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For Immediate Release

U.S. VOTERS CHALLENGED TO ‘*READ MY LIPZ*’

- Web Broadcast Showcases New Election Technology -

Allentown, Pa., May 5, 2004 – In a presidential election year when campaign ads will run amok, Muhlenberg College and HCD Research are hosting a pilot of the first-ever internet show that captures nation-wide viewers’ real-time perceptions of the latest political propaganda.

Called *Read My Lipz.com*, the show will be premiered at the Muhlenberg College Institute of Public Opinion (MCIPO), where the results of the first series of political ad testing will be unveiled as part of a student-faculty event.

The show is fashioned in an Ebert and Roeper style, featuring two on-camera analysts who provide their opinions of the most recent presidential campaign ads. Following their analyses and political banter, they will reveal survey results of U.S voters’ perceptions of the ads by showing real-time quantitative data obtained from a national panel of democrat, republican and independent voters. Also viewers are able to access the site to offer their opinions of the ads as well.

The program applies automated response system-like technology to the ads obtaining quantitative information on a frame-by-frame, second-by-second basis through the Internet. Utilizing the technology, responder panels representing diverse geographies and demographics rate new campaign ads launched by President Bush and Democratic contender John Kerry within hours of their release against criteria such as interest and believability.

“This is the first time that the American electorate in a wired world will cast its votes instantaneously for new campaign ads that hit broadcast and print media,” explained Christopher P. Borick, Ph.D., Associate Professor of Political Science, and Director of the Muhlenberg College Institute of Public Opinion (MCIPO). “Even before they cast their votes for a candidate, they will have had the opportunity to express their unvarnished views on how Democratic and Republican candidates are approaching their communication with the American public.”

The premise behind *Read My Lipz.com* has its roots in state-of-the-art technology used to evaluate physicians’ and consumers’ views of forthcoming health care advertising campaigns across a number of therapeutic areas, including cardiology, infectious disease diabetes and dermatology.

“This election year is the time to reach out to thousands of Americans simultaneously to elicit their views,” notes Arthur J. Kover, Ph.D., Management Fellow at the Yale School of Management and former editor of *The Journal of Advertising Research*. “Now we can do it simultaneously with the appearance of the advertisement. Each time a different political advertising message rolls out, we immediately find the effect it’s having on the viewing audience, in particular, the very vocal and web-wired segment of American voters.”

According to Dr. Kover, roughly 60 percent of American households are connected to the internet and its speed and reach have made it an integral part of both parties’ political campaign strategies. He notes that, unlike broadcast media, internet advertising isn’t subject to the same level of government regulation, making it an even more appealing avenue for reaching potential voters.

Read My Lipz.com was developed by HCD Research in conjunction with the Muhlenberg College Institute of Public Opinion (MCIPO) and Emmy Award Winning Network Television Producer Stu Kreisman. Headquartered in Flemington, N.J., HCD Research is a pioneer in Internet health care marketing and advertising research. Headquartered in Allentown, Pa., MCIPO is a respected source of public opinion data on local, state and national issues. Kreisman is a writer/producer best known for his work on popular network television series such as, Cheers, Night Court, Newhart and SCTV.

For more information or to share your views on current campaign political advertising, access www.readmylipz.com.

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