

Summary of Media Coverage of the March For Humanity April 2005

Television News: Broadcast media monitoring of the March For Humanity was outsourced to Multivision Inc., a leader in collection, analysis and delivery of near real-time broadcast corporate intelligence. According to this third party, excluding our coverage on Democracy Now, CSPAN, Radio, other government news programs, and the nationwide CNN commercial, TV news coverage of the March For Humanity, through broadcast means alone, reached an audience of 1,370,883 Americans through 43 TV news stories worth \$62,059.71 in publicity value.

CNN Nationwide Commercials: The March For Humanity aired nine 30-second commercial spots on CNN nationwide starting on the morning of April 19 and ending in the afternoon of April 20. The 4 ½ minutes of airtime on CNN reached an audience ranging in number from an estimated 4.8 million up to 8 million. This wide range worked to our benefit as the new Pope was elected during the time frame our commercials were running. This resulted in a much larger CNN audience watching the breaking news.

Newspapers: The March For Humanity received an extensive amount of newspaper coverage. A total of 16 articles in 12 newspapers throughout California were written about the march with a total circulation of 2,590,921 and \$92,097.80 in advertising value.

Other Coverage: The March For Humanity also received close to two minutes of coverage on “Democracy Now,” which airs on more than 300 radio and TV stations across North America and Internationally. Furthermore, the March For Humanity was featured on more than 100 websites and several radio stations. Given the lack of accurate media monitoring systems for “Democracy Now,” radio, and websites we are not listing advertising/publicity value and audience count for these media outlets’ coverage.

The combination of the above four forms of media, the March For Humanity and hence story of the Armenian Genocide, reached an estimated nine to 11 million Americans, with a publicity/advertising value of more than \$200,000.