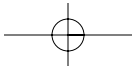


# Air Wars

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# Air Wars

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TELEVISION ADVERTISING IN  
ELECTION CAMPAIGNS, 1952-2004  
FORTH EDITION

Darrell M. West  
Brown University



A Division of Congressional Quarterly Inc.  
Washington, D.C.

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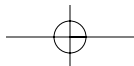
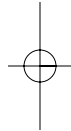
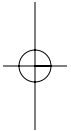
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*To Annie Schmitt, for her  
continuing love and affection*

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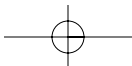
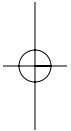
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## Tables and Figures

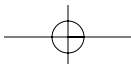
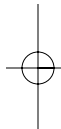
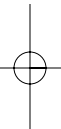
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## Preface

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Since the publication of the third edition of this book, several new developments have occurred: the extraordinary September 11, 2001 terrorist attacks on the United States, the Afghanistan and Iraq wars, a recession, massive budget deficits, and an electorate polarized over the political situation. Against this backdrop of domestic and world events, the 2004 elections proved very contentious, but produced the dramatic conclusion of a George W. Bush reelection plus Republican gains in the Senate and House.

My goal in this edition is to make sense of the 2004 elections and put the use of advertising and mass media in historic context. Throughout the book, I present new data from the 2004 campaign, including material on ad buys, a review of issue-advocacy advertising, content analyses of campaign ads and media coverage of ads, and case studies of ad appeals during the 2004 campaign. This information allows me to discuss changes in the use and effects of campaign advertising. New material on ads in congressional elections also has been included, and all of the chapters have been thoroughly revised and updated.

Chapter 1 discusses how ads are put together. It emphasizes several key advertising principles (such as stereotyping, association, demonization, and code words) and the attention media consultants pay to music, color, editing techniques, audio voice-overs, visual text, and visual images when developing campaign commercials. Chapter 2 shows how candidates buy air time. These decisions, called ad buys, are the most fundamental decisions made in any campaign, and examination of them shows how commercials are used to advance the strategic goals of candidates. Chapter 3 reviews the messages presented in ads broadcast over the air as well as on the Internet. Chapter 4 looks at the relationship between ads and the news, focusing in particular on how reporters

xiv *Preface*

cover and evaluate political ads. Chapters 5–8 investigate the impact of ads on viewers, looking at what citizens learn about the candidates through ads, how ads affect the agenda, how candidates attempt, through advertising, to shift the standards voters use to assess contestants, and how candidates play the blame game to shift responsibility for negative campaigning to their opponents. Chapter 9 studies ads in congressional races, and Chapter 10 puts advertising within the framework of democratic elections.

Many people deserve thanks for their assistance with this project. David Barker of the University of Pittsburgh, Scott McClurg of Southern Illinois University at Carbondale, and David Kimball of the University of Missouri at St. Louis made a number of helpful comments on the third edition. The staff members at CQ Press deserve a big thank you. I am grateful to Brenda Carter, director of college publishing, and acquisitions editor Charisse Kiino for their help in making this edition possible. Daniel Conlon did an excellent job copy editing the manuscript. Their advice made this a better book. Ken Goldstein of the University of Wisconsin at Madison provided very helpful data on ad buys from the presidential campaign.

The John Hazen White Sr. Public Opinion Laboratory and the A. Alfred Taubman Center for Public Policy and American Institutions at Brown University facilitated this analysis by providing research support for data collection. None of these individuals or organizations is responsible for the analysis or interpretations presented in this book.

## Television Advertising in Election Campaigns: A History in Pictures



**1964**

Johnson's "Daisy" ad shocked viewers in 1964.

**1984**

Reagan's "Bear in the Woods" ad was the most remembered spot in 1984.



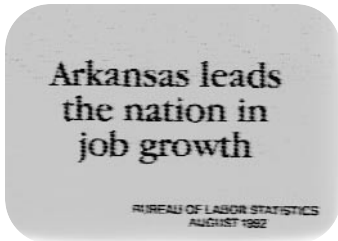
**1988**

Bush's "Revolving Door" ad was one of the most notorious spots of 1988.

**1990**

Helms's 1990 spot, "White Hands," helped him win reelection.





### 1992

Clinton pioneered ads with footnotes to document his claims in 1992.

**1992**

In 1992, Perot attacked Clinton's job-creation record in Arkansas.



 A black and white photograph of Bill Clinton sitting at a desk. He is wearing a suit and tie, looking towards the camera. A computer monitor is visible on the desk to his left.


### 1992

Bush used a desolate landscape in 1992 to argue Clinton was too big of a risk.

**1993**

"Harry and Louise" helped undermine support for Clinton's health care reform in 1993.


 A black and white photograph of a woman with short hair talking on a telephone. The text "1-800-285-HEALTH" is printed at the bottom of the image.

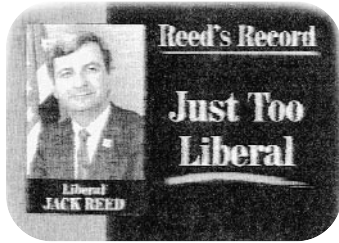

### 1996

In 1996, Clinton surrounded himself with police officers to buttress his credentials as a leader who is tough on crime.



1996

Democrats turned Dole and Gingrich into Siamese twins in the 1996 campaign.



1996

The Republican National Committee attacked Democrats across the country in 1996 for "being too liberal."

1996

Dole's "American hero" ad documented his war wounds.



2000

Vice President Gore complained that George W. Bush was not ready to lead the nation.



2000

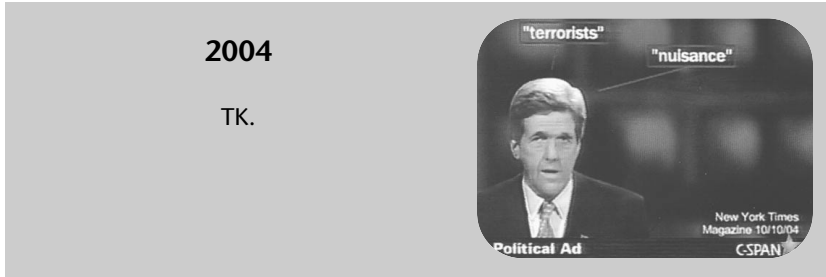
Governor Bush's commercials portrayed Gore as a partisan political figure.





2004

TK.



2004

TK.

these are the three new pictures. You might want to vary the order, since these aren't in any particular order.