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APPENDIX III

2003 Presidential Primary Election Advertising

2003 POLITICAL ADS

Group Says Santa's In the White House

By [Christy Setzer](#), NationalJournal.com

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Tuesday, Dec. 9, 2003



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

Santa Claus wears cowboy boots in the latest TV ad from the Moveon.org Voter Fund. The 30-second ad, which begins airing today, accuses **President Bush** of playing Santa for his campaign contributors through large giveaways in the omnibus spending bill, which the House approved Monday.

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"Drug companies got higher prices in the Medicare bill. Defense contractors got no-bid contracts in Iraq," an announcer intones, as a gloved Santa checks off "high drug prices" and "no-bid contracts" from a Christmas list. As the camera pans down, Santa's cowboy boots kick up onto the fireplace in front of him.

"Yes, big contributors, there is a Santa Claus. But he's not at the North Pole. He's in the White House," the announcer closes.

The ad will run today through Thursday on cable stations nationally, and was produced by Zimmerman and Markman. A print ad in Monday's *Washington Post* asking, "So who does President Bush think is naughty and nice?" is part of the same campaign. A MoveOn.org spokeswoman said the group spent \$300,000 on both ads.

The liberal group has taken several hits at the president lately, all under the mantel of their "Mis-Leader" campaign. Last week, the group put \$2 million behind an [ad](#) originally released in October, suggesting the \$87 billion war supplemental could have been better spent on domestic priorities. In November, the group released an [ad](#) stating that Bush is the first president since **Herbert Hoover** to "lead an economy that loses jobs."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Santa" (TV)

ANNOUNCER [v/o]: Christmas is coming early to George Bush's big contributors.

(On screen: Santa's gloved hands hold a long hand-written Christmas list. He puts checks after: "High drug prices," "no-bid contracts," "cut overtime pay" and "TV network giveaway.")

Drug companies got higher prices in the Medicare bill. Defense contractors got no-bid contracts in Iraq. Now George Bush is pushing a huge spending bill that will eliminate overtime pay for millions of workers and give media corporations even more control of the airwaves.

(On screen: Camera pans down to Santa's cowboy boots.)

Yes, big contributors, there is a Santa Claus. But he's not at the North Pole.

(On screen: Photo of George Bush. The words "mis" and "leader" come over his image. At the bottom of the screen, "Paid for by MoveOn.org Voter Fund.")

He's in the White House.

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

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2003 POLITICAL ADS

Group Now Calls Bush Economic 'Misleader'

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

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Monday, Nov. 24, 2003



[Click Here To See RealVideo™ Of "Hoover 2M"](#)

After a [string of anti-war commercials](#), MoveOn.org recently launched a TV ad campaign that instead criticizes **President Bush's** economic policies.

Photographs of the 11 most recent American presidents who served before Bush flash on screen as an announcer says that Bush "is doing something" that each of these men "didn't do" while in office. The distinction? The announcer notes that Bush will "be the first president since **Herbert Hoover** to lead an economy that loses jobs," adding that "over two million" have been lost "so far."

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As the word "misleader" appears above a photograph of the current president, the ad asks: "Didn't George Bush say his tax cuts would create jobs?"

MoveOn.org spokeswoman **Kawana Lloyd** said that "Hoover 2M" went on the air Friday in the Washington area. The spot also will begin running today on cable news channels in the following markets: Little Rock, Ark.; Denver, Colo.; Minneapolis and Duluth, Minn.; Kansas City and St. Louis, Mo.; Cleveland and Columbus, Ohio; Harrisburg, Pittsburgh and Philadelphia, Pa.; Seattle, Wash.; Madison and Milwaukee, Wis.; and Charleston, W.Va. Lloyd said the markets were chosen based on their "battleground" status in the 2004 presidential race.

All buys are for five days each at a total cost of \$175,000, Lloyd said. She added that the ad is running 25 times per day in each market, at "saturation" levels.

A Nov. 21 press release indicated that the ad's rollout was timed to coincide with the Bureau of Labor and Statistics' Friday [announcement](#) of October unemployment numbers -- which stated "the unemployment rate, 6.0 percent, and the number of unemployed persons, 8.8 million, were essentially unchanged."

MoveOn.org has spoken out against Bush's tax policies before. In May, the group aired a [TV spot](#) telling the story of a group of parents who sold blood to raise money for their children's school because "tax cuts for the rich have meant less money for education."

Nor is this the first time the group has branded Bush a "misleader." As Congress prepared to vote on the president's \$87 billion wartime [supplemental](#), MoveOn.org aired a [last-minute push](#) against the measure, suggesting education spending as a better use for the funding. Bush [signed](#) the measure into law on Nov. 6, following approval from both congressional chambers.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Hoover 2M" (TV)

ANNOUNCER [v/o]: George Bush is doing something Bill Clinton didn't do, his father didn't do, not Reagan, or Carter, or Ford or Nixon. Not LBJ or JFK. Not Eisenhower or Harry Truman. Not in any of FDR's four terms. No.

George Bush is going to be the first president since Herbert Hoover to lead an economy that loses jobs. Over two million so far. Didn't George Bush say his tax cuts would create jobs?

(On screen: picture of Bush and the word "LEADER"; letters "MIS" move into frame to form "MISLEADER"; Paid for by MoveOn.org Voter Fund)

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

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2003 POLITICAL ADS

Dems Call For Independent Probe Of Leak

By [Christy Setzer](#), NationalJournal.com

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Tuesday, Oct. 21, 2003



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

The Democratic National Committee went on the air Monday with a TV ad criticizing the alleged White House leak of an American CIA agent's identity and arguing for an independent investigation into the matter.

"It keeps getting worse. Scandals in the Bush White House," an announcer says in "Getting Worse," as newspaper headlines reading "Spy Leaks Rock Bush" and "Leak Probe Adds to Bush's Woes" flash on screen. The scandals, the announcer says, attempt to "hide Bush administration deceptions about the war in Iraq." Video footage shows former President **George H.W. Bush** [speaking](#) at an April 26, 1999, CIA ceremony in his honor and condemning those who expose covert operatives as "the most insidious of traitors." Echoing the message of a [DNC online petition](#), the ad calls for a special counsel "and the truth."

"Getting Worse" is currently running only in the Scranton-Wilkes Barre, Pa., market, but the spot was e-mailed to 1.4 million Democratic activists last week. The DNC plans to use funds from the online petition drive to expand the ad buy into larger markets.

The spot, which was produced by Dixon Davis Media Group, will run for one week at a cost of \$20,000, according to a DNC spokesman.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Getting Worse" (TV)

(Headline on screen: "Shadow of Wrongdoing Falls Across the Bush Oval Office" -- Financial Times, 10/1/03)

ANNOUNCER NO. 1 [v/o]: It keeps getting worse. Scandals in the Bush White House.

(Headline on screen: "Spy Leaks Rocks Bush" -- the Boston Herald, 9/30/03)

Now, they illegally leak the identity of an American CIA agent...

(Headline on screen: "Leak Probe Adds to Bush's Woes" -- UPI, 9/30/03)

... all to hide Bush administration deceptions about the war in Iraq.

(Former President Bush Says Leakers are Traitors)

GEORGE H.W. BUSH [footage from April 26, 1999, dedication ceremony for the George Bush Center for Intelligence]: I have nothing but contempt and anger for those who betray the trust. They are, in my view, the most insidious of traitors.

(Headline on screen: "Bush Must Come Clean on 'Revenge' Leak" -- the Virginian-Pilot, 9/30/03)

ANNOUNCER NO. 1 [v/o]: He's right about this one. It's time for an independent investigation and the truth.

ANNOUNCER NO. 2 [v/o]: The Democratic National Committee is responsible for the content of this advertisement.

(On screen: Sign the petition at www.democrats.org/justice; The Democratic National Committee Is Responsible For The Content Of This Advertising. Paid For By The Democratic National Committee. www.democrats.org. Not Authorized By Any Candidate Or Candidate's Committee)

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2003 POLITICAL ADS

Dean Targets South Carolina Blacks

By [Mark H. Rodeffer](#), NationalJournal.com

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Thursday, Sept. 11, 2003

Former Vermont Gov. **Howard Dean** (D) is on the air in South Carolina with a radio spot telling black voters he's "willing to lay it on the line."

An announcer asks listeners if they are ready for a candidate who is "not afraid to stand up to **George Bush** on the economy and jobs, even if it means standing alone." Dean then says that since Bush was inaugurated, 2.5 million jobs have been lost but no one has "stood up against George Bush."

Dean notes he opposed the war in Iraq, and the announcer adds that as Vermont governor, Dean "made sure nearly every child in his state has health insurance" -- something Dean pledges to do for all Americans, if elected. The announcer also invites South Carolinians to join Dean's "people-powered grassroots campaign" by calling an 800 number or by visiting Dean's [Web site](#).

The ad is running in every media market in South Carolina on radio stations with largely black audiences, Dean spokesman **Andrew Koneschusky** said. He also said that the ad is airing from Sept. 6 to Sept. 15 in a \$50,000 buy. Trippi McMahon & Squier produced the spot.

Dean has already launched a [TV commercial](#) in South Carolina, and Sen. [John Edwards](#), D-N.C., has been [on the air](#) in South Carolina for almost a month.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Are You Ready?" (Radio)

ANNOUNCER: Are you ready...

HOWARD DEAN: I'm Howard Dean. It's time for the truth.

ANNOUNCER: ... for a presidential candidate who's not afraid to stand up to George Bush on the economy and jobs, even if it means standing alone?

HOWARD DEAN: You know, when you think about it, in the past two-and-a-half years, we've lost over two-and-a-half million jobs. And has anyone really stood up against George Bush and his policies? Don't you think it's time someone did?



[Click Here To Hear RealAudio™ Of "Are You Ready?"](#)

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ANNOUNCER: For a Democrat who's willing to lay it on the line?

HOWARD DEAN: I opposed the war with Iraq when too many other Democrats supported it, because I want a foreign policy consistent with American values.

ANNOUNCER: Howard Dean, a governor who made sure nearly every child in his state has health insurance -- a president who will make sure every American has health insurance, too.

HOWARD DEAN: I want to repeal the Bush tax cuts, so we can make health care available for every American.

ANNOUNCER: Log on to deanforamerica.com, or call 1-866-Dean-4-USA. Learn more about Howard Dean, and join his people-powered grassroots campaign. Get involved. Join the campaign. Because the power is yours.

HOWARD DEAN: I'm Howard Dean, and I approve this message because it's time to take our country back.

ANNOUNCER: Paid for by Dean for America.

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

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2003 POLITICAL ADS

Kerry Showcases Vietnam Experience

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

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Wednesday, Sept. 10, 2003

The latest TV ad from Sen. [John Kerry](#), D-Mass., uses Vietnam-era footage to showcase the White House hopeful's combat experience and opposition to **President Bush's** policies.

The 60-second spot, which went on the air Tuesday, opens with clips of Vietnam and then pans to Kerry's testimony before the Senate Foreign Relations Committee in 1971. Kerry, then a retired U.S. Navy officer recently back from the war, asks the panel: "How do you ask a man to be the last man to die for a mistake?" An announcer then lists Kerry's military accolades, adding that ever since Kerry returned from Vietnam, "he's been on the front lines of the fights that matter" -- at which point the ad turns to abortion, terrorism and the environment.

Kerry speaks on camera during the last half of the spot, suggesting that we "get some things done in this country," such as reforming health care or "rolling back tax cuts for the wealthy." Many politicians, he intones, are "like George Bush and are working hand-in-hand with" special interests.

According to a Sept. 9 press release, "Courage" began airing Tuesday in New Hampshire and Iowa. The media firms Greer Margolis Mitchell Burns and Shrum Devine & Donilon are working for Kerry's campaign, and Riverfront Media, a political unit of GMMB and SDD, produced the spot.

The latest [survey data](#) from New Hampshire showed Kerry trailing former Vermont Gov. **Howard Dean** (D) by eight points, while a recent Iowa [poll](#) put the senator in third behind Dean and Rep. [Richard Gephardt](#), D-Mo. Kerry has already been on the air in both states with a [handful of ads](#) filmed on his presidential announcement tour.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Courage" (TV)

(On screen: Senate Foreign Relations Committee, 1971; Lt. John Kerry (Ret.))

JOHN KERRY [testifying before committee]: How do you ask a man to be the last man to die in Vietnam? How do you ask a man to be the last man to die for a mistake?



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ANNOUNCER [v/o]: John Kerry. The 25-year-old swift boat commander who won 3 Purple Hearts and the Silver Star for bravery, then came home and helped rally the nation against that war.

Ever since, he's been on the front lines of the fights that matter. The new senator who defended a woman's right to choose...

(On screen: Sen. John Kerry (Dem.), Senate Foreign Relations Committee)

... sounded the alarm on terrorism years before 9-11...

(On screen: cover of Kerry's book, "The New War: The Web of Crime That Threatens America's Security")

... stopped George Bush and the oil companies from drilling in the Arctic Wildlife Refuge.

(Headline on screen: "Kerry takes on Bush over Arctic drilling" -- Boston Herald, 1/23/02)

... Now he's running for president.

JOHN KERRY: We need to get some things done in this country -- affordable health care, rolling back tax cuts for the wealthy, really investing in our kids.

(On screen: John Kerry; JohnKerry.com)

But right now, too many in politics are afraid to take on the powerful interests, or they're like George Bush and are working hand-in-hand with them. I believe the courage of Americans can change this country.

(On screen: The courage to do what's right for America.)

I'm John Kerry, and that's why I approved this message.

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

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

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2003 POLITICAL ADS

Dean Launches New Ad In Five States

By [Mark H. Rodeffer](#), NationalJournal.com

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Tuesday, Sept. 9, 2003

Former Vermont Gov. **Howard Dean** (D) last week launched a new TV ad in five states with early presidential primaries, outlining his positions on the war in Iraq, health care and the tax cuts **President Bush** signed into law in [2001](#) and [2003](#).

Dean tells viewers that he "opposed the war with Iraq when too many Democrats supported it" because he wants "a foreign policy consistent with American values." He says that he is against "the Bush tax cuts" because "they are bad for the economy, and they are costing us jobs."

While Vermont governor from 1991 to 2003, Dean says, he "created jobs, balanced budgets, and made sure nearly every child in my state had health insurance." If elected president, Dean promises he'll do the same for the country.

The new commercial began airing Sept. 3 in Arizona, New Mexico, Oklahoma, South Carolina and Washington. It replaced "[Health Care](#)," an ad originally aired in New Hampshire and expanded to those five states Aug. 29. Another ad, "[Join Us](#)," began airing the same day in Wisconsin and remains on the air. A spokesman declined to name the specific markets in which each commercial is airing.

The total budget for the two-week ad buy that began in the six states Aug. 29 is \$1 million, all of which was raised from an online fund-raising drive that coincided with Dean's late August "Sleepless Summer" tour across eight states, the spokesman said. The states targeted in the two-week buy each have [primaries](#) in early February, except Wisconsin, which holds its presidential primary Feb. 17.

Trippi McMahon & Squier is Dean's media consultant.

Dean is not the only presidential candidate on the air in Oklahoma. Last week in the state Sen. [John Edwards](#), D-N.C., released "[Home Town](#)," a commercial that first aired in Iowa.

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Script of "Every American" (TV)



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

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(On screen: Approved By Howard Dean And Paid For By Dean For America)

HOWARD DEAN: I'm Howard Dean, and I approve this message because it's time to stand up to George Bush.

(On screen: Governor Howard Dean, Democrat for President)

I opposed the war with Iraq when too many Democrats supported it because I want a foreign policy consistent with American values.

(On screen: 1-866-Dean-4-USA)

I opposed the Bush tax cuts because they are bad for the economy, and they are costing us jobs.

(On screen: www.deanforamerica.com)

As governor, I created jobs, balanced budgets and made sure nearly every child in my state had health insurance. As president, I'll make sure every American does, too. Join the campaign. Together we can take our country back.

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

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2003 POLITICAL ADS

New Kerry Ad Mirrors Iowa Spots

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

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Friday, Sept. 5, 2003



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

On Thursday, Sen. [John Kerry](#), D-Mass., followed up his initial campaign ad launch with a new commercial in New Hampshire that continues to target job losses under **President Bush**.

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Like the [ad](#) Kerry released Tuesday in Iowa, the new 30-second TV spot features footage from Kerry's candidacy announcement tour. Pictured speaking from a podium in Boston, Kerry recounts a visit to Derry, N.H., where he met "with people who are hurting." While 3.1 million jobs have been lost, Kerry says, "the one person in the United States of America who deserves to be laid off is George W. Bush."

As Kerry says that he believes in "the courage of Americans," the camera pans to a man in the crowd who appears to be a veteran. In closing, Kerry points to the crowd and says, "I'm John Kerry, and I authorize this message."

A spokesman for the campaign said that "Leadership" began airing Thursday in Manchester, Boston and the Burlington, Mass., media markets. Riverfront Media, a political unit of GMMB and SDD, produced the spot for Kerry's campaign. Media consultants Greer Margolis Mitchell Burns and Shrum Devine & Donilon are working for Kerry's campaign.

Along with former Vermont Gov. **Howard Dean**, North Carolina Sen. [John Edwards](#) and Missouri Rep. [Richard Gephardt](#), Kerry becomes the fourth White House hopeful to air [TV ads in New Hampshire](#).

The most recent New Hampshire [poll](#) showed Kerry trailing Dean by more than 20 points. Previous polling has showed Kerry atop the Democratic field in that state.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Leadership" (TV)

(On screen: Derry, NH, September 3, 2003)

JOHN KERRY: This afternoon, I was in New Hampshire meeting with people who are hurting. Three-point-one million jobs have been lost.

(On screen: Boston, MA)

The one person in the United States of America who deserves to be laid off is George W. Bush.

I believe the courage of Americans can change this country. I am proud to join you as a candidate for president of the United States.

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

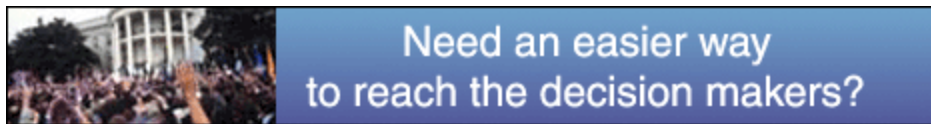
(On screen: JohnKerry.com; Authorized By John Kerry And Paid For By John Kerry For President)

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

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2003 POLITICAL ADS

Kerry's First Ads Use Announcement Speech

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

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Thursday, Sept. 4, 2003

Massachusetts Sen. [John Kerry](#)'s (D) campaign took footage filmed Tuesday during his announcement speech in Iowa and turned it into TV ads that were released there a day later.

Both 30-second spots -- the first TV ads of Kerry's campaign -- were filmed at a rally Tuesday in Des Moines, the second stop on his formal presidential announcement tour. Each ad consists of his remarks to a crowd of supporters and features shots of Kerry speaking at a podium interspersed with images of cheering supporters waving Kerry signs.

In "Strength," Kerry calls the "three million jobs lost" in America since **President Bush** assumed office an "astonishing failure." Kerry promises to "roll back the Bush tax cuts for the wealthy" if he is elected and invest instead in education, health care and job training. A tax cut for the middle class instead of the wealthy, Kerry says, is the "right way to strengthen our economy."

"Iowa Announcement" focuses on Kerry's belief that "the courage of Americans can change this country." Kerry says he believes Americans "can break the grip of special interests and bring back jobs and finally open up health care to all," adding that Americans' "courage can make sure that we do what's right for our country."

Both ads end the same way. Kerry concludes with the obligatory "I approved this message" line, but, in an unusual move, he delivers it while still standing on stage in front of the Des Moines crowd.

The ads began airing Wednesday on broadcast networks in six Iowa media markets -- Des Moines, Cedar Rapids, Sioux City, Quad Cities/Davenport, Mason City and Omaha, Neb. -- and in selected cable outlets throughout the state, according to a Sept. 3 release. Riverfront Media, a political unit of GMMB and SDD, produced the spot overnight for the Kerry campaign.

Kerry joins former Vermont Gov. **Howard Dean**, North Carolina Sen. [John Edwards](#) and Missouri Rep. [Richard Gephardt](#) in airing [TV ads in Iowa](#).

Iowa [polling](#) has shown Kerry among the top three Democratic candidates in that state.



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

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

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Script of "Strength" (TV)

(On screen: Des Moines, Iowa; September 2, 2003)

JOHN KERRY: Three million jobs lost, too many of them in the heartland. That is an astonishing failure. If I am president, I will roll back the Bush tax cuts for the wealthy so we can invest in education, health care and the skills of our workers.

We need to be on the side of America's middle class, and a tax cut for them is the right way to strengthen our economy. I'm John Kerry, and I approved this message.

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

Script of "Iowa Announcement" (TV)

(On screen: Des Moines, Iowa; September 2, 2003)

JOHN KERRY: I believe the courage of Americans can change this country. I believe the resolve of Americans can break the grip of special interests and bring back jobs and finally open up health care to all.

Your courage can make sure that we do what's right for our country, and I am honored to join you as a candidate for the president of the United States of America. I'm John Kerry, and I approved this message.

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

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

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2003 POLITICAL ADS

Gephardt Debut Plugs Blue-Collar Roots

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

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Tuesday, Sept. 2, 2003

Rep. [Richard Gephardt](#), D-Mo., goes on the air in Iowa and New Hampshire today tackling **President Bush** on working-class struggles and playing up his economic record as House majority leader.

In the first spot, Gephardt tells viewers that he wants "to stop George Bush and fight for America's middle class." He goes on to detail how his parents "struggled" so he could go to college and how they taught him to do what's right, no matter the consequences." Such people "make America great," Gephardt says, adding that he "won't forget them as president."

An announcer sets up "Leader," the second spot, by taking viewers back to 1993, when the economy was "in a tailspin," with "every Republican" opposing then-President **Bill Clinton's** economic plan. As House majority leader at the time, Gephardt helped pass the measure in Congress "by one vote," resulting in "the longest expansion ever" and "millions of new jobs." Appearing on screen with his wife **Jane**, Gephardt says that "now we have to get rid of the Bush tax cuts to create new jobs and guarantee health care for all."

Gephardt spokeswoman **Kim Molstre** said that both spots went on the air today on cable stations throughout Iowa and New Hampshire. Molstre declined to reveal the cost or length of the ad run but called the buy significant. Los Angeles-based Morris & Carrick produced the commercial.

With the release of the ads, Gephardt joins former Vermont Gov. **Howard Dean** (D) and Sen. [John Edwards](#), D-N.C., on the air in [Iowa](#) and [New Hampshire](#).

The latest New Hampshire [poll](#) shows Gephardt trailing Dean and Sen. [John Kerry](#), D-Mass., by significant margins, while earlier [numbers](#) in Iowa place him second to Dean by two percentage points.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Struggle" (TV)

(On screen: www.DickGephardt2004.com)



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

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

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RICHARD GEPHARDT: I'm Dick Gephardt, and I approve this message because I want to stop George Bush and fight for America's middle class.

President Bush and I see things very differently. My mother was a secretary, and my dad delivered milk door to door. They struggled so I could go to college. They taught me to do what's right, no matter the consequences. I owe them more than I can say.

(On screen: Gephardt, President; Paid For By Gephardt For President And Approved By Dick Gephardt)

It's people like my folks who make America great. I won't forget them as president.

Script of "Leader" (TV)

ANNOUNCER [v/o]: 1993. The economy is in a tailspin. Every Republican opposes Bill Clinton's economic plan.

(On screen: man holds sign reading "Promises, Promises... Still No Work"; photo of Newt Gingrich and other GOP members of Congress)

But Democratic leader Dick Gephardt digs in and wins the fight in Congress by one vote. The result: the longest expansion ever. Millions of new jobs.

(On screen: Dick & Jane Gephardt; www.DickGephardt2004.com)

RICHARD GEPHARDT: I'm Dick Gephardt. We took the political heat, but we did what was right. Now we have to get rid of the Bush tax cuts to create new jobs and guarantee health care for all. That's why I approve this message.

(On screen: Gephardt, President; Paid For By Gephardt For President And Approved By Dick Gephardt)

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

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2003 POLITICAL ADS

Edwards Tackles Rural Issues In Iowa

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Sept. 2, 2003

North Carolina Sen. [John Edwards](#) (D) last week expanded his TV ad presence into three Iowa markets with a spot focusing on rural issues.

The ad opens with a shot of Edwards in his hometown of Robbins, N.C., which Edwards describes as "a place where values like hard work, family, faith and community mattered." He tells viewers that "our small towns and rural areas are hurting, and Washington doesn't seem to care." To combat rural ills, Edwards says he has "a detailed plan to bring new jobs and opportunities to small towns, to improve rural schools and access to first-rate health care."

The spot, "Hometown," began airing Aug. 25 in the Mason City, Ottumwa and Sioux City markets, said **Kim Rubey**, Edwards' spokeswoman in Iowa. Edwards also began airing "[Plan](#)" and "[Jobs](#)", two ads he'd been running in other parts of the state and New Hampshire, into Mason City, Ottumwa and Sioux City. Rubey declined to give the cost of expanding the Iowa buy.

David Axelrod of Axelrod & Associates is Edwards' media consultant.

Iowa [polls](#) have consistently showed Edwards trailing Missouri Rep. [Richard Gephardt](#) (D), former Vermont Gov. **Howard Dean** (D), Massachusetts Sen. [John Kerry](#) (D), and Connecticut Sen. [Joseph Lieberman](#) (D).

In addition to the ads running in Iowa and New Hampshire, Edwards is airing one [TV spot](#) in South Carolina. Dean is the only other presidential candidate airing [TV commercials](#). A spokesman said Dean launched his ad "[Health Care](#)" Friday in Arizona, New Mexico, Oklahoma, South Carolina and Washington. In Wisconsin, he started airing another spot, "[Join Us](#)."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Hometown" (TV)

(On screen: Robbins, North Carolina)

JOHN EDWARDS: This is where I grew up, a place where values like hard work, family, faith and community mattered. And they still do. But today our small towns and rural areas are hurting, and Washington doesn't seem to care.



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

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I'm John Edwards, and I'm running for president with a detailed plan to bring new jobs and opportunities to small towns, to improve rural schools and access to first-rate health care.

(On screen: For a copy of the Edwards plan: 515-243-6622)

I approve this message because I want to keep the American dream alive in every hometown.

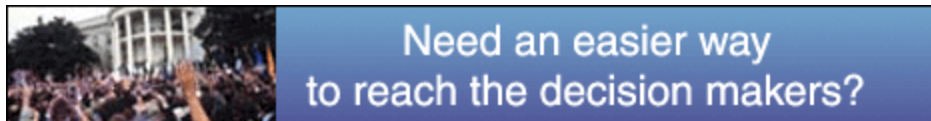
(John Edwards for President; Paid For By John Edwards For President; Message Approved By John Edwards)

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

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2003 POLITICAL ADS

Dean Promises Health Care For Every Child

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Thursday, Aug. 21, 2003



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

Former Vermont Gov. **Howard Dean** (D) on Wednesday launched a TV spot in New Hampshire promoting his efforts to provide health insurance to children in Vermont and promising to do the same nationally.

An announcer starts the spot by telling viewers that while there are "more than nine million children in America without any health insurance," Dean "did something about it, and today every child in Vermont has access to quality health care."

Dean then comes on screen and says, "If we can do that in a small rural state and still balance the budget, we can do that for every American."

Dean spokesman **Matthew Gardner** said the campaign had been airing "[Record](#)," a spot which first ran in Iowa, for several weeks in New Hampshire and began running the new ad, "Health Care," in its place Wednesday. Gardner said he did not know the cost of placing the one-week buy in Manchester, N.H., and Boston. Trippi McMahon & Squier is Dean's media consultant.

North Carolina Sen. [John Edwards](#) (D) is the only other presidential candidate with [TV commercials](#) airing in New Hampshire.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Health Care" (TV)

ANNOUNCER [v/o]: There are more than nine million children in America without any health insurance, most from working families. Washington politicians talk about the problem, but a governor named Howard Dean did something about it, and today every child in Vermont has access to quality health care.

(On screen: Governor Howard Dean, Democrat for President, www.deanforamerica.com)

HOWARD DEAN: If we can do that in a small rural state and still balance the budget, we can do that for every American. I'm Howard Dean, and I approve this message because it's time to take our country back.

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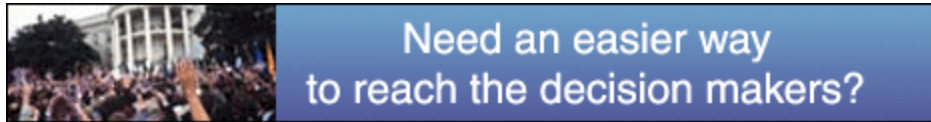
(On screen: Approved By Howard Dean And paid For By Dean For America)

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

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2003 POLITICAL ADS

Edwards Promises Not To Forget S.C. Roots

By [Mark H. Rodeffer](#), NationalJournal.com

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Monday, Aug. 18, 2003

Sen. [John Edwards](#), D-N.C., today became the first presidential candidate to launch TV ads in South Carolina, where his campaign is up with three spots. In one of them, Edwards sits in front of his South Carolina boyhood home and promises, "I will never forget where I come from and who I'm fighting for."

The [other two ads](#), titled "Plan" and "Jobs," have already aired in Iowa and New Hampshire. In the new spot, called "Home," Edwards tells viewers: "The folks I grew up with, they weren't famous and they sure weren't rich. But they worked long and hard to give their kids a better life." Edwards promises to "work hard to protect our jobs, make health care affordable and open the doors of opportunity to everyone."

The three spots begin airing statewide today, Edwards spokeswoman **Jennifer Palmieri** said. She declined to give the cost of the ad buy, but called it substantial. Axelrod & Associates is Edwards' media consultant.

Edwards' first three commercials are still running in Iowa and New Hampshire, Palmieri said, adding that the campaign had always planned to hit South Carolina's airwaves in late August. "South Carolina is an important state," she said.

Spokesmen for former Gov. **Howard Dean**, D-Vt., Rep. [Richard Gephardt](#), D-Mo., and Sen. [John Kerry](#), D-Mass., [told](#) the Associated Press that their campaigns currently have no plans to air TV spots in South Carolina. A spokesman for Sen. [Joseph Lieberman](#), D-Conn., said the campaign "will eventually unveil what our ad strategy in South Carolina is going to be." Dean has aired [TV commercials](#) elsewhere -- but not in South Carolina.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Home" (TV)

(On screen: John Edwards, U.S. Senator, North Carolina)

JOHN EDWARDS: I'm John Edwards, and I'm running for president. I was born right here in South Carolina. This was my first home. The folks I grew up with, they weren't famous and they sure weren't rich. But they worked long and hard to give their kids a better life.



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

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(On screen: For a copy of the Edwards plan: www.johnedwards2004.com)

As president, I'll work hard to protect our jobs, make health care affordable and open the doors of opportunity to everyone. I approved this message because I want you to know I will never forget where I come from and who I'm fighting for.

(Paid For By John Edwards For President; Message Approved By John Edwards)

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

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2003 POLITICAL ADS

Edwards Highlights Working-Class Roots

By [Mark H. Rodeffer](#), NationalJournal.com

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Thursday, Aug. 7, 2003

Sen. [John Edwards](#), D-N.C., this week launched three TV ads in Iowa and New Hampshire, the first spots of his presidential campaign. In the ads, Edwards touts his working-class roots and his ideas for job creation and college tuition, while one spot takes a shot at **President Bush**.

Seated at a table and speaking to the camera, Edwards says in the 60-second commercial "Plan" that his "grandmother came from a family of sharecroppers" and his "father worked in a cotton mill all his life." He tells viewers he worked at the mill during summers and remembers "women in bandanas, men with grease on their faces and lint in their hair."

Bush, Edwards tells voters, "comes from a very different place" and "believes if we take care of folks at the top, that somehow the whole country will be lifted." Edwards blames Bush for a series of ills: "millions of jobs lost, pensions destroyed, the price of health care and college, soaring." Edwards ends the ad by telling voters that he has "a specific plan to get our country moving again -- and it begins with one simple truth: America works best when it works for all of us."

Speaking in front of a mill in the 30-second spot "Jobs," Edwards says that when the mill in his hometown shut down, "it was devastating." He adds that all over the country plants are "packing up and moving where labor's cheap and the environment doesn't count." Edwards then offers his solution to the problem: "stop tax breaks for companies moving their headquarters overseas and give the breaks instead to companies that build their plants right here."

In his final ad, "College," Edwards tells viewers that he was the first person in his family to attend college and wants "to make college available to every young person who wants to go and is willing to work for it." As his Web site address is offered on screen, Edwards adds, "I worked my way through college, it didn't hurt me a lick."

In a conference call with reporters, Edwards media consultant **David Axelrod** of Axelrod & Associates said the campaign is spending \$150,000 to air the ads for a week starting Tuesday night, but he declined to say if the ads will air longer than a week. In Iowa, the ads are airing in Cedar Rapids and Des Moines, which Axelrod said covers 80 percent of caucus voters. For New Hampshire voters, the spot is airing in Boston, Manchester, N.H., and White River Junction, Vt.



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

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

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

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The campaign plans to add more spots in other early-primary states soon, Axelrod said, but he declined to specify when. He also said the campaign had been planning for months to hit the airwaves the first week of August, when Edwards' stumping will be "stepped up dramatically."

[Polls](#) have consistently shown Edwards in the single digits in both Iowa and New Hampshire.

Former Vermont Gov. **Howard Dean** (D) aired [two TV spots](#) in Iowa earlier this summer. [One of the ads](#) is now on the airwaves in New Hampshire. Dean also is airing a [commercial](#) in Texas, while Rep. [Dennis Kucinich](#), D-Ohio, went up with [radio spots](#) in Iowa last week.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Plan" (TV)

JOHN EDWARDS: My grandmother came from a family of sharecroppers. My father worked in a cotton mill all his life, and I helped out there in the summers. I'll never forget the people there -- women in bandanas, men with grease on their faces and lint in their hair. Their jobs were hard but they took pride in work, and they wanted to give their kids a better life. As a lawyer and a senator, I've spent my whole life working for folks just like them, whose voices are way too often ignored.

George Bush -- he comes from a very different place. He believes if we take care of folks at the top, that somehow the whole country will be lifted. And now we know the cost: millions of jobs lost, pensions destroyed, the price of health care and college, soaring. The CEOs are doing great, but too many Americans aren't.

I'm John Edwards. I'm running for president and I approve this message because I have a specific plan to get our country moving again -- and it begins with one simple truth: America works best when it works for all of us.

(On screen: For a copy of the Edwards plan: www.johnedwards2004.com; John Edwards for President; Paid For By Edwards For President; Message Approved By John Edwards)

Script of "Jobs" (TV)

JOHN EDWARDS: Growing up, it seemed like almost everyone in town worked at the mill, and when it moved, it was devastating. That's happening all over -- plants packing up and moving where labor's cheap and the environment doesn't count.

It doesn't have to be that way. I'll stop tax breaks for companies moving their headquarters overseas and give the breaks instead to companies who build their plants right here.

(On screen: The Edwards Plan: Give tax breaks to companies that manufacture here.)

I'm John Edwards, and I approve this message because I want to export American products, not American jobs.

(On screen: John Edwards for President; Paid For By Edwards For President; Message Approved By John Edwards)

Script of "College" (TV)

JOHN EDWARDS: My grandmother started out as a sharecropper. My father worked in a mill all his life, had a high school education. I was the first person in my family to go to college, and that's the America I believe in. I want to make college available to every young person who wants to go and -- big "and" -- is willing to work for it.

(On screen: The Edwards Plan: A free year of college tuition for students who work; www.johnedwards2004.com)

You know, I worked my way through college, it didn't hurt me a lick. There is nothing that the people in this country aren't capable of doing if we give them the chance.

I'm John Edwards and I approve this message.


(On screen: John Edwards for President; Paid For By Edwards For President; Message Approved By John Edwards)

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

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2003 POLITICAL ADS

Dean Uses Bonus Cash On Ad In Bush's State

By [Mark H. Rodeffer](#), NationalJournal.com

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Monday, Aug. 4, 2003

Former Vermont Gov. **Howard Dean** (D) today launched a TV spot in Austin, Texas, picking **President Bush's** home turf to challenge him on the economy and foreign affairs.

"I want to change George Bush's reckless foreign policy, stand up for affordable health care and create new jobs," Dean tells Texans. "In the past two and a half years, we've lost over two and a half million jobs."

Dean asks if anyone has "stood up against George Bush and his policies," adding, "Don't you think its time somebody did?"

The \$100,000 ad buy is being paid for with money from an online fund-raising drive last week in which Dean's campaign challenged supporters to donate more money to his campaign than Vice President **Dick Cheney** brought in at a South Carolina fund-raiser, campaign spokesman **Eric Schmeltzer** said. Dean's drive raised \$508,640, Schmeltzer said, surpassing Cheney's haul of approximately \$300,000, as reported by [AP](#).

Dean is airing the ad in Austin to showcase his commitment to campaign in all 50 states, even the GOP stronghold of Texas, according to Schmeltzer, who said, "Why not go to the belly of the beast?"

It is only a coincidence that the spot went on the air while Bush is vacationing at his ranch in Crawford, Texas, Schmeltzer added.

Trippi McMahon & Squier produced the 30-second spot.

Dean, the first presidential candidate to go on the air, ran [two TV commercials](#) in Iowa earlier this summer. Rep. [Dennis Kucinich](#), D-Ohio, the only other presidential aspirant running ads, last week debuted two radio spots in Iowa with an endorsement from country music singer **Willie Nelson**.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Join Us" (TV)



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

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(On screen: Governor Howard Dean, Democrat for President)

HOWARD DEAN: I'm Howard Dean. I'm running for president, and I approved this message because I want to change George Bush's reckless foreign policy, stand up for affordable health care and create new jobs.

(On screen: 1-866-Dean-4-USA)

You know when you think about it, in the past two and a half years, we've lost over two and a half million jobs.

(On screen: www.deanforamerica.com)

And has anyone really stood up against George Bush and his policies? Don't you think it's time somebody did? Visit my Web site, join my campaign -- because it's time to take our country back.

(On screen: Approved By Howard Dean And Paid For By Dean For America; Howard Dean for America; www.deanforamerica.com)

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

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2003 POLITICAL ADS

Wisconsin Man Responds To DNC Ad

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Monday, Aug. 4, 2003



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

Appalled that the Democratic National Committee ran a [TV commercial](#) in his home state attacking **President Bush** over faulty intelligence used to push the war in Iraq, Wisconsin businessman **Jim Jalovec** has responded with a spot of his own.

"Terrorists like **Osama bin Laden** and **Saddam Hussein** will do anything to challenge our way of life," Jalovec's ad tells viewers, but "Bush brought us together to defend our freedom."

The commercial notes that the DNC ran a spot "questioning why we went to war -- suggesting there was no imminent threat to America." The commercial asks: "Are they kidding? So whose side are the Democrats on, anyway?"

Jalovec was in Florida when the Democratic spot was launched on July 22, he said, and was "shocked and dismayed" when he learned from CNN that it was running in his home state. He said he had the friend of a friend produce a response ad and describe it to him over the phone. When his own spot went up July 26, in Madison, Wis., Jalovec said he was still in Florida and had yet to see either commercial.

Jalovec declined to say precisely how much he spent to air the ad but said it was close to the \$20,000 that Democrats spent to run their spot.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Home Team" (TV)

ANNOUNCER [v/o]: We live in a dangerous world. Terrorists like Osama bin Laden and Saddam Hussein will do anything to challenge our way of life. Sadly, terrorists killed thousands of Americans on a single morning. But America didn't stand still. President Bush brought us together to defend our freedom.

Now the Democratic National Committee is running ads questioning why we went to war, suggesting there was no imminent threat to America. Are they kidding? So whose side are the Democrats on, anyway?

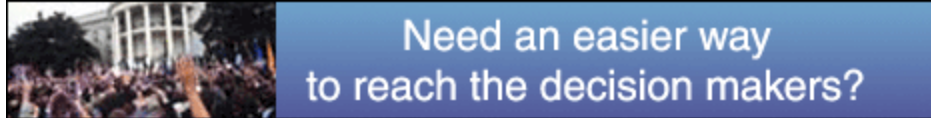
(On screen: screen shot from DNC's "Read His Lips" ad; Paid for by Jim Jalovec, private citizen)

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

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2003 POLITICAL ADS

Willie Nelson Plugs Kucinich On Iowa Radio

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Thursday, July 31, 2003

In his bid for the White House, Rep. [Dennis Kucinich](#), D-Ohio, today launched two radio ads in Iowa in which country music singer **Willie Nelson** talks up the candidate and a concert he plans for the campaign.

In a 60-second ad, Nelson introduces himself by telling Iowans that he doesn't "usually get too involved in politics, but this is more about getting involved with America." He says that Kucinich "speaks up for Americans who need a stronger voice, for family farmers and workers, for the environment" and that Kucinich "will put the interests of heartland Americans above the greed of big corporations."

Nelson exhorts listeners to visit Kucinich's Web site. He adds that he will "be doing all I can to raise his profile, including a concert with his campaign right here in Iowa on Labor Day."

Kucinich's other radio ad is a shortened, 30-second version of the minute-long ad.

Kucinich spokesman **Jeff Cohen** said the ads are slated to begin airing today in Cedar Rapids, Davenport, Des Moines and Sioux City. He said the campaign plans to expand the buy in Iowa soon and later into other states.

Kucinich's [Web site](#) asks supporters to donate to the campaign so it can air Nelson's commercials in more markets. Kucinich hopes to replicate MoveOn.org's success in using online donations to air specific pieces of advertising, Cohen said. MoveOn.org "did it brilliantly" with its [antiwar advertising](#), Cohen said, and Kucinich hopes to do the same with "some of our Willie fans." Cohen declined to give the cost of the initial ad buy, other than saying it is "in the thousands."

The campaign plans to be on the radio for months and Nelson is willing to continue making radio spots, Cohen said. "He couldn't be more open to helping us," Cohen said. "He's completely in Congressman Kucinich's corner, couldn't be closer."

The campaign produced the ads in-house.

So far in the Democratic race for president, former Vermont Gov. **Howard Dean** is the only other candidate to take to the airwaves. He launched [two TV spots](#) in Iowa in June.



[Click Here To Hear RealAudio™ Of "Best Person For The Job"](#)

[Click Here To Hear RealAudio™ Of "Tell Him I Sent You"](#)

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[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Best Person for the Job" (Radio)

(Beginning of Willie Nelson song, "On the Road Again")

WILLIE NELSON: Hey Iowa, this is Willie Nelson. I don't usually get too involved in politics, but this is more about getting involved with America.

I've looked at the candidates for president, and I think the best person for the job is Congressman Dennis Kucinich. I know Dennis. He speaks up for Americans who need a stronger voice, for family farmers and workers, for the environment. And a Kucinich administration will put the interests of heartland Americans above the greed of big corporations.

I encourage you all to visit his Web site at Kucinich.us and come out and see him in person when he's in your area. I'll be doing all I can to raise his profile, including a concert with his campaign right here in Iowa on Labor Day.

This is Willie Nelson saying support Dennis Kucinich for president, and we'll see you down the road.

ANNOUNCER: Paid for by Kucinich for president.

(Cheers from an audience)

Script of "Tell Him I Sent You" (Radio)

(Beginning of Willie Nelson song, "On the Road Again")

WILLIE NELSON: Hey Iowa, this is Willie Nelson. I don't usually get too involved in politics, but I'm supporting Congressman Dennis Kucinich for president. I know Dennis, and I know he speaks up for heartland Americans who need a stronger voice. So say hi to Dennis the next time he visits your community here in Iowa. Tell him I sent you. And check out his Web site at Kucinich.us.

ANNOUNCER: Paid for by Kucinich for president.

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

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2003 POLITICAL ADS

Groups Accuse Bush Of Iraq Cover-up

By [Mark H. Rodeffer](#), NationalJournal.com

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Monday, July 14, 2003



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

Two anti-war groups took to the airwaves today to brand **President Bush** a "misleader" on Iraq's nuclear intentions and to accuse the president of covering up facts after the war.

The TV spot, paid for by MoveOn.org and Win Without War, seizes on Bush's Jan. 28 State of the Union assertion that **Saddam Hussein** "recently sought significant quantities of uranium from Africa." The White House said last Monday that its claims came from faulty intelligence.

The ad's announcer says "we went to war" because Bush said Iraq was trying to restart its nuclear weapons program. But, the spot says, "we were misled" and "almost every day, Americans are dying in Iraq."

With the word "misleader" emblazoned across a green-tinted image of Bush's face, the announcer tells viewers, "We need the truth, not a cover-up."

The ad began running today in Washington and New York in a \$40,000 cable buy, a spokesman for MoveOn.org said. He added that the group hopes to run the ad in more markets in the coming weeks. Zimmerman & Markman produced the spot.

The group also ran a [print advertisement](#) in the *New York Times* and plans more print ads starting July 21.

Before the war in Iraq, [MoveOn.org](#) and [Win Without War](#) ran TV ads opposing military action. More recently, MoveOn.org launched a [TV spot](#) opposing Federal Communications Commission changes that would relax media ownership rules.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Misleader" (TV)

ANNOUNCER [v/o]: George Bush told us Iraq was a nuclear threat.

(On screen: "[Saddam Hussein] is seeking nuclear weapons... He is moving ever closer to developing a nuclear weapon." October 7, 2002)

He said they were trying to purchase uranium.

*(On screen: "Saddam Hussein recently sought significant quantities of uranium from Africa."
January 28, 2003)*

That they were rebuilding their nuclear facilities.

*(On screen: "Iraq is rebuilding facilities at sites that have been part of its nuclear program."
October 7, 2002)*

So we went to war.

Now there's evidence we were misled. And almost every day, Americans are dying in Iraq.

(On screen: Word "MISLEADER" over image of Bush's face)

We need the truth, not a cover-up. Log on to MisLeader.org today.

(Paid for by MoveOn.org and Win Without War)

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

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2003 POLITICAL ADS

LCV Follows Bush To L.A. Fund-Raiser

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

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Monday, June 30, 2003

As **President Bush** headed to California last weekend to raise money for his [re-election bid](#), the League of Conservation Voters hits the airwaves with some harsh words for his environmental policies.

The ad shows Bush alighting from Air Force One while an announcer says that the president has "raised millions from corporate polluters." Citing newspaper headlines, the ad goes on to argue that Bush has "weakened clean air standards, letting the power industry pollute the air we breathe" and has "made taxpayers pay more to clean up toxic waste sites, not corporations that pollute."

The ad also notes that the LCV's "[2003 Presidential Report Card](#)," gave Bush an "F" for his record on clean air, clean water, toxic clean-up and national parks.

LCV spokesman **Josh Galper** said that this version of "Report Card" ran on Friday in the Los Angeles media market. A national version -- which doesn't specifically mention Bush's visit to Los Angeles -- went on the air Friday in Washington, running through the weekend and early into this week, Galper said. He declined to specify the cost of the media buy. Squier Knapp Dunn produced the ad.

Galper said that wherever Bush heads for re-election fund raising, the LCV "will work to tell the truth about his ties to special interests who are polluters." He added that the group would be "aggressive" with upcoming advertising.

Last week, the Natural Resources Defense Council went on the air with a [TV spot](#) targeting corporate polluters for the "mass destruction" they cause to both humans and the environment.

During [Campaign 2002](#), the LCV ran several [ads](#) criticizing the environmental voting records of several Republican candidates. In a handful of 2001 [radio ads](#), the group urged listeners to thwart the GOP proposal pursuing drilling in the Arctic National Wildlife Refuge.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

[Script of "Report Card" \(TV\)](#)



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

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ANNOUNCER [v/o]: Air Force One is coming. President Bush -- he's raised millions from corporate polluters.

(On screen: Source: Center for Responsive Politics)

Meanwhile, he's weakened clean air standards, letting the power industry pollute the air we breathe...

(Headline on screen: "Industry Pollution Law Eased by Bush" -- Houston Chronicle -- 11/23/02)

...made taxpayers pay more to clean up toxic waste sites, not corporations that pollute.

(Headline on screen: "Plan Puts Superfund Burden on Taxpayers" -- Chicago Tribune -- 2/24/02)

The non-partisan League of Conservation Voters gives Bush an "F" because he sides with polluters, hurting our air and water.

(On screen: League of Conservation Voters 2003 Presidential Report Card; Clean Air, Clean Water, Toxic Clean-up, National Parks, Overall: F; The Bush Environmental Record: Putting Corporate Interests Over America's Interests)

Bush will leave L.A. and leave us the worst environmental record in history.

(On screen: Paid For By The League Of Conservation Voters)

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

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2003 POLITICAL ADS

Dean Shifts Message To Vermont Record

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Thursday June 26, 2003



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

Former Vermont Gov. **Howard Dean** (D) this week yanked his [first TV ad](#) from the Iowa airwaves, replacing it with a second spot in which he contrasts his own gubernatorial record with **President Bush's** accomplishments.

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On the same farm -- and in the same clothes -- as his first spot, Dean tells the camera that he "opposed the war with Iraq when too many other Democrats supported it because I want a foreign policy consistent with American values." He adds that he wants to sack "the Bush tax cut so we can make health care available for every American."

Moving to his record in Vermont, Dean says: "I made sure that every child in my state had health insurance. We added jobs, we raised the minimum wage and we balanced budgets."

The commercial went up statewide in Iowa on Tuesday, campaign spokeswoman **Kathy Lash** said. The ad, which Trippi McMahon & Squier produced, replaces Dean's first ad in his \$300,000 Iowa ad buy that began June 17 and lasts through July 2.

Dean is the only of the nine Democratic candidates to have taken to the airwaves, but at least two interest groups have aired [presidential TV commercials](#) in New Hampshire.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Record" (TV)

(On screen: Governor Howard Dean, Democrat for President)

HOWARD DEAN: I'm Howard Dean. I'm running for president because the only way to beat George Bush is to stand up to him. I opposed the war with Iraq when too many other Democrats supported it because I want a foreign policy consistent with American values.

I want to repeal the Bush tax cut so we can make health care available for every American. As governor, I made sure that every child in my state had health insurance. We added jobs, we raised the minimum wage and we balanced budgets.

I'm Howard Dean and I approve this message because it's time to take our country back.

*(On screen: Approved by Howard Dean and Paid for by Dean for America;
www.deanforamerica.com)*

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

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2003 POLITICAL ADS

In First Ad, Dean Hits Bush And Democrats

By [Mark H. Rodeffer](#), NationalJournal.com

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Tuesday, June 17, 2003

Former Vermont Gov. **Howard Dean** (D) this week became the first 2004 presidential candidate to hit the airwaves, with an Iowa TV spot criticizing **President Bush** and "Democrats in Washington."

Standing in front of a tractor on a farm and wearing an open-collared blue oxford shirt, Dean tells viewers that Bush's "foreign policy isn't making us safer" and that "his tax cuts are ruining our economy and costing us jobs." He also takes a jab at his own party, saying "too many Democrats in Washington are afraid to stand up for what we believe in."

Dean says that he is running for president because "it's time to put people back to work, to provide health insurance for every American and time for Democrats to be Democrats again." He ends the spot by telling Iowans, "It's time to take our country back."

The commercial began airing today in most markets in Iowa and will remain on the air until July 2, campaign spokeswoman **Kathy Lash** said. She declined to name the markets where the spot is running. Lash also said she could not confirm an [AP report](#) that the campaign is spending \$300,000 to air the ad.

In a Research 2000 [poll](#) taken earlier this month of 400 likely Democratic caucus voters in Iowa, Dean was in third place with 11 percent of the vote. Rep. **Dick Gephardt**, D-Mo., was leading with 27 percent, and Sen. **John Kerry**, D-Mass., came in second at 14 percent.

Six other Democrats are in the [race](#) for the Democratic nomination to take on Bush.

While Dean is the first White House aspirant to run commercials, an Internet-based group launched a [radio spot](#) late last month in New Hampshire urging retired Army Gen. **Wesley Clark** to run for president.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Straight Talk" (TV)

(On screen: Governor Howard Dean, Democrat for President)



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

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[Tip Sheet](#)

HOWARD DEAN: I'm Howard Dean. It's time for the truth, because the truth is that George Bush's foreign policy isn't making us safer. His tax cuts are ruining our economy and costing us jobs. And too many Democrats in Washington are afraid to stand up for what we believe in.

(On screen: www.deanforamerica.com)

Well, I believe it's time to put people back to work, to provide health insurance for every American, and time for Democrats to be Democrats again. That's why I'm running for president. That's why I approved this message. I'm Howard Dean, and it's time to take our country back.

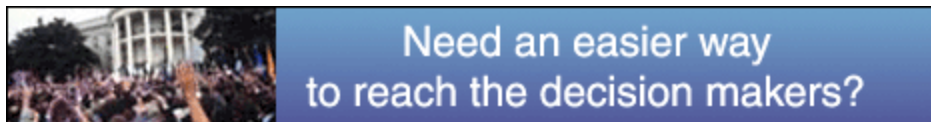
(On screen: Approved by Howard Dean and Paid for by Dean for America)

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

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2003 POLITICAL ADS

Group Makes Bloody Case Against Tax Cut

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, May 14, 2003



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

Advocacy group MoveOn.org has launched an anti-tax-cut TV spot that tells a story about a group of parents who sold blood to raise money for their children's school.

Because **President Bush's** proposed "tax cuts for the rich have meant less money for education," the parents "had to sell their blood to raise money for their children's school," the ad's announcer says over a "dramatization" of a school fundraiser last month in Eugene, Ore. According to the *Arizona Republic*, some parents sold blood plasma to fund the salary of a teacher who was being laid off.

"Now Bush wants to cut \$9 billion from education to pay for more tax cuts for the rich," the spot tells viewers, adding: "Is this the America we want to live in? George Bush: putting rich people first."

The commercial is airing on cable news channels in 21 markets: Washington; Philadelphia; Miami; St. Louis; Cleveland; Pittsburgh; Milwaukee; Kansas City, Mo.; St. Paul, Minn.; Orlando, Fla.; Tampa, Fla.; Dayton, Ohio; Toledo, Ohio; Reno, Nev.; Portland, Maine; Augusta, Maine; Bangor, Maine; Grand Rapids, Mich. ; Omaha, Neb.; Lincoln, Neb. and North Platte, Neb.

Cox Communications refused to air the spot on its cable systems in Phoenix and Las Vegas, a Cox spokeswoman [told](#) the *Arizona Republic*, because the ad is "in bad taste."

The commercial is airing 10 times daily, Monday through Friday, in all markets except Washington, where it is airing twice as frequently on those days. A spokesman said the total cost of the buy is \$104,000.

Zimmerman & Markman produced the ad.

MoveOn.org has previously aired [ads](#) opposing the war with Iraq and Bush judicial nominee **Miguel Estrada**.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

[Script of "Blood" \(TV\)](#)

(On screen: April 13, 2003; Eugene, Oregon; a Dramatization)

ANNOUNCER [v/o]: You can always count on Americans in a crisis, so these people gave blood. Though not for our troops in Iraq, no. George Bush's tax cuts for the rich have meant less money for education. So they had to sell their blood to raise money for their children's school. Now Bush wants to cut \$9 billion from education to pay for more tax cuts for the rich. Is this the America we want to live in? George Bush: putting rich people first.

(On screen: Paid for by MoveOn.org)

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

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2003 POLITICAL ADS

Group Says Bush Enviro Policy Tied To Cash

By [Mark H. Rodeffer](#), NationalJournal.com

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Wednesday, Feb. 19, 2003



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

The Reform Voter Project, a group that says it was founded to publicize connections between campaign contributions and public policy decisions, assails **President Bush** on air pollution in a TV ad airing in three states.

As a circle of children holds hands and sings "Ring Around the Rosey," an announcer tells viewers that Bush is allowing "big corporations who gave millions of dollars" to his 2000 campaign to "pollute the air even more." As a boy on screen uses an asthma inhaler, the announcer asks, "Don't you wish we had a president who stood up for us, not his special interest contributors?"

The Bush administration has [proposed](#) revising the New Source Review provision of the Clean Air Act so that grandfathered power plants and factories no longer have to upgrade emissions controls when the plants are improved or enlarged. The Reform Voter Project says Bush backs the relaxed rules because of \$4.5 million in campaign cash from industries affected by the change. The comment period on the proposed New Source Review revisions expires on May 2.

The TV commercial began airing Tuesday night in Des Moines, Iowa, and Manchester, N.H., in a \$65,000 buy, Reform Voter Project Director **David Donnelly** said. The spot begins a limited run today in Boston. MacWilliams Robinson & Partners produced the ad.

Reform Voter Project ran [TV spots](#) against several Republican Senate and House candidates during the 2002 cycle.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

Script of "Ashes, Ashes" (TV)

(On screen: Group of kids singing, holding hands and dancing in a circle on a green field under blue skies.)

KIDS: Ring around the rosey...

ANNOUNCER [v/o]: As air pollution increases, more kids get asthma attacks.

KIDS: ... a pocket full of posies...

ANNOUNCER [v/o]: Pollution that comes from big corporations who gave millions of dollars to elect President Bush.

(On screen: www.whatdiditbuy.com)

KIDS: ... ashes, ashes...

ANNOUNCER [v/o]: Now President Bush is letting those special interests pollute the air even more.

KIDS: ... we all fall down.

(On screen: Child breathes from an asthma inhaler while standing in front of smokestacks.)

ANNOUNCER [v/o]: Don't you wish we had a president who stood up for us, not his special interest contributors?

(On screen: Paid for by Reform Voter Project)

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

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