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**For Immediate Release:**

**Americans Tune-Out Saudi Radio Ads**

-- Majority Link Radio Ads to Presidential Election --

**Flemington, New Jersey – September 9, 2004** – New research indicates that two radio ads released this week by Saudi Arabia in an effort to improve its image in the United States fell on deaf ears.

The ads which are part of a \$1 million radio ad campaign, highlight the September 11 commission's finding that the Saudi Government was not involved in the terrorist attacks on the United States.

A study conducted today revealed that 78% of responders indicated that they believe the ads are directly related to the presidential election.

More than 600 probable voters, participated in the on-line ad testing survey of the new Saudi radio ads, conducted today by Muhlenberg College Institute of Public Opinion (MCIPO) and HCD Research.

The study also revealed:

- 50% of responders believe the Saudi Government knowingly funds terrorist organizations
- 32% believe the Saudi Government knowingly funded 9/11
- 14% indicated they trust the Saudi Government
- 66% believe the timing of the ads are related to September 11

More than 600 probable voters, participated in an on-line ad testing survey of the new radio ads, conducted today by Muhlenberg College Institute of Public Opinion (MCIPO) and HCD Research.

Survey participants were asked a number of demographic questions as well as voting history and current preferences. They were then asked to listen the advertisement two (2) times to evaluate the content for interest and believability using an automated response methodology. While participants listened to the ad, they move the mouse to the left on a continuum, to indicate low levels of interest and right to indicate high interest. They

repeat the procedure to measure the ad's believability. The participants' emotions are also measured using a similar technology in conjunction with the Ayer Emotional Battery.

This on-going advertising study is being conducted by ReadMyLipz.com, a joint effort by HCD Research and Muhlenberg College Institute of Public Opinion (MCIPO). The two organizations are conducting non-partisan advertising research throughout the election to measure voter reactions to the candidates' advertisements. For more information on the survey methodology and testing results, access <http://www.readmylipz.com/>.

For more information or to schedule an interview with Glenn Kessler, Co-Founder and Managing Partner, HCD Research, Arthur Kover, Ph.D., Senior Consultant, HCD Research or Chris Borick, Ph.D., Associate Political Science Professor, Muhlenberg College, please contact Vince McGourty, M&M Communications, Inc., at 908-713-1267 or [vinmcg@earthlink.net](mailto:vinmcg@earthlink.net) or Glenn Kessler, HCD Research at 908-788-9393.