

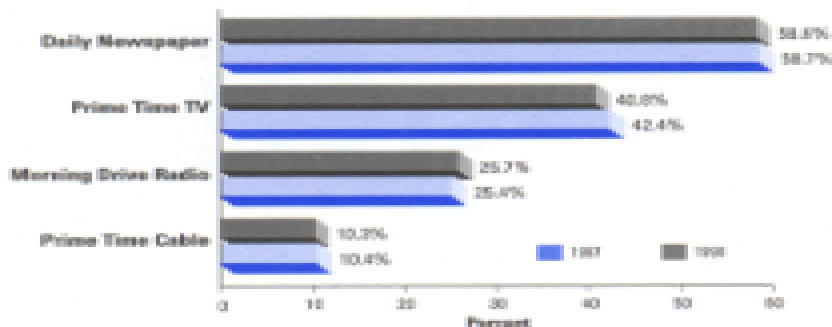
# ANNEXES

## ANNEXE A



**Source:** Rank, Hugh. Media and war- the battle for hearts and minds. <http://www.iwm.org.uk/education/mediawar/techniqhome.htm>

## ANNEXE B



**Percent of Adults Reached**

Year	Daily Newspaper	Prime Time TV	Morning Drive Radio	Prime Time Cable
1996	58.8	45.3	25.5	11.0
1997	58.7	42.4	25.4	10.4
1998	58.6	40.8	25.7	10.3

**Source:** <http://www.naa.org/info/facts99/10.html>