

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
Race Subtotal	8	1,843	\$684,318

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>
Race Subtotal	8	2,083	\$768,524

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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>
Race Subtotal	10	3,190	\$959,857

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

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

Parker*	0	0	\$0
R. Smith	1	311	\$120,254
Race Subtotal	1	311	\$120,254

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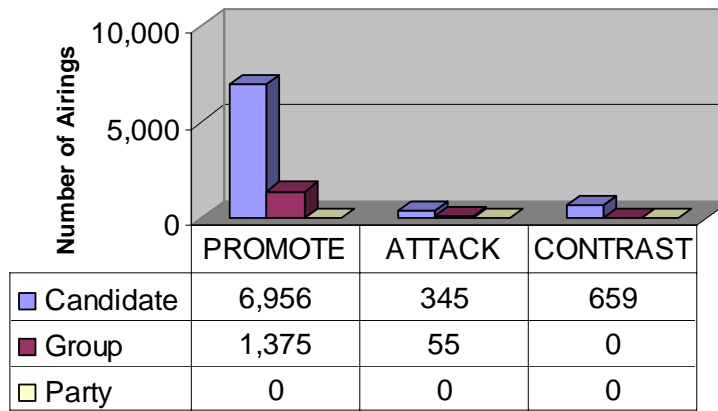
Alabama (Continued)

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

Figure 2. Tone of Ads, by Sponsor



Alabama (Continued)

Figure 3. Theme of Ads, by Sponsor

