

Appendix: Supreme Court TV Advertisements, 2004

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
Alabama														
AL Baschab Achievements	Candidate	Promote			•			•					349	\$136,347
AL Baschab What Is Right	Candidate	Promote	•	•									9	\$2,494
AL Bolin Adoption	Candidate	Promote						•					1,328	\$433,409
AL Bolin Experience	Candidate	Promote						•					931	\$401,261
AL Brown Conservative Record	Candidate	Promote					•	•		•			604	\$173,309
AL Brown Conservative Values	Candidate	Promote						•					292	\$88,124
AL Brown Conserve	Candidate	Promote						•		•			633	\$186,844
AL Brown Support	Candidate	Contrast	•										253	\$93,155
AL Givhan Tough On Crime	Candidate	Promote			•								36	\$20,216
AL Parker Liberal Newspapers	Candidate	Contrast		•			•	•					404	\$101,369
AL Parker Man Of Principle	Candidate	Attack		•			•	•		•			344	\$85,262
AL Rochester Only Judge	Candidate	Promote		•	•								163	\$62,559
AL Rochester Small Town	Candidate	Promote						•					268	\$134,415
AL Rochester Unconstitutional	Candidate	Promote		•									89	\$42,392

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
Alabama, continued														
AL Smith Ready	Candidate	Promote						•					1,185	\$383,428
AL Smith Tough	Candidate	Promote			•			•					521	\$205,385
AL Smith Make The Law	Candidate	Promote	•							•			311	\$120,254
AL Stokes Commandments Monument	Candidate	Promote					•	•					87	\$27,839
AL Stokes Moore Endorsements	Candidate	Promote						•					82	\$41,828
AL Stokes Moore Endorsements 2	Candidate	Promote						•					61	\$16,111
AL ALCJR Brown Experienced	ALCJR	Promote			•			•		•			457	\$195,929
AL ALCJR Smith Bolin Newspapers	ALCJR	Promote						•					36	\$13,431
AL ALCJR Trial Lawyer Money	ALCJR	Attack		•		•							55	\$15,303
AL ATA Bolin Smith Families	ATA	Promote						•					879	\$344,164
State Total													9,377	\$3,324,828
Arkansas														
AR Danielson Experience	Candidate	Promote			•			•					35	\$13,039
AR Danielson Tree Farmer	Candidate	Promote	•										20	\$8,103
AR Griffen Experience 15	Candidate	Promote	•										36	\$9,368

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Arkansas, continued														
AR Gunter Lifetime Of Experience	Candidate	Promote	•										47	\$23,449
AR Hannah Fair And Honest	Candidate	Promote	•										57	\$29,672
AR Kilgore Lake View	Candidate	Promote	•										47	\$28,784
State Total													242	\$112,415
Georgia														
GA Sears Strong Voice	Candidate	Promote		•	•			•					126	\$105,065
GA GADP Compare	Party	Contrast	•										327	\$191,456
State Total													453	\$296,521
Illinois														
IL Karameier Frivolous Lawsuits	Candidate	Contrast		•		•							179	\$184,982
IL Karameier Healthcare Crisis	Candidate	Promote		•									254	\$234,172
IL Karameier Medical Malpractice	Candidate	Promote		•	•			•		•			376	\$378,043
IL Karameier Police Endorsement	Candidate	Promote			•								2	\$2,459
IL Karameier Verdict Is In	Candidate	Promote		•									194	\$196,226
IL DPIL Karameier Children	Party	Attack			•		•						961	\$696,948
IL DPIL Karameier Let Us Down	Party	Attack			•		•						314	\$239,983
IL DPIL Karameier Lying	Party	Contrast		•	•		•						213	\$236,853

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Illinois, continued														
IL DPIL Maag Army Ranger	Party	Promote					•						148	\$142,624
IL DPIL Maag Doctors	Party	Promote		•									715	\$625,290
IL DPIL Maag Helping Children	Party	Promote		•									248	\$226,474
IL DPIL Maag Talk Direct	Party	Contrast		•		•							281	\$256,008
IL ILRP Karmeier Better Choice	Party	Contrast			•		•	•					382	\$368,685
IL ILRP Maag Bad Judgment	Party	Attack		•		•							599	\$573,905
IL ILRP Maag News	Party	Attack		•	•	•	•						1,129	\$874,115
IL JFAPAC Buy A Seat For Karmeier	JFAPAC	Contrast		•		•							123	\$183,829
IL JFAPAC Karmeier Lenient	JFAPAC	Attack			•		•						51	\$58,177
IL JFAPAC Maag Working People	JFAPAC	Contrast		•		•							615	\$547,235
IL JFAPAC Who Is Behind Karmeier	JFAPAC	Attack		•		•							119	\$205,854
IL JUSTPAC Maag Denouncement	JUSTPAC	Contrast		•		•							266	\$303,559
IL JUSTPAC Maag Won't Tell Truth	JUSTPAC	Attack			•		•						331	\$286,471
State Total													7,500	\$6,821,892

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Kentucky														
KY Scott Bethlehem Steel	Candidate	Promote		•									30	\$21,731
KY Scott Middle School	Candidate	Promote		•									41	\$31,595
KY Scott Stumbo Against	Candidate	Attack		•	•		•						13	\$8,768
KY Scott Stumbo Sides With Criminals	Candidate	Attack			•		•						45	\$34,753
KY Stumbo Beware	Candidate	Contrast										•	14	\$5,240
KY Stumbo Bio	Candidate	Promote	•										7	\$1,776
KY Stumbo Family Name	Candidate	Promote	•										25	\$7,642
KY Stumbo First Woman	Candidate	Promote	•										8	\$2,450
KY Stumbo Jim Hunt	Candidate	Promote	•										2	\$221
KY Stumbo Judicial Sleaze	Candidate	Contrast	•										2	\$333
KY Stumbo Proud Of Record	Candidate	Promote					•			•			6	\$1,739
KY Stumbo Take It To The Bank	Candidate	Promote	•										12	\$5,440
State Total													205	\$121,688
Louisiana														
LA Beasley Crime And Criminals	Candidate	Promote			•								30	\$13,869
LA Beasley Dirty Politics 15	Candidate	Attack										•	8	\$4,410
LA Beasley Fair Justice	Candidate	Promote		•						•			21	\$12,065

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Louisiana, continued														
LA Beasley Principles	Candidate	Promote					•						53	\$23,071
LA Victory Conservative Conscience	Candidate	Contrast		•	•	•							26	\$12,631
LA Victory Friend To Law Enforcement	Candidate	Promote			•								38	\$21,314
LA Victory McCrery Endorsement	Candidate	Promote			•								32	\$16,471
LA Victory People's Judge	Candidate	Promote					•						38	\$16,138
LA Victory Set The Standard	Candidate	Promote		•	•		•						69	\$33,243
State Total													315	\$153,212
Michigan														
MI Kelly Times In Life	Candidate	Promote			•				•				316	\$350,324
MI CFJR Markman Extremist	CFJR	Attack			•	•	•						386	\$369,581
MI CFJR Markman Grandparents	CFJR	Attack					•	•					4	\$2,513
MI COC Markman Date Rape	MICC	Promote			•			•					806	\$997,919
State Total													1,512	\$1,720,337

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
Mississippi														
MS Carlson Play By Play	Candidate	Promote									•		108	\$88,562
MS Graves About Our Values	Candidate	Promote						•					131	\$57,375
MS Graves Bill Cosby	Candidate	Promote	•										141	\$68,305
MS Graves Parent's Responsibility	Candidate	Promote	•										209	\$84,525
MS Richardson Helen Barnes	Candidate	Promote	•										39	\$16,886
MS Richardson Law Enforcement	Candidate	Promote			•								56	\$33,005
MS Richardson One Of Us	Candidate	Promote			•			•					20	\$9,587
MS Richardson One Of Us 2	Candidate	Promote						•	•				39	\$16,008
MS Richardson Tarnished Image	Candidate	Promote						•					25	\$9,855
MS Skinner Enforced Law 15	Candidate	Promote			•								5	\$813
MS Skinner Family 15	Candidate	Promote	•										5	\$1,182
MS Skinner For Sale 15	Candidate	Promote		•		•							16	\$2,437
MS Waller Campaign Overview	Candidate	Promote			•			•					76	\$33,757
MS Waller Court Reform	Candidate	Promote		•	•					•			81	\$37,155
MS Waller Soldier	Candidate	Promote	•										75	\$31,400

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Mississippi, continued														
MS IMSPAC Randolph Good Day	IMPAC	Promote					•						146	\$54,611
MS IMSPAC Richardson Quiet Man	IMPAC	Promote			•		•						203	\$77,129
MS IMSPAC Richardson Runoff	IMPAC	Promote					•						104	\$27,940
State Total													1,479	\$650,532
Nevada														
NV Hardesty Attorney For 25 Years	Candidate	Promote	•										204	\$184,718
NV Hardesty What Kind Of Judge	Candidate	Promote			•								121	\$93,401
NV Mason Endorsements	Candidate	Promote	•										124	\$130,162
NV Mason Hard Work Matters	Candidate	Promote	•							•			53	\$33,978
NV Mason Son Of A Butcher	Candidate	Promote	•										71	\$82,027
NV Parraguirre Approval Ratings	Candidate	Promote	•										96	\$93,962
NV Parraguirre Miller Endorsement	Candidate	Promote	•										42	\$44,978
NV Parraguirre Police Endorsement	Candidate	Promote			•								71	\$64,926
NV Smith Family Endorsement	Candidate	Promote			•		•						85	\$82,778
State Total													867	\$810,930

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
New Mexico														
NM Chavez Bio 60	Candidate	Promote		•	•			•		•			64	\$96,781
NM Chavez DUI Loopholes	Candidate	Promote			•								92	\$107,496
NM Chavez Integrity	Candidate	Promote							•	•			53	\$57,915
NM Chavez Violent Crime	Candidate	Promote			•								117	\$120,831
State Total													326	\$383,023
North Carolina														
NC Morrison Integrity	Candidate	Promote	•										38	\$14,458
NC Parker Trust	Candidate	Promote	•							•			246	\$127,918
State Total													284	\$142,376
Ohio														
OH Fuerst Excellent 15	Candidate	Contrast	•										180	\$130,023
OH Fuerst Priorities	Candidate	Promote			•				•				157	\$135,463
OH Fuerst Rights 15	Candidate	Promote			•				•				615	\$385,912
OH Fuerst Whose Rights	Candidate	Promote			•				•				421	\$69,916
OH Fuerst Whose Safety	Candidate	Promote			•				•				553	\$98,172
OH Gwin Supporters	Candidate	Promote	•										220	\$171,589
OH Lanzinger Legal Experience 15	Candidate	Promote	•										612	\$225,924

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
Ohio, continued														
OH Lanzinger Ready 10	Candidate	Promote	•										997	\$320,517
OH Lanzinger Recommended 15	Candidate	Contrast	•										1,006	\$482,292
OH Lanzinger You Be The Judge 15	Candidate	Contrast	•										984	\$569,638
OH O'Donnell Experience 10	Candidate	Promote	•										897	\$296,541
OH O'Donnell Integrity 15	Candidate	Promote	•										1,140	\$510,966
OH O'Donnell Jim Petro 15	Candidate	Promote	•										284	\$344,327
OH O'Donnell Newspapers 15	Candidate	Promote	•									•	688	\$245,452
OH O'Donnell Uphold 15	Candidate	Promote	•										616	\$204,718
OH Moyer Around Ohio	Candidate	Promote	•										167	\$131,086
OH Moyer Ethical Standards 15	Candidate	Promote	•										247	\$107,296
OH Moyer Intimidating	Candidate	Promote	•										149	\$121,299
OH Moyer Meets Here	Candidate	Promote	•										263	\$233,498
OH Moyer Newspapers 15	Candidate	Promote	•										784	\$335,619
OH Moyer Works For You 10	Candidate	Promote	•										885	\$292,251
OH OHDP Connally New Choice 15	Party	Promote	•										226	\$151,426

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Ohio, continued														
OH OHDP O'Neill Brings 15	Party	Promote	•										8	\$2,002
OH CFSOH O'Donnell Lanzinger Safety	CSO	Promote		•	•					•			499	\$554,258
OH Lanzinger Best About Ohio	CSO	Promote			•			•					484	\$458,891
OH EEC Connally Fuerst O'Neill Elect	EEC	Promote							•				24	\$12,362
OH OHA Malpractice Insurance	OHA	Attack		•									897	\$941,910
OH WDIH Ask Your Doctor	WDIH	Attack		•									126	\$40,380
State Total													14,139	\$7,578,276
Oregon														
OR Kistler Highest Standards	Candidate	Contrast	•										62	\$39,608
OR Kistler Qualified Choice	Candidate	Promote	•										119	\$65,726
State Total													181	\$105,334
Washington														
WA Johnson Campaign Overview	Candidate	Promote							•				68	\$15,864
WA Johnson Courage	Candidate	Promote							•				205	\$50,263
State Total													273	\$66,127

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West Virginia														
WV Benjamin Kids Safety	Candidate	Promote			•								189	\$75,277
WV Benjamin McGraw Denouncement	Candidate	Attack			•		•						245	\$65,428
WV McGraw Grandad	Candidate	Promote	•										165	\$58,088
WV McGraw Leader	Candidate	Promote	•										124	\$49,234
WV McGraw Lies	Candidate	Attack		•		•	•	•					206	\$50,408
WV McGraw Stand Up	Candidate	Attack		•		•							204	\$64,583
WV Rowe Better For Families	Candidate	Attack		•	•								22	\$14,035
WV Rowe Bio	Candidate	Promote	•										33	\$15,286
WV Rowe Dead Last	Candidate	Contrast	•										14	\$7,023
WV Rowe Fairness	Candidate	Promote		•									23	\$8,098
WV Rowe Future Generations	Candidate	Promote	•										28	\$16,919
WV Rowe Jobs	Candidate	Promote		•									14	\$9,139
WV CALA Afford McGraw	CALA	Attack		•		•	•						91	\$43,862
WV CQH McGraw Medical Liability	CQH	Attack		•		•	•						92	\$34,899
WV SOTK Brothers McGraw	SOTK	Attack					•	•					182	\$64,588
WV SOTK McGraw Ads A Lie	SOTK	Attack				•							86	\$28,312

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
West Virginia, continued														
WV SOTK McGraw Clear Differences	SOTK	Contrast		•			•	•					57	\$17,140
WV SOTK McGraw Misleading Ads	SOTK	Attack			•		•						229	\$89,471
WV SOTK McGraw Powerful Family	SOTK	Attack										•	6	\$598
WV SOTK McGraw Tired	SOTK	Attack		•	•								71	\$35,881
WV SOTK McGraw Too Dangerous	SOTK	Attack			•		•						378	\$286,574
WV SOTK Radical McGraw	SOTK	Attack		•	•		•						126	\$44,069
WV SOTK Radical McGraw 2	SOTK	Attack			•		•						44	\$13,287
WV WESPAC Rowe Right Prescription	WESPAC	Promote		•			•						36	\$9,904
WV WVCJ Deck Of Cards	WVCJ	Attack		•		•							258	\$119,270
WV WVCJ McGraw Lifetime Republican	WVCJ	Attack		•		•		•					159	\$54,459
WV WVCJ Out Of State Interests	WVCJ	Attack		•		•							121	\$51,439
WV WVCJ Rowe Wouldn't It Be Nice	WVCJ	Attack										•	78	\$17,866
WV WVCJ Who Is Benjamin	WVCJ	Attack		•		•							310	\$93,017

~~★~~ NOTE: TWO W. Virginia ads missing from appendix

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Criticism For Decisions	Family/Conservative Values	Civil Rights	Role Of Judges*	Other	Attack (No Theme)	Airings	Estimated Cost
West Virginia, continued														
WV WVCOC Bad For Jobs	WVCOC	Attack		•			•						334	\$144,579
WV WVCOC Bad For Your Health	WVCOC	Attack		•			•						255	\$118,464
WV WVCOC Benjamin Fights	WVCOC	Promote						•	•	•			163	\$111,399
WV WVCOC McGraw Drunk Drivers	WVCOC	Attack			•		•						186	\$108,431
WV WVCOC WV Suffering	WVCOC	Attack		•			•						394	\$165,967
State Total													5,096	\$2,135,761

* Ads with the "role of judges" topic were considered traditional judicial ads if they did not mention other issues.

Abbreviations

ALCJR	Alabama Civil Justice Reform Committee
ATA	American Taxpayers Alliance
CALA	West Virginia Citizens Against Lawsuit Abuse
CFJR	Citizens for Judicial Reform
COC	Michigan Chamber of Commerce
CQH	Citizens for Quality Health Care
CSO	Citizens for a Strong Ohio (Ohio Chamber of Commerce)
DPIL	Democratic Party of Illinois
EEC	Elk & Elk Co. (law firm)
GADP	Democratic Party of Georgia
ILRP	Illinois Republican Party
IMPAC	Improve Mississippi PAC
JFAPAC	Justice for All PAC

JUSTPAC	Illinois Civil Justice League PAC
ODP	Ohio Democratic Party
OHA	Ohio Hospital Association
SOTK	And For the Sake of the Kids
WDIH	Where Does It Hurt? (Tri-County Physicians for Patients Rights)
WESPAC	West Virginia State Medical Association PAC
WVCJ	West Virginia Consumers for Justice
WVCOC	West Virginia Chamber of Commerce

These totals remain accurate - it appears as though the ads were included in them. This matches Chit G + Pg. 6

Missing Ads :

① WVCJ "who is Benjamin 2"
\$ 25,485, 107

② SOTK "McGraw Car Insurance"
\$ 23,282, 66

Note that this ad is split into 2 lines in the 2004 CMAG excel. Both lines are included here.