

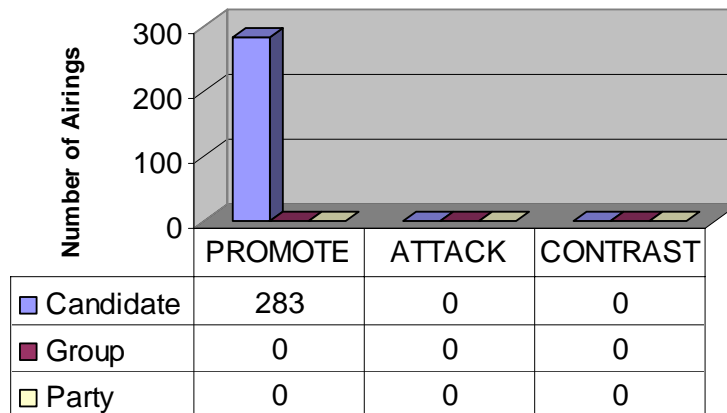
BUYING TIME 2004:  
*Television Advertising in State Supreme Court Elections*

**North Carolina**  
**January 1 – December 31, 2004**

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

	Number of Ads	Number of Airings	Cost of Airtime
Morrison	1	38	\$14,458
Newby*	0	0	\$0
Wynn	0	0	\$0
<b>Race Subtotal</b>	<b>1</b>	<b>38</b>	<b>\$14,458</b>
Parker	1	246	\$127,918
Tyson	0	0	\$0
<b>Race Subtotal</b>	<b>1</b>	<b>246</b>	<b>\$127,918</b>
<b>TOTAL</b>	<b>2</b>	<b>284</b>	<b>\$142,376</b>

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



### North Carolina (Continued)

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

