

APPENDIX B: SUPREME COURT TV ADVERTISEMENTS

Ad Title	Sponsor	Crime	Civil Justice	Traditional	Family Values	Airings	Cost
ALABAMA							
AL/England 30 Years Experience	Candidate			X		128	\$ 42,623
AL/Woodal Nothing But Fair	Candidate		X			224	\$ 61,045
AL/Stuart FOP Endorse	Candidate	X				304	\$ 86,812
AL/England Remarkable Individual	Candidate			X		322	\$108,293
AL/Harwood Consider This	Candidate			X		326	\$ 85,677
AL/Harwood Father Died	Candidate			X		347	\$ 95,901
AL/Woodal Follow the Law	Candidate			X		376	\$113,379
AL/Cook Here's Why Endorsements	Candidate			X		239	\$ 70,236
AL/Cook Across Party Lines	Candidate			X		334	\$ 71,673
AL/Cook Most Experienced	Candidate	-	-	-	-	571	\$129,281
AL/Harwood Bio	Candidate			X		275	\$ 77,344
AL/Woodal Judicial Philosophy	Candidate	-	-	-	-	266	\$ 75,466
AL/Yates 18 Yrs	Candidate				X	-	-
AL/Yates Most Qualified	Candidate			X		-	-
AL/Yates Religious	Candidate				X	-	-
AL/Moore	Candidate				X	-	-
AL/Stuart Children at Risk	Candidate	-	-	-	-	301	\$ 81,521
AL/Stuart Dear Judge Stuart	Candidate			X		419	\$113,161
AL/Stuart FOP Endorse	AL Dem		X			139	\$ 34,448
AL/Trial Lawyers Are Back	COC		X			109	\$ 34,636
AL/Greedy Trial Lawyers	CSE		X			78	\$ 26,060
MICHIGAN							
MI/Taylor I Work With Taylor Everyday	Candidate	X				90	\$ 67,081
MI/Taylor Markman Young Sheriff Bouchard	Candidate	X				110	\$111,738
MI/Robinson Fighting for MI Families	Candidate		X	X		267	\$223,908
MI/Fitzgerald Protect MI Families	Candidate	-	-	-	-	505	\$375,239
MI/Markman Tough Prosecutor	Candidate	-	-	-	-	338	\$266,962
MI/Robinson Take on HMOs	Candidate	X	X			224	\$208,068
MI/Young Community Involvement	Candidate	X				354	\$265,714
MI/Taylor Victims' Rights	Candidate	X				364	\$256,985
MI/Thomas Worked on Assembly Line	Candidate	X	X			427	\$428,127
MI/Thomas Courtroom is Scary	Candidate	-	-	-	-	76	\$111,712
MI/Robinson Fitzgerald Whose Side	Candidate	-	-	-	-	963	\$762,052
MI/Taylor Markman Young Justice	Candidate	X			X	443	\$220,204
MI/Fitzgerald Frank Kelley Endorsement	MI Dem	X			X	11	\$ 12,949
MI/Where Are My Judges	MI Dem		X		X	148	\$ 75,104
MI/You've Head Them Bragging	MI Dem		X		X	144	\$ 68,167
MI/Oh My	MI Dem		X		X	-	-
MI/Fitzgerald Frank Kelley	MI Dem	X			X	347	\$184,899
MI/Defective Baby Car Seats	MI Dem		X		X	125	\$ 90,968
MI/Markman Taylor Young Defective	MI Dem		X		X	457	\$266,970
MI/Fitzgerald Weak on Crime	MI Rep	X			X	206	\$154,383
MI/Fitzgerald Reversed 50 Convictions	MI Rep	X			X	-	-
MI/Fitzgerald Sex Offender	MI Rep	X			X	61	\$ 57,777
MI/Don Oak	COC		X	X		-	-
MI/Robinson Never Been a Judge 15	COC		X			21	\$ 15,785
MI/Robinson Fitzgerald Reverse 15	COC	X				-	-
MI/Magnum P.I.	COC	X	X		X	-	-
MI/Robinson and Fitzgerald Reverse	COC	X	X			82	\$ 34,925

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MISSISSIPPI							
MS/Lynchard Talking About One Candidate	Candidate		X			3	\$ 1,254
MS/Lynchard 18 Years Experience	Candidate	-	-	-	-	31	\$ 17,567
MS/Lynchard Cobb Flip Flopped	Candidate	-	-	-	-	36	\$ 24,685
MS/Lynchard Voter Alert	Candidate	X	X			6	\$ 2,646
MS/Easley Not For Sale	Candidate			X		54	\$ 25,655
MS/Cobb Stands Up for Us	COC	X			X	22	\$ 5,243
MS/Cobb Stands Up For Us 15	COC	X			X	66	\$ 22,296
MS/Starrett	COC	X				-	-
MS/Smith	COC	X	X			-	-
MS/Prather	COC	X	X			-	-
OHIO							
OH/Black Judge Husband Leader 2	Candidate	X			X	100	\$ 43,878
OH/Black Rated Number 1	Candidate	X				106	\$ 24,444
OH/O'Donnell Real World Experience 15	Candidate			X		278	\$151,962
OH/Resnick Enforced Our Laws	Candidate	X				430	\$273,138
OH/Black Cincinnati Voice	Candidate	-	-	-	-	125	\$ 55,642
OH/Black Judge Husband Leader	Candidate	-	-	-	-	234	\$190,290
OH/Cook Better Choice 15	Candidate			X		576	\$197,300
OH/O'Donnell Without Fear or Favor	Candidate		X			399	\$ 86,368
OH/Cook 10 Years Experience 15	Candidate	-	-	-	-	1,027	\$309,175
OH/O'Donnell David Liechty Killed	Candidate	-	-	-	-	314	\$148,727
OH/O'Donnell Law Books	Candidate	-	-	-	-	109	\$ 51,584
OH/O'Donnell Without Fear or Favor 2	Candidate		X			578	\$197,714
OH/Resnick Enforced Our Laws 15	Candidate		X			166	\$ 49,946
OH/Resnick Corporate Polluters	OH Dem		X		X	1,695	\$469,935
OH/Cook Fearless and Faithful	OH Rep			X		120	\$ 52,303
OH/Compare Cook and Black	COC	X				220	\$145,375
OH/O'Donnell What's Being Said	COC		X			227	\$187,991
OH/Resnick OH Leading Papers	CSO		X			255	\$177,609
OH/Resnick Took From Injury Lawyers	COC		X			907	\$596,476
OH/Resnick College Law*	CSO					1,159	\$639,106
OH/Resnick Is Justice for Sale	CSO	X				50	\$ 15,457
OH/Resnick and Black Re-Elect	Att'y/Labor	-	-	-	-	335	\$ 33,912
OH/Resnick Black Crush Rights	Att'y/Labor		X			23	\$ 7,656
OH/Resnick Black Important Election	Att'y/Labor		X			54	\$ 22,990
OH/Resnick Black Uncaring Legislature	Att'y/Labor		X			54	\$ 19,957
OH/Resnick Won 1000 Convictions	CIC	-	-	-	-	1,111	\$399,460
OH/Resnick Insurance and Rx	CIC	X	X			1,255	\$461,897

A dash (-) indicates the absence of information.

* This ad does not fit neatly into the four thematic categories. It addresses a decision on public universities.

SPONSOR ABBREVIATIONS

CIC: Citizens for Independent Courts

COC: Chamber of Commerce

CSE: Citizens for a Sound Economy

CSO: Citizens for a Strong Ohio