

March/April 2005 — Volume 4, Issue 2

## Issue Groups Take Up the Cause(s)

In 1921, the Warm Springs Foundation was created in an effort to cure Polio. The foundation eventually became the March of Dimes and today the March of Dimes exists to save babies from birth defects, premature birth and low birth weight. Many charities and nonprofit groups come to exist because of major events. You may be asking yourselves what charities and nonprofit groups have to do with political advertising. Well nothing really, but the cause effect relationship that creates charities can also be seen in the creation and existence of political issue groups, specifically 527s.

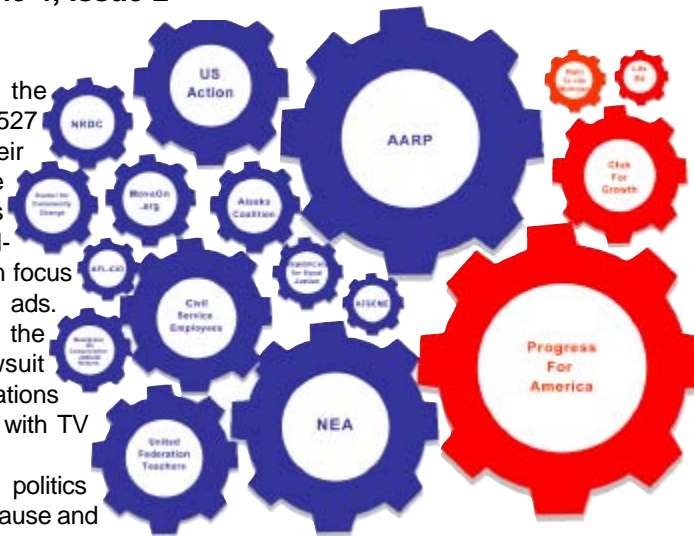
Almost as soon as the landmark Campaign Finance Reform law took effect, groups began to fill the ad-spending void left by the two political party's removal from soft money advertising. Literally dozens of smaller groups were formed to run ads aimed at the election or defeat of President Bush.

Many people felt with the election over that these 527 groups would just fold their tents and ride off into the political sunset. Two months into the New Year, TNSMI-CMAG has seen a change in focus from election ads to policy ads. Issues like Social Security, the federal budget, taxes, lawsuit reform and judicial nominations are being engaged by 527s with TV ads in 2005.

Like most things, politics evolves over time based on cause and effect. Today, 527 committees remain a vital force in American politics for public policy issues, expanding membership, raising funds and wielding influence.

Many familiar faces from 2004 are popping up on the left and the right. Groups like Progress for America, Club for Growth, MoveOn, and Center for

Community Change are just a handful of the groups on the air. With issues such as clean air, education, prescription drugs, Medicare, the federal budget and bankruptcy reform on the horizon we expect a growing number of 527 groups to address these issues well into the 2006 elections.



## Ads Aim to Educate

**Teacher Pay, School Choice, Class Size and Funding are the focus of recent ads on education across the country**

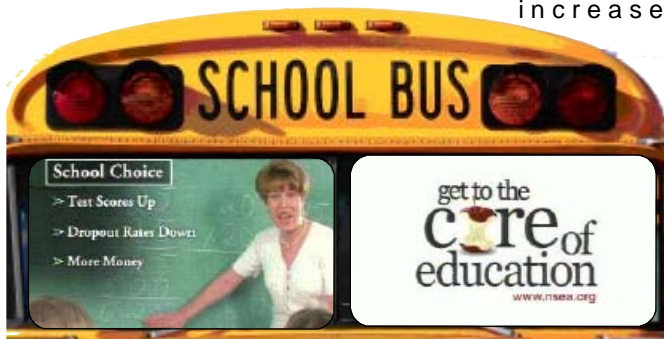
Since Jan 1, the vast majority of ad spending on education related issues like school funding, teacher pay, school choice was spent in California, New Jersey, and New York. In just 2 months, education related advertisers spent \$9 million nationwide.

The largest campaign to date has come from the United University Professions, which ran an ad featuring Professors from the SUNY, State University of New York, advocating

increased funding for the statewide university system. In New Jersey, it is the New Jersey Education Association sponsoring the advertisements, which are against a statewide convention to discuss property tax relief. The NJEA believes property tax cuts can be implemented without a costly convention, which in the NJEA's view, is hurting public schools.

School choice advocates, South Carolinians for Responsible Government, ran statewide ads in South Carolina that featured a mother discussing that her children all learn differently and she should have a choice as to where to send them. The legislation of issue, Put Parents in Charge Act, would offer parents tax credits that move their kids from public schools to other schools, including private. The Act is one of the top legislative priorities for Gov. Sanford and is currently pending in the State House.

Almost \$9 million dollars has been spent in at least 50% of the country year-to-date on advertising mentioning education. As the year continues, and races heat up in New Jersey and Virginia, look for much more spending on education specifically class size, teacher quality and school choice.



## Introducing... the grid

At CMAG we don't only watch tv ads in our living room, its our job. And our job gives us the unique opportunity to see almost every political and issue ad aired in the US.



Starting in January, we decided why not share the wealth by introducing the Grid to our clients. The grid is a monthly look at trends and emerging TV ad campaigns compiled for CMAG clients. Since Jan 1, we have seen over 60 separate state and federal campaigns across the country either dealing with a political issue or campaign. The grid will be archived on our web site and e-mailed every month. Please call us if you're interested in receiving the grid.

## TREND SPOTLIGHT

### A Republican Divide on Tort Reform in Georgia & Oklahoma

#### Georgians for Conservative Judicial Reform



**Summary:** A Georgians for Conservative Judicial Reform ad shows Republican's reactions to "proposed caps on jury verdicts." One female citizen responds, "I do not think that this tort reform is a Republican issue. Certainly Ronald Reagan never proposed such a thing." Another says, "I'm a Republican and the only thing I want capped are my taxes!" The ad asks citizens to contact the Georgia legislature about the issue.

#### Republicans for Equal Justice



**Summary:** Republicans for Equal Justice, also known as Oklahoman's for Responsible Justice (ORJ) is a group encouraging a "no" vote on Oklahoma Bill SB3024, a lawsuit reform bill being supported by the Oklahoma Chamber of Commerce. The group is running an ad using Republican advocate Stan Ward to talk about how "the tort reform agenda represents a total departure from Republican values." He adds that "Tort reform means, for the average working Oklahoman, justice deprivation."

## Issue Advocacy Web Strategies Integrate with TV, Print

For the past year-and-a-half, TNSMI/CMAG has taken its tracking beyond TV and print to the Internet. Election 2004 showed that political banner ads were effective fundraising tools and allowed campaigns to target ad messages at opinion leaders by placing ads on national and local media web sites.

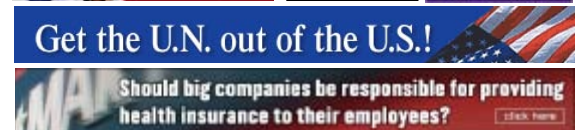
Issue groups have taken notice and are continuing to incorporate web advertising into their marketing communications mix. USA Next got the media's attention with its anti-AARP banner ad. In one USA Next ad (shown right), the organization asks which organization is the most liberal and advertises a "special report" on "AARP's liberal agenda."

Web ads have also been targeting corporations. Two web campaigns mention Wal-Mart. PurpleOcean.org, a SEIU project targeting large corporate policies,

like those of Wal-Mart, has ads on sites such as the NewYorkTimes.com. Wal-Mart has also put web ads into their mix. Their new "Wal-Mart Facts" campaign brings click-thrus to their PR site, walmartfacts.com. The corporation is also facing "web" criticism from health care advocates. Washington for Health Care uses the Wal-Mart logo in their web ads on the Seattle Post-Intelligencer that ask if "big companies should be responsible for providing health insurance to their employees."

According to TNS Media Intelligence, the Internet showed the most robust year-over-year gain for 2004, posting a 21.4 percent increase to \$7.4 billion in ad spending versus 2003. Advocacy groups are paying attention and we expect to see more and more issue ads on the web throughout 2005.

A range of issues are being advertised on the web



**New Jersey Governor, Virginia Governor, Mayors Races Across the US**

**New Jersey Governor** The race for the Trenton Governor's mansion is heating up as both the Democrats and the Republicans gear up for their respective primaries.



The Democrats hope to keep their hold on the New Jersey Governorship. Richard Codey is now Acting Governor and hopes to secure his appointment. He will, however, face a tough challenge from US Senator Jon Corzine. On the Republican side, there is a tug of war between two politicians. Doug Forrester, who lost his 2002 Senatorial race to Democrat Frank Lautenberg. Former Jersey City Mayor Bret Schundler, who lost the 2001 Governor's race to McGreevey, has the backing of social conservatives although his rhetoric thus far has been on lowering property taxes.

However, Forrester has been the only candidate on either side who has entered the ad war. He is running two ads in the New York and Philadelphia markets- compiling 284 airings of his ads, expending just over \$370,000. The majority of his ads have been aimed at Southern New Jersey, while he has spent more on the New York market.

**Virginia Governor** Like the New Jersey Governor's race, the upcoming race for Governor in Virginia means a lot in terms of momentum for either party for the upcoming midterm election. Republicans in Virginia aim to retake the seat that was captured by Mark Warner in 2001. Jerry Kilgore, a republican and former Attorney General, will head to a June primary against the mayor of Warrenton, VA, Tony Kitch. Russ Potts, an "independent Republican," has also entered the race. Tim Kaine, the current Lieutenant Governor under Mark Warner, is the likely Democratic candidate.

CMAG expects to see advertising start by the early summer and we think the trend of multiple outside groups advertising will continue.

Stay tuned for competitive advertising in the Governor's, Lieutenant Governors, and Attorney General's race.

**Mayoral Races** It's been said that all politics are local - with 480 mayoral races in the country this year ads in these races may be the best leading indicator to what issue will swing voters in the next national elections.

So far in 2005, the seats of Champaign, IL, Chattanooga, TN, Davenport, IA, Los Angeles, CA, San Antonio, TX, St. Louis, MO and Wichita, KS are on the air. Not surprisingly, the majority of the ad buying is being done in the biggest media markets: Los Angeles and St. Louis. Nationwide, there were over 1900 airings of mayor campaign advertising with just over \$1.4 million being spent.

In Los Angeles there was over 900 spots aired for the city's municipal elections. Four of the leading candidates aired ads, with incumbent Mayor James Kenneth Hahn [D] outspending his opponents with over \$460,000 spent thus far.



In all, however, there has been over \$1.1 million dollars spent in the LA race.

In St. Louis, incumbent Mayor Francis Slay [D] owned the airwaves. He is on track to victory spending over \$195,000.

In the San Antonio, TX mayor's race, it seems Democrats Julian Castro and Phil Hardberger are the frontrunners and are the only candidates running ads. Although Hardberger is generally tacking a little more to the left, this has not appeared to have hurt his war chest. He is out spending Castro two-to-one. In all, the two have combined to spend over \$63,000.

It's a bit more of an open race in Chattanooga, TN where there are eight candidates vying for the office. However, only three have entered the advertising fray- Incumbent Mayor Ann Coulter [D], Dan Johnson [R], and Ron Littlefield [D]. Ms. Coulter has so far outspent her opponents, spending over \$75,000. In all, this campaign has seen over \$110,000 spent thus far. However, Dan Johnson is the only candidate in the race who has gone negative in his advertising.

Although the cities are very different, the issue have largely been the same; quality of life issues are leading the way - such as traffic, environment, schools, police and taxes.



**CMAG FLASHBACK**

**In 2001, total ad spending in the Virginia's governor's race reached over \$12.5 million and the only outside group tracked by CMAG was the Brighter Futures campaign.**

## IN THIS CORNER: *Tort Reform*

TNS Media Intelligence/CMAG highlights two very different ads that discuss tort reform.



[Man]: "So you sold my client these chocolate chips and look: No warning label. Just pretty



pictures! Just look what this reckless cookie-baking business has done to my client.



Your honor, obviously she's guilty and needs to pay me- my client damages.



You make it taste good on purpose, don't you?"



[Girl]: "I guess so."



[Announcer]: Learn more about lawyers cashing in on obesity at [consumerfreedom.com](http://consumerfreedom.com).

**Ad Sponsor:** Center for Consumer Freedom  
**Ad Title:** Lawyers Grill Girl, Sue Scouts  
**Issue:** Tort Reform



[Malone]: "My son, Ian, was left severely brain-damaged by medical errors.



He died before his 5th birthday. The insurance companies didn't even want to



pay for his care. Now President Bush is siding with the insurance, HMO, and drug companies,



trying to end what they call 'frivolous lawsuits,' while 100,000 Americans like Ian die



each year because of medical errors. Mr. President, let's fix the healthcare mess



but please stop blaming the victims. My son's life was not frivolous."

**Ad Sponsor:** US Action  
**Ad Title:** Ian's Story  
**Issue:** Tort Reform, Medical Malpractice

## Get the Political Advantage with **TNS Media Intelligence/CMAG**

For more information about TNSMI/CMAG services, call 703-379-8906, or visit [www.tnsmi-cmag.com](http://www.tnsmi-cmag.com)  
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TNS Media Intelligence/CMAG, headquartered in Arlington, VA, is the leading provider of paid media tracking and analysis of political and issue-advocacy advertising. TNSMI/CMAG provides customized media analysis services to major national trade associations, foundations, Fortune 100 companies, national media organizations, academia and hundreds of national, statewide and local political campaigns. TNSMI/CMAG's customized reporting methods help its clients better manage their media strategy, media buys, and public relations and communications efforts.