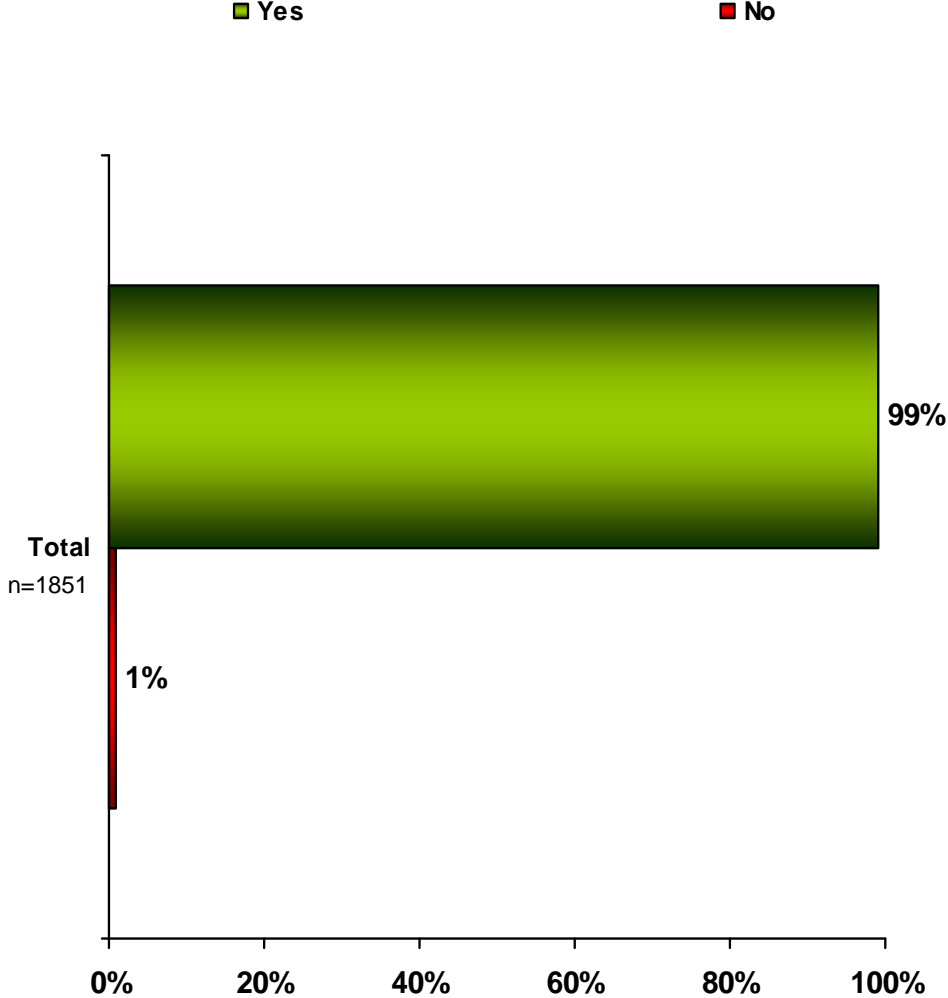


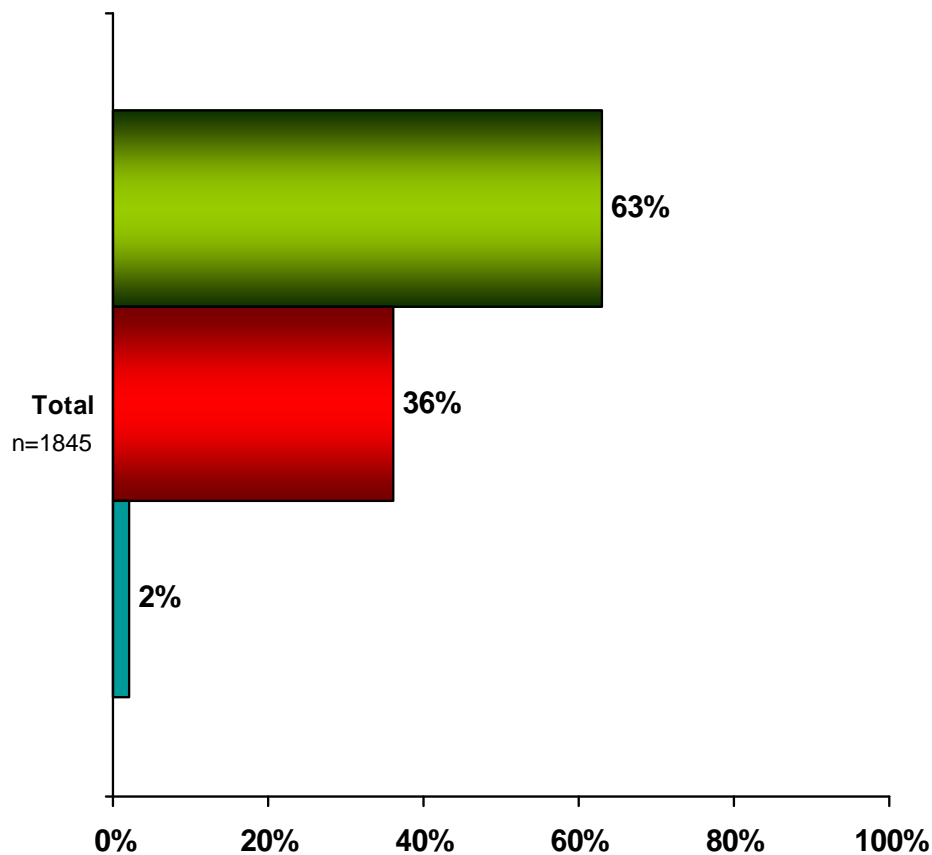
“Are you aware of the recent passing of Michael Jackson?”



Percentages may not equal 100 due to rounding

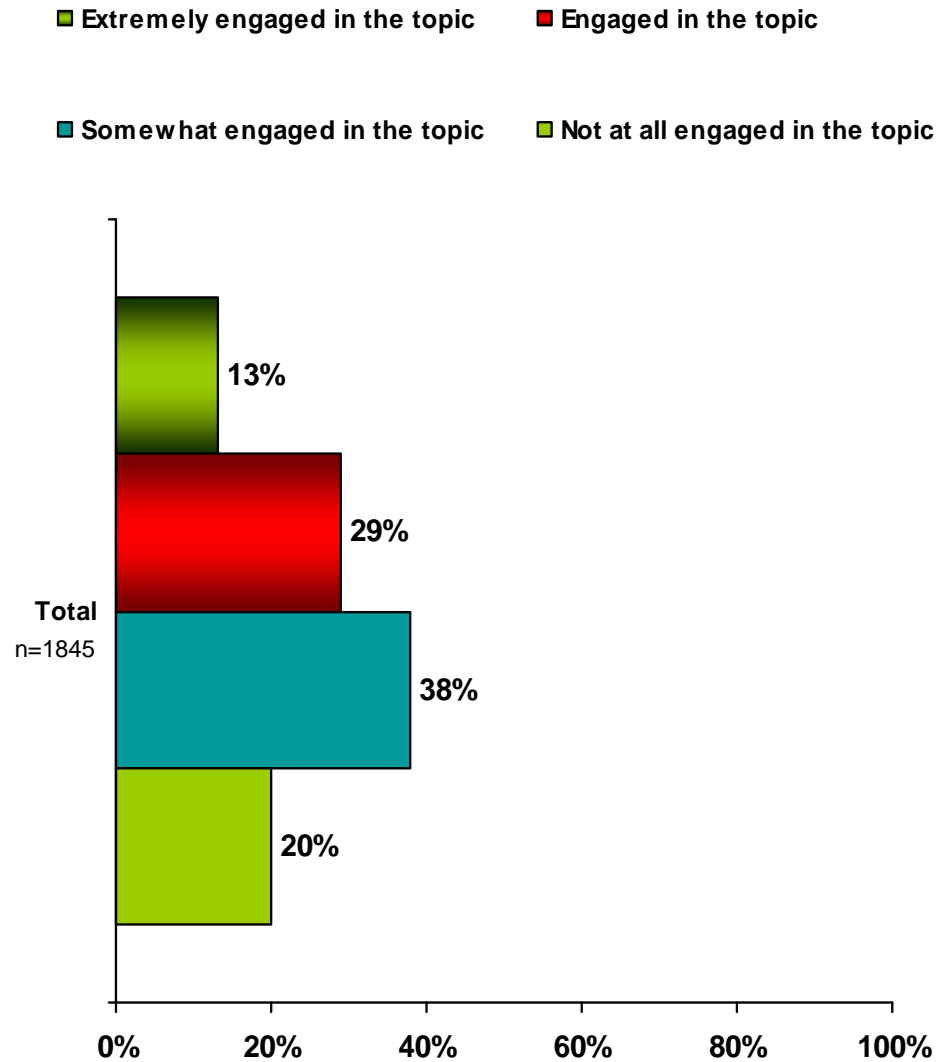
“With regards to the topic of Michael Jackson’s death, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



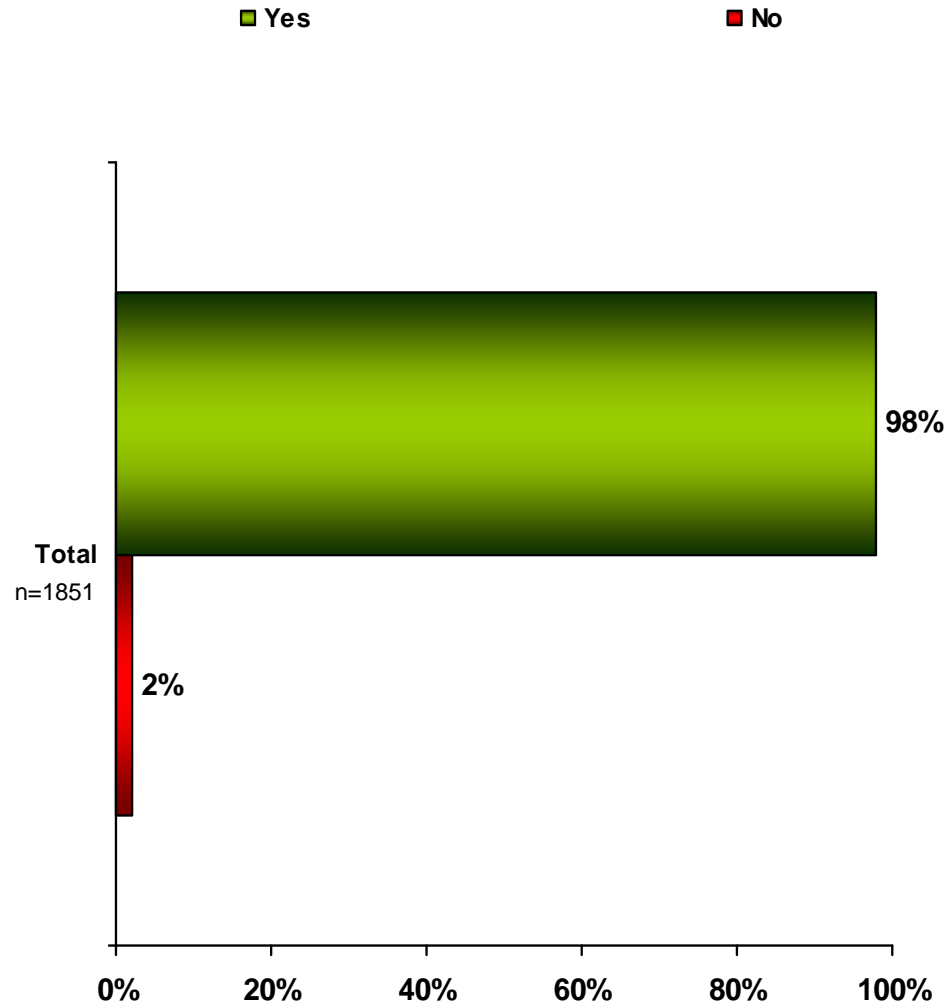
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

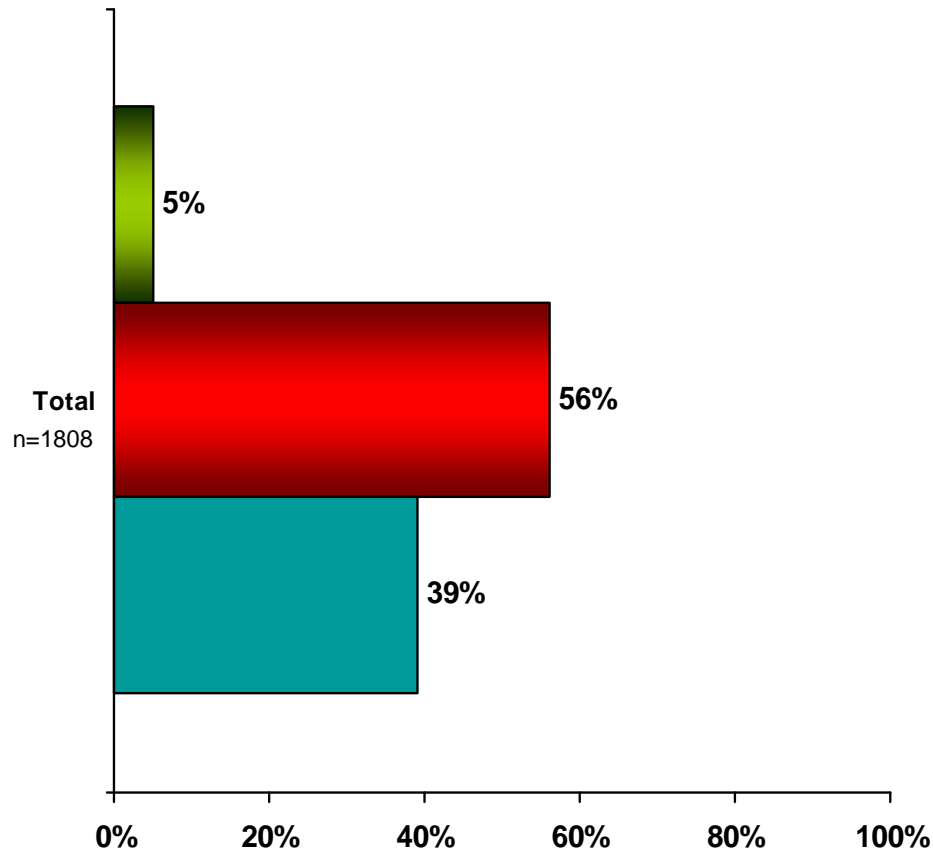
“Are you aware of the recent passing of Farrah Fawcett?”



Percentages may not equal 100 due to rounding

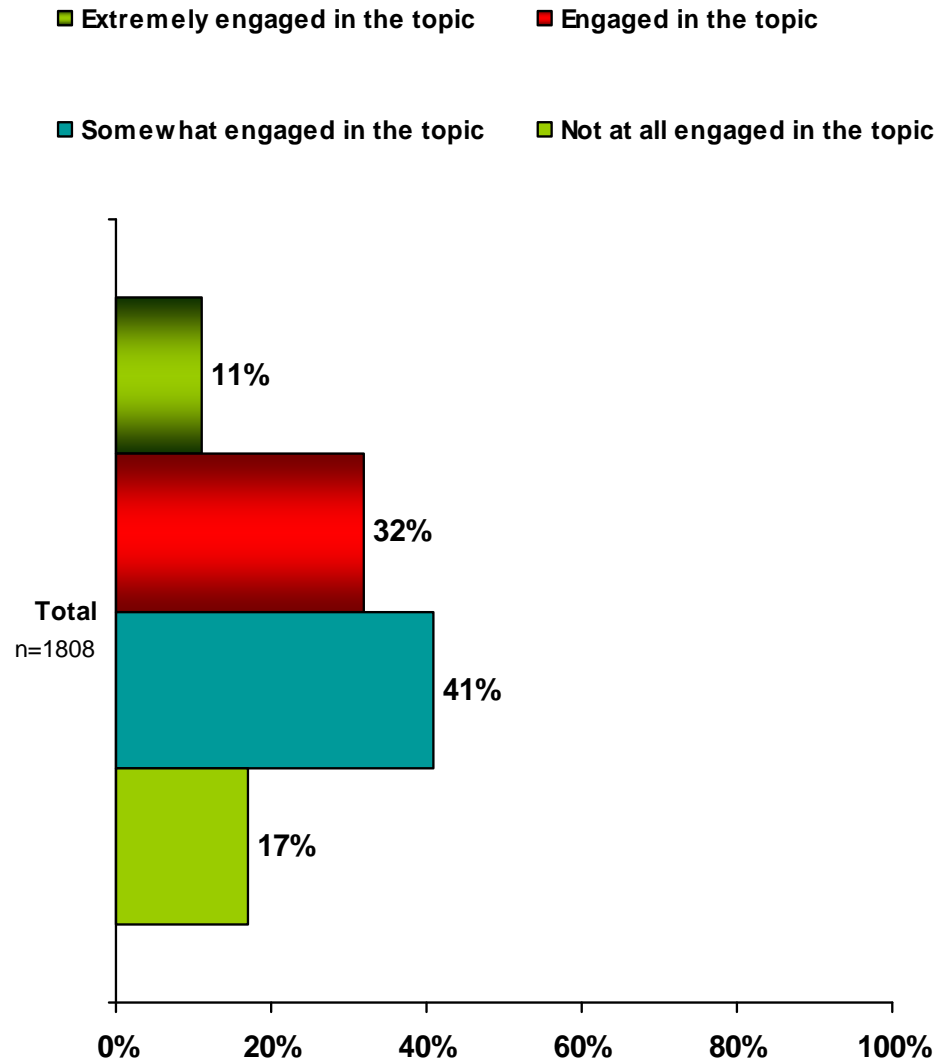
“With regards to the topic of Farrah Fawcett’s death, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



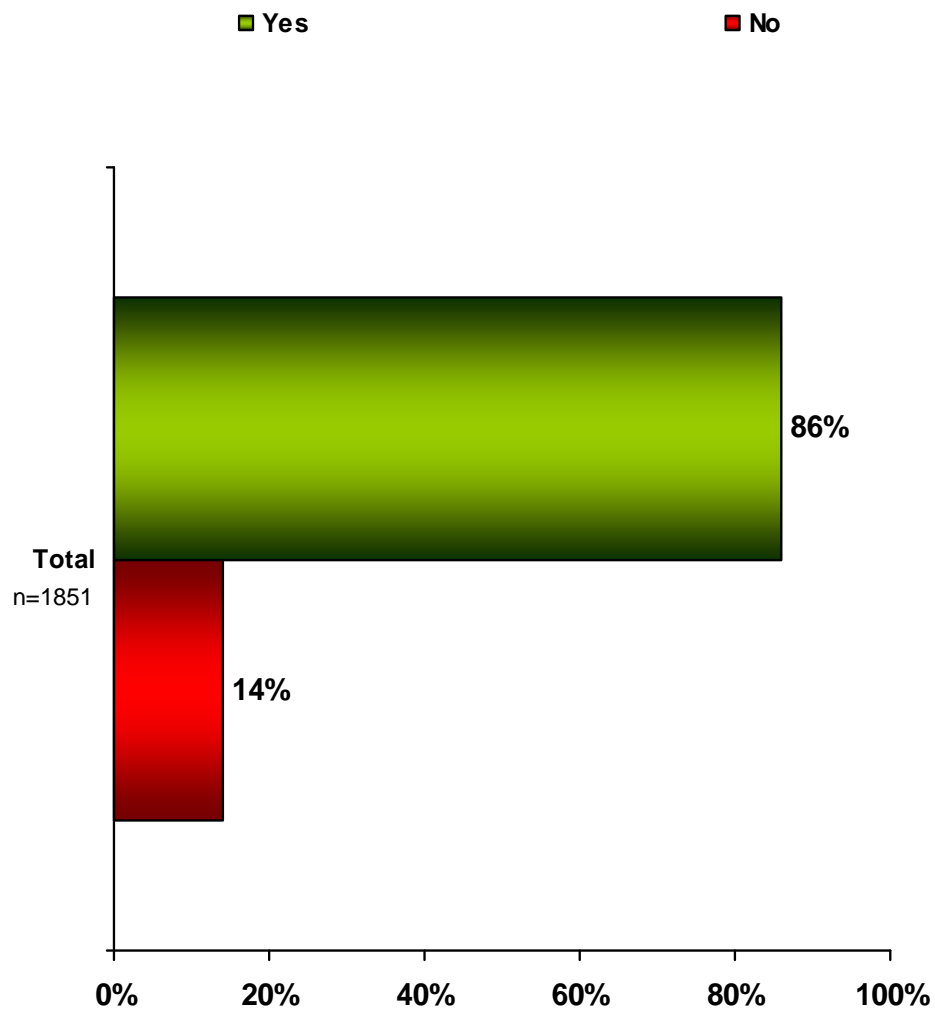
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

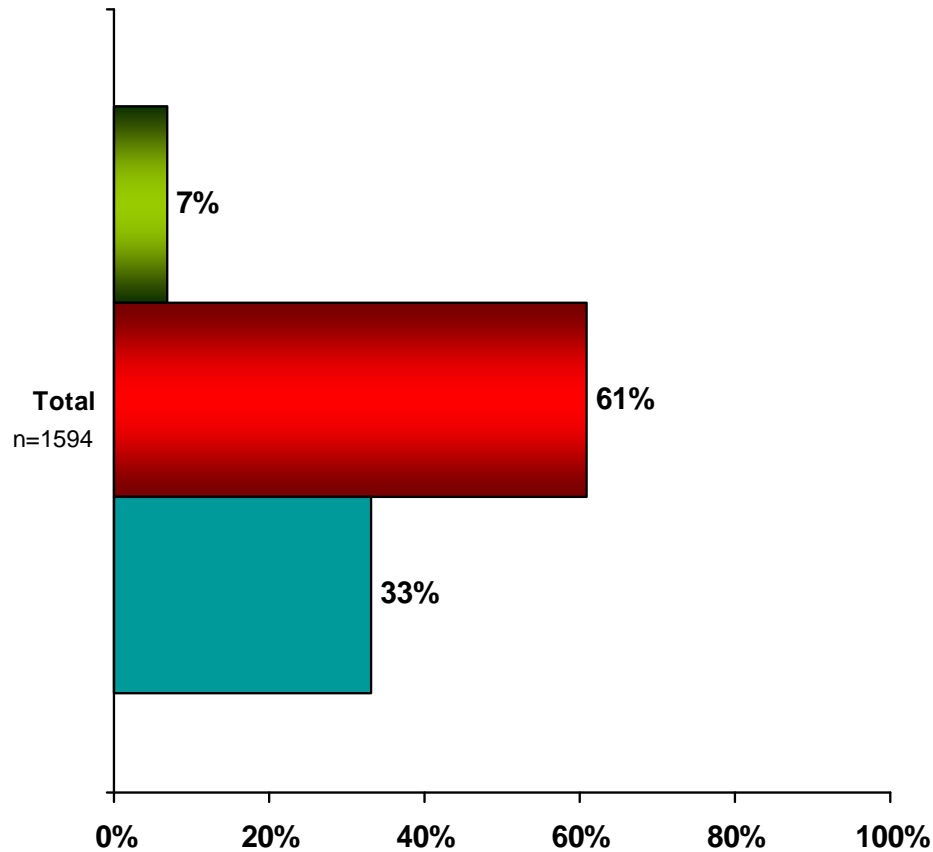
“Are you aware of the recent news involving the Iranian election demonstrations and protests?”



Percentages may not equal 100 due to rounding

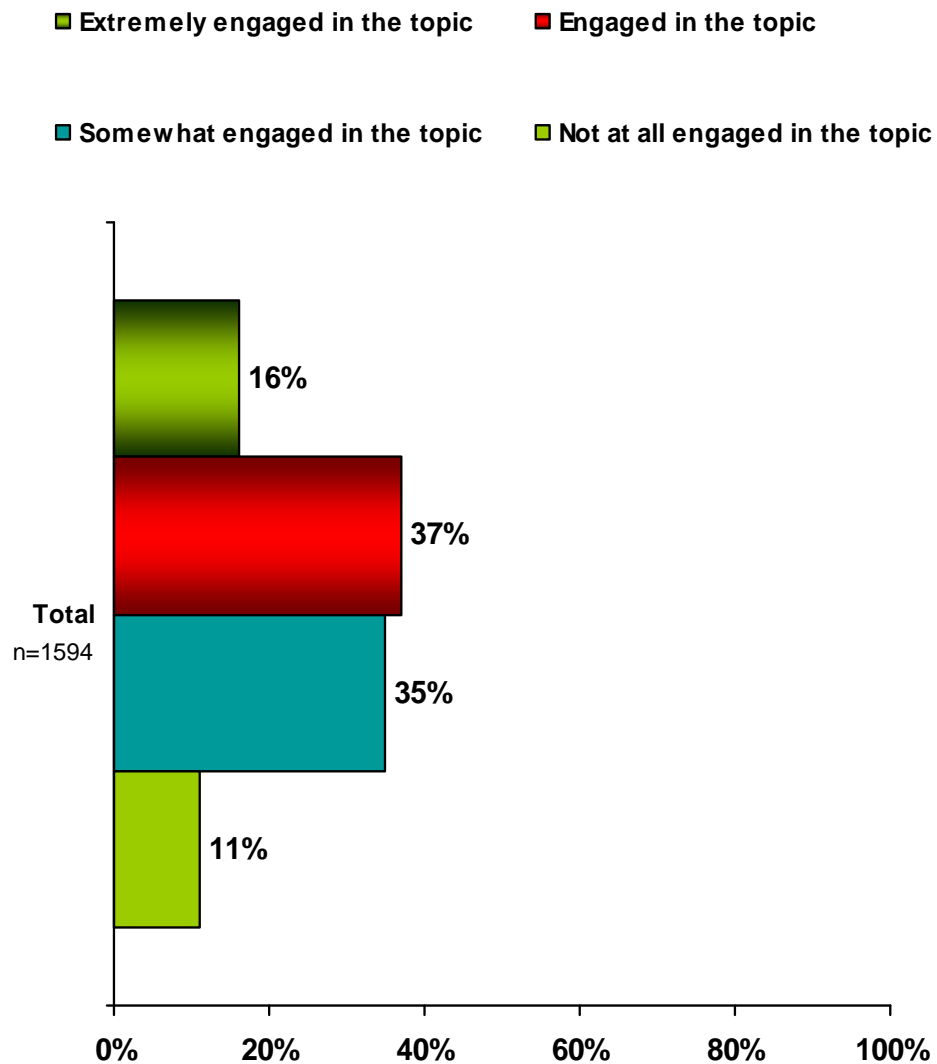
“With regards to the topic of the Iranian election demonstrations and protests, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



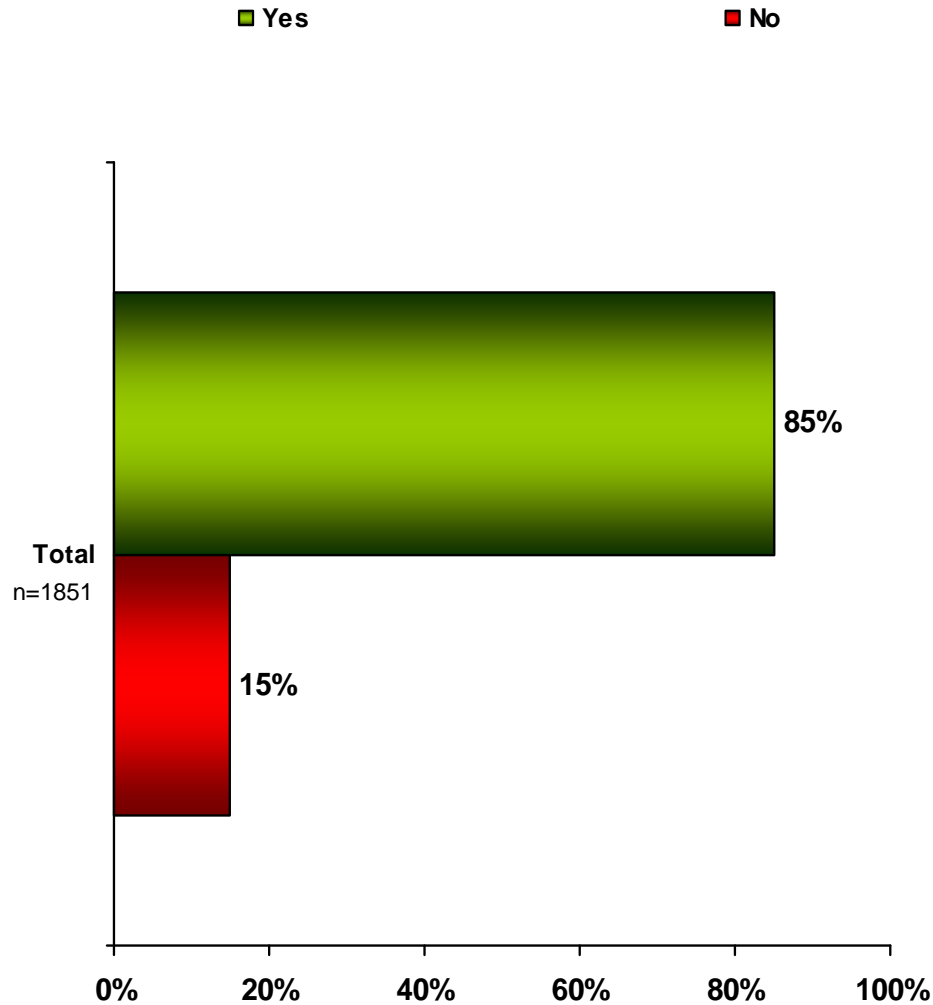
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

“Are you aware of the recent news of Bernie Madoff’s trial and sentencing?”



Total
n=1851

85%

15%

0%

20%

40%

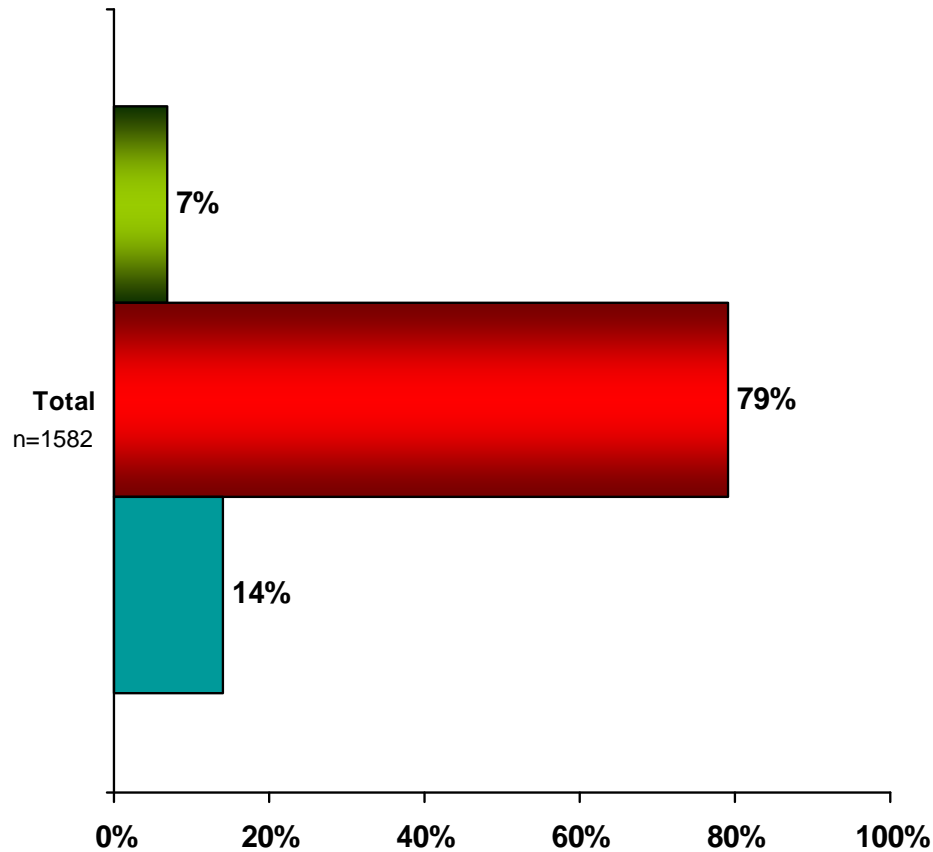
60%

80%

100%

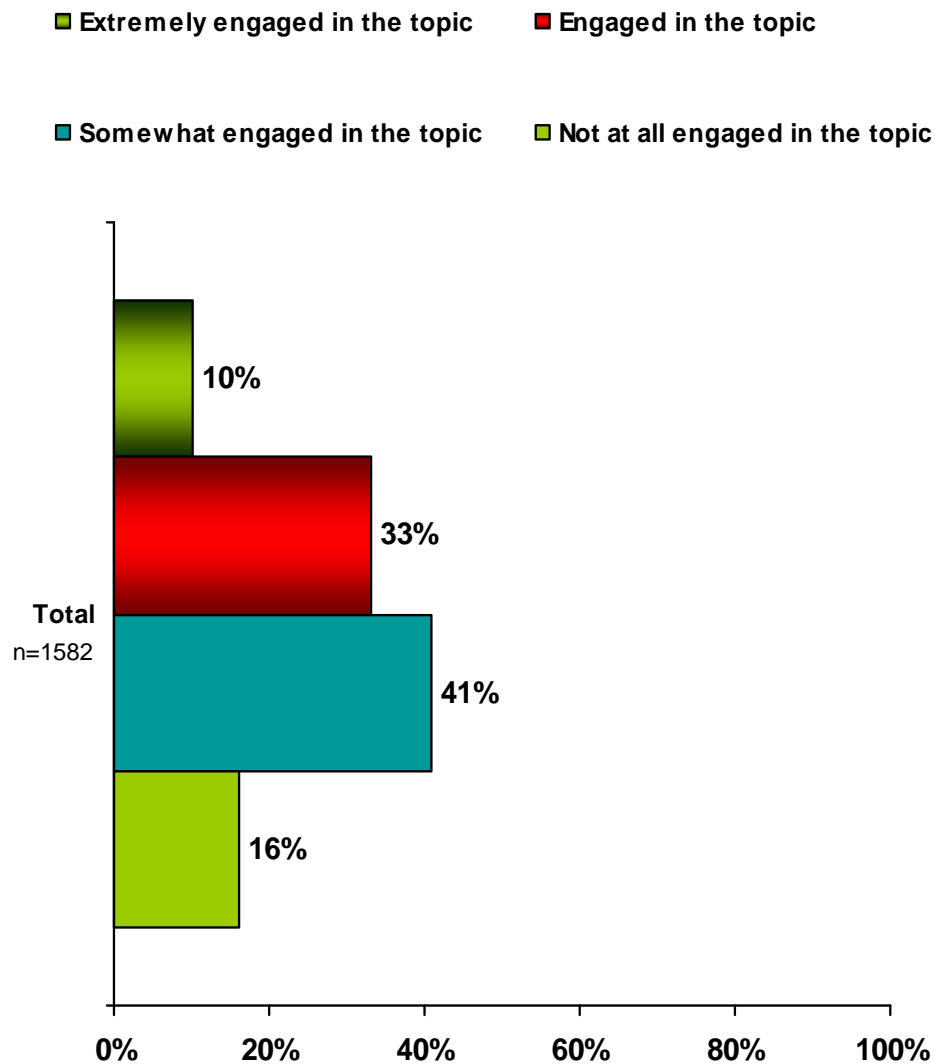
“With regards to the topic of Bernie Madoff’s trial and sentencing, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



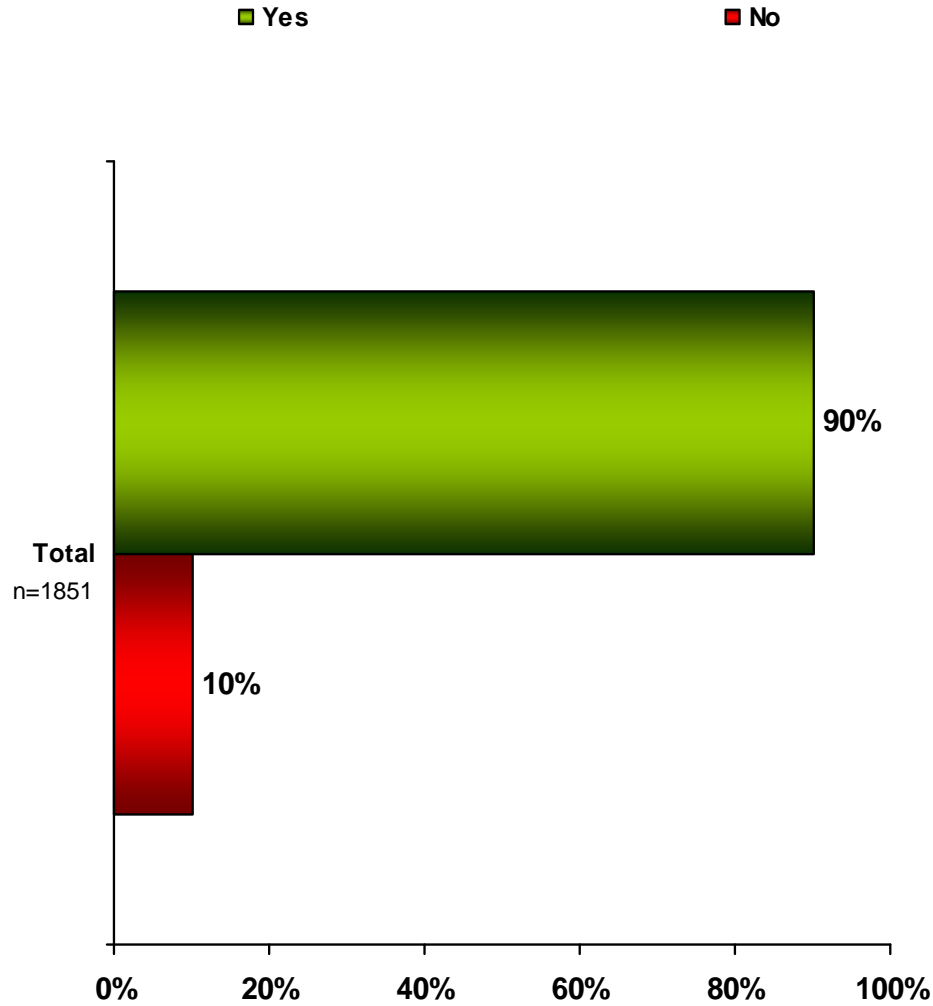
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

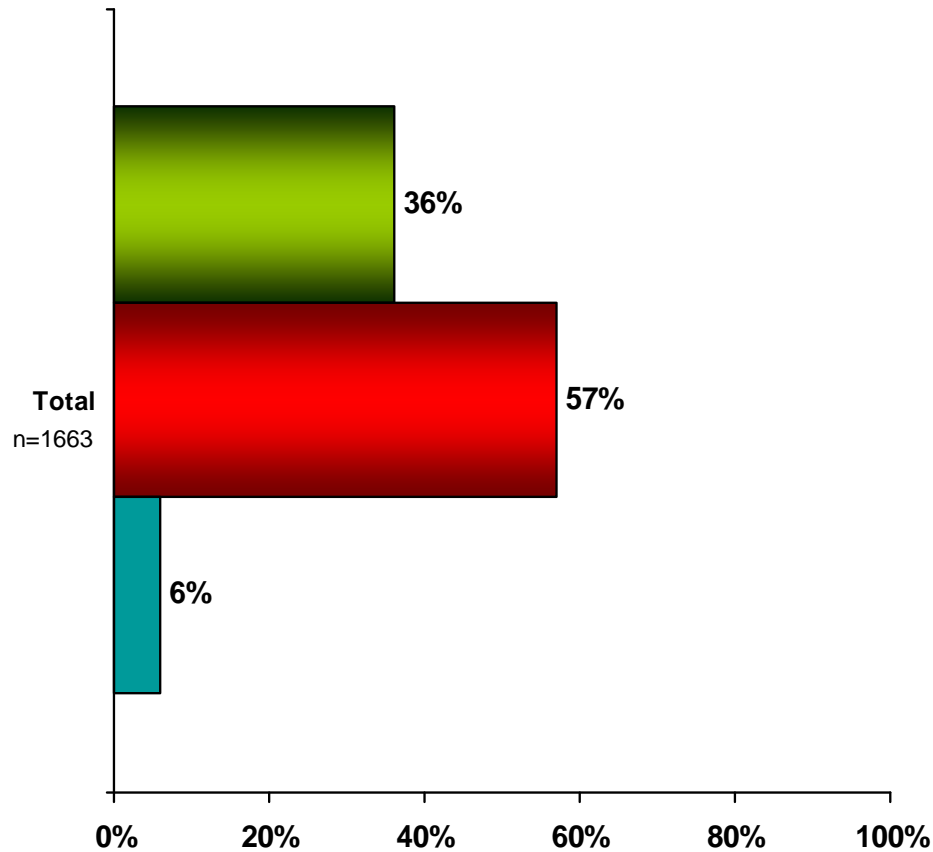
“Are you aware of the recent news involving Governor Mark Sanford and his admitted affair?”



Percentages may not equal 100 due to rounding

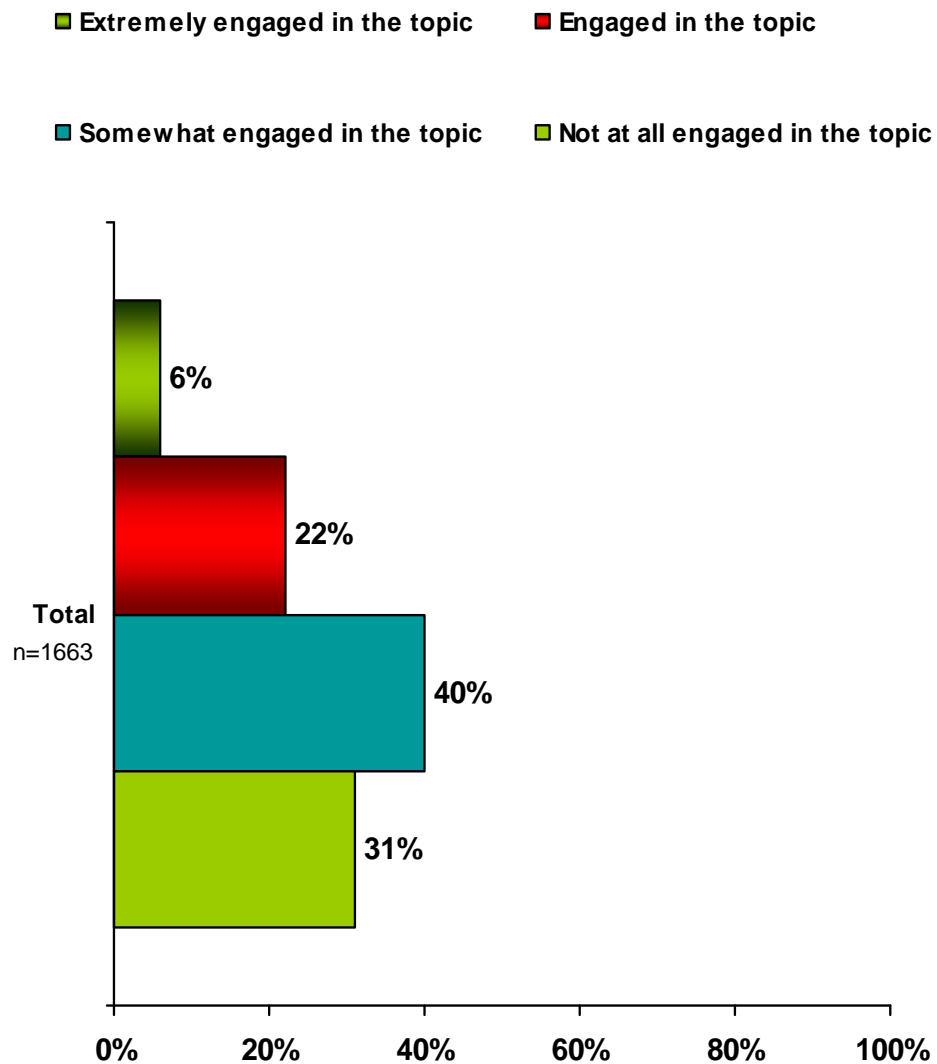
“With regards to the topic of Governor Sanford’s affair, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding