

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
<b>Race Subtotal</b>	<b>1</b>	<b>101</b>	<b>\$88,562</b>

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>
<b>Race Subtotal</b>	<b>12</b>	<b>993</b>	<b>\$405,047</b>

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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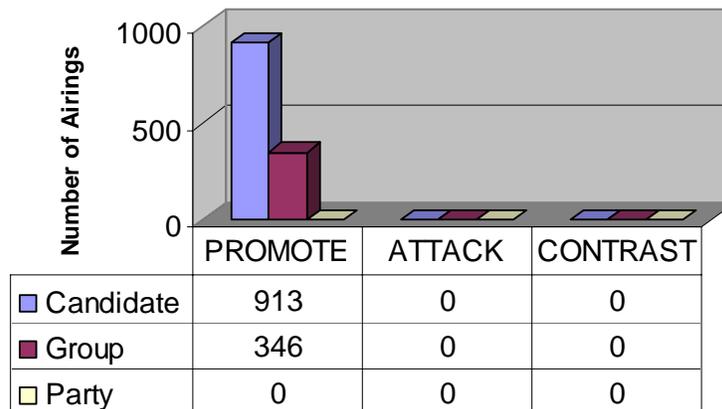
**Mississippi (Continued)**

<b>Race Subtotal</b>	<b>2</b>	<b>146</b>	<b>\$54,611</b>
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Grindstaff	0	0	\$0
Waller*	3	232	\$102,312
<b>Race Subtotal</b>	<b>3</b>	<b>232</b>	<b>\$102,312</b>

<b>TOTAL</b>	<b>17</b>	<b>1,472</b>	<b>\$650,532</b>
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**Figure 2. Tone of Ads, by Sponsor**



### Mississippi (Continued)

**Figure 3. Theme of Ads, by Sponsor**

