

Appendix A - Treatments

Treatment 1: Control Group	<p>WASHINGTON, District of Columbia - Air Force officials announced Aug. 6 plans for the wear test of a new utility uniform to possibly replace the current battle dress uniform. The blue, gray and green tiger-stripe camouflage ensemble is a departure from the current woodland pattern uniform and includes many new features that are intended to increase functionality and provide a distinctive look for airmen of the 21st century, officials said.</p> <p>Three-hundred uniforms will undergo wear testing from January to July at Elmendorf AFB, Alaska; Hurlburt Field, Fla.; Langley AFB, Va.; Luke AFB, Ariz.; McChord AFB, Wash.; Ramstein Air Base, Germany; Robins AFB, Ga.; Vandenberg AFB, Calif.; and Wright-Patterson AFB, Ohio. The test will generate feedback about fit, durability and functionality. "Our intent is to create a uniform that will be distinctive, practical, easy to maintain, comfortable and, most important, a uniform you will be proud to wear," said Air Force Chief of Staff Gen. John P. Jumper. "We have become a more expeditionary force, with less time at home to spend caring for the uniform. In the last 20 years, material technology has improved greatly. As a result, we have designed one uniform that can satisfy our various climates and utility needs, while eliminating the need for professional ironing to provide a polished appearance."</p>
Treatment 2: No Disclosure (U.S. Air Force)	<p>MAOABA RESERVATION, Nev. - A tribal council in Arizona reported unknown deaths to a herd of cattle near a U.S. military training range. Upon further tests of the cows, local game and fisheries officials determine that they are heavily contaminated with pesticides. While they believe the contamination of a local water source may have occurred from military convoys that routinely pass by there has been no confirmation of any incident involving the U.S. military. At a weekly news conference Air Force spokesperson John Adamson made the following statement, "Good afternoon. While I realize there is some speculation involving the recent deaths a herd of cattle near one of our ranges, I have absolutely no information about why the deaths occurred near our bombing range."</p>
Treatment 3: No Disclosure (U.S. Navy)	<p>YOKOSUKA, Japan - Japanese fishing industry representatives are reporting massive deaths in the fish population in Yokosuka Harbor. Upon further tests of the dead fish, local environmental officials determine the fish appear to be heavily contaminated with some type of fuel. While they believe that the contamination may have occurred from one of several local US Navy ships home-ported in the bay there has been no confirmation of such an incident by either the Navy or the local harbor master. At a weekly news conference, Navy spokesperson Jon Nylander made the following statement, "Good afternoon. While I realize there is some speculation involving a local fish harvest near Yokosuka Harbor. I have absolutely no information about why local fish are dying outside of Yokosuka Harbor."</p>
Treatment 4: Partial Disclosure (U.S. Air	<p>MAOABA RESERVATION, Nev. - A tribal council in Arizona reported unknown deaths to a herd of cattle near a U.S. military training range. Upon further tests of the cows, local game and fisheries officials determine that they are heavily</p>

Force)	contaminated with pesticides. While they believe the contamination of a local water source may have occurred from military convoys that routinely pass by there has been no confirmation of any incident involving the U.S. military. At a weekly news conference Air Force spokesperson John Adamson made the following statement, "A flatbed truck carrying old pesticides overturned Wednesday at around 3:49 p.m. Emergency cleanup crews were dispatched and are still trying to contain the pesticides. An accident investigation board has been convened to try to determine the cause of the accident."
Treatment 5: Partial Disclosure (U.S. Navy)	YOKOSUKA, Japan - Japanese fishing industry representatives are reporting massive deaths in the fish population in Yokosuka Harbor. Upon further tests of the dead fish, local environmental officials determine the fish appear to be heavily contaminated with some type of fuel. While they believe that the contamination may have occurred from one of several local US Navy ships home-ported in the bay there has been no confirmation of such an incident by either the Navy or the local harbor master. At a weekly news conference, Navy spokesperson Jon Nylander made the following statement, "Three hundred gallons of aircraft fuel spilled into Yokosuka Harbor Wednesday after one of our ships arrived. Emergency cleanup crews were dispatched and are still trying to contain the oil slick. An accident investigation board has been convened to try to determine the cause of the accident."
Treatment 6: Full Disclosure (U.S. Air Force)	MAOABA RESERVATION, Nev. - A tribal council in Arizona reported unknown deaths to a herd of cattle near a U.S. military training range. Upon further tests of the cows, local game and fisheries officials determine that they are heavily contaminated with pesticides. While they believe the contamination of a local water source may have occurred from military convoys that routinely pass by there has been no confirmation of any incident involving the U.S. military. At a weekly news conference Air Force spokesperson John Adamson made the following statement, "On Wednesday at 3:49 p.m., a flatbed truck carrying 15 30-gallon drums of pesticide overturned by Big Waterhole Lake. Emergency cleanup crews were dispatched within an hour of the accident and have been working to contain the spill. While they have been able to contain nearly 92 percent of the spill, some of the pesticide appears to have entered the local water table and contaminated portions of Big Waterhole Lake. An accident investigation board has been convened to determine the cause of the accident. Preliminary findings of the investigation appear to attribute the spill to a flat tire that caused the trailer truck to overturn. While the pesticide has been nearly contained we've added a fence to block off the lake from the remaining her and have set up water stations similar to those found on other cattle ranches to ensure the herd has a safe drinking source."

<p>Treatment 7: Full Disclosure (U.S. Navy)</p>	<p>YOKOSUKA, Japan - Japanese fishing industry representatives are reporting massive deaths in the fish population in Yokosuka Harbor. Upon further tests of the dead fish, local environmental officials determine the fish appear to be heavily contaminated with some type of fuel. While they believe that the contamination may have occurred from one of several local US Navy ships home-ported in the bay there has been no confirmation of such an incident by either the Navy or the local harbor master. At a weekly news conference, Navy spokesperson Jon Nylander made the following statement, "On Wednesday at 9:42 a.m., the aircraft carrier USS Kitty Hawk spilled 300 gallons of aircraft fuel in Yokosuka Harbor. Emergency cleanup crews were dispatched within an hour of the accident and have been working to contain the remaining oil slick. While they have been able to contain nearly 92 percent of the spill, some of the contaminated fuel appears to have contaminated fish at a local fishery located at the mouth of the bay. An accident investigation board has been convened to determine the cause of the accident. Preliminary findings of the investigation appear to attribute the spill to a pipe that burst as the aircraft carrier was pulling into port. While the fuel slick has been nearly contained, there also appears to be no significant or future danger to the public."</p>
<p>Treatment 8: Full Disclosure with an Apology (U.S. Air Force)</p>	<p>MAOABA RESERVATION, Nev. - A tribal council in Arizona reported unknown deaths to a herd of cattle near a U.S. military training range. Upon further tests of the cows, local game and fisheries officials determine that they are heavily contaminated with pesticides. While they believe the contamination of a local water source may have occurred from military convoys that routinely pass by there has been no confirmation of any incident involving the U.S. military. At a weekly news conference Air Force spokesperson John Adamson made the following statement, "On Wednesday at 3:49 p.m., a flatbed truck carrying 15 30-gallon drums of pesticide overturned by Big Waterhole Lake. The U.S. Air Force would like to extend its full apology for the loss of 40 head of cattle as a result of this incident. Emergency cleanup crews were dispatched within an hour of the accident and have been working to contain the remaining spill. Some of the pesticide appears to have leaked into Big Waterhole Lake. Preliminary findings of the investigation appear to attribute the accident to a four-tire blowout on the flatbed truck while it was passing by Big Waterhole Lake. While the cleanup is nearly complete there appears to be no significant or future danger to the public. The U.S. Air Force was fully responsible for this unfortunate incident and anticipates to fully pay the local tribal council for all financial losses it incurred from this incident once it is able to tally the costs associated and submits a claim to the U.S. government. In 2003, the U.S. Air Force spent nearly \$2 million to study the effects of Big Waterhole Lake on the local ecosystem."</p>

<p>Treatment 9: Full Disclosure with an Apology (U.S. Navy)</p>	<p>YOKOSUKA, Japan - Japanese fishing industry representatives are reporting massive deaths in the fish population in Yokosuka Harbor. Upon further tests of the dead fish, local environmental officials determine the fish appear to be heavily contaminated with some type of fuel. While they believe that the contamination may have occurred from one of several local US Navy ships home-ported in the bay there has been no confirmation of such an incident by either the Navy or the local harbor master. At a weekly news conference, Navy spokesperson Jon Nylander made the following statement, "On Wednesday at 9:42 a.m., the aircraft carrier USS Kitty Hawk spilled 300 gallons of aircraft fuel in Yokosuka Harbor. The U.S. Navy would like to extend its full apology to the Japanese government and the Miyagi Fishing Industries for the loss of their fall fish harvest. Emergency cleanup crews were dispatched within an hour of the accident and have been working to contain the remaining oil slick. While they have been able to contain nearly 92 percent of the spill, some of the contaminated fuel appears to have polluted the fish at a local fishery located at the mouth of the bay. An accident investigation board has been convened to determine the cause of the accident. Preliminary findings of the investigation appear to attribute the spill to a pipe that burst as the aircraft carrier was pulling into port. While the fuel slick has been nearly contained, there also appears to be no significant or future danger to the public. The U.S. Navy was fully responsible for this unfortunate incident and anticipates to fully pay the Japanese company for all financial losses it incurred from this incident once it is able to tally the costs associated and submit a claim to the U.S. government. In 2003, the U.S. Navy has paid more than \$340,000 in claims from similar and other-related incidents involving its ships."</p>
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