

B. INFORMATION PAMPHLET AD

- REPEAT CORE QUESTION SERIES

THEN SHOW THE TWO ADS TOGETHER -- WHICH IS THE BEST WAY TO ANNOUNCE THE CONFERENCE? (LEAST BIASED)

IV. QUESTION AND ANSWER AD

- REPEAT CORE QUESTION SERIES
- REACTIONS TO THE STYLE OF PRESENTATION IN THE AD. IS IT DIGESTIBLE?

V. BUSINESS SPOKESMAN AD - THIRD PARTY

- SHOW AD
- REPEAT CORE QUESTIONS
- DO YOU SEE THE SPOKESMAN DEPICTED HERE AS A CREDIBLE SOURCE OF INFORMATION ABOUT THE LIKELY BENEFITS OF THE FREE TRADE AGREEMENT?
- PLAY RADIO AD WHICH IS PREFERRED? EASIEST TO UNDERSTAND?

VI. FREE TRADE HEADLINE AD - COPY BLOCKA. SHOW PRINT AD

- REPEAT CORE QUESTIONS
- ANY PARTICULAR REACTIONS TO THE HEADLINE ? TO THE TEXT? DO YOU PERCEIVE ANY DIFFERENCE BETWEEN THE HEADLINE AND THE TEXT IN TERMS OF TONE AND ADVOCACY?