

# Mudslinging in Judicial Campaigns: Beginning to Look a Lot Like Congress

A conference sponsored by the Annenberg Public Policy Center and FactCheck.org

Wednesday, May 23, 2007

1:00 – 4:00 p.m.

The National Press Club, Holeman Lounge  
529 14th St. NW, 13th floor, Washington, D.C.

In 2006, an estimated \$16 million was spent on advertising in Supreme Court races in 10 states, more per race than ever before, with an escalation in fierce and often misleading attack ads. Veterans of the ad wars -- consultants, judges and close observers -- will discuss these trends and what 2008 will bring.

**Kathleen Hall Jamieson**, Director of the University of Pennsylvania's Annenberg Public Policy Center, will open the conference. **Viveca Novak**, Deputy Director of FactCheck.org, will introduce the participants.

## The Honorable Sue Bell Cobb

Chief Justice, Alabama Supreme Court, state appellate judge for 10 years, veteran of the second-most expensive court race on record nationally.

## The Honorable Brent Benjamin

Justice, West Virginia Supreme Court of Appeals, elected 2004 in a race with record-setting third-party negative ads.

## Bert Brandenburg

Executive Director, Justice at Stake Campaign, tracked money and ads in 2006 judicial campaigns.

## David Browne

Media consultant to Sue Bell Cobb's 2006 race and other judicial campaigns; treasurer, Democratic Judicial Campaign Committee.

## Allan Crow

Allan B. Crow Associates, Pollie award for ad in Carol Hunstein's race to retain Georgia Supreme Court seat, 2006.

## Spencer Noe

President, Kentucky Judicial Campaign Conduct Committee, helped monitor 2006 Supreme Court race.

## Jeff Roe

Axiom Strategies, media consultant for third-party group in 2006 Missouri court race.

RSVP by May 17 to **Brigitte Tapp**, [btapp@asc.upenn.edu](mailto:btapp@asc.upenn.edu), 202-879-6747

