

Political Advertisements
Quoted in the Opening
Omnibus Brief

McC 019



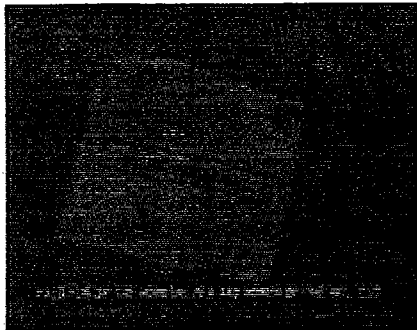
BRAND: POL-UNKNOWN+
 TITLE: AFL/Made In China Myrick
 COMMERCIAL: AFL/Made In China Myrick
 LENGTH: 30
 FRAMES: 6

**CMAG
 REPORTS**

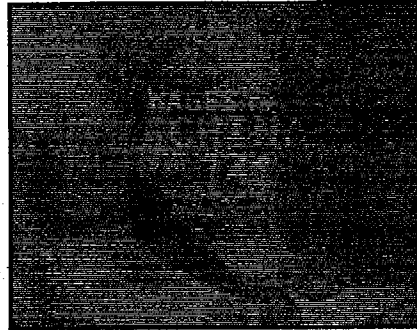
1 of 1

Ad Detector

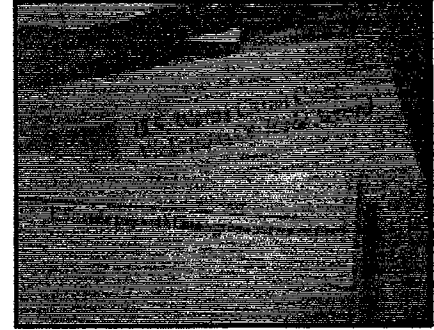
AG074HN3.ESB



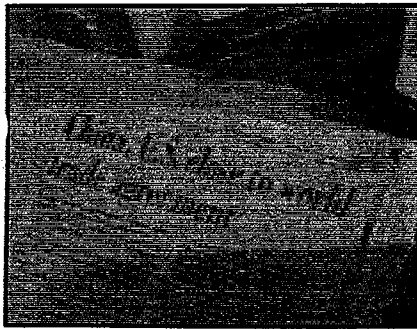
[Announcer]: Behind this label is a shameful story of political prisoners and forced labor camps, of wages as low as



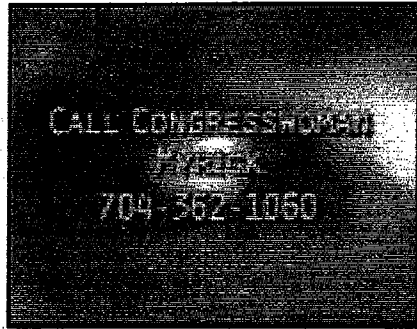
13 cents an hour, of a country that routinely violates



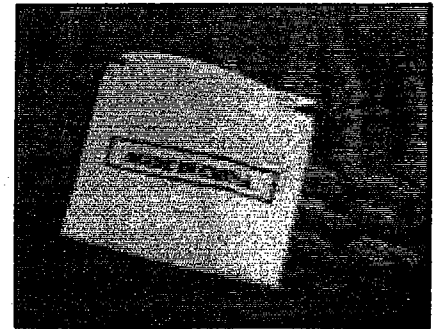
trade rules flooding our markets draining American jobs. Now Congress is set to scrap its annual review of China's record and



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.

McC 020

Campaign Media Analysis Group
 703-683-7110
www.politicsonTV.com

CMAG AD 0033



Ad Detector

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

1 of 1



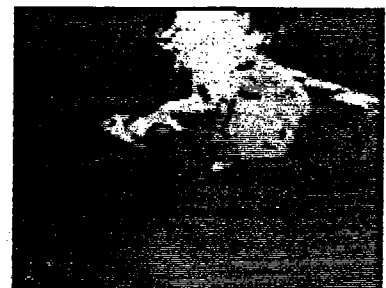
AD/SP/ESS



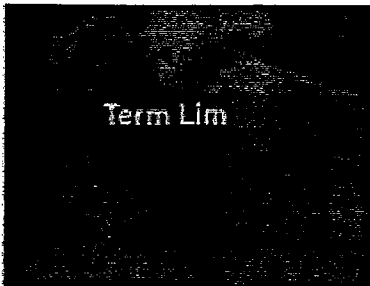
[Announcer]: The people of America should be running our government. That's the way it was set up in the first place.



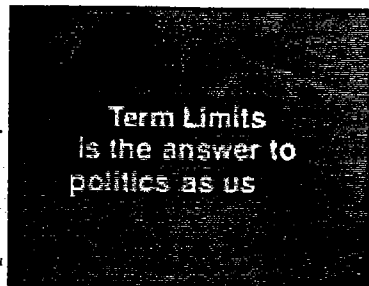
The problem is the special interests and the paid lobbyists who control



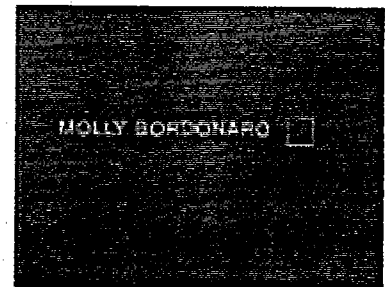
the Washington politicians. The answer is term limits. Term limits



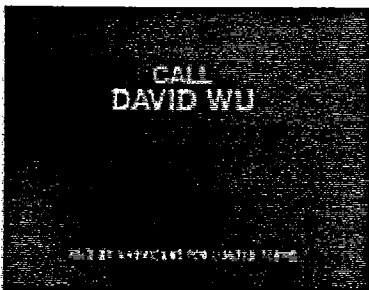
replace Washington insiders with new people who reflect community



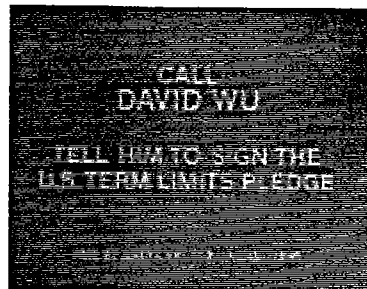
Interests, not politics as usual. Molly Bordonaro has signed



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



and tell him to sign the US Term Limits Pledge.



CMAG 00011

McC 021



BRAND: POL-US SENATE+
 TITLE: MI/COC Stabenow Death Tax 2
 COMMERCIAL: MI/COC Stabenow Death Tax 2
 LENGTH: 30
 FRAMES: 8

1 of 1

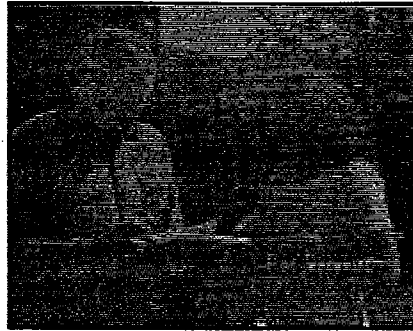
CMAG
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Ad Detector

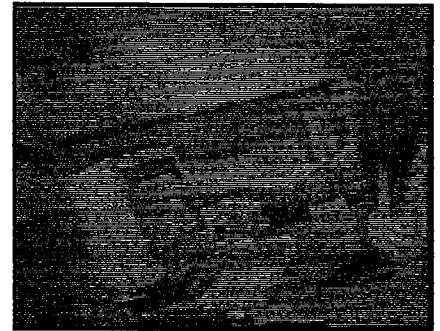
A007QZND.ESB



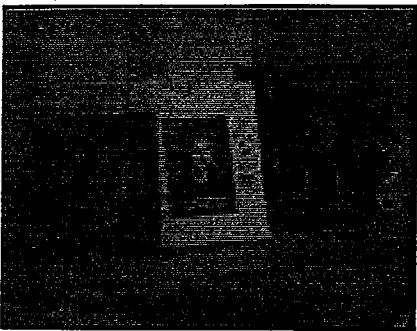
[Announcer]: Twenty-two years ago, Pat Walykow founded this business and guided it through some tough times.



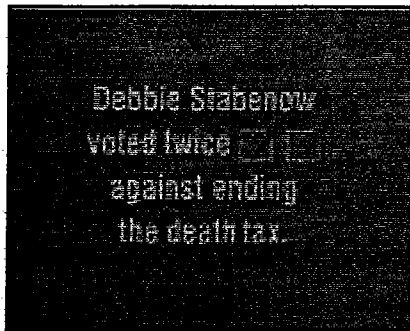
Now it provides a living for thirty-five families. Pat



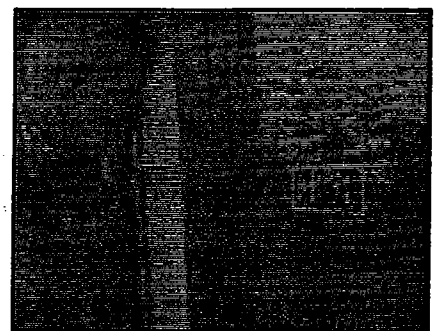
wants to leave her companies to her daughters but because of death taxes, she won't be



able to. Debbie Stabenow voted twice against ending the death tax.



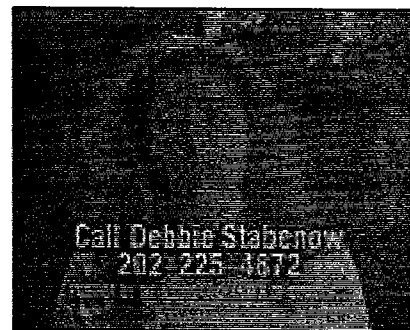
Now if anything happens, the family will have to sell this business



and maybe their home. [Walykow]: "We've all worked too hard to see this go the the government."



Tell Debbie Stabenow to end the death tax. Working families are suffering."



[PFB the Michigan Chamber for Commerce]

McC 022

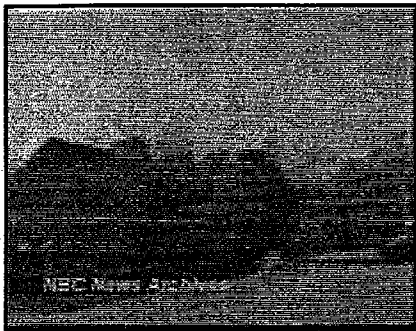


BRAND: NATIONAL PRO LIFE ALNC+
 TITLE: WI/NPLA Feingold Kohl Abortion 60
 COMMERCIAL: WI/NPLA Feingold Kohl Abortion 60 1 of 1
 LENGTH: 60
 FRAMES: 14

**CMAG
 REPORTS**

Ad Detector

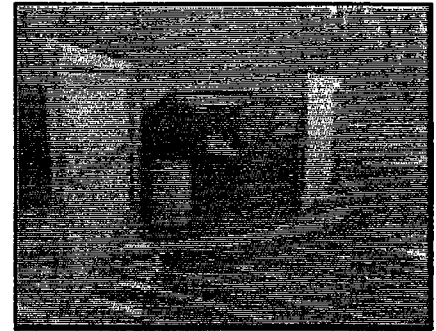
A007SR21.ESB



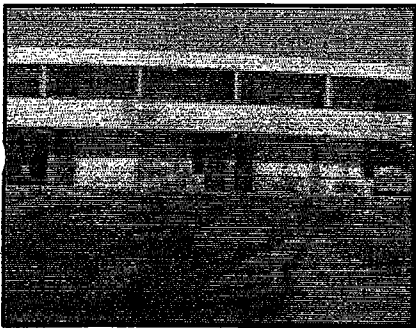
[Announcer]: America was outraged when two New Jersey teenagers checked into a Delaware hotel and delivered and exposed of



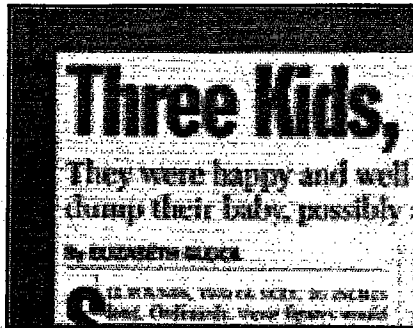
their newborn baby in a dumpster. Most Americans couldn't believe that



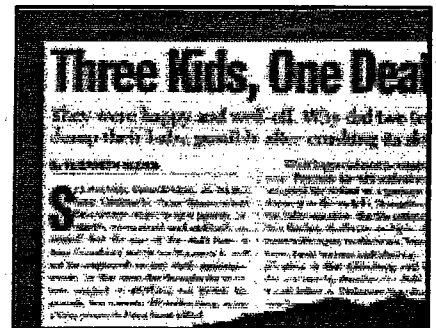
this defenseless human life could be so coldly snuffed out. But incredibly, if a doctor



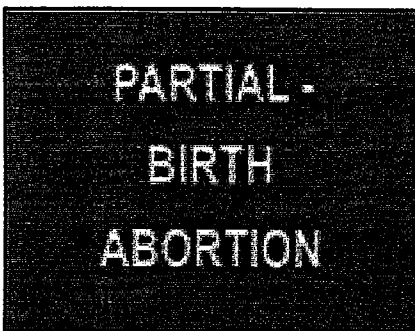
had been present that day in Delaware and delivered the infant, all but one inch from full



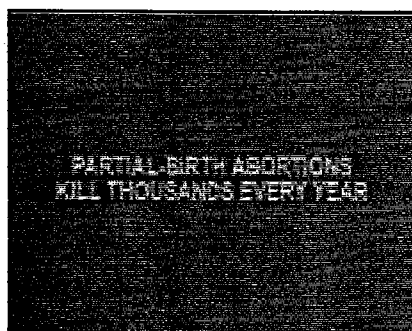
birth and then killed him it would have been perfectly legal.



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

McC 023



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

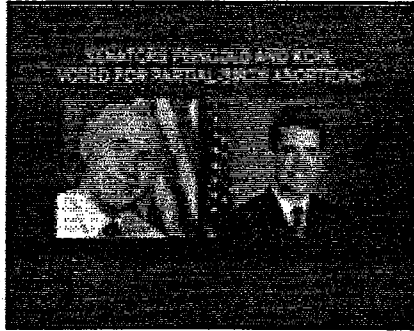
**CMAG
 REPORTS**

Ad Detector

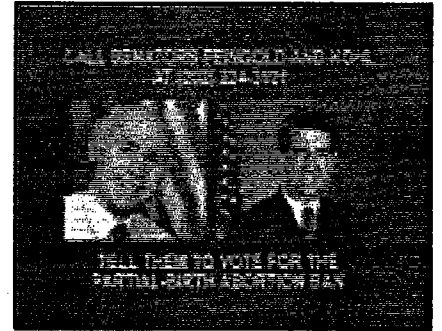
A007SR21.ESB



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 024

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CMAG AD 0023



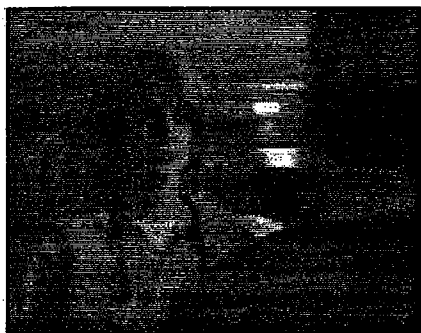
BRAND: ALLIANCE/QLTY NRSNG HMCR+&AMER HLTHC
 TITLE: AQNHC/Call Al Gore
 COMMERCIAL: AQNHC/Call Al Gore
 LENGTH: 30
 FRAMES: 8

CMAG
 REPORTS

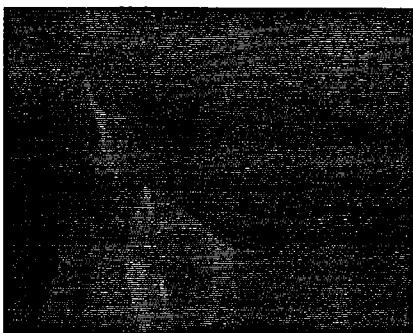
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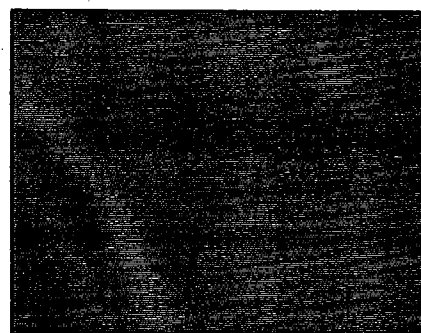
AC078PPM.ESB



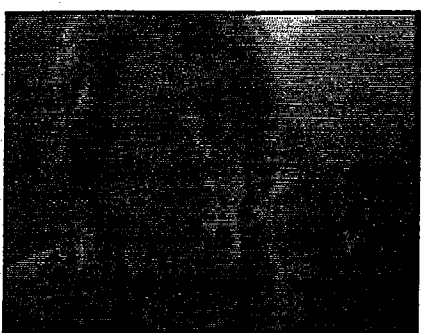
[Announcer]: There's a nursing home crisis in America. Despite record budget



surpluses Medicare has been cut by billions.



Seniors' access to quality nursing home care threatened.



[Woman]: "Caring for the elderly: it becomes your life.



But with Medicare cuts my job is much harder." [Announcer]:



Call. Tell Al Gore to fight to restore the Medicare cuts.



Keep the promise. [Woman]: "Help me help those who need it the most."



McC 025



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

1 of 1

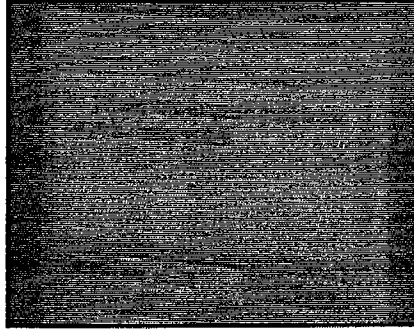


Ad Detector

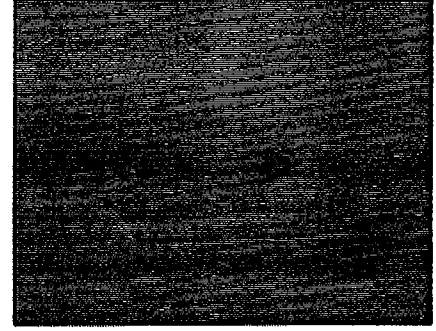
A00711N.ESB



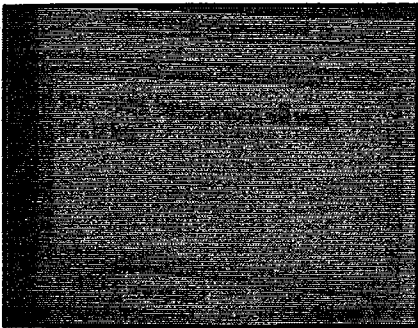
[Graduate]: "Dear high tech company, I'd like to send you my resume."
 [Announcer 1]: Dear Graduate, sorry, Congress is going to give your job to



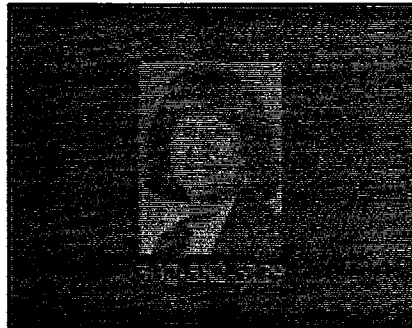
a foreign worker. [Graduate]: "But I've just finished four hard years of technical studies."



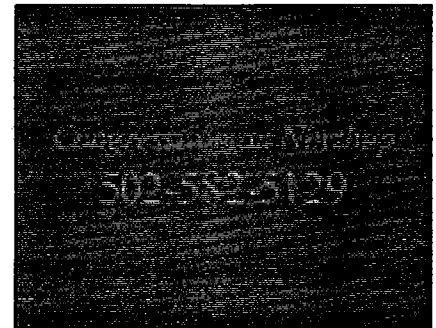
[Announcer 1]: Sorry, besides foreign workers will work for a lot less.
 [Announcer 2]: Is this any way to



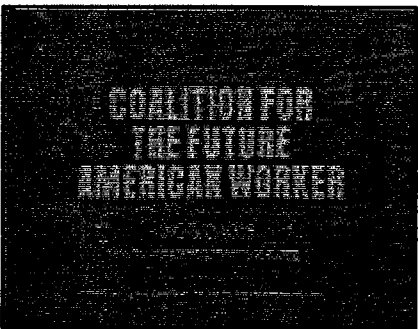
treat American workers? But based on her record, Congresswoman Northrup is likely to vote



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.

McC 026

CMAG AD 0025

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Eight (8) issue ads that aired in
1998 and were coded by
students as "genuine issue ads"
(Goldstein Dep. Exs. 19, 22,
24, 26, 28, 30, 33, 36)



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

4025091.EE



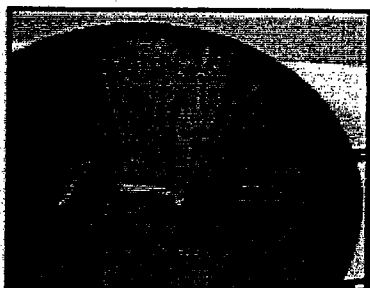
[Announcer]: They may go to Congress with a rigid resolve to represent the people back home. But after a few



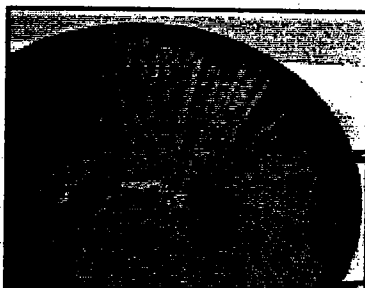
terms in the boiling cauldron of corrupting influence of Washington, something



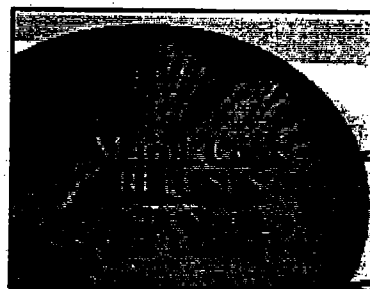
happens to a Congressman's commitment to stand up for us.



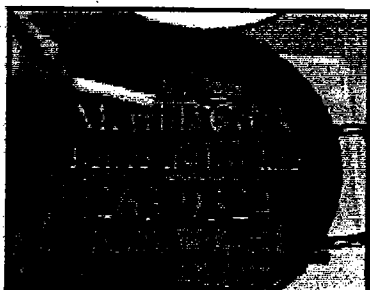
They begin to bend to the wishes and whims of the power brokers and special interests.



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



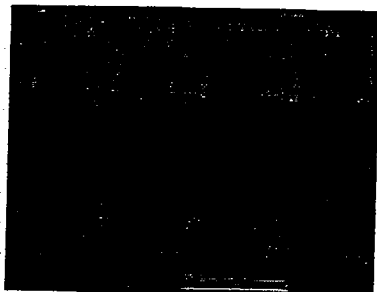
BRAND: POL-CONGRESS+
TITLE: AFL/SS Trust Fund
COMMERCIAL: AFL/SS Trust Fund
LENGTH: 30
FRAMES: 8

CMAG
REPORTS

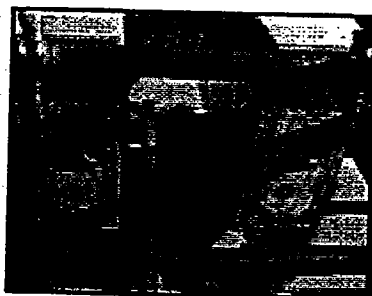
1 of 1

Ad Detector

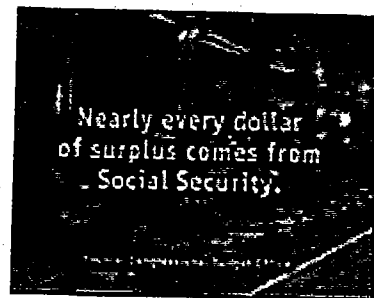
AD76N5J.E56



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



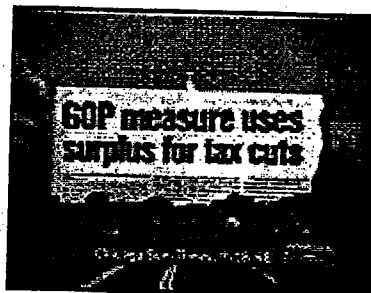
we're rolling in money. Here's something their not saying.



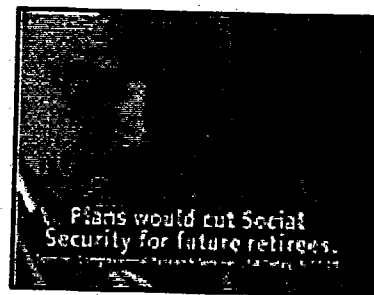
Nearly every dollar of the budget surplus comes from Social Security.



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



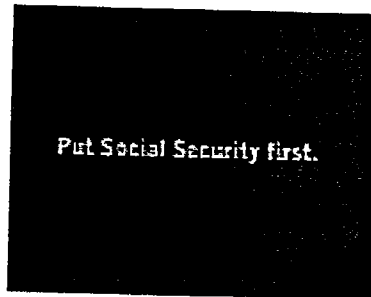
election year tax cut. Even if there's talk about cutting Social Security



for future retirees. Call Congresswoman Northup and tell her



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



CMAG 0008

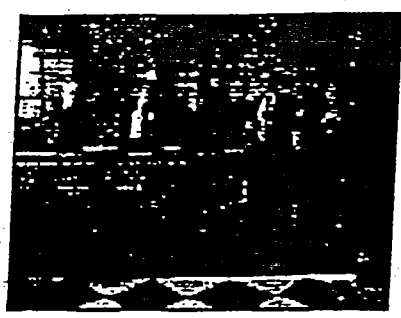
McC 029



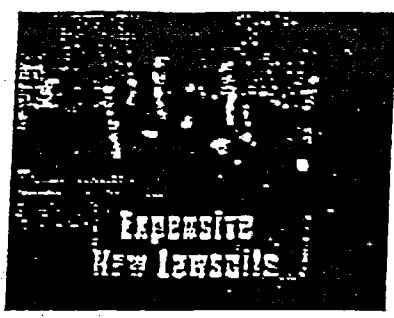
BRAND: AMERICAN ASSN/HEALTH PL-
 TITLE: AAHP/Look Out For the Lawyers
 COMMERCIAL: AAHP/Look Out For the Lawyers 1 of 1
 LENGTH: 30
 FRAMES: 6

Ad Detector

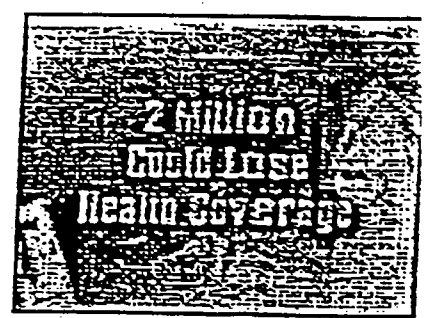
A005L250.ESB



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



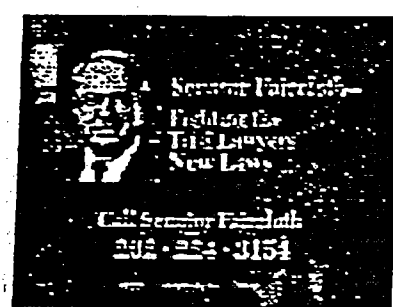
overwhelm the system with expensive new healthcare lawsuits. Lawsuits that could make trial lawyers richer.



That could make healthcare 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.

PENGAO 800-631-6589
 PLAINTIFF'S EXHIBIT
 24
 5/5/99

02038

09/20/99

Page 1

McC 030

BRE 017963



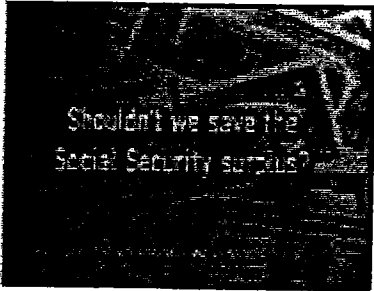
BRAND: AFL-CIO UNION+
TITLE: AFLCIO/Strengthen Surplus SS
COMMERCIAL: AFLCIO/Strengthen Surplus SS
LENGTH: 30
FRAMES: 7

1 of 1

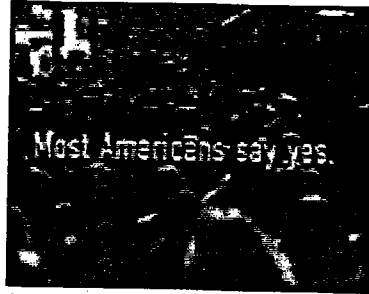
CMAG
REPORTS

Ad Detector

10/26/98 03:58



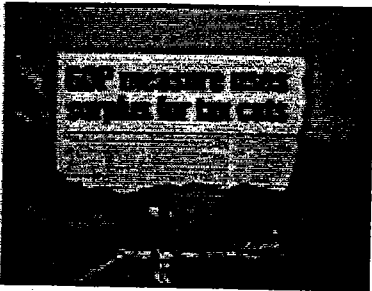
[Announcer]: Shouldn't we save the Social Security surplus to strengthen Social Security? Most



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

McC 031



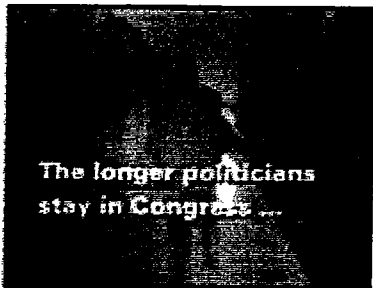
BRAND: AMERICANS/LIMITED TERMS+
TITLE: AFLT/KY Lucas
COMMERCIAL: AFLT/KY Lucas
LENGTH: 30
FRAMES: 7

CMAG
REPORTS

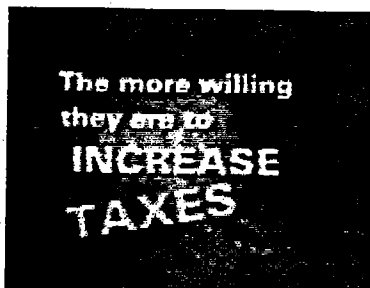
1 of 1

Ad Detector

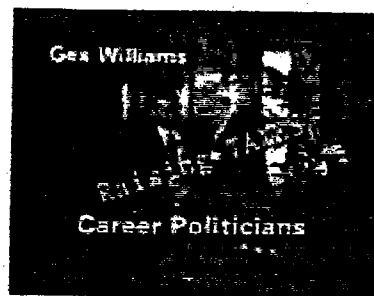
400694-0000



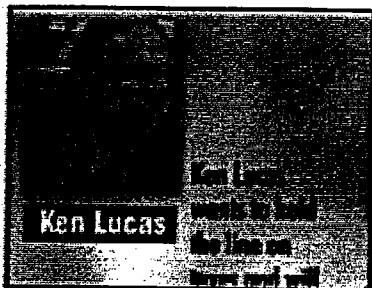
[Announcer] Studies show that the longer politicians stay in Congress the more willing they are to increase your taxes.



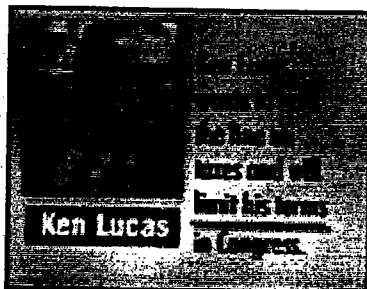
Candidate Gex Williams wants to follow the path



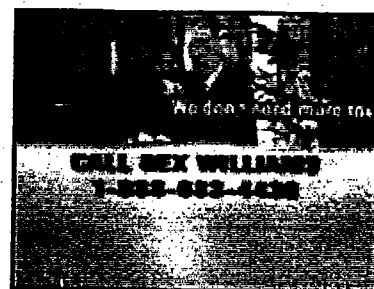
of career politicians. The difference. Ken Lucas



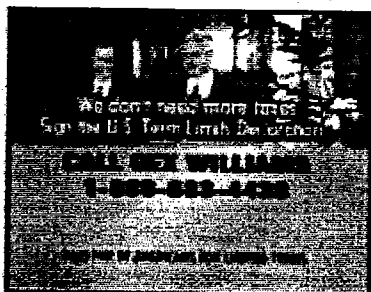
wants to hold the line on taxes and will limit his



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

McC 032



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

**CMAG
 REPORTS**

1 of 2

Ad Detector

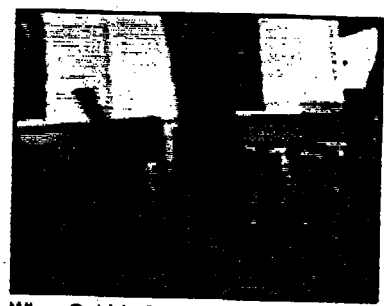
WOPR-ES9



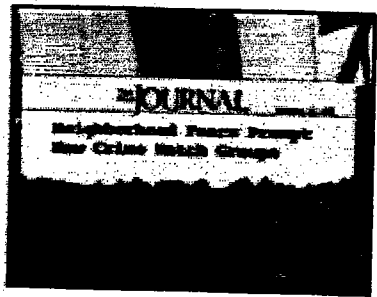
[Announcer]: Gang violence is on the rise, but not where you'd expect. Abductions at the Post Office, gang symbols painted on schools and City Hall.



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.

McC 033

CMAG 00004



BRAND: AMERICANS/LIMITED TERMS+
TITLE: AFL/WM Tell Ryan
COMMERCIAL: AFL/WM Tell Ryan
LENGTH: 30
FRAMES: 8

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1 of 1

Ad Detector

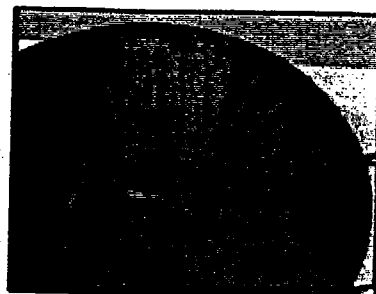
A00CP34X.ES8



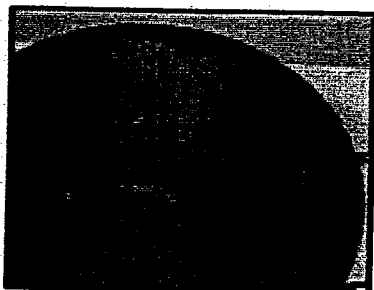
[Announcer]: They may go to Congress with a rigid resolve to represent the people back home.



But after a few terms in the corrupting influence of Washington



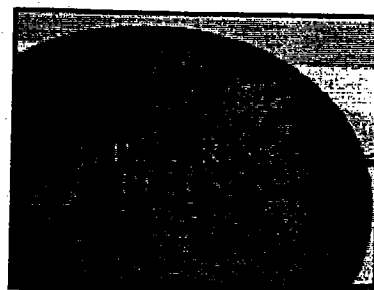
something happens to a Congressman's commitment to rigidly stand up for us.



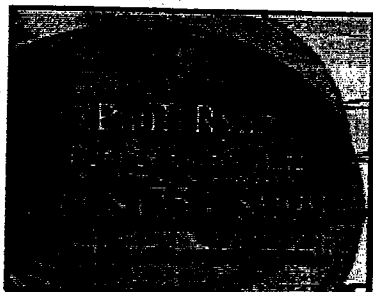
They begin to bend to the wishes and whims of power brokers and



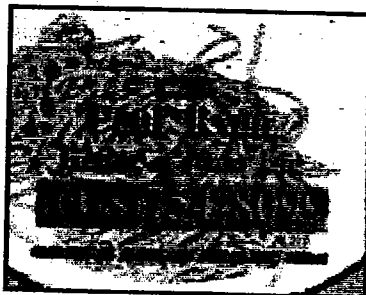
special interests. Yet despite claiming to support term limits, Paul Ryan



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

McC 034



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

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Ad Detector

1411

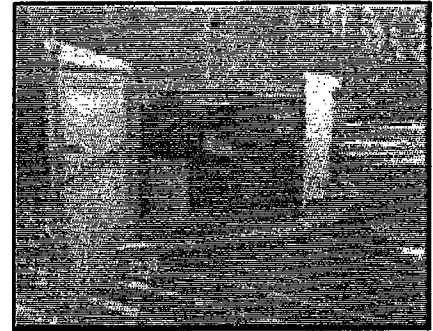
A007SR21.ESB



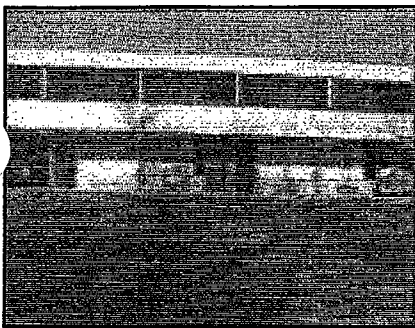
[Announcer]: America was outraged when two New Jersey teenagers checked into a Delaware hotel and delivered and exposed of



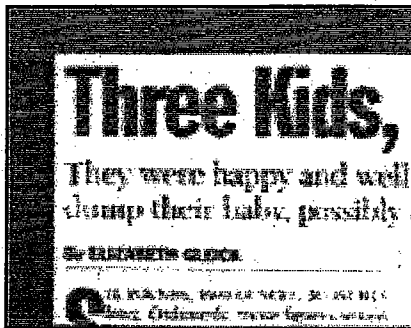
their newborn baby in a dumpster. Most Americans couldn't believe that



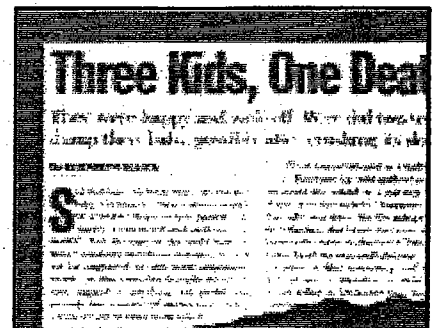
this defenseless human life could be so coldly snuffed out. But incredibly, if a doctor



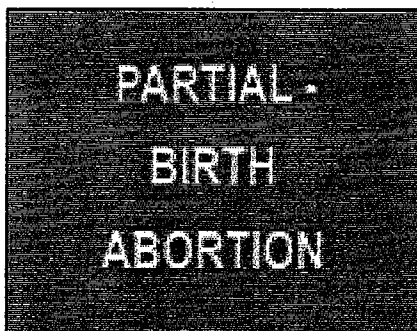
had been present that day in Delaware and delivered the infant, all but one inch from full



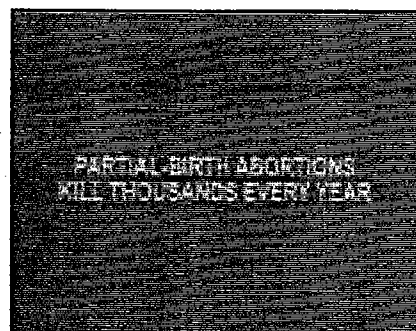
birth and then killed him it would have been perfectly legal.



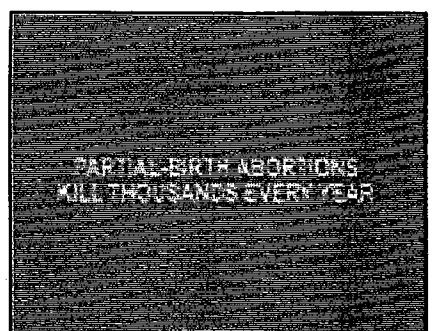
Instead of murder or manslaughter, it would have been called a partial-birth abortion.



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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 703-683-7110
 www.politicsontv.com

CMAG AD 0022

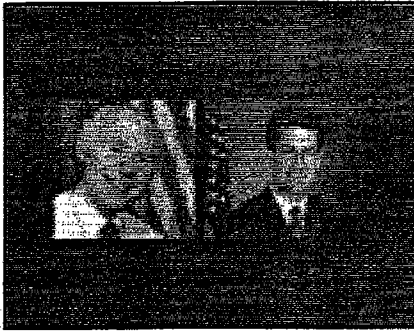


BRAND: NATIONAL PRO LIFE ALNC+
 TITLE: WI/NPLA Feingold Kohl Abortion 60
 COMMERCIAL: WI/NPLA Feingold Kohl Abortion 60 1 of 1
 LENGTH: 60
 FRAMES: 14

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AC075R21.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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