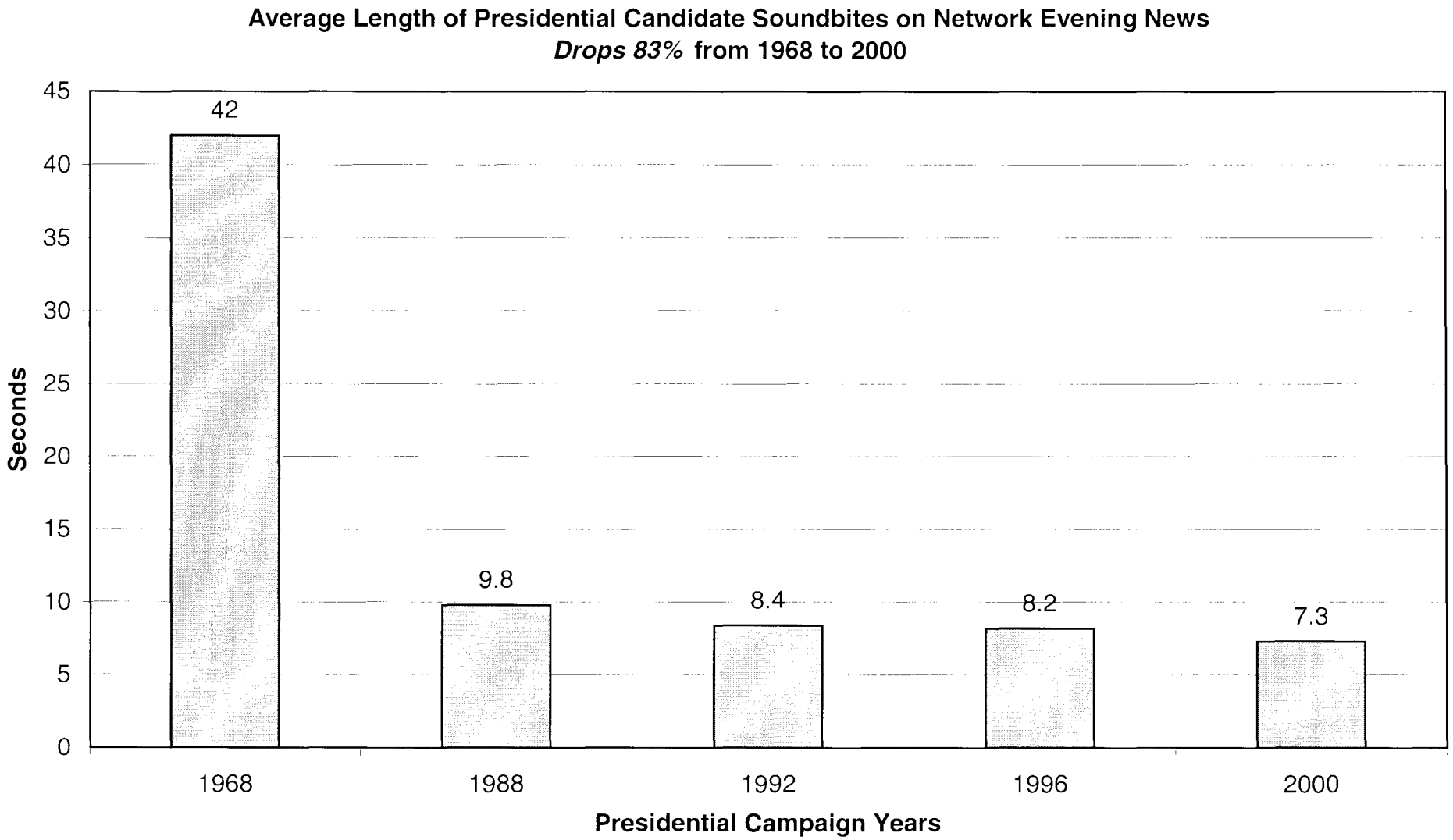

The Center for Media and Public Affairs conducted a study analyzing the average amount of seconds that ABC, CBS, and NBC dedicated to broadcasting candidate soundbites between September 4th and November 7th of each year.

Source: Center for Media and Public Affairs, "Campaign 2000 Final: How TV News Covered the General Election Campaign," *Election Watch,* Press Release dated: Nov/Dec 2000, http://www.cmpa.com/Mediamon/mm111200.htm, last viewed 10/30/03. (In a telephone interview on 11/3/03, Matthew Felling, Media Director of the Center for Media and Public Affairs, explained that CMPA obtained relevant statistics by recording all of the national network evening broadcasts for the relevant years. CMPA technicians watched the recorded broadcasts and determined the actual length of each election story and each candidate soundbite. CMPA technicians input all data into a central computer database. Mr. Felling then analyzed the data from the computer, calculated the results, and wrote press releases based on those results.)