

## **APPENDIX**



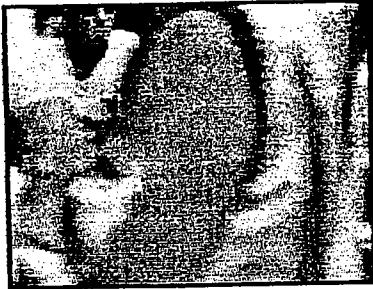
Ad Detector

BRAND: AMERICANS/LIMITED TERMS+
TITLE: AFLT/Call WU
COMMERCIAL: AFLT/Call WU
LENGTH: 30
FRAMES: 8

1 of 1



00000000



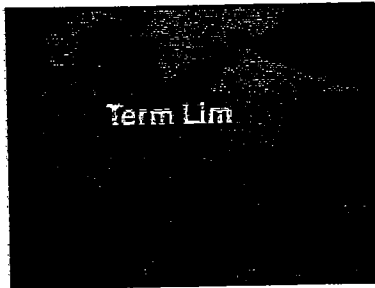
(Announcer): The people of America should be running our government. That's the way it was set up in the first place.



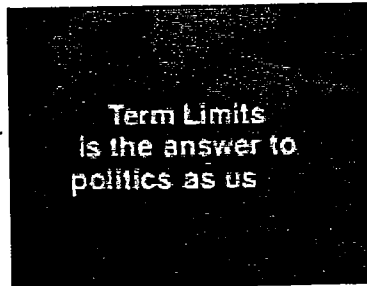
The problem is the special interests and the paid lobbyists who control



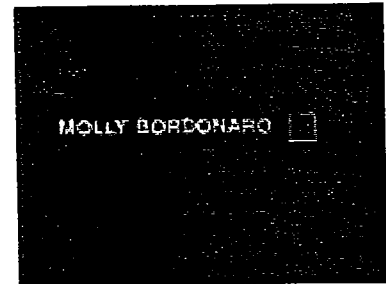
the Washington politicians. The answer is term limits. Term limits



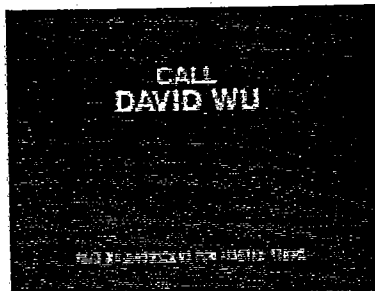
replace Washington insiders with new people who reflect community



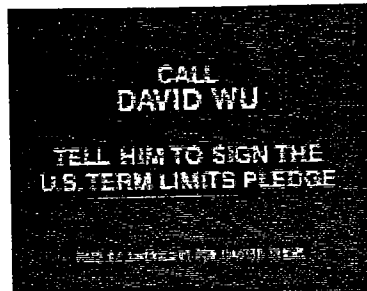
interests, not politics as usual. Molly Bordonaro has signed



the pledge to limit her terms in Congress. David Wu refused. Call David Wu



and tell him to sign the US Term Limits Pledge.



McC 021

CMAG 00011

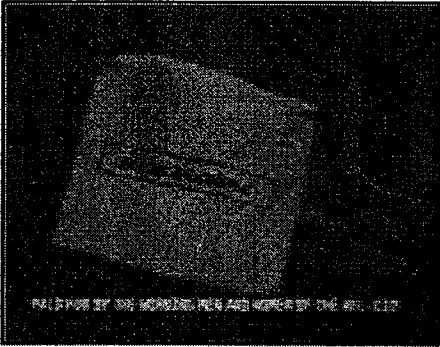


BRAND: POL-UNKNOWN+  
TITLE: AFL/Made In China Myrick  
COMMERCIAL: AFL/Made In China Myrick  
LENGTH: 30  
FRAMES: 6

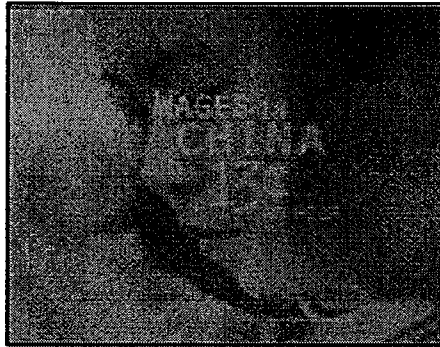


# Ad Detector

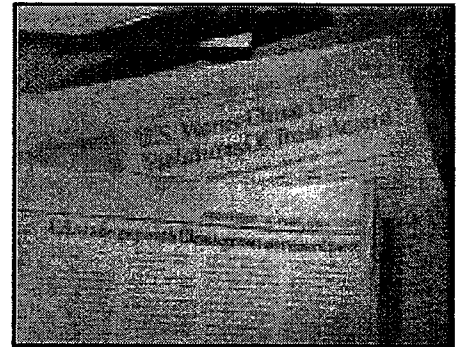
A0074HN3.E5B



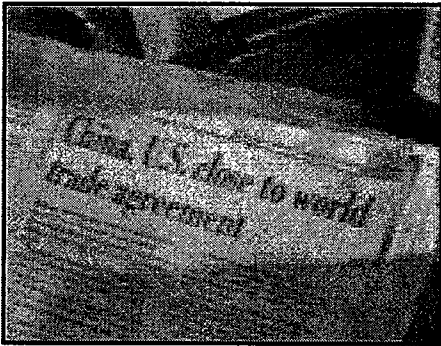
[Announcer]: Behind this label is a shameful story of political prisoners and forced labor camps, of wages as low as



13 cents an hour, of a country that routinely violates



trade rules flooding our markets draining American jobs. Now Congress is set to scrap its annual review of China's record and



reward China with a permanent trade deal. Tell Congresswoman Myrick



to vote "No" and keep China on probation until this label



stands for fairness. [DIS]: Paid for by the AFL-CIO.

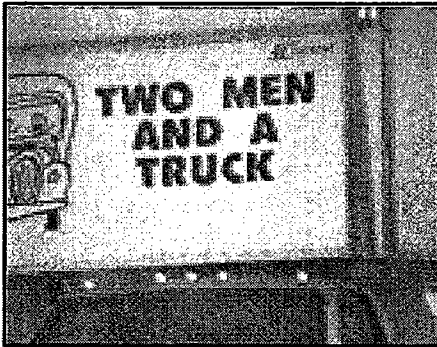


BRAND: POL-US SENATE+  
 TITLE: MI/COC Stabenow Death Tax  
 COMMERCIAL: MI/COC Stabenow Death Tax  
 LENGTH: 30  
 FRAMES: 8



# Ad Detector

A007QFWP.ESB



[Melanie]: "My mom started this business and my brother and I worked hard to make it grow.



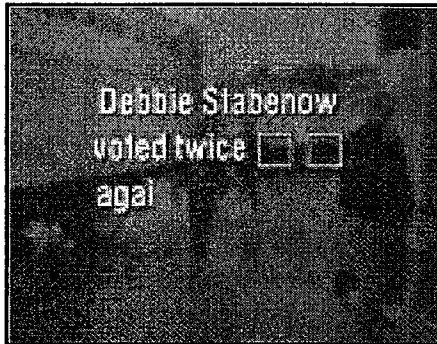
One day we hope to own it but because of the law, we can



never be sure." [Announcer]: Because of the Death tax, people like Melanie



are always at risk of losing family businesses. Debbie Stabenow



voted twice against getting rid of the Death tax.



[Melanie]: "Everything we have worked for can be taken away in an instant and that's not fair."



[Announcer]: Call Debbie Stabenow. Tell her our working families need a break.



[PFB Michigan Chamber of Commerce]

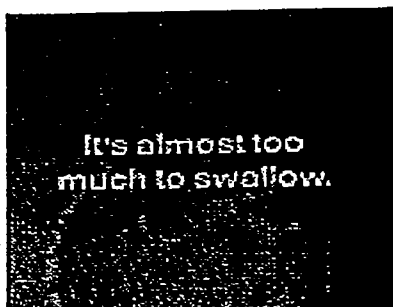


BRAND: DEMOCRATIC ST CNTRL CMT+  
 TITLE: CCS/No Matter Who Goes To DC  
 COMMERCIAL: CCS/No Matter Who Goes To DC  
 LENGTH: 30  
 FRAMES: 7

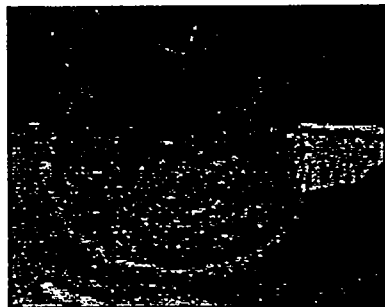
1 of 2 318

### Ad Detector

A005P3G0.ESB



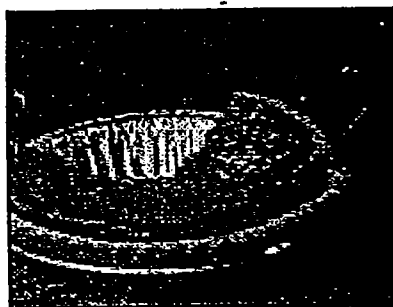
[Announcer] It's almost too much to swallow. Year after year the federal government takes a bigger piece of the pie.



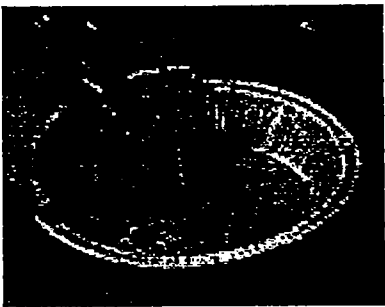
In fact in 1998 we'll pay more in federal taxes than at any time in American



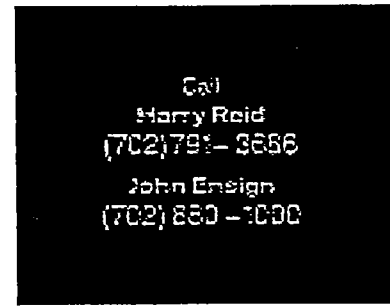
history except for World War II. And now with the budget surplus,



in thirty years all the Washington politicians can talk about is getting their hands



on more of your dough. Call Harry Reid and John Ensign tell them no matter who



goes to Washington you want them to cut your taxes. Otherwise they'll be



nothing left but the crumbs.



5a

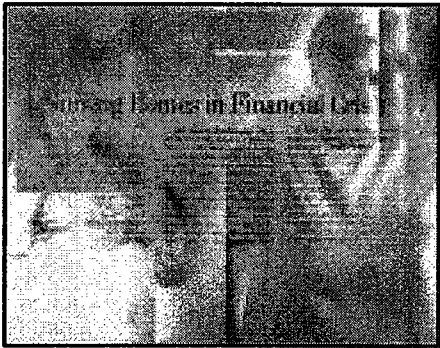
BRAND: ALLIANCE/QLTY NRSNG HMCR+  
TITLE: AQNHC/Call Al Gore Restore Cuts  
COMMERCIAL: AQNHC/Call Al Gore Restore Cuts  
LENGTH: 30  
FRAMES: 7

CMAG  
REPORTS

1 of 1

# Ad Detector

A007ESGJ.ESE



[Announcer]: Medicare cuts to nursing homes threaten quality care. This year the Clinton-Gore Administration is spending \$3.5



billion less than Congress provided for nursing home care. No wonder



care for seniors is in jeopardy. [Shawberg]: "This isn't about politics,



it's about people. These cuts are hurting patient care. It's just wrong."



[Announcer]: Call. Tell Al Gore to fight to restore nursing



home funding. [Shawberg]: "Please Vice President Gore, restore the medicare cuts



and keep the promise."

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6a

BRAND: COALITION/FTR AMER WRKR+  
TITLE: KY/CFAW Call Northrup  
COMMERCIAL: KY/CFAW Call Northrup  
LENGTH: 30  
FRAMES: 7

1 of 1

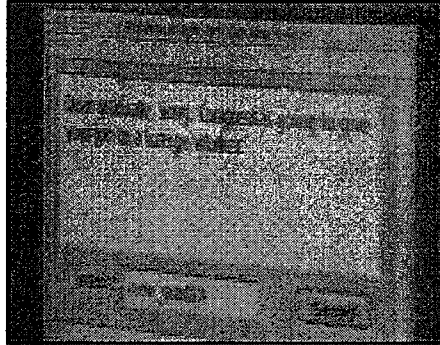
CMAG  
REPORTS

# Ad Detector

AG0711N.ESB



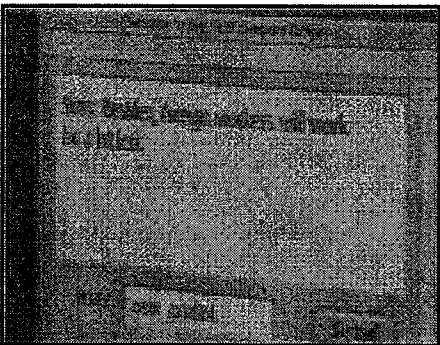
[Graduate]: "Dear high tech company, I'd like to send you my resume."  
[Announcer 1]: Dear Graduate, sorry, Congress is going to give your job to



a foreign worker. [Graduate]: "But I've just finished four hard years of technical studies."



[Announcer 1]: Sorry, besides foreign workers will work for a lot less.  
[Announcer 2]: Is this any way to



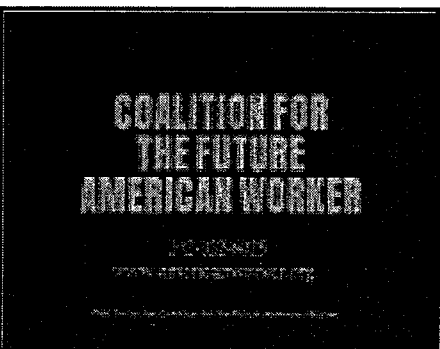
treat American workers? But based on her record, Congresswoman Northrup is likely to vote



in favor of the Foreign Worker Bill. Call Congresswoman Northrup and tell her to save



our best jobs for American workers. Ask her to vote no on the Foreign Worker Bill.



This message paid for by the Coalition for the Future American Worker.

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BRAND: AMERICANS/LIMITED TERMS+  
 TITLE: AFLT/Stand Up For Us  
 COMMERCIAL: AFLT/Stand Up For Us  
 LENGTH: 30  
 FRAMES: 7

**CMAG  
 REPORTS**

1 of 1

### Ad Detector

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[Announcer]: They may go to Congress with a rigid resolve to represent the people back home. But after a few



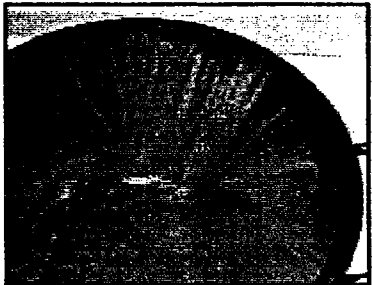
terms in the boiling cauldron of corrupting influence of Washington, something



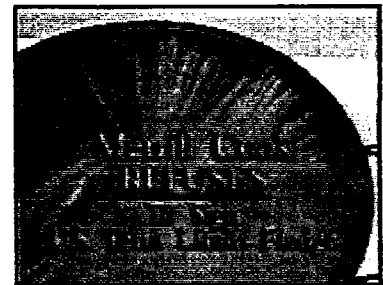
happens to a Congressman's commitment to stand up for us.



They begin to bend to the wishes and whims of the power brokers and special interests.



Yet despite claiming to support term limits, Merrill Cook refuses



to sign the pledge to limit his own terms. Ask Cook before it's



too late not to become a career politician.

CMAG 00009





Ad Detector

BRAND: POL-CONGRESS+
TITLE: AFL/SS Trust Fund
COMMERCIAL: AFL/SS Trust Fund
LENGTH: 30
FRAMES: 8

1 of 1



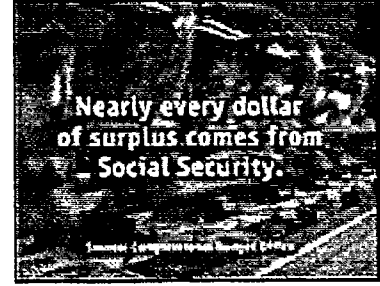
ADVERTISER



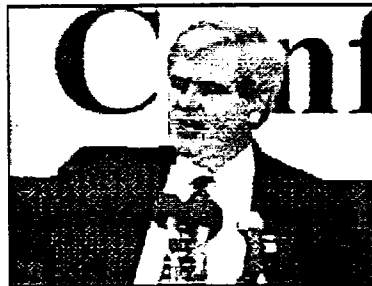
[Announcer] After years of deficits, the politicians in Washington say



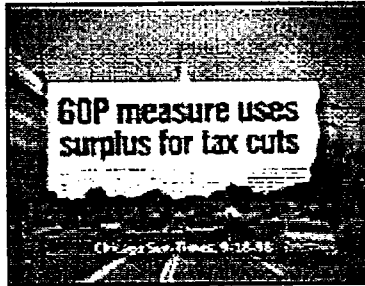
we're rolling in money. Here's something their not saying.



Nearly every dollar of the budget surplus comes from Social Security.



Now the Republican Congress wants to spend the Social Security surplus on a 80 billion dollar



election year tax cut. Even if there's talk about cutting Social Security



for future retirees. Call Congresswoman Northup and tell her



no on this scheme. Tell Northup to put Social Security first.



CMAG 0008



9a

BRAND: AMERICAN ASSN/HEALTH PL+  
TITLE: AAHP/Look Out For the Lawyers  
COMMERCIAL: AAHP/Look Out For the Lawyers  
LENGTH: 30  
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1 of 1

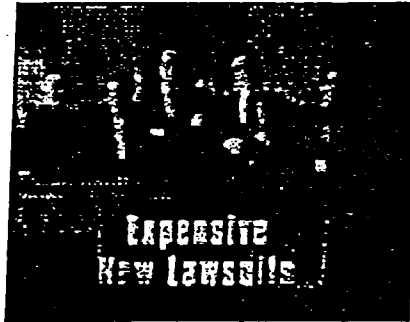
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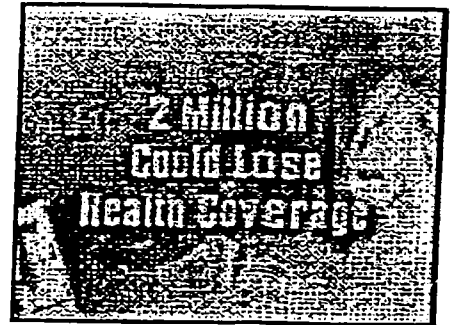
A005L85Q.ESB



[Announcer]: Worried about rising healthcare costs? Then look out for the trial lawyers. They want Congress to pass new liability laws that could



overwhelm the system with expensive new healthcare lawsuits. Lawsuits that could make trial lawyers richer.



That could make health care unaffordable for millions. Senator Lauch Faircloth



is fighting to stop the trial lawyers new laws. Call him today and tell him



to keep up his fight. Because if trial lawyers win,



working families lose.

02038



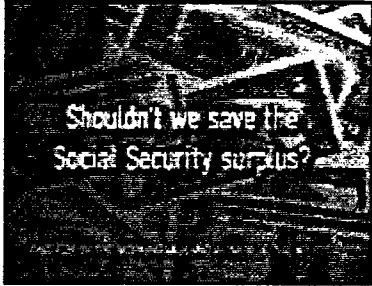
BRAND: AFL-CIO UNION+  
TITLE: AFLCIO/Strengthen Surplus SS  
COMMERCIAL: AFLCIO/Strengthen Surplus SS  
LENGTH: 30  
FRAMES: 7

**CMAG  
REPORTS**

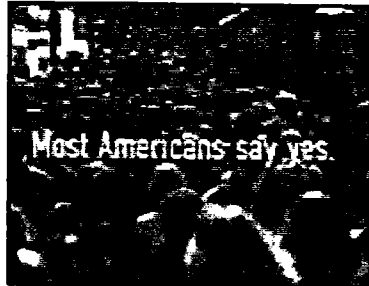
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**Ad Detector**

10/05/98



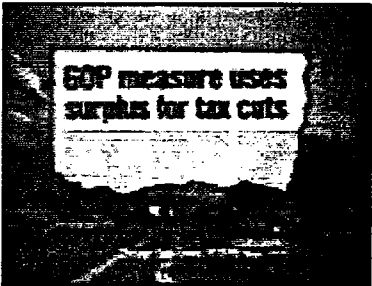
[Announcer]: Shouldn't we save the Social Security surplus to strengthen Social Security? Most



Americans say yes. But Newt Gingrich said no and last month



Representative Pat Danner voted for the plan to spend the surplus on



an \$80 billion election year tax cut instead of saving it all



to prevent cuts in Social Security for future retirees. Call



Danner and tell her to vote no when the tax plan comes up again. Tell her this



time put Social Security first.

CMAG 00006



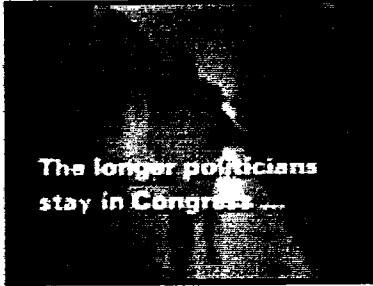
BRAND: AMERICANS/LIMITED TERMS+  
TITLE: AFTL/KY Lucas  
COMMERCIAL: AFTL/KY Lucas  
LENGTH: 30  
FRAMES: 7

**CMAG  
REPORTS**

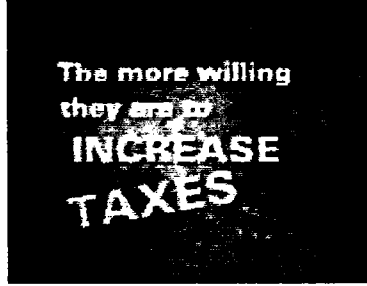
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**Ad Detector**

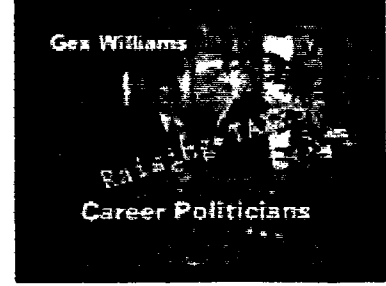
10/29/98 10:05



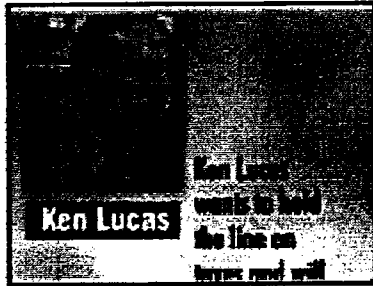
[Announcer] Studies show that the longer politicians stay in Congress the more willing they are to increase your taxes.



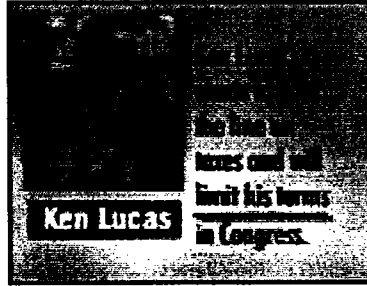
Candidate Gex Williams wants to follow the path



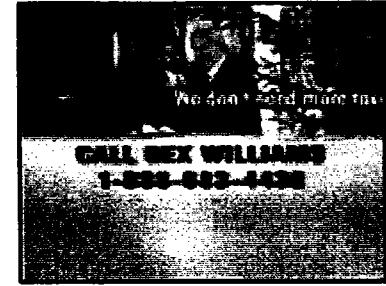
of career politicians. The difference. Ken Lucas



wants to hold the line on taxes and will limit his



terms in Congress. Call Gex Williams and tell him



we don't need more taxes and spending. Tell him to sign the US Term Limits



Declaration.

CMAG 00012



BRAND: POL-UNKNOWN+  
TITLE: AFJS/Stabenow Tunred Her Back  
COMMERCIAL: AFJS/Stabenow Tunred Her Back  
LENGTH: 30  
FRAMES: 7



1 of 2

### Ad Detector



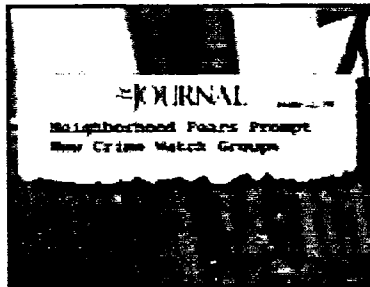
[Announcer]: Gang violence is on the rise, but not where you'd expect. Abductions at the Post Office, gang symbols painted on schools and City Hall,



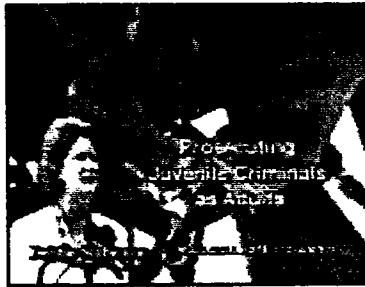
Gangs are fleeing the bright lights of the big city to the street lights of our suburbs,



When Debbie Stabenow had a chance to do something about it, she turned her back on



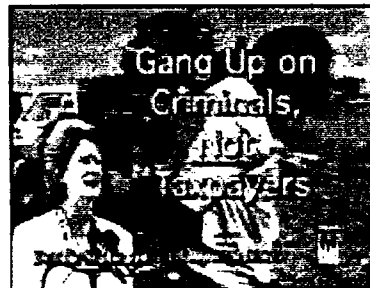
suburbs like Linden. Congresswoman Stabenow voted against a provision



that would have offered protection to small businesses and working families against gang



violence. Call Debbie Stabenow. Tell her to gang up on criminals, not



the taxpayers.

CMAG 00004



BRAND: AMERICANS/LIMITED TERMS+  
TITLE: AFTL/WI Tell Ryan  
COMMERCIAL: AFTL/WI Tell Ryan  
LENGTH: 30  
FRAMES: 8

**CMAG  
REPORTS**

1 of 1

**Ad Detector**

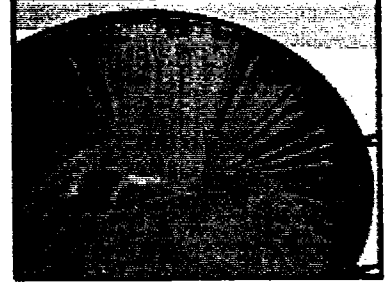
M036P244.C08



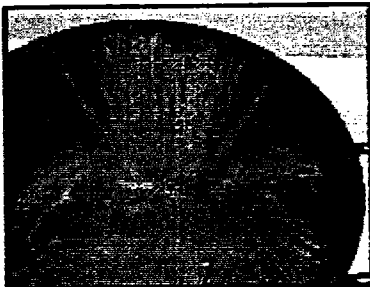
[Announcer]: They may go to Congress with a rigid resolve to represent the people back home.



But after a few terms in the corrupting influence of Washington



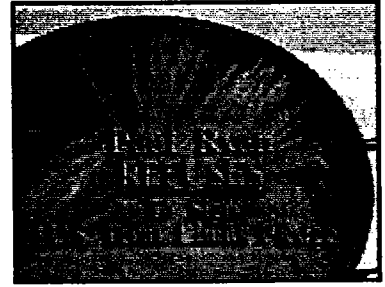
something happens to a Congressman's commitment to rigidly stand up for us.



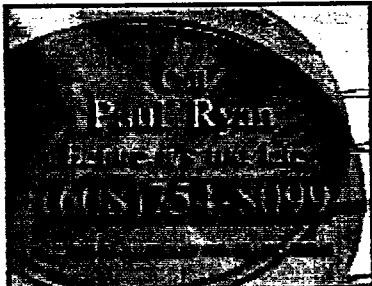
They begin to bend to the wishes and whims of power brokers and



special interests. Yet despite claiming to support term limits, Paul Ryan



now refuses to sign the pledge to limit his own terms. Ask Ryan



before it's too late not to become a career politician.



CMAG 00013



# Ad Detector

14a  
 BRAND: NATIONAL PRO LIFE ALNC+  
 TITLE: WI/NPLA Feingold Kohl Abortion 60  
 COMMERCIAL: WI/NPLA Feingold Kohl Abortion 60 1 of 1  
 LENGTH: 60  
 FRAMES: 14

## CMAG REPORTS

1411

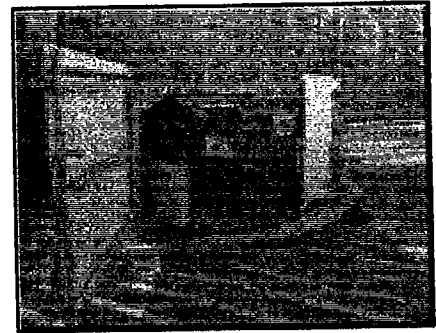
AC07SR21.ESB



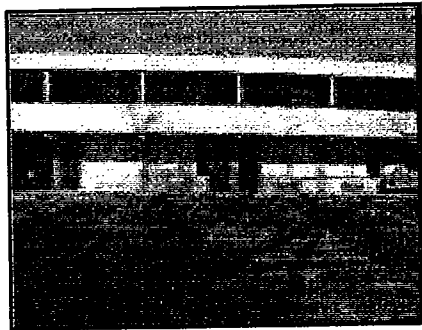
[Announcer]: America was outraged when two New Jersey teenagers checked into a Delaware hotel and delivered and exposed of



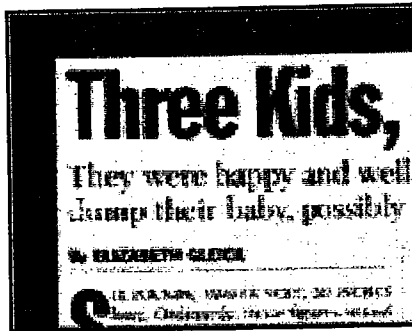
their newborn baby in a dumpster. Most Americans couldn't believe that



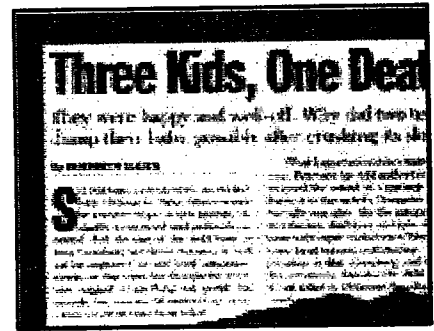
this defenseless human life could be so coldly snuffed out. But incredibly, if a doctor



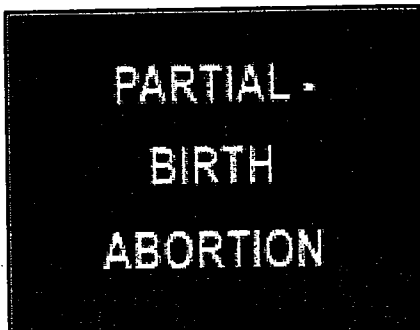
had been present that day in Delaware and delivered the infant, all but one inch from full



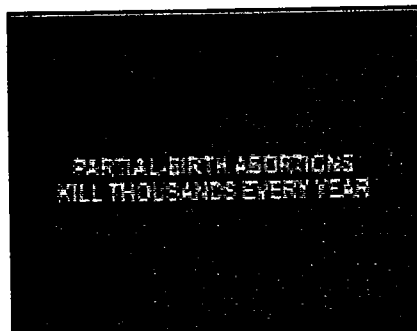
birth and then killed him it would have been perfectly legal.



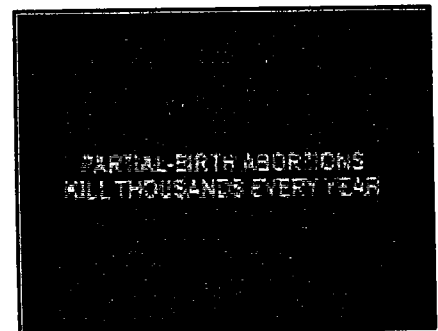
Instead of murder or manslaughter, it would have been called a partial-birth abortion.



Killing late in the third trimester, killing just inches away



from full birth. Partial-birth abortion puts a violent death on thousands of babies



every year. Your Senators, Russ Feingold and Herb Kohl

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CMAG AD 0022



# Ad Detector

15a

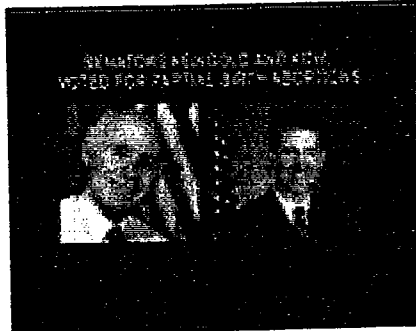
**BRAND:** NATIONAL PRO LIFE ALNC+  
**TITLE:** WI/NPLA Feingold Kohl Abortion 60  
**COMMERCIAL:** WI/NPLA Feingold Kohl Abortion 60 1 of 1  
**LENGTH:** 60  
**FRAMES:** 14

**CMAG REPORTS**

AC07SR21.ESB



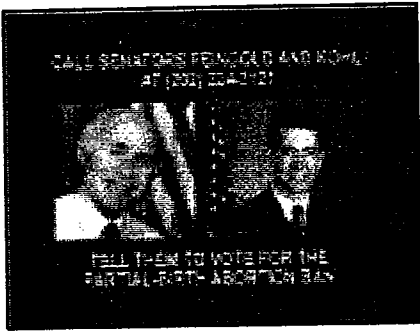
voted to continue this grizzly procedure. Contact Senators



Feingold and Kohl today and insist they change their vote and oppose



partial birth abortion. Their number in Washington is 202-224-3121.



[PFB: Members of the National Pro-Life Alliance]

McC 036

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CMAG AD 0023