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
Trimary Liection	Number of Aus	Ailings	OOST OF AIRTING
Bolin*	1	607	\$205,426
Alabama Civil Justice Reform Committee	2	91	\$28,734
American Taxpayers Alliance	1	879	\$344,164
Bolin Subtotal	4	1,577	\$578,324
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
P. Smith Subtotal	4	1,580	\$571,744
1 . Offillit Gablotal	7	1,000	ψΟΓΤ,Γ-Τ-
Baschab	2	360	\$138,841
Stokes (for Baschab)	2	143	\$57,939
Baschab Subtotal	4	503	\$196,780
Race Subtotal	8	2,083	\$768,524



Alabama (Continued)

	I		
Brown	4	1,784	\$541,432
Alabama Civil			
Justice Reform Committee	2	512	\$211,232
Committee	2	312	Ψ211,232
Brown Subtotal	6	2,296	\$752,664
Parker*	2	751	\$166,566
Stokes (for Parker)	2	143	\$40,627
,			
Parker Subtotal	4	894	\$207,193
Race Subtotal	10	3,190	\$959,857
ELECTION			
TOTAL	18	5,798	\$1,945,997
			T
		Niveshauaf	
		Number of	0 (() ()
General Election	Number of Ads	Airings	Cost of Airtime
General Election Bolin*	Number of Ads		Cost of Airtime \$629,244
Bolin*	2	Airings 1,652	\$629,244
		Airings	
Bolin*	2	Airings 1,652	\$629,244
Bolin* Rochester	3	Airings 1,652 520	\$629,244 \$239,366
Bolin* Rochester	3	Airings 1,652 520	\$629,244 \$239,366
Bolin* Rochester Race Subtotal Roger Monroe	2 3 5	Airings 1,652 520 2,172	\$629,244 \$239,366 \$868,610
Bolin* Rochester Race Subtotal	2 3 5	Airings 1,652 520 2,172	\$629,244 \$239,366 \$868,610
Bolin* Rochester Race Subtotal Roger Monroe	2 3 5	Airings 1,652 520 2,172	\$629,244 \$239,366 \$868,610
Bolin* Rochester Race Subtotal Roger Monroe P. Smith*	2 3 5 0 2	Airings 1,652 520 2,172 0 1,096	\$629,244 \$239,366 \$868,610 \$0 \$389,967
Bolin* Rochester Race Subtotal Roger Monroe P. Smith*	2 3 5 0 2	Airings 1,652 520 2,172 0 1,096	\$629,244 \$239,366 \$868,610 \$0 \$389,967
Rochester Race Subtotal Roger Monroe P. Smith* Race Subtotal	2 3 5 0 2 2	Airings 1,652 520 2,172 0 1,096 1,096	\$629,244 \$239,366 \$868,610 \$0 \$389,967 \$389,967
Bolin* Rochester Race Subtotal Roger Monroe P. Smith* Race Subtotal Parker*	2 3 5 0 2 2	Airings 1,652 520 2,172 0 1,096 1,096	\$629,244 \$239,366 \$868,610 \$0 \$389,967 \$389,967



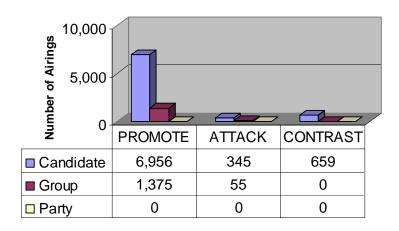
Television Advertising in State Supreme Court Elections

Alabama (Continued)

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

Themes of Ads

