

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Ohio
January 1 – December 31, 2004

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

General	Number of Ads	Number of Airings	Cost of Airtime
Fuerst	5	952	\$651,398
Elk, Elk & Co. (Plaintiff Law Firm)	1	24	\$12,362
Ohio Democratic Party	1	10	\$4,548
<i>Fuerst Subtotal</i>	<i>7</i>	<i>986</i>	<i>\$668,308</i>
Lanzinger*	4	3,599	\$1,598,371
Citizens for a Strong Ohio (Ohio Chamber of Commerce)	2	983	\$1,013,149
Where Does It Hurt? (Tri-County Physicians for Patients Rights)	1	126	\$40,380
Ohio Hospital Association	1	897	\$941,910
<i>Lanzinger Subtotal</i>	<i>8</i>	<i>5,605</i>	<i>\$3,593,810</i>
Race Subtotal	15	6,591	\$4,262,118

O'Donnell*	4	3,625	\$1,602,004
Citizens for a Strong Ohio (Ohio Chamber of Commerce)	1	499	\$554,258

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Ohio (Continued)

Where Does It Hurt? (Tri-County Physicians for Patients Rights)	1	126	\$40,380
Ohio Hospital Association	1	897	\$941,910
<i>O'Donnell Subtotal</i>	<i>7</i>	<i>5,147</i>	<i>\$3,138,552</i>
O'Neill	0	0	\$0
Ohio Democratic Party	1	8	\$2,002
Elk, Elk & Co. (Plaintiff Law Firm)	1	24	\$12,362
<i>O'Neill Subtotal</i>	<i>1</i>	<i>32</i>	<i>\$14,364</i>
Race Subtotal	8	5,179	\$3,152,916

Moyer*	6	2,495	\$1,221,049
Where Does It Hurt? (Tri-County Physicians for Patients Rights)	1	126	\$40,380
Ohio Hospital Association	1	897	\$941,910
<i>Moyer Subtotal</i>	<i>8</i>	<i>3518</i>	<i>\$2,203,339</i>
Connally	0	0	\$0
Ohio Democratic Party	1	226	\$151,426
Elk, Elk & Co. (Plaintiff Law Firm)	1	24	\$12,362

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Ohio (Continued)

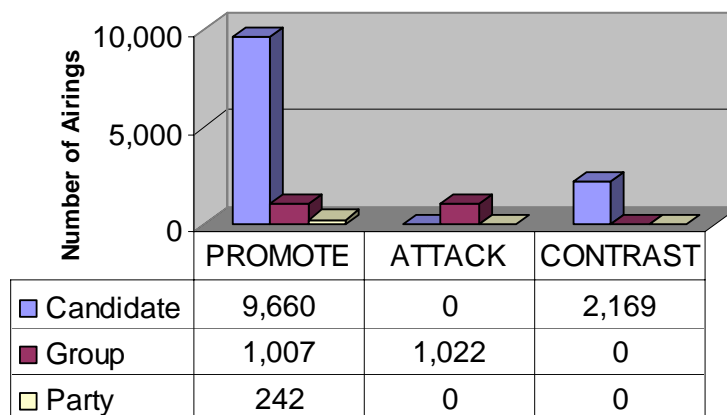
<i>Connally Subtotal</i>	1	250	\$163,788
Race Subtotal	7	2,745	\$1,372,475

ELECTION TOTAL	28	12,945	\$7,238,599
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STATE TOTAL	31	14,139	\$7,578,276
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	Number of Ads	Number of Airings	Cost of Airtime
Fuerst	2	974	\$168,088
Gwin	1	220	\$171,589
ELECTION TOTAL	3	1,194	\$339,677

Figure 2. Tone of Ads, by Sponsor



Ohio (Continued)

Figure 3. Theme of Ads, by Sponsor

