Ke eth Goldstei (Vol 1

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Page 3
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                 UNITED STATES DISTRICT COURT
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                                                               APPEARANCES:
                 FOR THE DISTRICT OF COLUMBIA
                                                          2
    SENATOR MITCH MCCONNELL, et al.,
                                                          3
                                                               Cahil, Gordon & Reindel
                   Plaintiffs.
                                                               For the Plaintiffs MCCONNELL
                                                               and NATIONAL ASSOCIATION OF BROADCASTERS
                                       CIV No. 02-582
    FEDERAL ELECTION COMMISSION,
                                                                     80 Pine Street
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                                                          7
                                                                     New York, New York
                   Defendants.
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                                                          8
                                                                     (212) 701-3862
                                       Pages 1 - 53
                                                          9
                                                               BY: Susan Buckley, Esq.
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                                                         10
                                                                     Eric Lipman
               Deposition of Kenneth Goldstein
                                                         11
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12
                      Washington, D.C.
                                                               Cravath, Swaine & Moore
                                                               For the Defendant BRENNAN CENTER
13
                 Thursday, October 24, 2002
                                                         13
                                                                     Worldwide Plaza
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                                                         15
                                                                     825 Eighth Avenue
                                                         16
                                                                     New York, New York
                                                                     (212) 474-1214
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                                                         17
                                                               BY: Paul M. Dodyk, Esq.
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19
                                                         19
                                                                     Peter Ligh, Esq.
20
                                                         20
                                                                     James Abamont, Esq.
                                                         21
21
    Reported by: Marian E. Cummings, Notary Public
    Job No.: 148702
                                                         22
                                                               Ruppa Bhattacharyya, Esq.
                                                                                                          Page 4
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                                      October 24, 2002
                                                           3
                                      9:40 a.m.
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    Deposition of Kenneth Goldstein, held at the offices
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    Cozen & O'Connor
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    1990 K Street, Northwest
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     Washington, D.C. 20006
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    Pursuant to notice, before Marian E. Cummings, a
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                                                          16
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     Notary Public of the District of Columbia.
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		Page 5	{	Page 7
1	CONTENTS		1	ask it, Paul.
2			2	MS. DODYK: I know. Well, we're zeroing in on
3	EXAMINATION OF KENNETH GOLDSTEIN	PAGE	3	the end yet.
4	MS. BUCKLEY	5	4	MS. BUCKLEY: Any dissents from you, Ruppa?
5	- 0-		5	MR. DODYK: I'm not purporting to represent
6			6	the United States this morning, I've been told that
7			7	that's not allowed.
8	EXHIBITS		8	BY MS. BUCKLEY:
9			9	Q Okay. And your name, for the record, please.
10	GOLDSTEIN DEPOSITION EXHIBITS:	PAGE:	10	A Kenneth Goldstein.
11	1 - Subpoena	11	11	Q And you reside in where?
12	2 - Proposal	17	12	A Middleton, Wisconsin.
13	3 - Project Description	21	13	Q And I take it from having reviewed your report
L 4	4 - Grant Proposal	25	14	that you are an associate professor of political science
.5	5 - Letter of Agreement	29	15	at the University of Wisconsin; is that correct?
16	6 - Letter to PEW 5-10-00	30	16	λ Yes.
17	7 - Brennan Center Project Draft	38	17	Q What courses are you teaching this year?
18	8 - Multi-page Document BRE 006861-006	866 38	18	A This year I'm teaching the big introductory
19	9 - Manuscript	47	19	course, American Politics, also teaching a graduate
0	(Exhibits are attached to deposition	transcript.)	20	seminar in mass political behavior.
21	-0-	•	21	Q And what is the focus of your seminar this
22			22	year?
1	PROCEEDINGS	Page 6	1	Page A The smaller graduate class?
2	Thereupon,		2	Q Right.
3	KENNETH GOLDSTEIN			
			3	A It's on mass political behavior so we look at
4	the Witness, called for examination by coun	sel for	3	A It's on mass political behavior so we look at general political participation, voting behavior and
			ŀ	The same production and account to
	the Witness, called for examination by coun	n by the	4	general political participation, voting behavior and
5	the Witness, called for examination by coun the Plaintiffs, and, after having been swor	n by the	4 5	general political participation, voting behavior and then spend a lot of time the end of the class on the effect of media on American politics.
5 6	the Witness, called for examination by coun the Plaintiffs, and, after having been swor notary, was examined and testified as follow	n by the	4 5 6	general political participation, voting behavior and then spend a lot of time the end of the class on the effect of media on American politics.
5 6 7	the Witness, called for examination by coun the Plaintiffs, and, after having been swor notary, was examined and testified as follo EXAMINATION BY COUNSEL FOR THE PLAIN	n by the ws: TIPFS	4 5 6 7	general political participation, voting behavior and then spend a lot of time the end of the class on the effect of media on American politics. MR. DODYK: Let me stop you one second and say
5 6 7 8 9	the Witness, called for examination by coun the Plaintiffs, and, after having been swor notary, was examined and testified as follo EXAMINATION BY COUNSEL FOR THE PLAIN BY MS. BUCKLEY:	n by the ws: TIPFS	4 5 6 7 8	general political participation, voting behavior and then spend a lot of time the end of the class on the effect of media on American politics. MR. DODYK: Let me stop you one second and say that the court reporter is dutifully writing down
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	Page 9	Page		
1	A I'm continuing my research on political	1 A I think there was two subpoenas.		
2	advertising, I'm also doing a project on local news	2 Q You were served with two, weren't you?		
3	coverage of politics. Those are the two major research	3 A Yes.		
4	projects I'm involved in this semester.	4 Q Let me direct your attention to what we've		
5	Q Now the research project on political	5 marked as Exhibit 1, a subpoena dated July 18th, 2002		
6	advertising, could you describe that for us?	6 served on behalf of the plaintiffs and this was the		
7	A Sure, it's an ongoing project on political	7 subpoena asking you to produce certain documents. Do		
8	advertising which I've been doing since 1996 in which I	8 you recall that, Professor Goldstein?		
9	purchased data from Campaign Media Analysis Group and	9 A Uh-huh.		
10	then we do additional coding and analysis of those data	10 Q I'd like you to turn your attention to		
111	and then release those data in realtime to the national	11 Attachment A to the subpoena which is a list of the		
12	media to use it as a way to cover political campaigns.	12 documents that we requested that you produce, do you so		
13	And in the medium term I use that in my own scholarly	13 that?		
14	work, combining that information on advertising with	14 A Yep.		
15	aggregate election data and public opinion data, and	15 Q Now Professor Goldstein, your counsel provide		
16	then in the long term all of those data are then	16 us with a number of boxes of documents in response to		
17	archived for other scholars to use.	17 the subpoena and my question to you is did you search		
18	Q Now, are you working with any other entity in	18 your files for all the documents asked for in this		
19	connection with this project?	19 subpoena and did you produce them to your counsel?		
20	A The advertising?	20 A Yes.		
21	Q Correct.	21 Q Have you since located any documents that you		
22	A No.	22 did not produce that seemed to fall within any of these		
**	A			
	Page 10	Page		
1	Q This is the similar kind of project that you	1 categories?		
2	worked with the Brennan Center on in 1998 and 2000, is	2 A Don't believe so, no.		
3	it not?	3 Q So to the best of your ability you believe		
4	A Yes.	4 that you have produced in the case all documents in yo		
5	Q And there is no equivalent to the Brennan	5 possession, custody and control which are responsive t		
6	Center anymore?	6 the subpoena we've marked as Exhibit 1?		
7	A No, well, there no, not for me.	7 A Yes.		
8	Q Okay. Who else is working on this project	8 Q Professor Goldstein, do you consider yoursel		
9	with you?	9 an advocate of campaign finance reform?		
10	A There are ten undergraduates and four graduate	10 A No.		
	•			

12

15

16

18

19

21

22

12 Who is funding the project? 13 PEW Charitable Trust. Let's mark as Goldstein Exhibit 1 a subpoena 15 addressed to Kenneth Goldstein in this case. 16 (Exhibit Number 1 was marked for 17 18 BY MS. BUCKLEY: Professor Goldstein, do you recall being 19 served with a subpoena in this matter? 21

A Yes.

Q Professor Goldstein, do you consider yourself
an advocate of campaign finance reform?

A No.

Q A proponent of campaign finance reform?

A No.

Q You consider yourself neutral on the subject?

A No.

Q How would you describe your beliefs about

campaign finance reform?

A After doing this body of research I generally

support the McCain Feingold Shayes [phonetic] Meehan

legislation signed by the president which is BCRA.

Q And when did you come to this view, Professor

Goldstein?

A Probably sometime after the 2000 election.

In effect --

22

- Q So before that you considered yourself fairly
 2 neutral on the subject?
- A Yes.
- Q When were you first contacted by the Brennan
 Center to discuss the possibility of collaborating on a
 study for the 1998 election?
- 7 A It was -- I don't remember exactly, it was 8 either late fall of 1998 or early spring of 1999.
- 9 Q And how did you come to --
- 10 A -- actually, no, excuse me. I think it was, I
 11 think it was early fall 1998 because my first meeting
- 12 with Brennan was election weekend 1998.
- 13 O That's the weekend after the election?
- 14 A The weekend just before the election so the
- 15 Saturday, the Monday before the Tuesday of the election.
- 16 Q And where was this meeting?
- 17 A That was at Brennan in New York.
- 18 Q And how did you come to find yourself at the
- 19 Brennan Center in New York that day?
- 20 A Jon Krasno who was working for the Brennan
- 1 Center then had seen a paper that I wrote at the
- 22 American Political Association meetings which are the

Page 15

- City, met with I believe Nancy Northup, with Josh
- 2 Rosenkranz and with Jon. And Josh and Nancy who are in
- 3 the leadership of the Brennan Center wanted to hear me
- 4 describe what these data were. And so basically it was
- 5 just me telling them about what these data were and then
- 6 since they were all political junkies we ended up
- 7 gossiping about what was going to go on in the election,
- if I remember correctly.
- 9 Q When you refer to these data, Professor
 10 Goldstein, you're referring to the data that's generated
 11 by CMAG: is that right?
- 12 A Correct.
- 13 Q And CMAG stands for Campaign --
- 14 A -- Media Analysis Group.
- 15 Q After you attended this meeting at the Brennan
- 16 Center did you have a better understanding of what the
- 17 Brennan Center was interested in pursuing?
- 18 A It was a long time ago. They wanted to, there
- 19 were certain factual questions about the magnitude of
- 20 party advertising, the magnitude of interest group
- 21 advertising, and the contents of that advertising which
- they wanted to be able to study and my data, the data I

Page 14

- major professional meetings in my discipline, are in
- 2 Labor Day weekend and Jon Krasno read a paper that I had
- 3 written for that conference. That paper used data from
- 4 the Campaign Media Analysis Group and then he called me
- 5 and asked me about the data and we had a preliminary
- discussion whether I would be interested in working with
- 7 the Brennan Center.
- 8 Q And did you have an understanding of what the
- 9 Brennan Center was interested in pursuing at that time?
- 10 A I never heard of the Brennan Center before and 11 Jon said that they were interested in campaign finance
- 12 issues and thought my data were a good way of providing
- 13 evidence on certain core questions relating to campaign
- 14 finance
- 15 Q And can you describe briefly what transpired 16 at this meeting at the Brennan Center on election day
- 17 weekend 1996?
- 18 MR. DODYK: 1998.
- 19 BY MS. BUCKLEY:
- 20 Q '98, sorry.
- 21 A '98, right. Let's see, I went down to their
- 22 office which are in -- south of Houston in New York

- was using from Campaign Media Analysis Group, were a good way to do that.
- 2 good way to do that.
- 3 Q And was there any discussion about preparing a
 - report about the 1998 election?
- 5 A It was very preliminary discussion. The data
- 6 from CMAG had not been purchased yet. I had been using
- 7 in my scholarly work 1996 -- I had been using data from
- 8 1996 and 1997 from the Virginia gubernatorial race. I
- 9 had not been using 1998 work, '98 data in my work, so
- 10 those data would have to be purchased, coded, processed.
- 11 And they weren't talking about a report, they were
- 12 talking about putting together a grant proposal in which
- 3 they would go to a funder and ask for funds to execute
- those tasks.
- 15 Q Now, had anyone funded your work on the 1996
 - 6 and 1997 election?
- 17 A Small grants from Arizona State University
- 18 which is where I was teaching before Wisconsin.
- 19 Q Okay. And did there come a time when the
- 20 Brennan Center and you agreed to collaborate on a study
- for the 1998 election?
- 22 A Yes, sometime later that fall I agreed that

they could put forward a grant application to PEW and part of that grant application would be purchasing the data, hiring me to code and process that data, and then in return, I would be able to -- I would also be allowed

to use those data for my own scholarly purposes. And did have any role in helping them prepare

the grant application?

No.

Okay. Let's mark as Goldstein Exhibit 2 a

10 letter from Josh Rosenkranz to Sean Treglia dated

11 January 12, 1999 with an attachment bearing the control

12 numbers BRE 012322 through BRE 012330.

13 (Exhibit Number 2 was marked for

identification.) 14

15 BY MS. BUCKLEY:

16 Professor Goldstein, have you ever seen this

17

Just my counsel showed it to me as we were

19 preparing for the deposition.

20 MR. DODYK: You need to exclude that from your

21 responses.

18

22 BY MS. BUCKLEY:

Hard to answer. At some point I realized that

Page 19

Page 20

the Brennan Center wanted to advance the campaign

finance reform. I don't remember if it was exactly in

January of 1998, may have been a little bit earlier, may

have been a little bit later but certainly I was aware

at some point before.

campaign reform agenda?

MR. DODYK: You really need to slow down so

the reporter can get it.

10 BY MS. BUCKLEY:

Would you turn to page three of this document,

Professor Goldstein. It describes a two-phase process

13 for the project that you and the Brennan Center

14 ultimately participated in. And my question to you is

do you recall that this was a two-phase process? Phase

one is described on page three.

Okay. No, I don't recall that it was a 17

two-stage process.

19 All right. Did it turn out to be a two-phase Q

20 process?

21 I don't think so. Well, it was a two-stage

process in the sense that data were purchased, they were

Let's try it this way: I'll ask you have you seen this document before other than with your counsel?

A

You'll see, Professor Goldstein, there's a

lengthy description about the CMAG data in this

proposal, do you see that? It begins on the bottom of

page two and runs over to the top of page three.

Did you have any help in preparing that

10 description?

8

9

11

14

MR. DODYK: Did he help or --

12 BY MS. BUCKLEY:

13 Did you help?

Looks like language I've written before so

15 they may have cut and pasted descriptions that I've

16 written from scholarly papers or memos I gave them but 17

it actually looks like almost verbatim something I've

18 written in a journal article.

Professor Goldstein, did you have any idea at

this time in January of 1999 that one of the goals of

the Brennan Center in undertaking this project was to

advance campaign finance reform agenda -- advance the

delivered to me at Arizona State, I coded the data,

processed the data, merged the data and then gave that

data to the Brennan Center and then the Brennan Center

subsequently used those data.

Okay. Were you told, Professor Goldstein,

that phase two of the project would not go forward

unless the data was helpful in advancing the cause of

campaign finance reform?

No.

11

21

No one ever told you that?

No.

12 I direct your attention to page 6, Professor

Goldstein, it's the description of phase two of the

project. And reading from the first full paragraph

under the heading Project and -- I'm sorry, the heading

phase two, taking the case to the public and the

17 politicians project and deliverables, it reads, "Whether

18 we proceed to phase two will depend on the judgment of

whether the data provide a sufficiently powerful boost

20 to the reform movement, " do you see that?

A Uh-huh.

This is news to you as you sit here today?

	etn Go	last	ei (Vol 1)
	Page 21		Page 23
1	A Yes.	1	A Yes.
2	Q Let's mark as Goldstein Exhibit 3 a multi~page	2	Q What was the division of responsibility as
3	document dated February 19, 1999 bearing the control	3	between you and Dr. Krasno in connection with the 1998
4	numbers BRE 014281 through BRE 014297.	4	project?
5	(Exhibit Number 3 was marked for	5	A The data were delivered to me from CMAG to
6	identification.)	6	Arizona State. Actually, let me take a step back.
7	BY MS. BUCKLEY:	7	Q Sure.
8	Q Can you tell us what this document is,	8	A There was a I'm a little fuzzy on the
9	Professor Goldstein?	9	dates. It was sometime in the spring of 1999, Pebruary
10	A It looks to be a project description of the	10	or March, Brennan had a conference about campaign
11	project that involves the CMAG data in 1998.	11	finance. After that conference a number of scholars got
12	Q Well, this is a submission that the Brennan	12	together, Darryl West from Brown, David Magelby from
13	Center made to PEW; is that right?	13	BYU, Jon Krasno, me, then Josh Rosenkranz, Nancy from
14	A It's submitted to the PEW Charitable Trusts,	14	the Brennan Center and met on a Saturday morning after
15	yes.	15	this Friday conference, worked on the coding instrument.
16	Q And now this is a description of the project	16	After that the data were I went back to Arizona, the
17	that you ended up working with the Brennan Center on; is	17	data were delivered to Arizona, Jon came down to Arizona
18	that right?	18	to put the finishing touches on the coding sheet and
19	A Correct.	19	then I think it would have been just after spring break
20	Q And why did the Brennan Center, if you know,	20	in spring of 1999 we started the coding of the story
21	send such a project description to PEW?	21	boards and continued on with the coding of the story
22	A I assume because they wanted to get it funded.	22	boards throughout the summer, did the merging of the
	Page 22	:	Page 24
1	Q Did you have any role in preparing the project	1	targeting data to the story board data in the fall of
2	description?	2	1999, and then I sent that off to the Brennan Center.
3	A No.	3	Q Now, as between your role in the project and
4	Q Did anyone ever give you a copy of the project	4	Dr. Krasno's role can you explain to me what your
5	description when you started working on the project?	5	responsibilities were vis-a as opposed to his? I'm
6	A No.	6	really focusing on what your role is versus his role and
7	Q They didn't share with you what the project	7	if there's any difference in the two.
8	was all about?	8	A Sure, yes. My role was to oversee the coding
9	A They did not share with me this project	9	and processing of the raw CMAG data, John's job was to
10	description.	10	take that data and write buying time with it.
11	Q I'm sorry?	11	Q And when you refer to buying time, you're

14

Well, let's mark as Goldstein Exhibit 4 the

12 referring to the report entitled, Buying Time 1998,

which was published by the Brennan Center?

Yes.

it describes your role and your experience?

Okay.

13

14

15

16

17

18

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20

21

description.

They did not share with me this project

document, Professor Goldstein, other than with counsel?

Yes, first I've seen this document.

there's a description of you there and I'd like you to

read to yourself the paragraph entitled Project Team.

So this is the first time you've seen this

If you'd turn to page 9, Professor Goldstein,

Is that an accurate description to the extent

	Page 25	ļ	Page 27
1	Professor Goldstein, had you ever seen this document	1	not me, it's them. So I do not agree with that
2	before?	2	statement if the our includes me. Was that a goal of
3	A No.	3	the Brennan Center? Yes.
4	Q The Brennan Center never shared the grant	4	Q So let me see if I have this straight. If I
5	proposal with you?	5	were to ask you personally if this was one of your goals
6	A No.	6	I take it that you would tell me that it was not?
7	Q I want to refer you to page two of the	7	A No.
8	document which you referred to in your expert report in	8	Q But you're telling me that it was one of the
9	the case and I'm focusing on the paragraph, the second	9	Brennan Center's goals?
10	full paragraph, on the page which I will read into the	10	A Yes.
11	record. Quote, While the data will be enormously	11	Q Okay. We have another huge description, huge,
12	valuable to political scientists - it will undoubtedly	12	well, two-page description, excuse me, of the CMAG data
13	keep them busy for years - the purpose of our acquiring	13	in the grant proposal. Did you have any role in
14	the data set is not simply to advance knowledge for its	14	MR. DODYK: What page is that?
15	own sake but to fuel a continuous and multi-faceted	15	MS. BUCKLEY: Two to three.
16	campaign to propel reform forward.	16	MR. DODYK: Two to three?
17	The campaign will involve a variety of reports	17	MS. BUCKLEY: Uh-huh.
18	and detailed analyses about discreet issues conferences,	18	THE WITNESS: So under, What Is It?
19	public education, commission scholarship and more. Each	19	BY MS. BUCKLEY:
20	element of the proposal is directed at influencing at	20	Q CMAG Data, What It Is? CMAG can answer.
21	least one of the four critical audiences that will play	21	A It looks like paraphrase or verbatim cut and
22	a pivotal role in determining the success or failure of	22	prose I've written describing the data boiler plate
21	least one of the four critical audiences that will play	21	A It looks like paraphrase or verbatim cut and

	Page 26	Page 28
1	any reform: legislators, journalists, academics, and	1 stuff.
2	courts. Professor Goldstein, do you agree with the	2 Q Do you know if you had any role in preparing
3	sentiment that the purpose of acquiring the data set was	3 this document, Professor Goldstein?
4	to fuel a continuous and multi-faceted campaign to	4 A No.
5	propel campaign reform forward?	5 Q You don't know?
6	A Do I agree with the statement that was	6 A I did not. They may have, can you E-mail us a
7	written? Could you re-read that for me, please?	7 blurb on what the CMAG data are and I would E-mail them
8	(Whereupon, the court reporter read back the	8 that blurb.
9	previous question.)	9 Q Now, there came a point in time where you
10	BY MS. BUCKLEY:	10 entered into a contract with the Brennan Center, did
11	Q Professor Goldstein, do you agree with the	11 there not?
12	statement that the purpose of our acquiring the data set	12 A Yes.
13	is not simply to advance knowledge for its own sake but	13 Q Let's mark as Goldstein Exhibit 5 a two-page
14	to fuel a continuous and multi-faceted campaign to	14 document dated April 28, 1999 bearing the control
15	propel campaign reform forward?	15 numbers BRE 006857 to BRE 006858.
16	MR. DODYK: Are you asking the witness whether	16 (Exhibit Number 5 was marked for
17	he agrees that that's an accurate description of the	17 identification.)
18	Brennan Center's purpose?	18 BY MS. BUCKLEY:
19	BY MS. BUCKLEY:	19 Q Can you tell us what that is, Professor
20	Q We'll start there.	20 Goldstein, what Exhibit 5 is?
21	A The reason why I'm having trouble answering	21 A The contract between the letter of
22	the question is the key word there is "our," which is	22 agreement between the Brennan Center and me about my
1		

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- work on the 1998 CMAG data.
- I note that this contract is dated in April of 1999, did you start working on this project before that?
- Probably a couple of weeks before that, yes.
- So this gives us a general ball park figure as 5
- to when you started working on this project with the
- Brennan Center?
- 9 Now, how were the grants handled for the 2000
- 10 project, Professor Goldstein?
- The 2000 project was also money -- was also
- funded by the Brennan Center using money that was left 12
- over from 1999.
- 14 0 Did you make another submission to PEW for
- 15 additiona? funds for 2000?
- 16 Yes, I made a letter of inquiry to PEW in
- April. May of 2000 to get additional funds for 2000 17
- trying to have it be done all by myself.
- 19 Well, let's mark as Goldstein Exhibit 6 a
- 20 document dated May 10, 2000 to Sean Treglia from Ken
- Goldstein bearing the control numbers BRE 012093 through
- BRE 012097.

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- political actors and voters interact; and both will
- result in substantial increases in knowledge that will
- attract attention from scholars, policy-makers and the
- press. You wrote that, Professor Goldstein?
- - And did you believe it to be true at the time?
- You believe it to be true today?
- Turning to page two, Professor Goldstein, I'm
- on the second full paragraph, which begins quote,
- 12 Surprisingly, though, there's almost no empirical
- evidence to support this argument. Let me digress for a
- moment and say that you're referring to the argument
- about campaign finance excesses in the previous
- paragraph, but I'll let the document speak for itself.
- Continuing, "We need to know whether citizens learn
- important facts from the ads they see, are they inspired
- to participate in politics or turned off? How are the
- images of the candidates affected by various
- advertisements? And so on. All of these questions are
- essential to efforts to the reform the campaign finance

Page 30

- (Exhibit Number 6 was marked for
- identification.)

13

- BY MS. BUCKLEY:
- Can you tell me what Goldstein Exhibit 6 is?
 - This is a memo that I sent to Sean at the PEW
- Charitable Trusts trying to get funds to execute a study
- in 2000, during the 2000 elections.
- 8 Reading from the first page, Professor
- Goldstein, the second sentence begins quote, If we are
- 10 to reform the system and improve the way that our
- political campaigns are funded and even how they are 11
- conducted, we must not only understand how candidates, parties, interest groups, and even wealthy individuals
- speak to the public, but how citizens respond to this
- barrage of messages. The 2000 version of the CMAG 15
- project marks both an important continuation of earlier
- efforts to examine the sources and targeting of
- political advertising as well as an unprecedented
- opportunity to explore the impact of such advertising.
- Both of these components address questions vital to
- 21 efforts to improve our political system; both are
 - essential to a comprehensive understanding of how

- Page 32
- discourse in American democracy."
- Were those statements true when you wrote them

system and to more broadly enhance the level of

- in May of 2000?
- And do you still believe them today?
- Turning to page the page that bears the
- control number 012095, Professor Goldstein, under the
- paragraph that's beginning with the word Second, and
- about halfway down you write quote, This investigation
- has enormous importance to policy makers, as well as to
- academics.
- I'm sorry, where are you looking?
 - I'm in the paragraph beginning with the word
- Second.

15

17

- Okav.
- And I'm about two-thirds of the way down.
- 19
- "This investigation has enormous importance to
- 21 policy makers, as well as to academics, especially since
 - most of the resistance to campaign reform stems from its

- supposed impact on election returns. Our research will allow observers to determine whether Democrats are correct to argue a bill will hurt them badly or whether Republican claims to be the aggrieved party are
- justified, helping bill drafters to create reform that
- is fair to both sides. This information can even help
- surmount the judicial hurdles to reform by showing more
- clearly the practical ramifications of various provisions that opponents are sure to label as
- cataclysmic violations of the First Amendment.
- 11 Did you believe that when you wrote it in May
- of 2000, Professor Goldstein? 12
- And do you believe it today?
- Yes.
- 15
- 17 Goldstein, that you're not an advocate of campaign
- finance reform until after the 2000 election?
- I generally support campaign finance reform, I

And do you still maintain, Professor

- 20 don't support every single element of campaign finance
- 21 reform. Campaign finance reform is a very, very broad

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- answer, it's not like I was sitting my office and had an
- epiphany. It was as I was doing research over the
- course of -- as I was doing research on the 1998
- campaign which occurred in 1999 and then as I continued
- to do research on the 2000 campaign and as the 2000
- campaign progressed.
 - You'll agree that this document doesn't sound
- like it's written by someone who is neutral on the
- subject, don't you?
- No, I don't acree with that statement.
 - You think it sounds like someone has
- written -- the person who wrote this was neutral on the
- 14 It's -- well, what I meant when I was writing
- 15 these words, for instance, when I wrote words like
- Improving the health of the American political process
- demand that policy makers have more precise information
 - about the nature and impact of modern political
- campaigns," that there's lots of criticisms of American
- political campaign, there's lots of criticisms of the
- financing of American political campaigns, but striking
- to me as a political scientist, as a social scientist,

- 1 Well, you told me earlier today that you didn't come to the view that you were an advocate of campaign -- strike that.
- You told me earlier today that not until the 2000 election was over did you view yourself as an
- advocate of campaign finance reform, isn't that right?
- MR. DODYK: I object to the form of the question and that it mischaracterizes the witness's
- prior testimony.
- 10
 - BY MS. BUCKLEY:
- 11 All right. What did you tell me earlier
- 12
- 13 During the course of my research with CMAG I
- came to support certain elements of campaign finance 14
- reform and obviously during the 2000 election I also came more and specifically to support current elements,
- specific elements of campaign finance reform.
- 18 Now, having taken a look at your document
- dated May 10, 2000 does that help you place better in time the point at which you began to support those
- efforts?
 - Yes, it's -- it's a difficult question to

- there wasn't lots of empirical evidence about any of
- evidence on a wide range of issues relating to the
- health of American democracy.
 - You weren't hoping to advance the cause of

these claims and this was an effort to provide empirical

- campaign finance reform, Professor Goldstein?
- I was hoping to -- I was hoping to improve the
- American political process.
- Let me see if you can answer my question. You
- were hoping to advance the cause of campaign finance
- reform in engaging in the 2000 project. Professor
- Goldstein?

17

- Let's turn to the last page of this document,
- Professor Goldstein. Under the second full paragraph
- which begins with the word Because, are you with me?
- And it reads, "Because of strong personal and
- professional relationships with Tom Mann, Paul Bernson,
- and David Magleby, we will be able to integrate the
- findings of this project with other PEW sponsored work.
- I will also ask Tom, Paul, and Dave to be members of an

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1	Page 37		Page 39
1	advisory board for the project. I am also happy to work	1	Q Were you a member of this policy committee?
2	with others in the policy community to make sure that	2	A I can't remember. At some point I attended
3	our study is designed and executed in ways that help	3	the policy committee meetings. At some point I said
4	move the reform ball forward."	4	that I didn't want to be on the official policy board, I
5	Professor Goldstein, was that true when you	5	didn't want to sign any letters or make any, or be part
6	wrote it in May of 2000?	6	of the recommendations that the policy board was making.
7	A Yes.	7	Q So you don't know how long you served on the
8	Q So I take it that it was your goal to design	8	policy committee?
9	and execute the study in a way that would help move the	9	A No, I don't.
10	campaign reform ball forward; is that right?	10	Q Looking at Exhibit 7 it talks about potential
11	A It says the reform ball forward, yes.	11	policy group members and then it lists a number of
12	Q Okay. And did you design the study in a way	12	academics, do you see that?
13	to help move the reform ball forward, Professor	13	A Yes.
14	Goldstein?	14	Q Was Jonathan Krasno on the policy committee?
15	A I designed the study in a way to answer	15	A I believe so, yes.
16	empirical questions.	16	Q And you were for some point in time, correct?
17	Q That's not what it says here, does it? It	17	A Yes.
18	says to make sure that our study is designed and	18	Q And it refers to you there as the co-principal
19	executed in ways that help move the reform ball forward,	19	investigator, Professor Goldstein, do you see that?
20	did I get that right?	20	A Yes.
21	A Yes.	21	Q You're described in other documents as the
22	Q And that's accurate, is that not true?	22	co-principal investigator for the 1998 study; is that
		 -	
1	Page 38		Page 40
1 2	Page 38 A Yes. MS. BUCKLEY: All right, let's take a break.	1 2	Page 40 right? A Yes.
}	A Yes.	1	right? A Yes.
2	A Yes. MS. BUCKLEY: All right, let's take a break.	2	right? A Yes.
2	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.)	3	right? A Yes. Q And you acted as the co-principal investigator
3 4	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY:	3 4	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you?
2 3 4 5	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7	2 3 4 5	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes.
2 3 4 5 6	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a	2 3 4 5	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a
2 3 4 5 6	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE	2 3 4 5 6	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member?
2 3 4 5 6 7 8	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866.	2 3 4 5 6 7 8	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes.
2 3 4 5 6 7 8	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for	2 3 4 5 6 7 8	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q Bow about Kathleen Hall Jamieson?
2 3 4 5 6 7 8 9	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.)	2 3 4 5 6 7 8 9	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she
2 3 4 5 6 7 8 9 10	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY:	2 3 4 5 6 7 8 9 10	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings?
2 3 4 5 6 7 8 9 10 11 12 13	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor	2 3 4 5 6 7 8 9 10 11	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby?
2 3 4 5 6 7 8 9 10 11 12 13	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor Goldstein, entitled, Brennan Center CMAG Project, Draft	2 3 4 5 6 7 8 9 10 11 12	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby? A I don't remember, I think so.
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor Goldstein, entitled, Brennan Center CMAG Project, Draft 7-30-99. It lists potential policy group members, do you see that? A Yes.	2 3 4 5 6 7 8 9 10 11 12 13 14 15	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby? A I don't remember, I think so. Q You think he was a member of the policy committee? A Yeah.
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor Goldstein, entitled, Brennan Center CMAG Project, Draft 7-30-99. It lists potential policy group members, do you see that? A Yes. Q What was, if there was, the policy group that's being referred to here, if you know?	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby? A I don't remember, I think so. Q You think he was a member of the policy committee? A Yeah. Q Frank Sorauf? A I don't know.
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor Goldstein, entitled, Brennan Center CMAG Project, Draft 7-30-99. It lists potential policy group members, do you see that? A Yes. Q What was, if there was, the policy group that's being referred to here, if you know? A I think the policy group was a group that was going to look at the results once the data crunching was	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby? A I don't remember, I think so. Q You think he was a member of the policy committee? A Yeah. Q Frank Sorauf? A I don't know. Q You don't know if he was or was not? A (Witness nodding.)
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	A Yes. MS. BUCKLEY: All right, let's take a break. (A brief recess was taken.) BY MS. BUCKLEY: Q Let's mark as Goldstein Exhibit Number 7 control numbers BRE 012228, and as Exhibit 8 a multi-page document bearing the control numbers BRE 006861 through BRE 006866. (Exhibit Numbers 7 and 8 were marked for identification.) BY MS. BUCKLEY: Q Now, turning first to Exhibit 7, Professor Goldstein, entitled, Brennan Center CMAG Project, Draft 7-30-99. It lists potential policy group members, do you see that? A Yes. Q What was, if there was, the policy group that's being referred to here, if you know? A I think the policy group was a group that was	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	right? A Yes. Q And you acted as the co-principal investigator for the 1998 study, didn't you? A Yes. Q Was Tom Mann of the Brookings Institution a policy committee member? A Yes. Q How about Kathleen Hall Jamieson? A I think she was on the board, I'm not sure she attended any meetings? Q David Magleby? A I don't remember, I think so. Q You think he was a member of the policy committee? A Yeah. Q Frank Sorauf? A I don't know. Q You don't know if he was or was not?

Page	4	1
1 -1	-	

- You believe he was a member of the policy committee? What was the role of the policy committee in this project? We're talking about the 1998 buying time 4 project.
- To make reform proposals given the factual evidence that was discovered in the 1998 study, the study of the 1998 data.
- Did they also have a role in designing the 1998 study?
- 10 Some of the individuals did. I don't believe the policy group had started when we came up with the coding sheet but I believe David Magleby and Tom Mann 12 13 were at the meeting when the coding sheet was developed.
- Who else was at the meeting where the coding sheet for 1998 was developed? 15
- I think it was Darryl West of Brown, David 16 17 Magleby, Jon --
- 18 Jon Krasno?
- 19 Jonathan Krasno, me, and Josh Rosenkranz,
- 20 Nancy Northup from the Brennan Center and then I think
- 21 there were a couple of other Brennan Center people there
- but I don't remember specifically who.

somebody else or about the witness?

I'm just trying to get a point in time. Can

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you tell me when the coding for the 1998 study began?

I believe April, May, 1999. We should

probably adjust that, maybe a little earlier than that,

just after spring break, so yeah, late March, April of

9

Okay. When was the data obtained from CMAG?

Evan started giving me story boards before,

Evan Tracey who is head of campaign media analysis group

I believe started giving me story boards before the

formal contract was executed with Brennan.

14 And when did he start giving you these story

15 boards?

16 I don't remember exactly, I think it was sometime around spring break of 1999, although, actually

18

it would have had to have been earlier because at the

meeting where we developed the coding sheet I believe we

had some story boards. So that would have been whenever

that meeting took place which was February or March of

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- How about Glenn Morramarco [phonetic]?
- I think so.
- And do you know. Josh Rosenkranz is an
- attorney, is he not?
- And so is Mr. Morramarco, correct?
- And they had input into the coding sheet, did
- they?

16

- I don't remember if Glenn was at the specific 10
- 11 Saturday morning meeting.
- 12 O Did Josh have input into the coding sheet?
- 13
- Do you recall when the policy committee first
- 15 met, Professor Goldstein?
 - No, I don't.
- 17 Now, you described for us earlier that you
 - developed a coding sheet for the 1998 data and then
- began the coding process. Can you put --
- 20 MR. DODYK: I'm going to object to the form of
- the question. Just the question of your use of the word
 - "you developed." Are you talking to the witness or

March of 1999?

- Right.
- I thought you just told me that the data

started coming in in the spring of 1999; is that right?

- Well, there are two ways of talking about
- data. One is Evan gave me a sample of story boards
- before the formal contract was executed with Brennan and
- I believe those story boards were used to give guidance
- in developing coding sheets. I don't think we got the
 - full round of data until later in the spring, earlier in
- 12 We'll come back to these then, Professor
- Goldstein. We're going to mark as Goldstein Exhibit 9 a 13
- copy of a manuscript, Professor Goldstein, which I
- believe is attached to your expert report in this case.
- It bears the control numbers KG 00012783 through KG
- 00012812. And before we go on, Professor Goldstein, I 18 note that there's a confidential stamp on this document
- and Mr. Dodyk and I have had some discussions about the
- confidentiality designations in this case and I just
- want to make sure I understand what the Brennan Center's

position is and your position is on this.

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- 1 MS. BUCKLEY: I take it, Mr. Dodyk, that any
- 2 documents that are marked as confidential for both the
- 3 Brennan Center and Professor Goldstein have been
- undesignated, if you will, with the exception of the
- 5 2000 story boards produced by Professor Goldstein and
- the 2000 data base that was produced by Professor
- 7 Goldstein?
- 8 MR. DODYR: That's my understanding, if you
- 9 have correctly, Susan, described the scope of the
- undertaking in the contract and I don't have a contract
- 11 in front of me but I think what you say is accurate.
- 12 Let's assume this falls outside.
- 13 MS. BUCKLEY: I'm assuming that every document
- 14 falls outside except for the 2000 story boards produced
- 15 by Professor Goldstein.
- 16 MR. DODYK: I'm hopeful of agreeing with you
- 17 but we'll see what the documents come up.
- 18 MS. BUCKLEY: That doesn't do me much good.
- 19 If we're going do it document by document I thought we
- 20 had a more comprehensive arrangement than that. Paul.
 - Are you now saying we have to go document by document
- 22 through all the grants?

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- Q And that's an unpublished manuscript that
- 2 you've submitted to a political science journal for peer
- 3 review; is that right?
 - λ Yes.
- 5 Q And what journal have you submitted this
- manuscript to?
- 7 A Political Communication.
 - (Exhibit Number 9 was marked for
- 9 identification.)
- 0 BY MS. BUCKLEY:
- 11 Q Now, Professor Goldstein, you've described the
- 12 company known as CMAG a few times in the course of your
- 13 testimony here today. Could you tell us exactly what
- 4 CMAG does to gather the data that you worked with?
- 15 A CMAG gets the data from a company called CMR,
- 16 Competitive Media Reporting, which is a New York-based
- 17 company that tracks advertising now in the top one
- 8 hundred markets, during the time of the '98 and 2000 in
- 19 the top 75 markets. And their clients include most of
- 20 the big commercial advertisers in the country. They
- 21 entered into an agreement with CMAG, started CMAG, to do
- 22 their political work and to work out of Washington D.C.

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- MR. DODYK: No, I'm saying you should presume
- 2 that each document that you use is not marked
- confidential. If something comes in up in a particular
- 4 document which appears to contain data from CMAG which
- 5 is something they're going to assert confidentiality
- 6 with respect to we may have to revisit the question, but
- 7 why don't you go ahead and assume that these are not
- confidential.
- 9 MS. BUCKLEY: Okay, thank you.
- 10 THE WITNESS: The only reason that -- this is
- 11 under Referee Journal Review and that's a double-blind
- 12 process in political science.
- 13 MR. DODYK: Well, this will not affect that
- 14 process, will it, because I don't imagine that the use
- 15 of this document or the document itself is in any way
- 16 going to affect that process so let's not worry about
- 17 that.

22

- 18 BY MS. BUCKLEY:
- 19 Q When you're referring to this as your review,
- 20 Professor Goldstein, you're talking about what we've
- 21 marked as Goldstein Exhibit 9?
 - A Right.

- so CMAG gets the data from CMR.
- 2 Q And how does CMAG collect the data, if you
- 3 know?
- 4 A CMR sends it to them.
- 5 Q And how does CMR collect the data from the
- 6 broadcasters, if you know?
- 7 A CMR has captured facilities in each of the
- 8 markets that monitor television within each of the
- 9 market, a technology that recognizes the seams between,
- 10 I don't know the technical, technical details but as it
- 11 has been explained to me it is a technology that
- 12 recognizes the seams between television programs; this
- 13 is a commercial, and then recognizes the audio and video
- 14 content of that commercial, or then tracks the audio and
- 15 video content of that commercial.
- 16 If the system has already seen that audio and
- 17 video content there will be a unique fingerprint on it,
- 18 it will say that's the Proctor & Gamble toothpaste ad
- 19 with the kid. And then subsequently every time it sees
- 0 that Proctor & Gamble toothpaste ad with the kid it
- 21 knows it's ad number 496, or whatever it is.
 - When it sees, when the system sees an ad for

Page 49 the first time that ad is sent to the CMR coding center we need to respond to before the editor would decide to which I believe is in Suburban Philadelphia and a CMR publish it or not. worker analyst looks at the ad and gives it a number and So you have to kind of revise it, is that what gives it a name. you're telling me? Now, you mentioned the markets that CMAG λ Yes. monitors, am I correct that in connection with the 1998 Let's turn to page 16, Professor. The page election year and the 2000 election year that CMAG begins with a heading, Addressing Potential Critiques, monitored 75 markets in the United States? and this is your discussion of CMAG. And reading, quote, The use of ad tracking data is nonetheless open 10 0 And you'll agree, won't you, Professor 10 to critique from several angles. One potential Gibson -- Gibson, we did it again. criticism of the CMAG data is that they are not 12 MR. DODYK: Objection, objection, objection. comprehensive, unquote. And you wrote that, didn't you BY MS. BUCKLEY: 13 Professor? 14 You'll agree, won't you, Professor Goldstein that CMAG coverage is not comprehensive? And you agree with that today? No, I wouldn't agree with that. 16 Uh-huh. One potential criticism of the CMAG 17 You won't agree with that, okay. You would 17 data is that they are not comprehensive. agree, wouldn't you, that there are significant gaps in 18 Q Then you go on to say later on in that 19 CMAG's market coverage, wouldn't you? paragraph, "So although there are gaps in CHAG's The top 75 markets comprise 80 percent of the 20 20 coverage of the country that advertising in the hotly country's viewing population. 21 contested 2002 South Dakota senate race is untracked. 22 So you would concede that there is a for example - scholars will find that almost all of the Page 50 Page 52 significant gap, would you? respondents in any nationally representative poll are I don't think 20 -- no, I wouldn't. covered." Is that true, Professor Goldstein? And would you agree that the limitations on Yes. CMAG's coverage raises a potential concern that the So there are gaps? results may be biased? No. Reading on, Professor Goldstein, guote, A Okay. Let's take a look at Exhibit 9. Now, potential concern, though, is whether one's results could you describe for the record exactly what is, might be biased by excluding people who live outside Exhibit 9, Professor Goldstein? those one hundred markets who would tend to reside in 10 Exhibit 9 is a manuscript written by two of my more rural areas. 11 graduate students, a colleague at the University of Now, the reference in that sentence to a 12 Virginia and me about measuring exposure to political 12 hundred markets is to CMAG's coverage today; is that 13 advertising and is currently under review at a journal, correct? Political Communication. 14 And do you expect a decision soon as to 15 At the time of the 1998 and 2000 buying time 16 whether this will be published by the Political study CMAG covered only 75 markets, correct? Communication? 17 18 A We just got word that it is a revise and 18 o So I take it that in 1998 and 2000 the bias 19 resubmit. would be even more problematic than that you referred to

21

question. Read it back.

MR. DODYK: Objection, you may answer the

What does that mean?

Pretty common in this world that the editor

wants, that reviewers had a couple of questions and that

20

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                   (Discussion off the record.)
 2
               (Luncheon recess was taken.)
                (Whereupon, at 11:00 a.m. the deposition of
 3
     KENNETH GOLDSTEIN was suspended.)
                             . . . . .
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21
        CERTIFICATE OF SHORTHAND REPORTER - NOTARY PUBLIC
 2
                I, Marian E. Cummings, Certified Court
    Reporter, the officer before whom the foregoing
     deposition was taken do hereby certify that the
     foregoing transcript is a true and correct record of the
     testimony given; that said testimony was taken by me
     stenographically and thereafter reduced to typewriting
     under my supervision; and that I am neither counsel for,
     related to, nor employed by any of the parties to this
10
     case and have no interest, financial or otherwise, in
11
     its outcome.
               IN WITNESS WHEREOF, I have hereunto set my
13
     hand and affixed my notarial seal this 28th day of
     October 2002.
15
     My commission expires: April 3, 2003
16
17
     NOTARY PUBLIC IN AND FOR
19
     THE DISTRICT OF COLUMBIA
20
21
22
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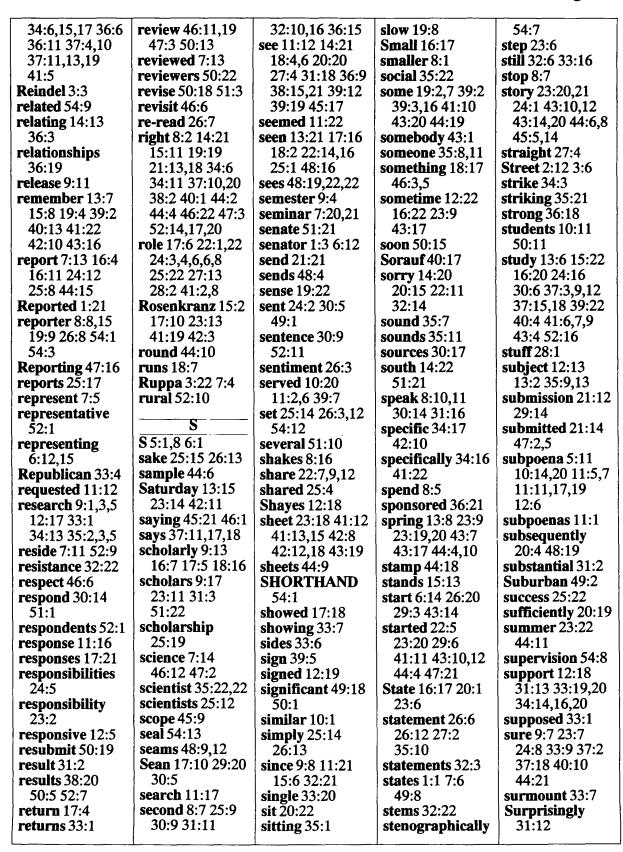




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