

BUYING TIME 2004:  
*Television Advertising in State Supreme Court Elections*

**Alabama**  
**January 1 – December 31, 2004**

**Figure 1. Spending on Supreme Court Campaign Ads, by Sponsor**

Primary Election	Number of Ads	Number of Airings	Cost of Airtime
Bolin*	1	607	\$205,426
Alabama Civil Justice Reform Committee	2	91	\$28,734
American Taxpayers Alliance	1	879	\$344,164
<i>Bolin Subtotal</i>	<i>4</i>	<i>1,577</i>	<i>\$578,324</i>
Stokes	3	230	\$85,778
Givhan	1	36	\$20,216
<b>Race Subtotal</b>	<b>8</b>	<b>1,843</b>	<b>\$684,318</b>

P. Smith*	1	610	\$198,846
Alabama Civil Justice Reform Committee	2	91	\$28,734
American Taxpayers Alliance	1	879	\$344,164
<i>P. Smith Subtotal</i>	<i>4</i>	<i>1,580</i>	<i>\$571,744</i>
Baschab	2	360	\$138,841
Stokes (for Baschab)	2	143	\$57,939
<i>Baschab Subtotal</i>	<i>4</i>	<i>503</i>	<i>\$196,780</i>
<b>Race Subtotal</b>	<b>8</b>	<b>2,083</b>	<b>\$768,524</b>

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**Alabama (Continued)**

Brown	4	1,784	\$541,432
Alabama Civil Justice Reform Committee	2	512	\$211,232
<i>Brown Subtotal</i>	<i>6</i>	<i>2,296</i>	<i>\$752,664</i>
Parker*	2	751	\$166,566
Stokes (for Parker)	2	143	\$40,627
<i>Parker Subtotal</i>	<i>4</i>	<i>894</i>	<i>\$207,193</i>
<b>Race Subtotal</b>	<b>10</b>	<b>3,190</b>	<b>\$959,857</b>

<b>ELECTION TOTAL</b>	<b>18</b>	<b>5,798</b>	<b>\$1,945,997</b>
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<b>General Election</b>	Number of Ads	Number of Airings	Cost of Airtime
Bolin*	2	1,652	\$629,244
Rochester	3	520	\$239,366
<b>Race Subtotal</b>	<b>5</b>	<b>2,172</b>	<b>\$868,610</b>

Roger Monroe	0	0	\$0
P. Smith*	2	1,096	\$389,967
<b>Race Subtotal</b>	<b>2</b>	<b>1,096</b>	<b>\$389,967</b>

Parker*	0	0	\$0
R. Smith	1	311	\$120,254
<b>Race Subtotal</b>	<b>1</b>	<b>311</b>	<b>\$120,254</b>

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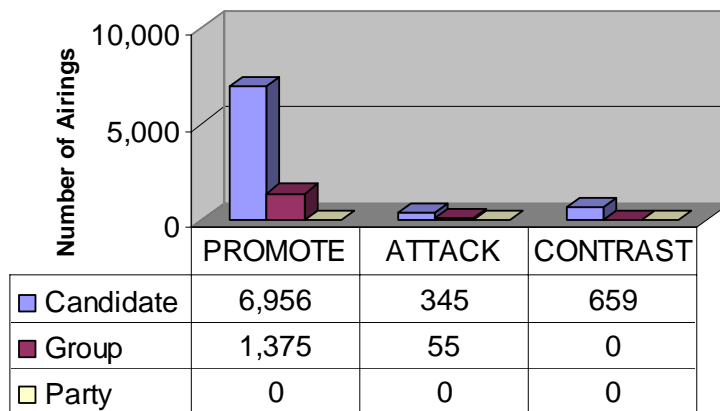
**Alabama (Continued)**

<b>ELECTION TOTAL</b>	<b>8</b>	<b>3,579</b>	<b>\$1,378,831</b>
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<b>STATE TOTAL</b>	<b>24</b>	<b>9,377</b>	<b>\$3,324,828</b>
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\* Election Winner

**Figure 2. Tone of Ads, by Sponsor**



### Alabama (Continued)

**Figure 3. Theme of Ads, by Sponsor**

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