Mississippi
January 1 – October 19, 2002

Figure 1. Spending on Ads Naming Candidates, by Sponsor

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Number of Ads</th>
<th>Number of Airings</th>
<th>Cost of Airtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dickinson</td>
<td>4</td>
<td>124</td>
<td>$35,690</td>
</tr>
<tr>
<td>McRae</td>
<td>2</td>
<td>126</td>
<td>$34,284</td>
</tr>
<tr>
<td>Law Enforcement Alliance of America</td>
<td>2</td>
<td>356</td>
<td>$113,288</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8</strong></td>
<td><strong>606</strong></td>
<td><strong>$183,262</strong></td>
</tr>
</tbody>
</table>

Figure 2. Tone of Ads, by Sponsor

- **PROMOTE**
  - CANDIDATE: 250
  - NON-CANDIDATE: 232
- **ATTACK**
  - CANDIDATE: 0
  - NON-CANDIDATE: 124
- **CONTRAST**
  - CANDIDATE: 0
  - NON-CANDIDATE: 0
Mississippi (continued)

Figure 3. Theme of Ads, by Sponsor

- FAMILY VALUES
- CIVIL JUSTICE
- CRIMINAL JUSTICE
- CRITICISM FOR DECISION(S)
- TRADITIONAL

Number of Airings

CANDIDATE
NON-CANDIDATE