

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)

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|--|-----------|--------------|------------------|
| 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 |

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|-----------------------|-----------|--------------|--------------------|
| ELECTION TOTAL | 18 | 5,798 | \$1,945,997 |
|-----------------------|-----------|--------------|--------------------|

| 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 |

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

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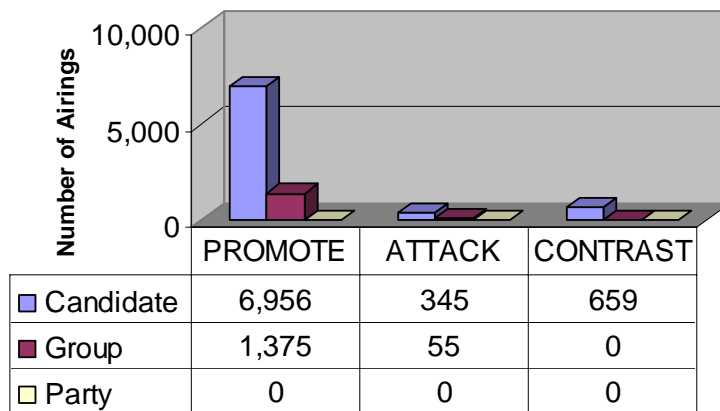
Alabama (Continued)

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|-----------------------|----------|--------------|--------------------|
| ELECTION TOTAL | 8 | 3,579 | \$1,378,831 |
|-----------------------|----------|--------------|--------------------|

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| STATE TOTAL | 24 | 9,377 | \$3,324,828 |
|--------------------|-----------|--------------|--------------------|

* Election Winner

Figure 2. Tone of Ads, by Sponsor



Alabama (Continued)

Figure 3. Theme of Ads, by Sponsor

