



For Immediate Release

ZOGBY POLL FINDS THE INTERNET TODAY'S MOST TRUSTED NEWS SOURCE

Majority of Those Polled Trust FOX News Over Any Other Televised News Source

Rush Limbaugh Leads in Most-Trusted News Personality, Followed by Bill O'Reilly and Tom Brokaw

89% of Conservatives, 58% of Liberals Describe News Coverage as Biased

NEW YORK, NY – November 20, 2008 – The Independent Film Channel (IFC) today disclosed the results of a newly-commissioned study conducted by Zogby International that gauges attitudes towards the American news media. The results of this study underscore the importance of understanding the truth behind the news, the mandate of IFC's new original series, *The IFC Media Project*, which premieres Tuesday, November 18 at 8:00 p.m. The Zogby Interactive survey was conducted November 5 and 6, 2008.

Results indicate that the Internet is the most trusted news source among all age groups, and overall, more trusted than newspapers and television news combined. FOX News is the most trusted news source on television and *The New York Times* is the most trusted national newspaper outlet. Three out of four people feel that news coverage is biased, and that media coverage influenced the outcome of the Presidential election.

“What is interesting about these results is that they show a general distrust of the mainstream media among Americans,” said Jennifer Caserta, EVP and GM of IFC. “*The IFC Media Project* aims to tackle that very issue, helping people understand how inaccuracies and biases in news reporting have a great impact on our perception of what’s going on in the world.”

Other Key Results:

- Overall, 74.8% agree that media coverage of the Presidential election influenced the outcome.
 - 94.2% of Republicans surveyed and 55.6% of Democrats surveyed believe media coverage influenced the Presidential election.
 - Overall, 93.9% of those surveyed believe Barack Obama received more attention from the media than John McCain. Only 4.1% believe McCain received more attention than Obama.

- Of those surveyed, 37.6% said they consider the Internet the most reliable source of news, 20.3% consider national television news most reliable and 16% say radio is the most reliable source.
 - Second to the Internet, Democrats and Women lean towards National TV News, while Republicans and Men lean towards Radio news.
- Of those surveyed, 72.6% said they believe the news they read and see is biased.
 - 88.7% of Republican and 57.5% of Democrat respondents describe the media as biased.
- Survey respondents named Rush Limbaugh (12.5%), Bill O'Reilly (10.1%) and Tom Brokaw (8.5%) the most trusted names in news, and Elizabeth Hasselbeck (0.6%), Stephen Colbert (1.6%) and Chris Matthews (1.9%) the least trusted.
 - Democrats consider Keith Olbermann of MSNBC to be the most trusted (14.2%) while 0.2% of Republicans agree. Likewise, Republicans consider the conservative political commentator and radio host Rush Limbaugh to be the most trusted (29.2%) while only 0.8% of Democrats agree.
- Overall, 39.3% of those surveyed trust FOX News most for the issues they consider most important. CNN is trusted by 16% and MSNBC by 15%.
 - Higher percentages of women and younger respondents tend to trust CNN, while higher percentages of men and those in older age groups trust MSNBC most.
- Overall, 73.2% say they do not think the media is giving them a true representation of what is happening in Iraq.
 - More than 90% of Republicans and 55.6% of Democrats do not feel the media is giving a true representation of what is going on in Iraq.
- Respondents trust The New York Times 19.6% just slightly more than their local newspaper (19.3%) as the most reliable newspaper outlet on issues that are important to them.

Zogby International was commissioned by IFC to conduct an online survey of 3,472 adults. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, education to more accurately reflect the population. The margin of error is +/- 1.7 percentage points. Margins of error are higher in sub-groups. Those surveyed were evenly divided from across the U.S. by region, including east (22%), south (26%), center/Great Lakes (30%) and west (22%). Nearly all (99.6%) were registered to vote, of those 99.7% voted in the 2008 presidential election. Of those surveyed, 38% aligned themselves with the Democratic Party, 31% with the Republican Party, and 28% considered themselves independents. In the last election, 53% of those surveyed said they voted for Barack Obama and 46% said they voted for John McCain.

About The IFC Media Project

The IFC Media Project is a new documentary series created and produced by HonestEngineTV, Meghan O'Hara (*Fahrenheit 9/11*, *Sicko*) and Nick McKinney (The Daily Show, Morgan Spurlock's "30 Days") that reveals the truth behind the news. The series takes an in-depth look at the influences shaping today's media coverage including journalistic integrity, biases, corporate influence, profits, ratings, propaganda, agendas, obsessions and more. Hosted by Peabody and Emmy Award winning news correspondent Gideon Yago (CBS News, MTV), this series brings a fresh, unapologetic perspective on a variety of issues affecting accurate, balanced reporting from leading news outlets. Six half-hour episodes premiere Tuesday, November 18 at 8:00 PM ET.

Background research and sources of information used in the making of *The IFC Media Project* will become available at www.IFC.com/MediaProject on or before November 18.

About Zogby

Zogby International is a public opinion, research, and business solutions firm with experience working in more than 70 countries around the globe. Founded and led by John Zogby since 1984, Zogby International ranks as one of the industry's leaders thanks to its reputation for superior accuracy and reliability. Zogby specializes in telephone, Internet, and face-to-face survey research and analysis for political, corporate, non-profit, and governmental clients. The firm is headquartered in Utica, New York, with offices in Washington D.C. and Miami. John Zogby is the author of *The Way We'll Be: The Zogby Report on the Transformation of the American Dream*, published by Random House in August 2008 and now available online and in bookstores.

About IFC

Operating under the mantra "always uncut," IFC (The Independent Film Channel) uncovers and champions alternative content and makes it available to audiences across multiple platforms: on air, online and on demand. In pursuit of what's new, next and relevant, IFC presents clever, offbeat original series like "The Whitest Kids U' Know" and "Z Rock" alongside thought-provoking original documentaries such as *At the Death House Door* and *This Film Is Not Yet Rated*. The network also offers exclusive web series, shorts, animation, and a comprehensive independent film library of award-winning titles and cult classics. The network's on demand offering, IFC Free, gives audiences the opportunity to watch premieres of all of IFC's original series before they air on the linear network. IFC is a subsidiary of Rainbow Media Holdings LLC.

Rainbow Media Holdings LLC

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media is a leading producer of targeted, multi-platform content for global distribution, creating and managing some of the world's most compelling and dynamic entertainment brands, including AMC, IFC, WE tv, Sundance Channel and VOOOM HD Networks. Through IFC Entertainment, Rainbow Media also owns and manages the following: IFC Films, a leading distribution company for independent film; IFC Productions, a feature film production company that provides financing for select independent film projects; and IFC Center, a three screen, state-of-the-art cinema in the heart of New York's Greenwich Village. Rainbow Media also operates Rainbow Advertising Sales Corporation, its advertising sales company; Rainbow Network Communications, its full service network programming origination and distribution company; and 11 Penn TV, a company that manages Rainbow Media's NYC studios and post-production facilities.

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