

APPENDIX B: SUPREME COURT TV ADVERTISEMENTS 2002

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism for Decisions	Family Values	Other Themes	Attack (No Theme)	Airings	Cost
ALABAMA												
AL/Anderson Bio	Candidate	Promote	X								304	\$209,949
AL/Anderson Different 15	Candidate	Promote	X								120	\$22,835
AL/Anderson Play By The Rules	Candidate	Promote	X								464	\$153,165
AL/Anderson See Disqualified	Candidate	Contrast				X					289	\$110,617
AL/Anderson See Honest Shot	Candidate	Attack				X					306	\$102,687
AL/See Anderson Misleading	Candidate	Contrast				X					486	\$132,482
AL/See Family Man	Candidate	Promote						X			984	\$264,109
AL/See Keeping His Promise	Candidate	Promote	X								641	\$167,603
IDAHO												
ID/Kelso Trout Liberal	ITR	Contrast		X		X	X				133	\$26,712
ILLINOIS												
IL/Garman Edgar Endorsement	Candidate	Promote	X								395	\$92,315
IL/Garman Not A Politician	Candidate	Promote	X								35	\$6,940
IL/Garman Tough And Fair	Candidate	Promote	X								130	\$29,102
IL/Garman Tough On Crime	Candidate	Promote				X		X			34	\$8,520
IL/Myerscough Crime	Candidate	Promote				X					174	\$39,280
IL/Myerscough Garman Negative Attacks	Candidate	Contrast				X					68	\$15,139
IL/Myerscough Honor & Dignity	Candidate	Contrast	X								55	\$14,206
IL/Myerscough Honor Oath	Candidate	Promote				X		X			138	\$29,920
IL/Myerscough Police Endorsements	Candidate	Promote				X		X			218	\$44,388
IL/ATA Garman Fairness & Skill	ATA	Contrast		X			X				226	\$39,428
MICHIGAN												
MI/Weaver Chief Justice 10	Candidate	Promote	X								70	\$20,531
MI/Weaver Criminals Accountable 10	Candidate	Promote				X					67	\$19,005
MI/Weaver Experience 10	Candidate	Promote	X								67	\$20,462
MI/Young Looking For Justice	Candidate	Promote				X		X			304	\$183,909
MI/MICC Weaver & Young Common Sense	MICC	Promote				X	X				522	\$313,409
MISSISSIPPI												
MS/Dickinson Attacked Faith	Candidate	Promote				X		X			66	\$20,126
MS/Dickinson Community Endorsements	Candidate	Promote	X								21	\$7,205
MS/Dickinson Community Endorsements 2	Candidate	Promote						X			22	\$5,500
MS/Dickinson McRae Smart Bombs	Candidate	Contrast				X					63	\$18,591
MS/Dickinson Restore Respect	Candidate	Promote				X		X			148	\$37,484
MS/Dickinson Three Reasons	Candidate	Promote		X		X					44	\$10,273
MS/McRae Daughter Endorsement 2	Candidate	Promote	X								181	\$35,228
MS/McRae Dickinson Special Interests	Candidate	Attack		X		X					2	\$297
MS/McRae My Dad	Candidate	Promote	X								49	\$16,604
MS/McRae Open Book	Candidate	Promote	X								9	\$1,373
MS/McRae Tough And Fair	Candidate	Promote				X					96	\$15,335
MS/CTG Dickinson Bars	CTG	Attack								X	30	\$5,792
MS/CTG Dickinson Fines	CTG	Attack								X	51	\$10,719
MS/CTG Dickinson Sued Church	CTG	Attack								X	28	\$7,241
MS/CTG Dickinson Violated Rules	CTG	Attack								X	12	\$1,401
MS/LEAA Dickinson McRae	LEAA	Attack				X		X			30	\$7,118
MS/LEAA Dickinson Strong Leader	LEAA	Promote				X		X			323	\$92,218
MS/LEAA McRae Disbarment	LEAA	Attack				X		X			304	\$75,463
NEVADA												
NV/Chairez Stood Up	Candidate	Promote						X			38	\$28,695
NV/Maupin Finished First	Candidate	Contrast	X								25	\$12,284
NV/Maupin Gibbons Endorsement	Candidate	Promote	X								44	\$18,670
NV/Maupin Innovative	Candidate	Promote	X								92	\$41,728
NV/Maupin Reid Endorsement	Candidate	Promote	X								34	\$14,221

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism for Decisions	Family Values	Other Themes	Attack (No Theme)	Airings	Cost
OHIO												
OH/Black O'Connor Breaking The Law	Candidate	Contrast								X	524	\$261,203
OH/Black O'Connor Politician	Candidate	Contrast			X						1,022	\$415,534
OH/Burnside Bio	Candidate	Promote		X		X					682	\$273,391
OH/Burnside Free Of Politics	Candidate	Promote		X	X	X					415	\$189,378
OH/Burnside Growing Up	Candidate	Promote		X		X					1	\$71
OH/Burnside Stratton Independence	Candidate	Contrast				X					289	\$161,791
OH/O'Connor & Stratton Experience	Candidate	Promote	X								77	\$39,346
OH/O'Connor Black Limited Experience	Candidate	Contrast			X			X			227	\$112,724
OH/O'Connor Endorsements 15	Candidate	Promote			X						372	\$131,082
OH/O'Connor Judicial Experience	Candidate	Promote			X						116	\$115,809
OH/O'Connor Judicial Experience 15	Candidate	Promote	X								1,710	\$552,986
OH/Stratton & O'Connor Condemn Ad	Candidate	Contrast		X		X					383	\$151,804
OH/Stratton & O'Connor Impartial	Candidate	Promote		X		X					241	\$151,728
OH/Stratton & O'Connor No Favorites	Candidate	Contrast				X					101	\$47,017
OH/Stratton At It Again	Candidate	Contrast	X								172	\$49,608
OH/Stratton Justice 15	Candidate	Promote			X						476	\$163,456
OH/Stratton Knows About Hard Work	Candidate	Promote			X			X			780	\$459,324
OH/Stratton Offended 15	Candidate	Promote	X								553	\$192,002
OH/Stratton Opens Doors	Candidate	Promote						X			226	\$81,463
OH/Stratton Velvet Hammer	Candidate	Promote			X						147	\$67,964
OH/Stratton Velvet Hammer 15	Candidate	Promote			X						444	\$160,969
OH/CFAFC Stratton No Justice	CFAFC	Attack		X			X				550	\$198,016
OH/CFIC Black & Burnside 15	CIC	Contrast		X							270	\$69,765
OH/CFIC Black & Burnside On Our Side	CIC	Contrast		X				X			833	\$361,914
OH/CFIC Black & Burnside Protect People	CIC	Attack		X			X				269	\$126,330
OH/CFIC Black & Burnside They're On Our	CIC	Promote		X							850	\$124,112
OH/CO O'Connor & Stratton Phone	CO	Promote						X	X		140	\$104,242
OH/ICO Stratton Endorsement	ICO	Promote		X							560	\$302,498
OH/ICO Stratton Lawsuits	ICO	Promote		X							675	\$360,820
TEXAS												
TX/Jefferson Brightest Minds	Candidate	Promote	X								46	\$28,299
TX/Schneider I Like Mike	Candidate	Promote	X								350	\$257,677
TX/TXRP Vote For Republican Judges	Party	Promote							X		77	\$68,807
TX/TXRP Vote For Republican Judges 2	Party	Promote			X						82	\$73,431
WASHINGTON												
WA/FAEF Johnson Too Extreme	FAEF	Attack							X		37	\$37,156
Sponsor Abbreviations:												
ATA: American Taxpayers Alliance												
CFAFC: Consumers for a Fair Court												
CIC: Citizens for an Independent Court												
CO: Competition Ohio												
CTG: Citizens for Truth in Government												
FAEF: First American Education Fund												
ICO: Informed Citizens of Ohio												
ITR: Idahoans for Tax Reform												
LEAA: Law Enforcement Alliance of America												
MICC: Michigan Chamber of Commerce												
TXRP: Texas Republican Party												