

**WHAT'S HEARD ON THE STREET  
DOESN'T MATTER. WHAT  
THEY REALLY WANT IS**



**AMERICA GETS US. DO YOU?**



**What America Wants.**

**Life is a blur.**  
**Give us news that is**  
**clear and concise.**  
**Present it in a clean,**  
**inviting format.**  
**Make it balanced,**  
**unpretentious and smart.**  
**Surprise us with facts.**  
**Comfort us with reliability.**  
**This is what we want.**

**AMERICA GETS US. DO YOU?**



**What America Wants.**

