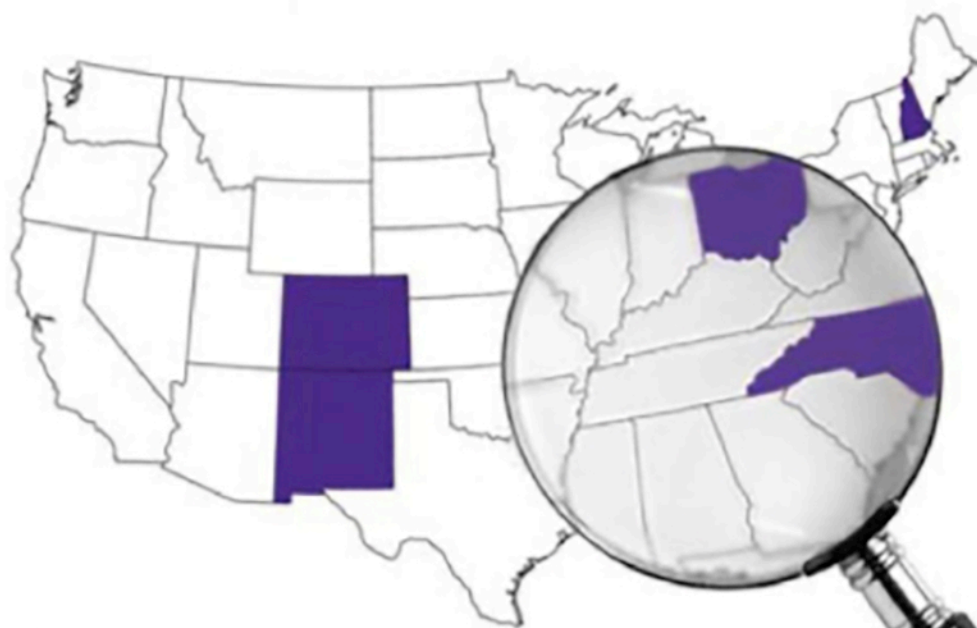


THE CHANGE ELECTION

Money, Mobilization, and Persuasion
in the 2008 Federal Elections



DAVID B. MAGLEBY

TABLE 5.4 *Continued*

Type and Organization ^a	E-mail	Mail	News- paper/ Magazine	Personal Contact	Tele- phone Call	Radio	TV	Total Unique Ads
Republican allies^b								
<i>Candidates</i>								
McCain for President	38	10	—	1	19	—	14	82
<i>Political parties</i>								
RNC	9	16	—	1	25	2	14	67
North Carolina Republican State Executive Committee	—	26	—	10	7	—	—	43
RNC/McCain	—	—	—	—	12	1	—	13
NRSC	3	1	1	—	—	—	—	5
Local Republican Parties	—	3	—	—	—	—	—	3
<i>Interest groups</i>								
National Right to Life PAC	—	3	—	1	3	2	—	9
NRA	—	4	—	—	1	—	3	8
GOP USA	3	—	—	—	—	—	1	4
National Pro-Life Alliance	—	—	—	—	2	1	—	3
Americans in Contact PAC	—	—	—	—	2	—	—	2
National Republican Trust PAC	—	—	—	—	—	—	2	2
America's Conservative Union	—	1	—	—	—	—	—	1
America's Rifleman	—	—	1	—	—	—	—	1
Americans for Job Security	—	—	—	—	1	—	—	1
Land of Sky Realty	—	—	—	1	—	—	—	1
Let Freedom Ring	—	—	—	—	—	—	1	1
National Shooting Sports Foundation	—	1	—	—	—	—	—	1
Safari Club International PAC	1	—	—	—	—	—	—	1
The Clarion Fund	—	—	—	—	—	—	1	1
Nonpartisan								
<i>Interest groups</i>								
Divided We Fail	2	—	—	—	—	—	—	2
Americans for Visual Literacy	1	—	—	—	—	—	—	1
Grassfire.org	—	1	—	—	—	—	—	1
North Carolina Family Policy Council	—	1	—	—	—	—	—	1
Peace Impact	—	—	—	—	1	—	—	1
TaxCutFacts.org	—	—	—	—	—	—	1	1
WebMD	1	—	—	—	—	—	—	1

Source: Data compiled from David B. Magleby, Center for the Study of Elections and Democracy, 2008 Monitoring Campaign Spending and Trends in Electioneering Database (Provo, UT: Brigham Young University, 2008).

Note: Data represent the number of unique or distinct pieces or ads by the group and do not represent a count of total items sent or made. This table is not intended to portray comprehensive organizational activity within the sample races. A more complete picture can be obtained by examining this table in conjunction with Table 5.3.

Key: The designation "—" reflects only the absence of collected data; it does not imply that the organization was inactive in that medium.

^a All state and local chapters or affiliates have been combined with their national affiliate to better render a picture of the organization's activity. For instance, North Carolina Right to Life data have been included in the National Right to Life political action committee totals.

^b Certain organizations that maintained neutrality were categorized according to which candidates their ads supported or attacked or whether the organization was openly anti- or pro- conservative or liberal.