

## APPENDIX 2

# Supreme Court TV Advertisements, 2008

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
Alabama																		
Paseur Amazing Grace 60	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote	•		•										700	\$364,923
Paseur Choice Is Clear	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Contrast				•									810	\$211,560
Paseur Amazing Grace Rev 60	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote	•		•										337	\$205,765
Paseur Forget Politics	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote	•												923	\$203,452
Paseur Tough Smart	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote			•										699	\$193,815
Paseur Not Me	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Contrast			•	•									781	\$189,440
Paseur Amazing Grace	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote	•		•										582	\$140,370
Paseur Only Candidate	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Promote	•	•	•										720	\$126,175
Paseur Bank Account	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Attack				•									364	\$82,559
Paseur Sunday Newspaper Reported	Candidate	Paseur, D Bell	Labor, trial lawyer, Democrat	Contrast				•									91	\$23,120
Shaw Most Sons 60	Candidate	Shaw, G	Business, medical, Republican	Promote	•												430	\$280,685

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost	
<b>Alabama, continued</b>																			
Shaw Sam Shaw	Candidate	Shaw, G	Business, medical, Republican	Promote	•												620	\$169,640	
Shaw Broke Her Pledge	Candidate	Shaw, G	Business, medical, Republican	Contrast	•												406	\$138,848	
Shaw Amazing Nor Graceful	Candidate	Shaw, G	Business, medical, Republican	Contrast	•												448	\$122,202	
Shaw Newspapers Recommend	Candidate	Shaw, G	Business, medical, Republican	Contrast	•												326	\$95,440	
Shaw Just Plain Wrong	Candidate	Shaw, G	Business, medical, Republican	Promote	•								•				21	\$5,413	
Shaw One Vote	Candidate	Shaw, G	Business, medical, Republican	Promote	•						•						247	\$72,600	
CFIF Shaw Tough Place	Special interest group	CFIF	Business, medical, Republican	Promote		•											1,255	\$512,302	
CFIF Passeur The Whole Truth	Special interest group	CFIF	Business, medical, Republican	Attack			•	•									1,189	\$453,227	
																	<b>State Total</b>	10949	\$3,591,536
<b>Kentucky</b>																			
Abramson Neighbors Support	Candidate	Abramson, LH	Non Partisan	Promote	•												61	\$21,877	
Abramson Choice Is Clear	Candidate	Abramson, LH	Non Partisan	Promote	•												55	\$18,375	
Abramson My Mom	Candidate	Abramson, LH	Non Partisan	Promote	•												32	\$11,597	
Shake True Story Ex-Husband	Candidate	Shake, J	Non Partisan	Promote		•				•			•				90	\$29,245	
Shake Homegrown Success	Candidate	Shake, J	Non Partisan	Promote	•												75	\$23,864	
Shake True Story Ex-Husband 2	Candidate	Shake, J	Non Partisan	Promote		•				•			•				21	\$8,677	
																	<b>State Total</b>	334	\$113,635
<b>Idaho</b>																			
Bradbury Questions	Candidate	Bradbury, J	Non Partisan	Promote									•				245	\$22,407	
Bradbury Facts	Candidate	Bradbury, J	Non Partisan	Promote	•								•				234	\$20,040	
																	<b>State Total</b>	479	\$42,447

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
Louisiana																		
Belsome Bully	Candidate	Belsome, R	Labor, trial lawyer, Democrat	Promote	•	•											108	\$66,506
Belsome People's Court	Candidate	Belsome, R	Labor, trial lawyer, Democrat	Promote	•	•							•				93	\$56,247
Belsome Some Ethics	Candidate	Belsome, R	Labor, trial lawyer, Democrat	Attack				•						•		•	18	\$10,605
Guidry Ethics And Values	Candidate	Guidry, G	Business, Medical, Republican	Promote	•					•	•						164	\$51,723
Guidry Message To America	Candidate	Guidry, G	Business, Medical, Republican	Promote							•		•				143	\$47,488
Guidry Strange Characters	Candidate	Guidry, G	Business, Medical, Republican	Promote	•	•											36	\$15,318
Guidry Set Record Straight	Candidate	Guidry, G	Business, Medical, Republican	Promote					•								45	\$14,412
Guidry Quiet Strength	Candidate	Guidry, G	Business, Medical, Republican	Promote	•		•			•	•						43	\$11,133
Stsupctla Guidry Louisiana's Rising	Candidate	Guidry, G	Business, Medical, Republican	Promote							•		•				21	\$6,955
Guidry Best For Louisiana	Candidate	Guidry, G	Business, Medical, Republican	Promote	•						•						19	\$6,708
Hughes Where In The World	Candidate	Hughes, J	Business, Medical, Republican	Attack										•			55	\$46,872
Hughes Bio	Candidate	Hughes, J	Business, Medical, Republican	Promote	•												49	\$34,123
Hughes Vote Early	Candidate	Hughes, J	Business, Medical, Republican	Promote	•												29	\$29,634
Kimball Grandmother	Candidate	Kimball, K	Labor, trial lawyer, Democrat	Promote	•					•			•				183	\$75,779
Kimball Set New Standards	Candidate	Kimball, K	Labor, trial lawyer, Democrat	Promote	•								•				185	\$71,164
Kimball Built Reputation	Candidate	Kimball, K	Labor, trial lawyer, Democrat	Promote	•												159	\$57,677

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
Louisiana, continued																		
Kuhn Most Experienced	Candidate	Kuhn, J	Business, Medical, Republican	Promote	•	•	•										176	\$63,253
Kuhn Walter Reed	Candidate	Kuhn, J	Business, Medical, Republican	Promote			•						•				80	\$30,020
Kuhn Some Ethics	Candidate	Kuhn, J	Business, Medical, Republican	Attack										•		•	86	\$25,825
Kuhn Fails The Test	Candidate	Kuhn, J	Business, Medical, Republican	Attack				•									52	\$23,607
Kuhn Mike Foster	Candidate	Kuhn, J	Business, Medical, Republican	Promote							•						66	\$23,320
Kuhn Most Experienced	Candidate	Kuhn, J	Business, Medical, Republican	Promote	•	•	•										176	\$63,253
Kuhn November 2	Candidate	Kuhn, J	Business, Medical, Republican	Attack												•	39	\$13,540
Kuhn Most Important Thing	Candidate	Kuhn, J	Business, Medical, Republican	Promote	•								•				19	\$5,633
Kuhn Guidry's Victims	Candidate	Kuhn, J	Business, Medical, Republican	Attack				•								•	12	\$3,857
Lacan Guidry Big Differences	Special interest group	LCAN	Business, Medical, Republican	Contrast		•	•										150	\$100,740
Lacan Guidry Big Differences 3	Special interest group	LCAN	Business, Medical, Republican	Contrast		•	•										163	\$86,535
Lacan Guidry Big Differences Rev	Special interest group	LCAN	Business, Medical, Republican	Contrast		•	•										15	\$6,376
Lacan Kuhn Smear Squad 18 Months	Special interest group	LCAN	Business, Medical, Republican	Attack			•										59	\$30,187
AFJ Guidry Pollster	Special interest group	AFJ	Labor, trial lawyer, Democrat	Attack				•								•	69	\$40,192
AFGG Candidate Endorsements	Special interest group	AFGG	Non Partisan	Promote												•	39	\$6,222
AFGG Alliance Recommends 7	Special interest group	AFGG	Non Partisan	Promote												•	14	\$3,064

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
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Louisiana, continued

RDO Moreno Belsome Cannizzaro Skrmetta	Special interest group	RDO	Business, Medical, Republican	Promote											•		6	\$3,375
RDO Endorses Candidates	Special interest group	RDO	Business, Medical, Republican	Promote											•		5	\$2,040
<b>State Total</b>																	2454	\$1,097,519

Michigan

Taylor Lies About Chief Justice	Candidate	Taylor, C	Business, Medical, Republican	Attack											•		880	\$299,029
Taylor Earn Your Way	Candidate	Taylor, C	Business, Medical, Republican	Promote	•								•				869	\$279,067
Taylor Unqualified Hathaway	Candidate	Taylor, C	Business, Medical, Republican	Attack									•				390	\$134,815
Taylor Right To Be Protected	Candidate	Taylor, C	Business, Medical, Republican	Promote			•										358	\$118,136
Taylor Works Hard	Candidate	Taylor, C	Business, Medical, Republican	Promote	•												141	\$38,248
Hathaway Taylor Fell Asleep	Candidate	Hathaway, DM	Labor, trial lawyer, Democrat	Contrast		•	•										1,066	\$399,096
MDCC Taylor Bush's Agenda	Party	MDSCC	Labor, trial lawyer, Democrat	Attack				•					•				105	\$82,556
MDSCC Taylor The Sleeping Judge	Party	MDSCC	Labor, trial lawyer, Democrat	Attack									•				1,450	\$701,681
MDCC Taylor Wake Up Call 15	Party	MDSCC	Labor, trial lawyer, Democrat	Attack									•				1,020	\$250,967
MDCC Taylor George Bush	Party	MDSCC	Labor, trial lawyer, Democrat	Attack									•				85	\$57,486
MDCC Taylor Good Soldier	Party	MDSCC	Labor, trial lawyer, Democrat	Attack				•									136	\$53,390
MDCC Taylor Good Soldier 2	Party	MDSCC	Labor, trial lawyer, Democrat	Attack				•									31	\$18,052

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost	
<b>Michigan, continued</b>																			
MRP Hathaway Unqualified	Party	MRP	Business, Medical, Republican	Attack			•										644	\$401,259	
MCC Taylor Tough On Crime	Special interest group	MCC	Business, Medical, Republican	Promote			•						•				1,153	\$750,772	
MCC Hathaway Tough On Predators	Special interest group	MCC	Business, Medical, Republican	Attack			•										55	\$54,097	
																	<b>State Total</b>	8383	\$3,638,651
<b>Mississippi</b>																			
Chandler Man Of Character	Candidate	Chandler, D	Non Partisan	Promote	•												84	\$34,123	
Kitchens Blessed 60	Candidate	Kitchens, J	Non Partisan	Promote	•		•										299	\$110,368	
Kitchens Out Of My Kitchen	Candidate	Kitchens, J	Non Partisan	Promote	•												287	\$55,984	
Kitchens Blessed	Candidate	Kitchens, J	Non Partisan	Promote	•		•										150	\$37,040	
Smith Protecting Children	Candidate	Smith, J.	Non Partisan	Promote	•												485	\$77,632	
Smith Measure Man's Character	Candidate	Smith, J.	Non Partisan	Promote	•												276	\$56,485	
Smith Rated Efficient	Candidate	Smith, J	Non Partisan	Promote	•		•										145	\$42,535	
Smith Record Of Integrity	Candidate	Smith, J	Non Partisan	Promote	•												72	\$20,370	
LEAA Diaz Protect Our Families	Special interest group	LEAA	Non Partisan	Attack			•										770	\$337,519	
LEAA Smith Protect Our Families	Special interest group	LEAA	Non Partisan	Promote	•		•										1,195	\$322,957	
Stoplaw Smith Serving Ms	Special interest group	SLAM	Business, medical, Republican	Promote	•												562	\$132,259	
MFEP Smith Tort Reform	Special interest group	MFEP	Business, medical, Republican	Promote	•												238	\$67,797	
																	<b>State Total</b>	4,563	\$1,295,069

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost	
<b>Montana</b>																			
STSUPCTMT Mcgrath Pam Bucy	Candidate	McGrath, M	Non Partisan	Promote	•												206	\$22,916	
STSUPCTMT Mcgrath Mike Menahan	Candidate	McGrath, M	Non Partisan	Promote	•												184	\$19,099	
STSUPCTMT Mcgrath Bill Slaughter	Candidate	McGrath, M	Non Partisan	Promote	•												181	\$18,786	
																	<b>State Total</b>	571	\$60,801
<b>North Carolina</b>																			
Edmunds These People 15	Candidate	Edmunds, B	Public funding	Promote	•												668	\$148,586	
Reynolds Understand	Candidate	Reynolds, S	Public funding	Promote	•					•							220	\$58,660	
Reynolds Understand 15	Candidate	Reynolds, S	Public funding	Promote		•				•							161	\$27,028	
																	<b>State Total</b>	1,049	\$234,274
<b>Nevada</b>																			
Allf Endorsements	Candidate	Allf, N	Non Partisan	Promote	•												398	\$143,830	
Allf Bio	Candidate	Allf, N	Non Partisan	Promote	•												218	\$123,008	
Allf Bio Rev	Candidate	Allf, N	Non Partisan	Promote	•												175	\$23,728	
Chairez Bio 60	Candidate	Chairez, D	Non Partisan	Promote	•	•	•										184	\$131,905	
Gibbons Years Of Experience	Candidate	Gibbons, M	Non Partisan	Promote	•												360	\$108,970	
Gibbons Top Rated	Candidate	Gibbons, M	Non Partisan	Promote	•												357	\$101,712	
Pickering Blew The Whistle Rev	Candidate	Pickering, K	Non Partisan	Promote		•										•	354	\$204,447	
Pickering Right Experience	Candidate	Pickering, K	Non Partisan	Promote	•												287	\$107,995	
Pickering Praise	Candidate	Pickering, K	Non Partisan	Promote	•												208	\$85,728	
Pickering Only Right Experience	Candidate	Pickering, K	Non Partisan	Promote	•												236	\$84,841	
Pickering Only Right Experience 2	Candidate	Pickering, K	Non Partisan	Promote	•												272	\$63,328	
Pickering The Choice Rev	Candidate	Pickering, K	Non Partisan	Contrast	•												117	\$51,748	
Pickering Blew The Whistle Sp	Candidate	Pickering, K	Non Partisan	Promote	•	•										•	69	\$28,959	
Pickering The Choice	Candidate	Pickering, K	Non Partisan	Contrast	•												221	\$28,034	

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost	
<b>Nevada, continued</b>																			
Pickering Right Experience Rev	Candidate	Pickering, K	Non Partisan	Promote	•												194	\$28,020	
Pickering Blew The Whistle Rev 2	Candidate	Pickering, K	Non Partisan	Promote	•	•										•	58	\$8,080	
Pickering Blew The Whistle	Candidate	Pickering, K	Non Partisan	Promote		•										•	13	\$4,699	
Schumacher Proud Of Mom	Candidate	Schumacher, D	Non Partisan	Promote	•												123	\$89,296	
Schumacher I'm Voting Not A Judge	Candidate	Schumacher, D	Non Partisan	Contrast	•												57	\$31,109	
Schumacher I'm Voting	Candidate	Schumacher, D	Non Partisan	Promote	•												5	\$1,069	
																	<b>State Total</b>	3,906	\$1,450,506
<b>Ohio</b>																			
O'Connor Voice Plain Dealer 15	Candidate	O'Connor, M	Business, medical, Republican	Promote	•				•								290	\$81,893	
O'Connor Voice Dispatch 15	Candidate	O'Connor, M	Business, medical, Republican	Promote	•				•								381	\$76,185	
O'Connor Voice Police Fire 15	Candidate	O'Connor, M	Business, medical, Republican	Promote	•				•								407	\$63,278	
Russo Facts	Candidate	Russo, J	Labor, trial lawyer, Democrat	Contrast				•									40	\$28,054	
Stratton Big Heart	Candidate	Stratton, E	Business, medical, Republican	Promote	•												564	\$117,121	
Stratton Rated Excellent 15	Candidate	Stratton, E	Business, medical, Republican	Promote	•												498	\$109,446	
Stratton Velvet Hammer 10	Candidate	Stratton, E	Business, medical, Republican	Promote	•												490	\$98,231	
PFOF Stratton Eyes Of A Child	Special interest group	PFOF	Business, medical, Republican	Promote					•								1,237	\$477,175	
PFOF O'Connor Peaceful Night Rev	Special interest group	PFOF	Business, medical, Republican	Promote		•			•								424	\$160,139	
PFOF O'Connor Peaceful Night	Special interest group	PFOF	Business, medical, Republican	Promote		•			•								99	\$47,309	
																	<b>State Total</b>	4,430	\$1,258,831



Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
<b>Texas</b>																		
Jefferson Only In America	Candidate	Jefferson, W	Business, medical, Republican	Promote	•												569	\$400,980
Jefferson Rose To Chief Justice	Candidate	Jefferson, W	Business, medical, Republican	Promote	•												4	\$3,504
Wainwright Activist Judges	Candidate	Wainwright, D	Business, medical, Republican	Promote	•								•				299	\$292,123
Yanez Ideal World	Candidate	Yanez, L	Labor, trial lawyer, Democrat	Promote	•	•											65	\$31,714
Jordan Yanez Houston	Party	TDP	Labor, trial lawyer, Democrat	Contrast				•					•				2,075	\$904,978
Jefferson Wainwright Johnson	Party	HCRP	Business, medical, Republican	Promote	•												705	\$463,368
Rising Gas Prices	Party	EPCDP	Labor, trial lawyer, Democrat	Contrast											•		33	\$8,657
<b>State Total</b>																	3,750	\$2,105,324

<b>West Virginia</b>																		
STSUPCTWV Bastress Bio	Candidate	Bastress, B	Labor, trial lawyer, Democrat	Promote	•												148	\$31,238
STSUPCTWV Bastress Warped Justice	Candidate	Bastress, B	Labor, trial lawyer, Democrat	Contrast				•								•	91	\$17,795
STSUPCTWV Ketchum Bio	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•												389	\$71,269
STSUPCTWV Ketchum Bio 60	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•	•											123	\$54,070
STSUPCTWV Ketchum Bio Rev 60	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•	•											80	\$17,430
STSUPCTWV Ketchum Ketchup Guy	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•												565	\$120,501
STSUPCTWV Ketchum Ketchup Guy Rev	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•												1,022	\$166,238
STSUPCTWV Ketchum Mumbo Jumbo	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Promote	•												228	\$49,255

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
West Virginia, continued																		
STSUPCTWV Ketchum Take A Hike	Candidate	Ketchum, M	Labor, trial lawyer, Democrat	Attack													• 16	\$2,566
STSUPCTWV Maynard I Like Spike	Candidate	Maynard, S	Labor, trial lawyer, Democrat	Promote	•	•											168	\$27,617
STSUPCTWV Maynard Menace	Candidate	Maynard, S	Labor, trial lawyer, Democrat	Attack										•			66	\$12,948
STSUPCTWV Maynard Newspapers Endorse	Candidate	Maynard, S	Labor, trial lawyer, Democrat	Promote	•												139	\$25,475
STSUPCTWV Maynard Son Of West Virginia	Candidate	Maynard, S	Labor, trial lawyer, Democrat	Promote	•												192	\$45,215
STSUPCTWV Walker Always	Candidate	Walker, B	Business, medical, Republican	Promote						•	•						160	\$27,463
STSUPCTWV Walker Believe	Candidate	Walker, B	Business, medical, Republican	Promote			•			•	•						270	\$52,407
STSUPCTWV Workman Integrity	Candidate	Workman, M	Labor, trial lawyer, Democrat	Promote	•												209	\$34,990
STSUPCTWV Workman Working People	Candidate	Workman, M	Labor, trial lawyer, Democrat	Promote	•												203	\$25,479
STSUPCTWV Workman Working People Rev	Candidate	Workman, M	Labor, trial lawyer, Democrat	Promote	•												50	\$7,039
STSUPCTWV WVBCT Maynard Denouncement	Special interest group	WVBCT	Labor, trial lawyer, Democrat	Attack				•						•			87	\$46,638
STSUPCTWV WVCOC Maynard For The Record	Special interest group	WVCOC	Business, medical, Republican	Promote	•												386	\$109,918
STSUPCTWV WVCOC Maynard For The Record Rev	Special interest group	WVCOC	Business, medical, Republican	Promote	•												26	\$10,388
STSUPCTWV WVCOC Maynard True Friend	Special interest group	WVCOC	Business, medical, Republican	Promote					•								122	\$19,626

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
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West Virginia, continued

STSUPCTWV Wvcoc Mcgraw Enough	Special interest group	WVCOC	Business, medical, Republican	Attack										•	•		732	\$165,450
STSUPCTWV Wvcoc Walker Treated Fairly	Special interest group	WVCOC	Business, medical, Republican	Promote	•												579	\$127,205
<b>State Total</b>																	6,051	1,268,220

Wisconsin

Butler Battleground	Candidate	FoJLB	Non Partisan	Promote	•	•											940	\$181,952
Butler Kohl For Butler	Candidate	FOJLB	Non Partisan	Promote	•	•											474	\$111,239
Butler It's An Honor	Candidate	FOJLB	Non Partisan	Promote	•	•	•										114	\$17,269
Butler Shame	Candidate	FOJLB	Non Partisan	Contrast	•											•	29	\$7,221
Gableman Slimy Attacks	Candidate	Gableman, M	Non Partisan	Promote			•										241	\$48,823
Gableman Shadowy Special Interests	Candidate	Gableman, M	Non Partisan	Contrast			•										106	\$45,013
CFAF Butler Murdered Wife	Special interest group	CFAF	Business, medical, Republican	Attack			•										687	\$222,374
CFAF Butler Ralph Armstrong 2	Special interest group	CFAF	Business, medical, Republican	Attack			•										301	\$108,652
CFAF Butler Ralph Armstrong	Special interest group	CFAF	Business, medical, Republican	Attack			•										186	\$52,433
CFAF Butler Ralph Armstrong 3	Special interest group	CFAF	Business, medical, Republican	Attack			•										39	\$14,619
CFG Criminals Threaten	Special interest group	CFG	Business, medical, Republican	Promote			•										1,191	\$465,431
GWC Butler Who Can	Special interest group	GWC	Labor, trial lawyer, Democrat	Promote	•	•											960	\$277,374
GWC Remember Mike Gableman	Special interest group	GWC	Labor, trial lawyer, Democrat	Attack									•		•		855	\$272,487
GWC Meet Mike Gableman	Special interest group	GWC	Labor, trial lawyer, Democrat	Attack									•		•		780	\$267,927
GWC Gableman Too Far	Special interest group	GWC	Labor, trial lawyer, Democrat	Attack									•		•		835	\$251,373

Creative Name	Sponsor	Who	Interest	Tone	Traditional	Civil Justice	Criminal Justice	Special Interest	Criticism for Decisions	Family Values	Conservative Values	Civil Rights	Role of Judges	Attack	Not Applicable	Ethics	Spot Count	Estimated Cost
Wisconsin, continued																		
GWC Better Choice	Special interest group	GWC	Labor, trial lawyer, Democrat	Contrast	•			•									193	\$96,034
GWC It's Mike Gableman	Special interest group	GWC	Labor, trial lawyer, Democrat	Attack			•										6	\$3,773
WEAC Gableman Imagine	Special interest group	WEAC	Labor, trial lawyer, Democrat	Attack			•										187	\$48,321
WMC Loophole Louie	Special interest group	WMC	Business, medical, Republican	Attack			•						•				1,718	\$524,212
WMC Butler Common Sense	Special interest group	WMC	Business, medical, Republican	Attack			•										1,350	\$444,250
WMC Gableman Thank Judges 2	Special interest group	WMC	Business, medical, Republican	Promote		•											751	\$323,544
WMC Gableman Thank Judges	Special interest group	WMC	Business, medical, Republican	Promote		•											17	\$4,836
State Total																	11,960	\$3,789,157

## Abbreviations

AFGG	Alliance for Good Government
AFJ	Alliance for Justice
CFAF	Coalition for America's Families
CFG	Club for Growth
CFIF	Center for Individual Freedom
EPCDP	El Paso County Democratic Party
GWC	Greater Wisconsin Committee
HCRP	Harris County Republican Party
LCAN	Louisiana Conservative Action Network
LEAA	Law Enforcement Alliance of America
MCC	Michigan Chamber of Commerce
MDSCC	Michigan Democratic State Central Committee
MFEP	Mississippians for Economic Progress
MRP	Michigan Republican Party
PFOF	Partnership for Ohio's Future
RDO	Regular Democratic Organization
SLAM	Stop Lawsuit Abuse in Mississippi
TDP	Texas Democratic Party
WEAC	Wisconsin Education Association Council
WMC	Wisconsin Manufacturers & Commerce
WVBCT	West Virginia Building & Construction Trades PAC
WVCOC	West Virginia Chamber of Commerce