

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Mississippi
January 1 – December 31, 2004

Figure 1. Spending on Supreme Court Campaign Ads, by Sponsor

	Number of Ads	Number of Airings	Cost of Airtime
Carlson*	1	108	\$88,562
Bambach	0	0	\$0
Race Subtotal	1	101	\$88,562

Graves	3	481	\$210,205
Skinner	3	26	\$4,432
Richardson	5	179	\$85,341
Improve Mississippi PAC (Business and Industry Political Education Committee)	1	307	\$105,069
<i>Richardson Subtotal</i>	<i>6</i>	<i>486</i>	<i>\$190,410</i>
Race Subtotal	12	993	\$405,047

Lee	0	0	\$0
Randolph*	0	0	\$0
Improve Mississippi PAC (Business and Industry Political Education Committee)	1	146	\$54,611
<i>Randolph Subtotal</i>	<i>1</i>	<i>146</i>	<i>\$54,611</i>

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Mississippi (Continued)

Race Subtotal	2	146	\$54,611
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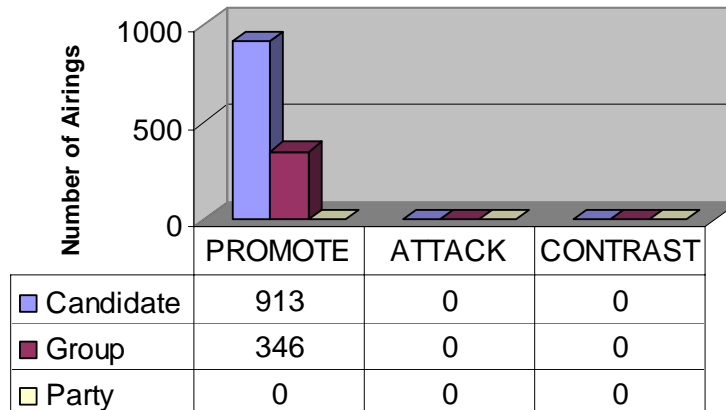
Grindstaff	0	0	\$0
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Waller*	3	232	\$102,312
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Race Subtotal	3	232	\$102,312
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TOTAL	17	1,472	\$650,532
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Figure 2. Tone of Ads, by Sponsor



Mississippi (Continued)

Figure 3. Theme of Ads, by Sponsor

