

Appendix A: United Seniors Association Issue Ads

(All ads are available at <http://www.unitedseniors.org/videos/tvads.cfm>.)

Issue Ad Start Date	Script	Targets
July 2002	<p>TV–Title: “Medicare’s Promise to Seniors” ANNOUNCER: America’s Seniors deserve the best of health. And Medicare is our promise to them. Congresswoman/Congressman <u>NAME</u> understands. That’s why she/he voted to add meaningful prescription drug coverage to Medicare for all Seniors. Under Congresswoman/ Congressman <u>NAME’S</u> plan, Seniors who now pay retail prices would see their out-of-pocket drug costs fall by as much as seventy percent and Seniors would have complete protection against catastrophic drug costs.</p>	Reps. Charles Bass (R-N.H.); Roy Blunt (R-Mo.); Henry Bonilla (R-Texas); Shelley Moore Capito (R-W.V.); Tom Delay (R-Texas); Randy Forbes (R-Va.); George Gekas (R-Penn.); Dennis Hastert (R-Ill.); Ralph Hall (D-Texas); Robin Hayes (R-N.C.); J.D. Hayworth (R-Ariz.); Steve Israel (D-N.Y.); Nancy Johnson (R-Conn.); Mark Kennedy (R-Minn.); Tom Latham (R-Iowa); Jim Leach (R-Iowa); Kenneth Lucas (D-Ky.); Jim Matheson (D-Utah); Jim Nussle (R-Iowa); Charles Pickering (R-Miss.); Collin Peterson (D-Minn.) Pete Sessions (R-Texas); Clay Shaw (R-Fla.); John Shimkus (R-Ill.); Rob Simmons (R-Conn.); Billy Tauzin (R-La.); Bill Thomas (R-Calif.); Pat Toomey (R-Penn.); Heather Wilson (R-N.M.)
June 10, 2002 and May 9, 2002	<p>TV–Title: “Chance” ANNOUNCER: America’s seniors – they have been there for us. We need to be there for them. Congressman <u>NAME</u> has always fought for <u>STATE’S</u> seniors. And now Congressman <u>NAME</u> can do it again. In the coming weeks Congressman <u>NAME</u> has the chance to work with President Bush and Congress to add prescription drug coverage to Medicare. Tell Congressman <u>NAME</u> you’d appreciate his vote. Ask him to add prescription drugs to Medicare.</p>	Reps. John Culberson (R-Texas); Ernest Istook (R-Okla.); Jim Nussle (R-Iowa); Bob Schaffer (R-Colo.); Nick Smith (R-Mich.).
Early June, 2002 and May 9, 2002	<p>TV–Title: “Thanks” ANNOUNCER: America’s seniors – they have been there for us. We need to be there for them. Congressman <u>NAME</u></p>	Reps. Mac Collins (R-Ga.); John Doolittle (R-Calif.); Ralph Hall (D-Texas); Peter

	<p>has always fought for <u>STATE</u>'s seniors. He voted to add prescription drug coverage to Medicare in 2000. Now Congressman <u>NAME</u> is working with President Bush to pass legislation again to add prescription drug coverage to Medicare. He has always stood up for seniors -- so stand up for him now. Thank Congressman <u>NAME</u> for fighting for Iowa seniors and for fighting to add prescription drugs to Medicare.</p>	<p>Hoekstra (R-Mich.); Frank LoBiondo (R-N.J.); Jim Nussle (R-Iowa); Ron Paul (R-Texas); Richard Pombo (R-Calif.); John Shadegg (R-Ariz.); Christopher Smith (R-N.J.); Mark Souder (R-Ind.); Edward Whitfield (R-Ky.); Roger Wicker (R-Miss.).</p>
<p>August 28, 2001</p>	<p>TV–Title: “How to Help” ANNOUNCER: When they had to go without, they did. When called to war, they went. Medicare is our promise to them, the generation who made America great. In the coming weeks, President Bush and Congress will work to keep the promise, with a new plan to strengthen and improve Medicare, adding a prescription drug benefit. Call Congressman <u>NAME</u>. Ask him to work with President Bush to keep the promise and add a prescription drug benefit to Medicare.</p> <p>TV–Title: “Keep the Promise” ANNOUNCER: When they had to go without, they did. When called to war, they went. Medicare is our promise to them, the generation who made America great. Last year, Congressman <u>NAME</u> voted to keep the promise and add prescription drug coverage to Medicare. This year, Congress is working with President Bush to finish the job – strengthen and improve Medicare – and add affordable prescription drug coverage for seniors. Ask Congressman <u>NAME</u> to keep the promise. Add prescription drug coverage to Medicare.</p>	<p>Reps. Bob Barr (R-Ga.); Mac Collins (R-Ga.); John Doolittle (R-Calif.); Greg Ganske (R-Iowa); Ralph Hall (D-Texas); Peter Hoekstra (R-Mich.); John Hostettler (R-Ind.); Ernest Istook Jr. (R-Okla.); Frank LoBiondo (R-N.J.); Ron Paul (R-Texas); Collin Peterson (D-Minn.); Richard Pombo (R-Calif.); Bob Schaffer (R-Colo.); John Shadegg (R-Ariz.); Chris Smith (R-N.J.); Nick Smith (R-Mich.); Mark Souder (R-Ind.); Edward Whitfield (R-Ky.); Roger Wicker (R-Miss.).</p>
<p>March 9, 2001</p>	<p>Radio–Title: “Politicians” ART LINKLETTER: Hello there, I’m Art Linkletter. Remember my TV show a long time ago, “Kids Say the Darndest Things”? Well, these days I’m honorary chairman of a group called United Seniors Association. And let me tell you, today it seems like politicians say the darndest things – like tax cuts are a risky scheme or tax cuts will only help the rich. Nonsense. We need tax cuts right now to inject badly needed fuel into our economic engine. That’s why I’m asking you to call Congress right now. Support President Bush’s bipartisan tax cut plan. Even America’s most powerful senior citizen, Alan Greenspan, says it’s better to cut taxes than let Washington spend more of your money. Call Senator <u>NAME</u> right now. Ask him to be a hero and support President Bush’s bipartisan tax cut plan. A message in the public interest from United Seniors Association.</p>	<p>Sens. Max Baucus (D-Mont.); John Breaux (D-La.); Mary Landrieu (D-La.); Max Cleland (D-Ga.); Kent Conrad (D-N.D.); Tom Daschle (D-S.D.); Tim Johnson (D-S.D.); Blanche Lincoln (D-Ark.); Bob Torricelli (D-N.J.); Lincoln Chafee (R-R.I.); James Jeffords (I-Vt.); Olympia Snowe (R-Maine); Susan Collins (R-Maine).</p>

	<p>Radio–Title: “Refund”</p> <p>ART LINKLETTER: Hello there, I’m Art Linkletter. Do you ever come back from the store and find out you’ve been overcharged for something you bought? Well, if a store takes too much of your money, you get mad. Right now the government is overcharging you -- in taxes -- and that overcharge should be refunded to you. Economists from both parties agree that the federal government is going to have a \$5.6 trillion surplus over the next 10 years. A surplus that big means the government is taking too much of the money that you worked hard to earn for your family. And higher and higher taxes are a big reason why our economy is slowing down. Tell Congress to pass President Bush’s tax cut plan. This is Art Linkletter urging you to call Congress. Tell them you’ve been overcharged -- you want a refund. Call Senator <u>NAME</u> right now. Ask him to be a hero and support President Bush’s bipartisan tax cut plan. A message in the public interest from United Seniors Association.</p>	
<p>October 4, 2001</p>	<p>Radio–Title: Too Dependent</p> <p>ANNOUNCER: As Americans, we will never forget September 11th. Terrorists struck our nation and opened our eyes to the threats we face from overseas extremists. They demonstrated the vulnerability Americans face from our energy dependence. Oil from Iraq fuels our Armed Forces, and that endangers our national security. We need Congress to pass a comprehensive energy bill to protect our country and cut dependence on foreign energy for the future. Senator <u>NAME</u> must help to pass this bill for America to achieve a stable supply of energy. The time to act is now. Call Senator <u>NAME</u>. Ask him to support H.R. 4 to expand America’s domestic energy and cut our dependency. Encourage him to work with President Bush and lead America to become energy independent.</p>	<p>Sens. Tom Daschle (D-S.D.); Jeff Bingaman (D-N.M.); Gordon Smith (R-Ore.); Mary Landrieu (D-La.).</p>

Source: Public Citizen analysis of USA ads reported by National Journal’s Ad Spotlight and available on United Seniors Association website, www.unitedseniors.org.