \$130,000 salary,



a \$3.4 million pension. No wonder Pat Roberts is against term limits.



No wonder Pat Roberts is against term limits.

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BRAND:

N/A

TITLE

KS/KDP Brownback is for vouchers

1 of 1

POLARIS REPORTS

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CLEARANCE:

KANSAS CITY F

Ad Detector

FRAMES: 7

A003S6YA.ESB

21.04.403.0744



I am worried about what Congressman Brownback wants to do to my daughter's education. Vouchers



and home schooling will take money away from our public schools. He wants to



to abolish the Department of Education and cut programs like Head Start and college loans.



Remeber, Sam Brownback shutdown the government twice in



support of the Newt Gingrich agenda. Call Sam Brownback



tell him we want to fix public education, not destroy it.



913 233-2503



BRAND: DEMOCRATIC PROMO+
TITLE: KS/KSDP Roberts pension
COMMERCIAL: KS/KSDP Roberts pension
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

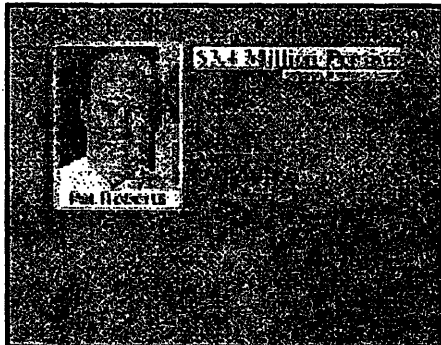
1 of 1

Ad Detector

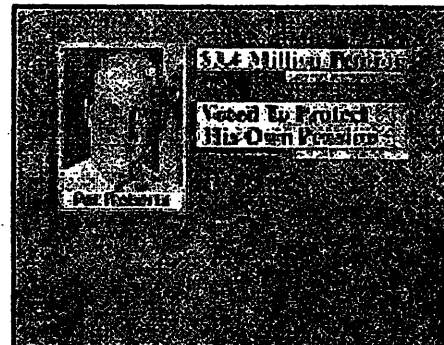
A003SFE4.ESB



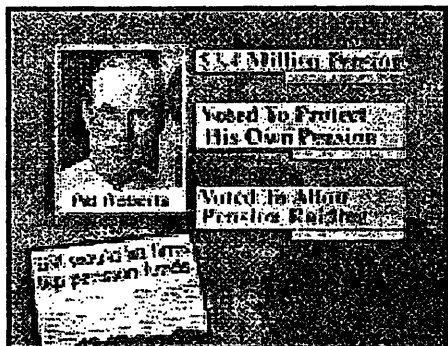
Ask Congressman Pat Roberts about his pension plan. According to the National Tax Payers Union, Pat Roberts has a pension



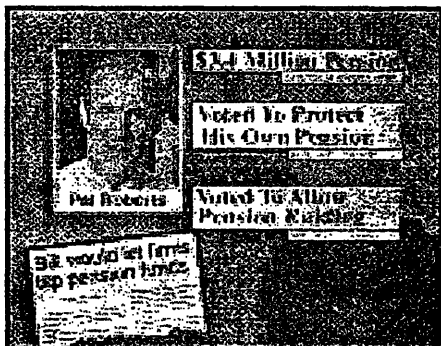
with over \$3 million. A pension he voted to protect.



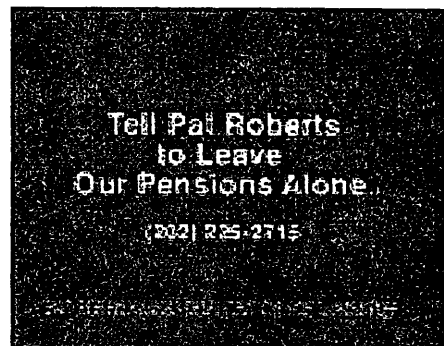
But how did he vote when it came to our pension? Pat Roberts



voted to allow corporation to raid their employees' pension plans



putting our retirements at risk. Call Congressman Pat Roberts



and tell him, he's got his pension. He should leave our alone.



Tell Pat Roberts
to Leave
Our Pensions Alone.

(202) 225-2715

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10/14/96

PAGE 1

2025

National Media Inc. Confidential



21.04.403.0747

Station Summary -- AR

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

AR/ADP Tell Tim....Medicare

LITTLE ROCK

KARK

30

10

KATV

30

4

KTHV

30

3

LITTLE ROCK Subtotal -->

17

AR/ADP Tell Tim....Medicare Subtotal -->

17

AR/ADP Hutchinson cut Medicare

LITTLE ROCK

KARK

30

9

KTHV

30

3

LITTLE ROCK Subtotal -->

12

AR/ADP Hutchinson cut Medicare Subtotal -->

12

AR/DSC/Bryant Hutchinson votes with New

LITTLE ROCK

KARK

30

12

KATV

30

11

KLRT

30

2

KTHV

30

11

LITTLE ROCK Subtotal -->

36

AR/DSC/Bryant Hutchinson votes with New Subtotal -->

36

AR/DSCC Hutchinson votes w/ Newt

LITTLE ROCK

KARK

30

9

KATV

30

13

KTHV

30

13

LITTLE ROCK Subtotal -->

35

AR/DSCC Hutchinson votes w/ Newt Subtotal -->

35



BRAND:

N/A

TITLE

AR/ADP Tell Tim....Medicare

1 of 1

POLARIS REPORTS
A Service of NMI

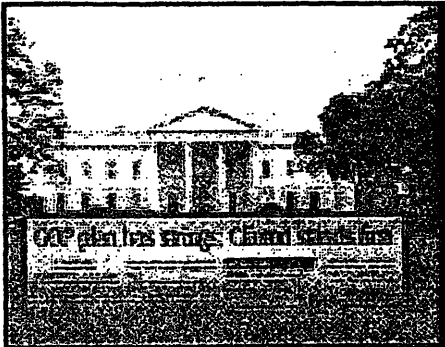
CLEARANCE:

LITTLE ROCK F

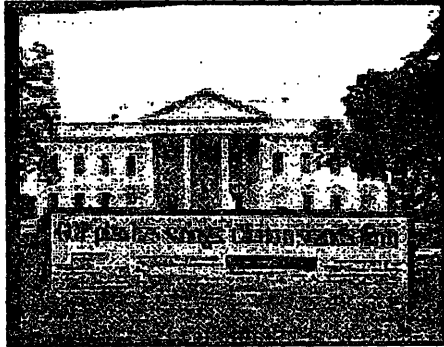
FRAMES: 7

Ad Detector

A003R1EN.ESB



When President Clinton was fighting against Newt Gingrich's deep cuts in Medicare, where was Tim Hutchinson?



Hutchinson was on the other side, voting with Newt Gingrich to cut Medicare by



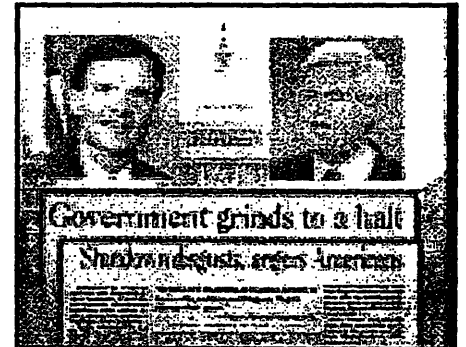
\$270 billion dollars to pay for huge tax breaks for the rich.



Then after Bill Clinton vetoed the Gingrich/Hutchinson Medicare cuts, Tim Hutchinson



sided with Gingrich again and shut down the Federal Government, not once



but twice. Call Tim Hutchinson today, tell him to stop listening



to Newt Gingrich on Medicare and start listening to us.

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10/13/96

PAGE 1



BRAND:

POL-US SENATE+

TITLE

AR/DSC/Bryant Hutchinson votes with New

POLARIS REPORTS
A Service of NMI

CLEARANCE:

LITTLE ROCK F

Ad Detector

FRAMES: 7

A003S512.ESB



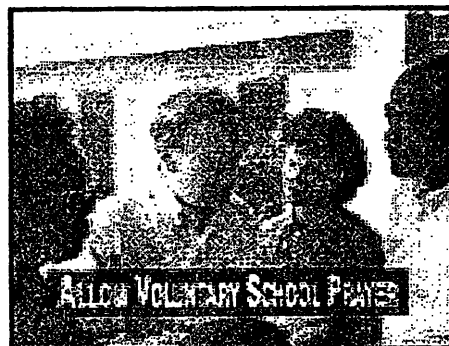
When President Clinton was fighting against Newt Gingrich's deep cuts in education, Tim Hutchinson listened to Gingrich,



and voted to eliminate the Department of Education, student loans,



funding for our schools. Winston Bryant listens to us. Putting our values



back in the classroom by allowing voluntary school prayer. Fighting to



make college tuition tax deductible. And standing with President Clinton against the Gingrich/Hutchinson



education cuts. So there's the choice, Tim Hutchinson votes



with Newt Gingrich. Winston Bryant listens to us.

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10/13/96

PAGE 1



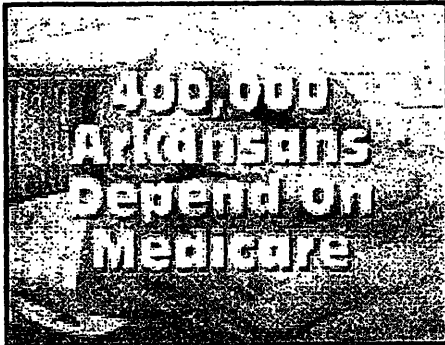
BRAND: DEMOCRATIC PROMO+
TITLE: AR/ADP Hutchinson cut Medicare
COMMERCIAL: AR/ADP Hutchinson cut Medicare
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
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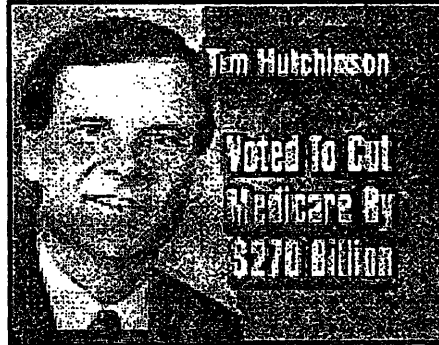
1 of 1

Ad Detector

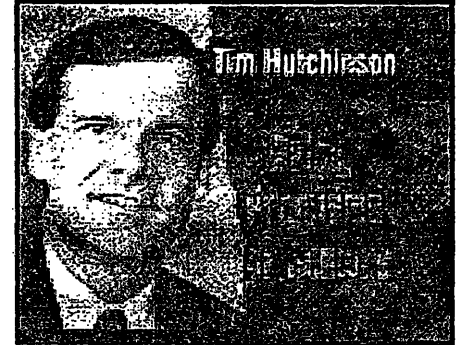
A003PS9H.ESB



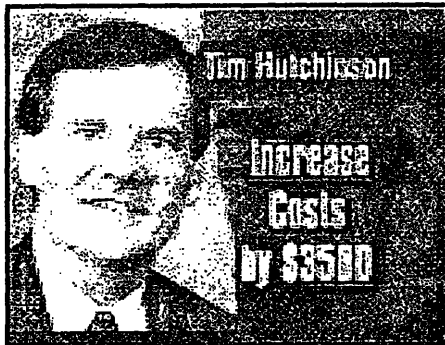
400,000 Arkansans depend on Medicare. Tim Hutchinson. Hutchinson voted to cut Medicare by \$270 billion.



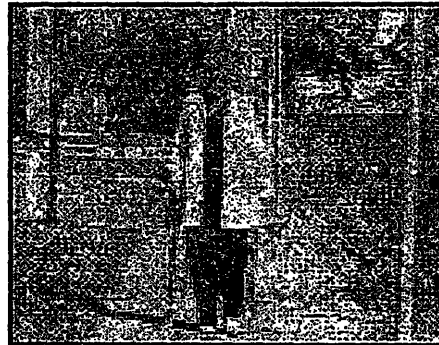
Hutchinson's plan would raise premiums for seniors,



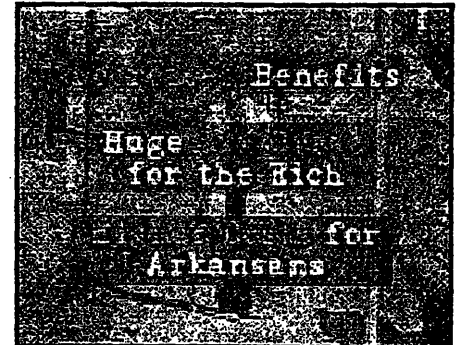
increase their out of pocket costs by \$3,500 over 7 years,



and give a huge tax break to the rich. That's right,



decreased benefits, higher costs for Arkansans, and a huge tax break for the rich.



Call Tim Hutchinson. Tell him to stop listening to Newt Gingrich



and start listening to us.

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10/14/96

PAGE 1



BRAND:

POL-US SENATE+

TITLE:

AR/DSCC Hutchinson votes w/ Newt

COMMERCIAL: AR/DSCC Hutchinson votes w/ Newt

1 of 1

LENGTH: 30

FRAMES: 7

POLARIS REPORTS
A Service of NMI

Ad Detector

A003SUFF.ESB

Tough Prosecutor 4,000 Criminal Cases

Winston Bryant, a tough prosecutor:
4,000 criminal cases in state court,
federal court, and the US Supreme
Court, with a 92%

92% Success Rate

success rate. So why is Tim
Hutchinson attacking Winston
Bryant?

Why is Tim Hutchinson Attacking
Winston Bryant?

Because while Bryant was winning
92% of his cases, Tim Hutchinson

Hutchinson Voted with Gingrich
96% of the Time

was voting with Newt Gingrich 96% of
the time. Against programs

Voted Against Programs for Battered Women
that help battered women, against
tougher sentences for drug kingpins,

that help battered women, against
tougher sentences for drug kingpins,

against safe and drug free schools.
Tim Hutchinson, too extreme

Hutchinson - Gingrich
Too Extreme for Us.

for us.

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10/14/96

PAGE 1



BRAND:

POL-US SENATE+

TITLE:

AR/DSC/Bryant Hutchinson votes with New

COMMERCIAL: AR/DSC/Bryant Hutchinson votes with New 1 of 1

LENGTH:

30

FRAMES:

7

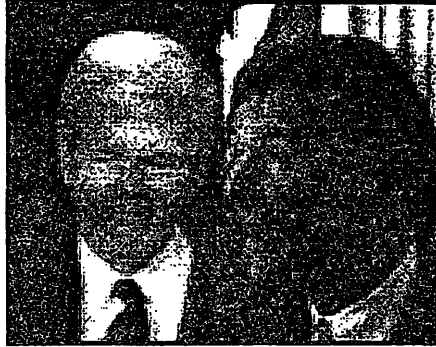
POLARIS REPORTS
A Service of NMI

Ad Detector

A003S512.ESB



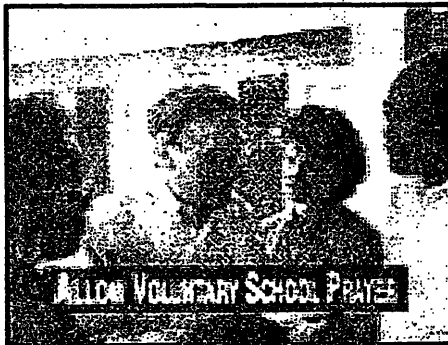
When President Clinton was fighting against Newt Gingrich's deep cuts in education, Tim Hutchinson listened to Gingrich,



and voted to eliminate the Department of Education, student loans,



funding for our schools. Winston Bryant listens to us. Putting our values



back in the classroom by allowing voluntary school prayer. Fighting to



make college tuition tax deductible. And standing with President Clinton against the Gingrich/Hutchinson



education cuts. So there's the choice, Tim Hutchinson votes



with Newt Gingrich. Winston Bryant listens to us.

Steve Beshear

| KY | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----------------|-----------------------------|-------------|-----------|-------------------|
| Char. | KY. Dem. Party/Voted w/Newt | 9/27-10/11* | 750-850 | \$ 57,402 |
| Cinn. | KY. Dem. Party/Voted w/Newt | 9/27-10/11* | 500-600 | \$ 41,290 |
| Lex. | KY. Dem. Party/Voted w/Newt | 9/27-10/11* | 750-800 | \$ 41,778 |
| Louisville | KY. Dem. Party/Voted w/Newt | 9/27-10/11* | 800-900 | \$ 51,390 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTALS: | | | | \$ 191,860 |



21.04.403.0754

Station Summary - KY

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

KY/KDP McConnell/Newt, tax break to ric

CHARLESTON

WCHS

30

4

WOWK

30

4

WSAZ

30

36

WVAH

30

15

CHARLESTON Subtotal ->

59

CINCINNATI

WCPO

30

10

WKRC

30

14

WLWT

30

15

WXIX

30

3

CINCINNATI Subtotal ->

42

LEXINGTON

WDKY

30

26

WKYT

30

24

WLEX

30

13

WTVQ

30

25

LEXINGTON Subtotal ->

88

LOUISVILLE

WAVE

30

8

WDRB

30

10

WHAS

30

29

WLKY

30

14

LOUISVILLE Subtotal ->

61

KY/KDP McConnell/Newt, tax break to ric Subtotal ->

250

Grand Total ->

250



BRAND:

DEMOCRATIC PROMO+

TITLE:

KY/KDP McConnell/Newt, tax break to ric

COMMERCIAL: KY/KDP McConnell/Newt, tax break to ric 1 of 1

LENGTH:

30

FRAMES:

7

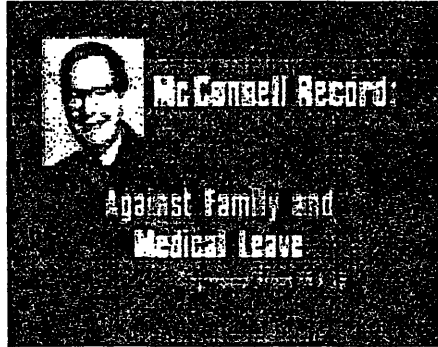
POLARIS REPORTS
A Service of NMI

Ad Detector

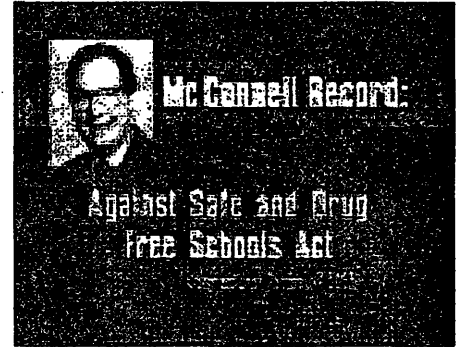
A003RQB7.ESB



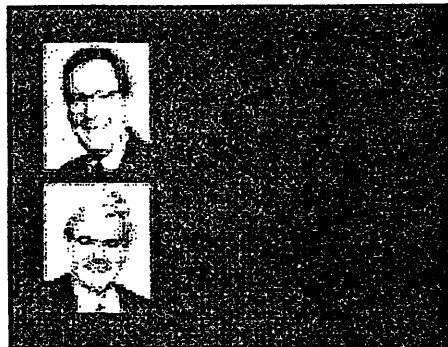
For twelve years, on the issues that are important to Kentucky families, Mitch McConnell hasn't been voting for us. McConnell voted against family



and Medical leave, against 100,000 more cops on the street, against



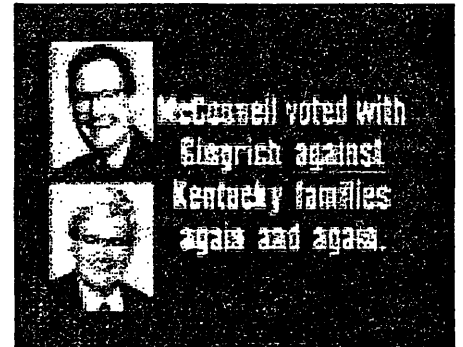
the Safe and Drug Free Schools Act, against college loans, and McConnell even voted



with Newt Gingrich to cut Medicare and raise premiums on seniors, all to give a tax break to the



rich. In fact, McConnell's voted with Gingrich against Kentucky families again and again.



Call Mitch McConnell and tell him to commit now to support Kentucky families.



SECRET

National Media Inc. Confidential



21.04.403.0757

Station Summary - LA

10/05/96 to 10/11/96

| Creative Title | Market Name | Station | Length | Spots |
|---|-------------|--|--------|-------|
| LA/DSC/Landrieu Education NEW ORLEANS | | WDSU | 30 | 9 |
| | | WGNO | 30 | 1 |
| | | WVUE | 30 | 4 |
| | | WWL | 30 | 6 |
| | | NEW ORLEANS Subtotal -> | | 20 |
| LA/LADP Woody's tax NEW ORLEANS | | WVUE | 30 | 1 |
| | | WDSU | 30 | 20 |
| | | WGNO | 30 | 5 |
| | | WVUE | 30 | 9 |
| | | WWL | 30 | 17 |
| LA/Landrieu Jenkins, against smoking ban NEW ORLEANS | | NEW ORLEANS Subtotal -> | | 51 |
| | | LA/Landrieu Jenkins, against smoking ban Subtotal -> | | 51 |
| | | Grand Total -> | | 72 |



BRAND:

N/A

TITLE:

LA/DSC/Landrieu Education

1 of 1

POLARIS REPORTS

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NEW

F

Ad Detector

FRAMES:

7

A003R XR7.ESB



Woody Jenkins wants government to turn its back on education. Not Mary Landrieu she'll fight



for a \$1500 tax deduction to help pay for college tuition or job training,



a \$500 per child tax credit to help parents make ends meet. She supports



kindergarten, Head Start and college loans for middle class families.



As treasurer, Mary's reforms meant millions of dollars invested in computers and



technology in the classroom. (ML)"When I go to Washington, women, children and



middle class families will come first.



BRAND:

N/A

TITLE:

LA/Landrieu Jenkins, against smoking ban 1 of

POLARIS REPORTS
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CLEARANCE:

NEW

F

Ad Detector

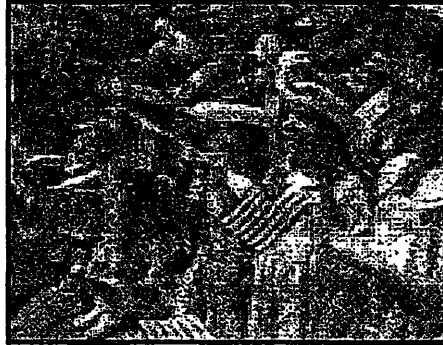
FRAMES:

8

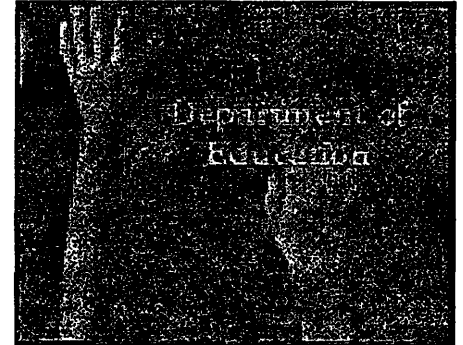
A003RVGQ.ESB



This is who will pay the greatest price if Woody Jenkins is elected.



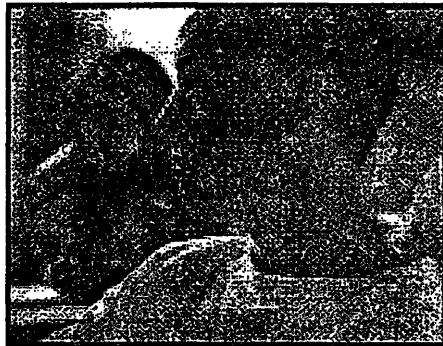
He wants to eliminate Head Start, kindergarten, and the Department of Education.



That would cost Louisiana \$630 million each year.



He voted to remove state funding from state colleges and universities,



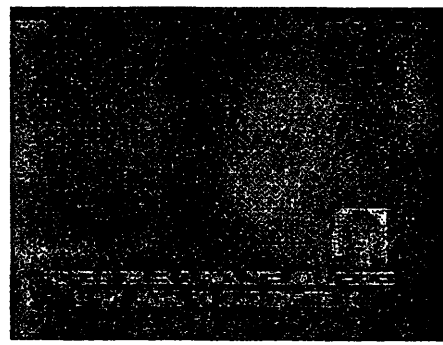
and even opposed protecting children from lead based paint, and voted against



a ban on smoking in schools. Can your children afford



the radical thinking of Woody Jenkins in the US Senate? I don't think so.





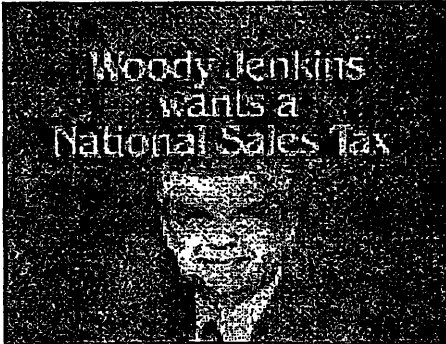
BRAND: DEMOCRATIC PROMO+
 TITLE: LA/LADP Woody's tax
 COMMERCIAL: LA/LADP Woody's tax
 LENGTH: 30
 FRAMES: 7

POLARIS REPORTS
 A Service of NMI

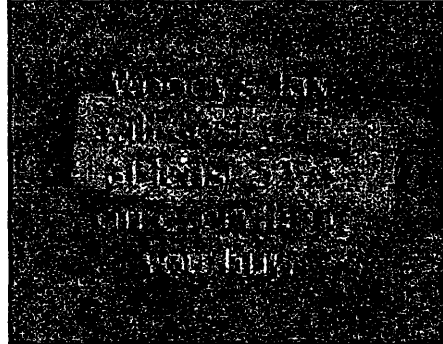
1 of 1

Ad Detector

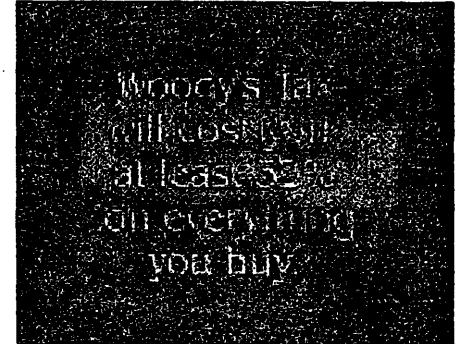
A003T2VW.ESB



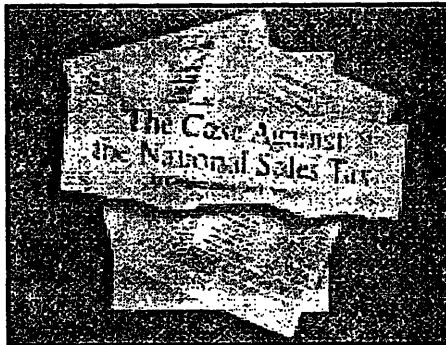
Woody Jenkins wants to replace the IRS with a national sales tax. Republican Senator Connie Mack says, in an official report,



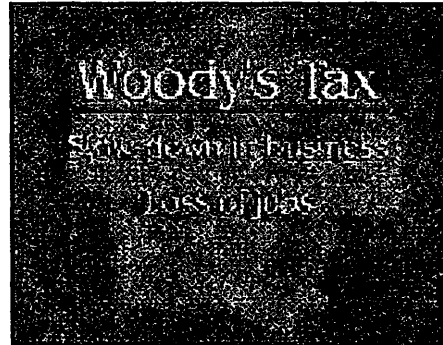
that Woody's tax will cost you at least 32% on everything you buy on top



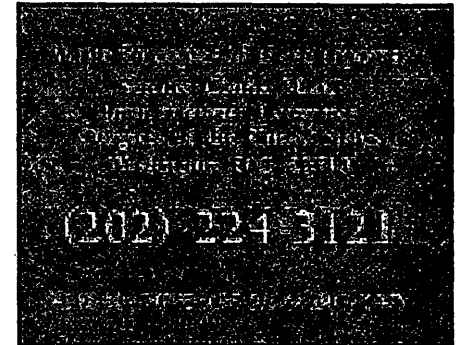
of the sales tax you already pay. Conservative Republican Congressman



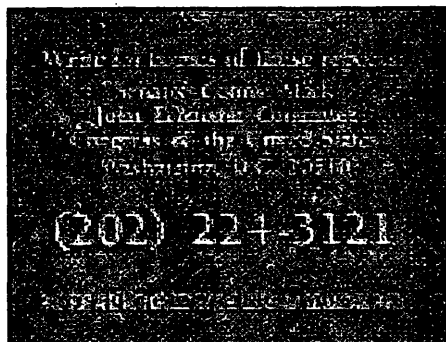
Dick Armey says Woody's tax would cause a slow down in business, a loss of jobs,



and a drop in wages, and of course it would take away your home mortgage deduction.



Call your Congressman and Senator we can't afford new taxes



and a new tax bureaucracy.

National Media Inc, 703-683-4877, Fax 703-683-3579

MAINE
Susan Collins
Vs.
Joe Brennan
MARKET: Portland

| ME | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----------|----------------------------|-----------|-----------|--------------|
| PORTLAND | DSC/Jobs for Maine | 9/11-9/30 | 900-1000 | \$ 50,435 |
| PORTLAND | DSC/One you can count on.. | 9/29-10/1 | 400-450 | \$ 24,640 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 75,075 |

MASSACHUSETTS

William Weld

Vs.

John Kerry

MARETS: Boston, Hartford, Providence

| MASS | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|-------------------|-------------------------------|--------------|------------------|---------------------|
| Boston | DSCC/Weld forgets Us | 10/6-10/11* | 450-500 | \$ 109,650 |
| Providence | DSCC/Weld forgets Us | 10/6-10/11* | 100-200 | \$ 6,480 |
| Hartford | DSCC/Weld forgets Us | 10/6-10/11* | n/a | \$ 1,100 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 117,230 |

21.04.483.0763



Station Summary - MA

10/05/96 to 10/11/96

| Creative Title | Market Name | Station | Length | Spots |
|-------------------------------------|-------------|---|--------|-------|
| MA/DSCC Weld forgot about us before | BOSTON | WABU | 30 | 2 |
| | | WBZ | 30 | 4 |
| | | WCVB | 30 | 5 |
| | | WHDH | 30 | 7 |
| | | WLVI | 30 | 1 |
| | | BOSTON Subtotal -> | | 19 |
| | | WJAR | 30 | 2 |
| | | WPRI | 30 | 2 |
| | | PROVIDENCE Subtotal -> | | 4 |
| | | MA/DSCC Weld forgot about us before Subtotal -> | | 23 |
| MA/Kerry/DSCC Weld forgets us | BOSTON | WABU | 30 | 6 |
| | | WBZ | 30 | 20 |
| | | WCVB | 30 | 23 |
| | | WFXT | 30 | 2 |
| | | WHDH | 30 | 27 |
| | | WLVI | 30 | 4 |
| | | WSBK | 30 | 4 |
| | | BOSTON Subtotal -> | | 86 |
| | | WFSB | 30 | 2 |
| | | WJAR | 30 | 8 |
| HARTFORD PROVIDENCE | | WLNE | 30 | 6 |
| | | | | |



21.04.403.0764

Station Summary - MA

10/05/96 to 10/11/96

| Creative Title | | Station | Length | Spots |
|--------------------------------------|------------------------|-------------------------------|--------|-------|
| Market Name | | | | |
| MA/Kerry/DSCC Weld forgets us | | WNAC | 30 | 1 |
| PROVIDENCE | | WPRI | 30 | 7 |
| | PROVIDENCE Subtotal -> | | | 22 |
| NH/DNC Smith voted against min. wage | | MA/Kerry/DSCC Weld forgets us | | 110 |
| BOSTON | | WMUR | 30 | 19 |
| | Grand Total -> | | | 152 |



BRAND: POL-US SENATE+
TITLE: MA/DSCC Weld forgot about us before
COMMERCIAL: MA/DSCC Weld forgot about us before 1 of 1
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

Ad Detector

A003SWFJ.ESB



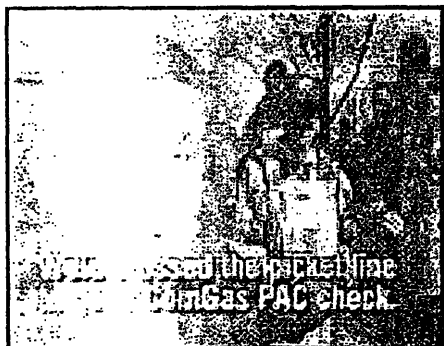
(woman)"There were 372 families locked out. When you have medical expenses and have no medical insurance,



life can be very difficult. Bill Weld forgot about us early on." (man)"The only



time I ever saw him on the picket line was when he walked acrossed it.



Bill Weld walked across the picket line to get a ComGas PAC check. John Kerry sided with the workers.



Kerry fighting for us. (woman)"Again, I'll say to Bill Weld, if you forgot about us



when you were the governor of the state of Mass, what makes me think your going to remember us when you are in



Washington."



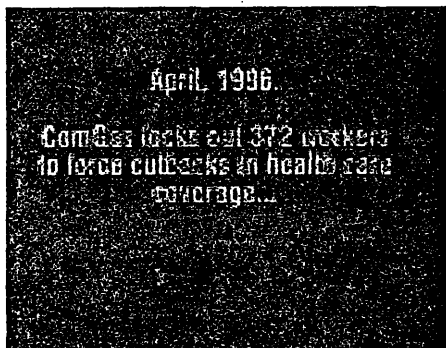
BRAND: POL-US SENATE+
TITLE: MA/Kerry/DSCC Weld forgets us
COMMERCIAL: MA/Kerry/DSCC Weld forgets us
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

1 of 1

Ad Detector

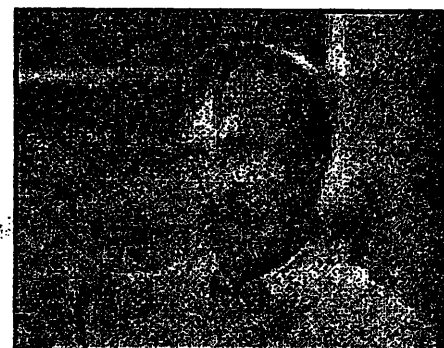
A003SK00.ESB



When CongGas locked out 372 workers to force cutbacks in health care benefits, Bill Weld refused to even meet with them. (woman)"Bill Weld



forgot about us very early on." (man)"The only time I ever saw him on the picket line was when



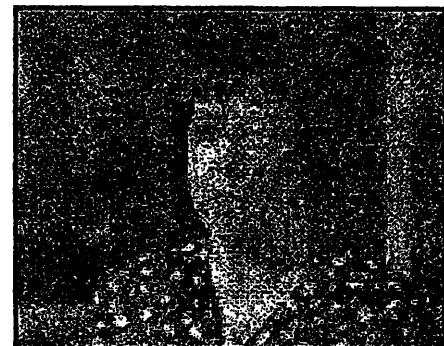
he walked across it." (woman)"When you have medical expenses



and you have no medical insurance, life can be very difficult. Bill Weld,



where were you when we needed you? Again, I'll say that Bill Weld, if you forgot about us while you were



Governor of the state of Mass., what makes me think you will remember us in Washington?"



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10/13/96

PAGE 1

92-24-0-1

National Media Inc. Confidential

21.04.03.0768



Station Summary - MI

10/05/96 to 10/11/96

| Creative Title | | Station | Length | Spots |
|--|--------------------------|---------|--------|-------|
| Market Name | | | | |
| MI/Levin invest in kids, tax deduction | | | | |
| DETROIT | | | | |
| | WDIV | | 30 | 10 |
| | WJBK | | 30 | 1 |
| | WKBD | | 30 | 2 |
| | WWJ | | 30 | 2 |
| | WXYZ | | 30 | 5 |
| | DETROIT Subtotal -> | | | 20 |
| FLINT | | | | |
| | WEYI | | 30 | 9 |
| | WJRT | | 30 | 11 |
| | WNEM | | 30 | 9 |
| | WSMH | | 30 | 3 |
| | FLINT Subtotal -> | | | 32 |
| GRAND RAPIDS | | | | |
| | WOOD | | 30 | 4 |
| | WOTV | | 30 | 3 |
| | WWMT | | 30 | 4 |
| | WXMI | | 30 | 3 |
| | WZZM | | 30 | 7 |
| | GRAND RAPIDS Subtotal -> | | | 21 |
| MI/Levin invest in kids, tax deduction | | | | |
| | Subtotal -> | | | 73 |
| MI/Levin save time, trees, money | | | | |
| DETROIT | | | | |
| | WDIV | | 30 | 3 |
| | WJBK | | 30 | 1 |
| | WKBD | | 30 | 1 |

MI/Levin save time, trees, money



21.04.403.0769

Station Summary - MI

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

MI/Levin save time, trees, money

DETROIT

WWJ

30

2

WXYZ

30

4

DETROIT Subtotal ->

11

FLINT

WEYI

30

6

WJRT

30

7

WNEM

30

7

WSMH

30

2

FLINT Subtotal ->

22

GRAND RAPIDS

WOOD

30

3

WOTV

30

1

WMTT

30

2

WXMI

30

1

WZZM

30

3

GRAND RAPIDS Subtotal ->

10

MI/Levin save time, trees, money Subtotal ->

43

Grand Total ->

116

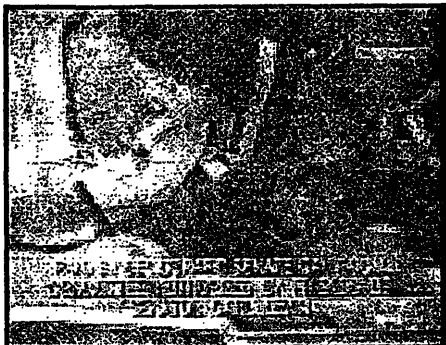


BRAND: POL-US SENATE+
TITLE: MI/Levin invest in kids, tax deduction
COMMERCIAL: MI/Levin invest in kids, tax deduction 1 of 1
LENGTH: 30
FRAMES: 7

POLARIS REPORTS
A Service of NMI

Ad Detector

A003R35X.ESB



To earn a good living, our kids need a good education. That is why Carl Levin helped expand our community colleges and



create the country's finest high tech job training center right here in Michigan.



(CL)"Instead of cuts in education we need to invest in our kids.



Make tuition for college and vocational training tax deductible.



Provide more student loans for middle class families. Because



a good education today means a good job tomorrow."





BRAND:

N/A

TITLE

MI/Levin save time, trees, money

1 of 1

POLARIS REPORTS
A Service of NMI

DETROIT

F

Ad Detector

FRAMES:

7

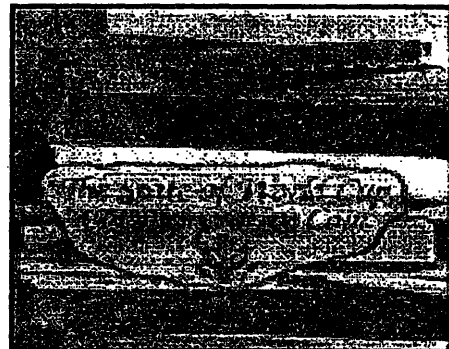
A003R362.ESB



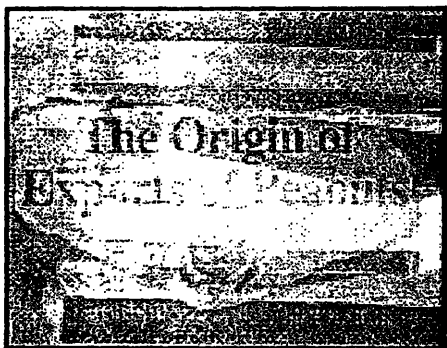
(CL)"Some people in Washington just love to write reports. Even if no one reads them."



Year after year, thousands of pages.



Congressmen get millions on documents that no one wanted.



That is until Carl Levin said 'enough is enough' and wrote legislation



that eliminated hundreds of unnecessary government reports.
(CL)"It saves



time and it even saves a few trees. But most of all



it saves money."

National Media Inc, 703-683-4877, Fax 703-683-3579

10/13/96

PAGE 1

MINNESOTA
Rudy Boschwitz
Vs.
Paul Welstone
MARKET: Minneapolis

| MN | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|-------|------------------------------|-----------|-----------|-------------------|
| Minn. | MN DFL Party/Stop.. | 9/11-9/22 | 750-800 | \$ 142,120 |
| Minn | MN DFL/Welstone Crime Record | 10/11* | 100-150 | \$ 18,240 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 160,360 |

21-04-403-0772



Station Summary - MN

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

MN/DFLP Welstone the crimefighter
MINNEAPOLIS

| | | |
|------|----|---|
| KARE | 30 | 4 |
| KMSP | 30 | 3 |
| WCCO | 30 | 6 |
| WFTC | 30 | 3 |

MINNEAPOLIS Subtotal -> 16

MN/DFLP Welstone the crimefighter Subtotal -> 16

Grand Total -> 16



BRAND:
TITLE:

DEMOCRATIC PROMO+
MN/DFLP Wellstone the crimefighter

POLARIS REPORTS
A Service of NMI

COMMERCIAL: MN/DFLP Wellstone the crimefighter

1 of 1

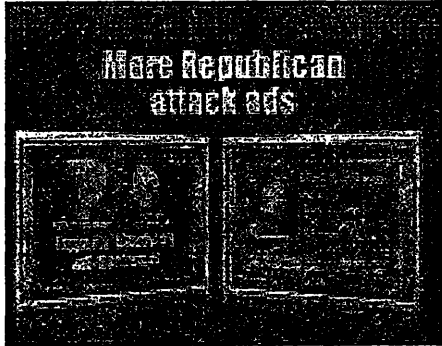
LENGTH: 30

FRAMES: 7

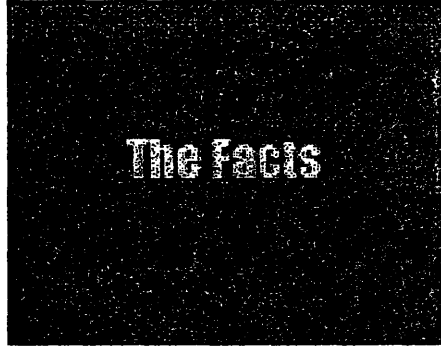
Ad Detector

A003T2TZ.ESB

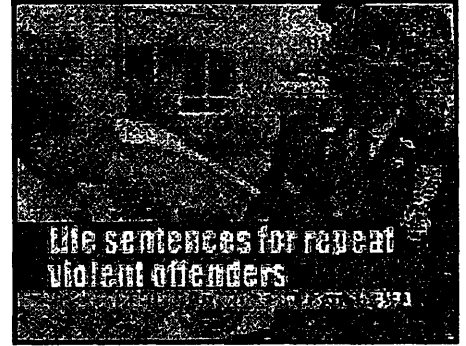
21.04.403.0774



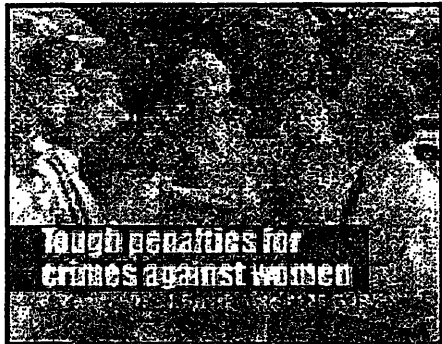
More attack ads on Paul Wellstone from Rudy Boschwitz and the Republicans. More distortions.



The facts. Paul Wellstone voted for manditory life sentences for repeat



violent offenders and drug dealers...three strikes and your out, the toughest penalties



ever for crimes against women and children, 100,000 more police,



and a ban on military style assault weapons. The fact is, Paul Wellstone



Tell them to stop the attacks and stick to the facts.

National Media Inc, 703-683-4877, Fax 703-683-3579

10/14/96

PAGE 1

SECRET

National Media Inc. Confidential

NEW HAMPSHIRE
Senator Bob Smith
Vs.

Dick Swett

MARKET: Boston (WMUR Manchester)

| NH | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|--------------|-------------------------------|-----------|-----------|--------------|
| BOSTON(WMUR) | NH Dem. Party/Smith Polluter | 9/18-9/27 | 650-700 | \$ 75,790 |
| BOSTON(WMUR) | NH Dem. Party/Smith min. Wage | 9/27-10/8 | 550-600 | \$ 66,110 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 141,900 |

21.04.403.0776

21-04-483-077



Station Summary - NH

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length Spots

NH/DNC Smith voted against min. wage
BOSTON

WMUR

| | |
|----------------|----|
| 30 | 19 |
| <hr/> | |
| Grand Total -> | 19 |



BRAND:

N/A

TIT

NH/DNC Smith voted against min. wage 1 of 1

CLEARANCE:

BOSTON

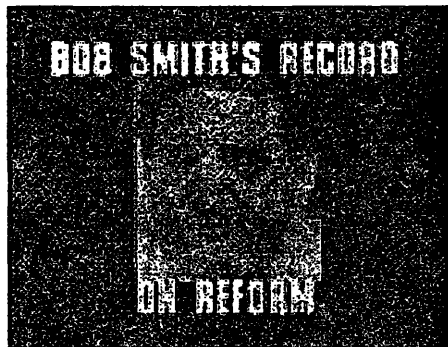
F

Ad Detector

FRAMES:

7

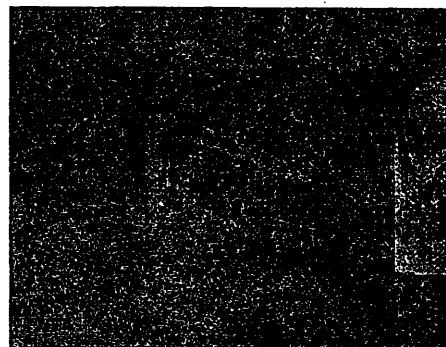
A003RUDC.ESB



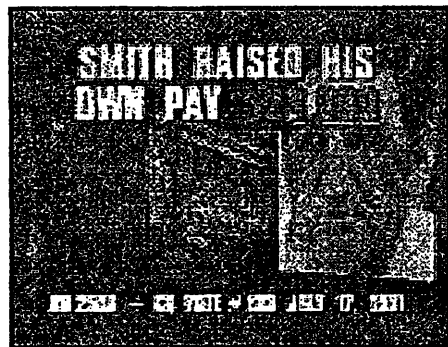
Bob Smith's record on reform. Bob Smith voted against banning gifts from lobbyist, against banning



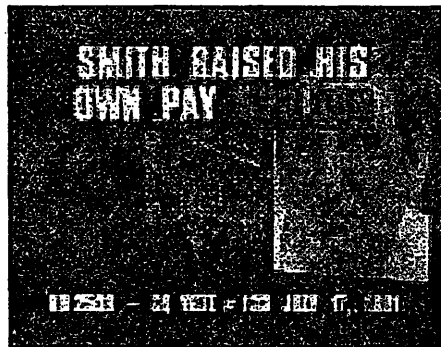
speaking fees and free vacations from special interest groups. But Smith found one reform



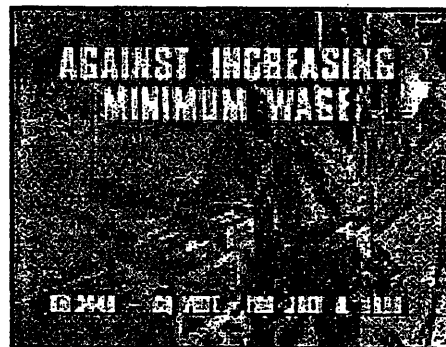
he was for. In a latenight session, Bob Smith voted to raise



his own pay, by over \$23,000, then



he voted against increasing the minimum wage for working families by less than a dollar.



Call Bob Smith. Tell him to commit now that he won't



ever vote to raise his pay again, ever.

NEW JERSEY
Dick Zimmer
Vs.
Bob Torricelli
MARKET: New York Philidelphia

| NJ | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----------------|-------------------------------|-------------|-----------|-------------------|
| NewYork | DNC/Medicare Call Dick Zimmer | 10/3-10/11* | 550-650 | \$ 295,596 |
| Phil. | DNC/Medicare Call Dick Zimmer | 10/3-10/11* | 750-850 | \$ 224,370 |
| | | | | |
| | | | | |
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| | | | | |
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| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTALS: | | | 0 | \$ 519,966 |



BRAND:

N/A

TITLE

NJ/DNC Medicare Call Dick Zimmer

POLARIS REPORTS

1 of 1 A Service of NMI

CLEARANCE:

NEW YORK

F

Ad Detector

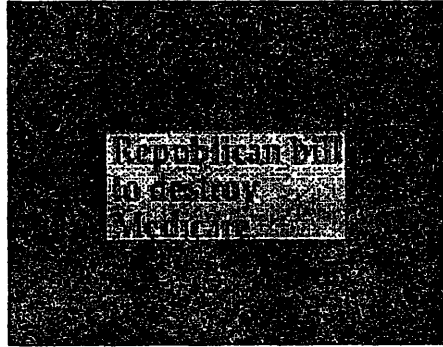
FRAMES:

10

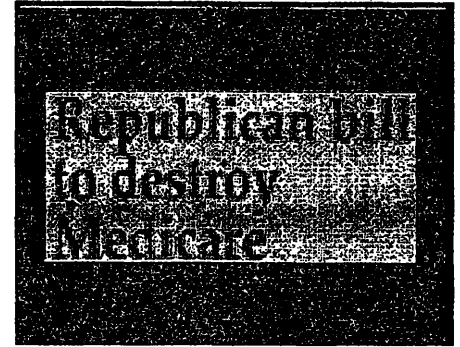
A003SCIE.ESB



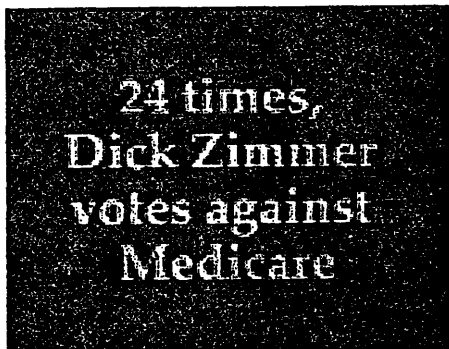
It began October 9, 1995 and it went on for two more days. The biggest



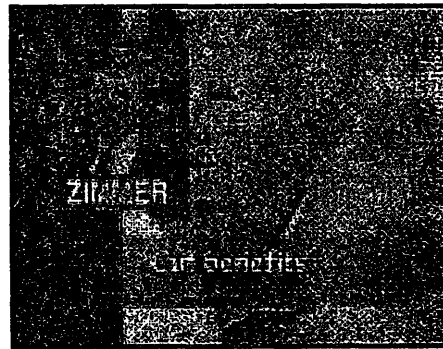
assault on Medicare ever seen in the Congress.



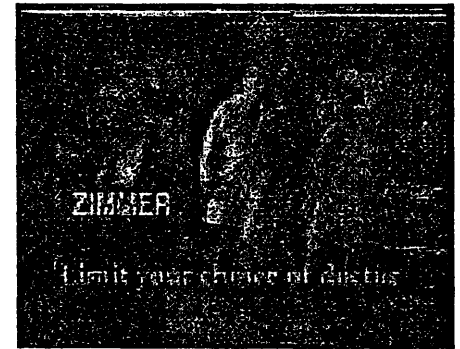
Twenty-four times Dick Zimmer votes



against Medicare. He votes to cut benefits,



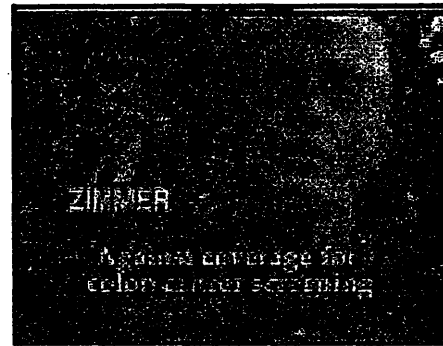
to raise premiums,



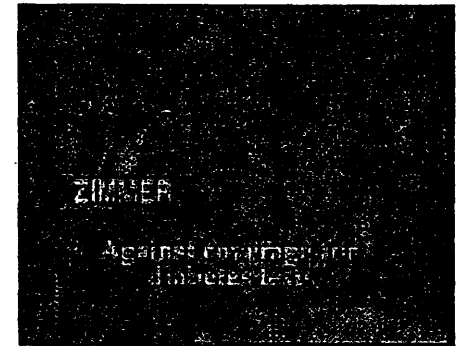
to limit your choice of doctors,



against coverage for colon cancer screening,



against coverage for mammograms, against



coverage for diabetes blood tests,

National Media Inc, 703-683-4877, Fax 703-683-3579

10/13/96

PAGE 1



Station Summary - NJ

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

NJ/DNC Medicare Call Dick Zimmer
NEW YORK

| | | |
|------|----|----|
| WABC | 30 | 22 |
| WCBS | 30 | 42 |
| WNBC | 30 | 22 |
| WNYW | 30 | 23 |
| WPIX | 30 | 8 |
| WWOR | 30 | 7 |

NEW YORK Subtotal ->

124

PHILADELPHIA

| | | |
|------|----|----|
| KYW | 30 | 15 |
| WCAU | 30 | 31 |
| WPHL | 30 | 30 |
| WPSG | 30 | 7 |
| WPEI | 30 | 35 |
| WTKF | 30 | 18 |

PHILADELPHIA Subtotal ->

136

NJ/DNC Medicare Call Dick Zimmer Subtotal ->

260

Grand Total ->

260



BRAND:

N/A

TITLE

NJ/DNC Medicare Call Dick Zimmer

1 of

POLARIS REPORTS
A Service of NMI

CLEARANCE:

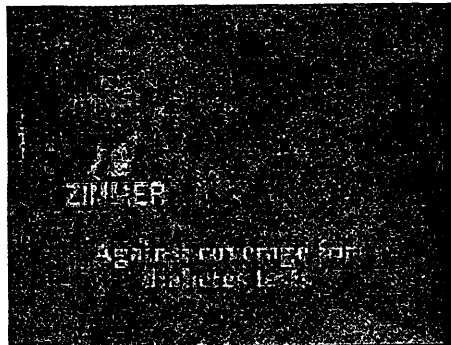
NEW YORK

F

Ad Detector

FRAMES:

10



even against restoring safety standards in nursing homes. Call Dick Zimmer tell him to stop cutting Medicare.

NORTH CAROLINA
Senator Jesse Helms
Vs.

Harvey Gantt

MARKETS: Raliegh, Charlotte, Greensboro, Greenville (SC)

| NC | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----|------------------------|-------|-----------|--------------|
| | NONE | | 0 | \$ - |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ - |

OKLAHOMA
Senator Jim Inhofe
Vs.
Jim Boren
MARKET: Oklahoma City

| OK | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----|------------------------|-------|-----------|--------------|
| | NONE | | 0 | \$ - |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ - |

OREGON
Gordon Smith
Vs.
Tom Bruggere
MARKET: PORTLAND

| OR | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----------|-----------------------------|-----------|-----------|-------------------|
| PORTLAND | LCV/Smith breaks.... | 9/4-9/10 | 350-400 | \$ 70,200 |
| PORTLAND | OR Dem.Party/Balance Budget | 9/27-10/4 | 1000-1100 | \$ 145,600 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ 215,800 |

21.04.403.0785

RHODE ISLAND

Nancy Mayer

Vs.

Jack Reed

MARKETS: Providence, Boston

| RI | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----|------------------------|-------|-----------|--------------|
| | NONE | | 0 | \$ - |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ - |

44-38861-100

National Media Inc. Confidential



21.04 403 0788

Station Summary - SC

10/05/96 to 10/11/96

Creative Title

Market Name

Station Length Spots

SC/Close it's about the next generation
GREENVILLE

| | | |
|------|----|---|
| WHNS | 30 | 2 |
| WLOS | 30 | 1 |
| WSPA | 30 | 5 |
| WYFF | 30 | 3 |

GREENVILLE Subtotal -> 11

SC/Close it's about the next generation Subtotal -> 11

SC/Close no to PAC money, and giveaway

GREENVILLE

| | | |
|------|----|----|
| WHNS | 30 | 5 |
| WLOS | 30 | 8 |
| WSPA | 30 | 15 |
| WYFF | 30 | 21 |

GREENVILLE Subtotal -> 49

SC/Close no to PAC money, and giveaway Subtotal -> 49

Grand Total -> 60



BRAND:

N/A

TIT

SC/Close no to PAC money, giveaway 1

POLARIS REPORTS
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CLEARANCE:

GREENVILLE

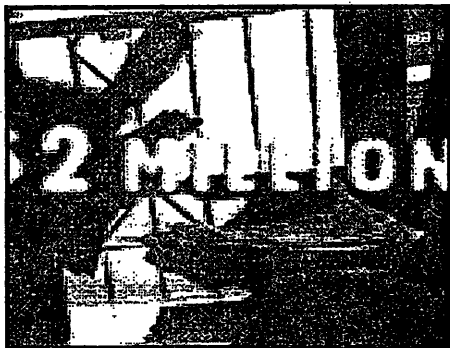
F

Ad Detector

FRAMES:

7

A003S7T2.ESB



(EC)"How can politicians vote to cut Medicare," while giving McDonalds \$2 million to sell chicken mcnugets in Asia?



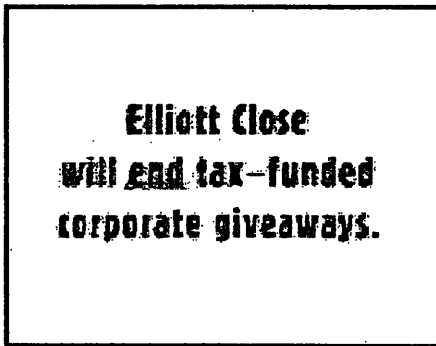
(EC)"And how can they cut student loans," and give Gallo \$4 million to sell



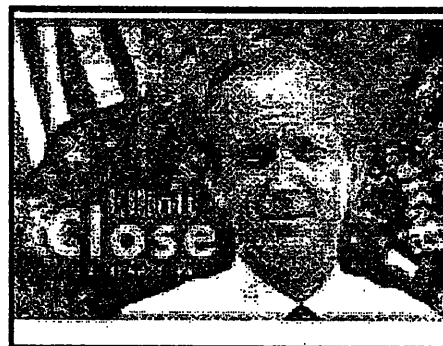
wine overseas? (EC)"The old time politicians just can't say no to



those big money special interest." Elliot Close will end tax-funded corporate giveaways.



(EC)"And I won't take a dime of special interest PAC money."



Elliot Close. A new conservative Senator for South Carolina.





BRAND: POL-US SENATE+
TITLE: SC/Close it's about the next generation
COMMERCIAL: SC/Close it's about the next generation 1 of 1
LENGTH: 30
FRAMES: 7

Ad Detector

A003RHBD.ESB



Way back in 1928 Strom Thurmond began his career in politics. A county official,



governor, and senator. He's been part of our state for most of the century. We



appreciate all he's done. (EC)"But this election is about the next century



not the last one. I'll fight to balance the budget without cutting Medicare and student loans



I won't be owned by the special interest, and I too will provide great constituent



service." Elliot Close. A new conservative Senator for



South Carolina.

21.04.403 1620.304 +0.72

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21.04.403.0792

Station Summary - TN

10/05/96 to 10/11/96

Creative Title

Market Name

Station

Length

Spots

TN/Gordon Thompson is out of touch

KNOXVILLE

WATE

30 8

WBIR

30 13

WKXT

30 2

KNOXVILLE Subtotal -> 23

MEMPHIS

WMC

30 15

WREG

30 19

MEMPHIS Subtotal -> 34

NASHVILLE

WKRN

30 8

WSMV

30 12

WZTV

30 2

NASHVILLE Subtotal -> 22

TN/Gordon Thompson is out of touch Subtotal -> 79

Grand Total -> 79



BRAND:

N/A

TITLE:

TN/Gordon Thompson is out of touch 1 of 1

POLARIS REPORTS
A Service of NMI

KNOXVILLE

F

FRAMES:

7

Ad Detector

A003S332.ESB



Two years ago, Fred Thompson said a Senator ought to understand people who drive pick-up trucks,



regular Tennesseans. He was right, but when Fred got to Washington



he began voting like a man who rides around in one of these. He voted to use your Social Security



money to balance the budget, and voted to give a tax cut to the rich,



and voted to pay for by cutting education, Medicare, and veterans benefits.



I'm Houston Gordon. If you send me to Washington, I won't just act like a



Senator for regular Tennesseans, I'll vote like one.

TEXAS
Senator Phil Gramm
Vs.

Victor Morales

MARKET: Austin, Houston, Dallas, San Antonio

| TX | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----|------------------------|-------|-----------|--------------|
| | NONE | | 0 | \$ - |
| | | | 0 | \$ - |
| | | | 0 | \$ - |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ - |

21.04.403.0794

VIRGINIA
Senator John Warner
Vs.
Mark Warner

MARKETS: Richmond, Norfolk, Roanoke, Wahington

| VA | SPONSOR/CREATIVE TITLE | DATES | EST GRP'S | EST SPENDING |
|----|------------------------|-------|-----------|--------------|
| | None | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | TOTALS: | | 0 | \$ - |

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