

TABLE 2. Transcripts of Counter-Stereotypic Advertising Manipulation

Narrative	Deserving Blacks	Deserving Whites	Undeserving Whites
<i>George W. Bush, dedicated to building an America with strong values</i>	George Bush in crowd shaking hands, black woman with American flag in the background, black veteran smiling	George Bush in crowd shaking hands	George Bush in crowd shaking hands Image of Statue of Liberty
<i>Democrats want to spend your tax dollars on wasteful government programs, but George W. Bush will cut taxes because you know best how to spend the money you earn.</i>	Treasury building Bush sitting on couch, black person laying money on a counter	Treasury building Bush sitting on couch, white person writing a check, white person counting money	White person counting money, white mother and child in office Bush sitting on couch, residential street (no people)
<i>Governor Bush cares about families.</i>	Black family using a computer, black family eating at a restaurant	White teacher, white parents walking with child	Residential street (shot continued as above)
<i>He'll reform an unfair system that only provides health care for some, while others go without proper treatment because their employer can't afford it.</i>	Laboratory workers (race unclear) looking into microscopes Black women holding baby	Laboratory workers (race unclear) looking into microscopes White mother holding child	White mother holding newborn receiving care in hospital Medical files
<i>When he's president, every hard-working American will have affordable, high-quality health care.</i>	Bush shaking hands with black children, black kids sitting in school yard, Bush sitting in classroom reading with black kids	Bush talking to white family, Bush talking to white child, Bush kissing white girl	X-rays against lit background
<i>George W. Bush, a fresh start for America</i>	Bush, arm around wife. Screen reads "George W. Bush" and "A Fresh Start"	Bush, arm around wife. Screen reads "George W. Bush" and "A Fresh Start"	Bush, arm around wife. Screen reads "George W. Bush" and "A Fresh Start"