

CITIZEN VOICE™

INVOLVING CITIZENS...PROTECTING THE VULNERABLE



FOR IMMEDIATE RELEASE
September 24, 2008

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MEDIA ADVISORY

HELP AT LAST – CLEAR, CONCISE, CREDIBLE, NONPARTISAN INFORMATION AT CALIFORNIA VOTERS' FINGERTIPS! CITIZEN VOICE OFFERS CALIFORNIANS GROUNDBREAKING, VALUABLE ELECTION INFO

WHAT: Help for election-weary Californians has arrived! California voters are in desperate need of clear, credible, nonpartisan information to help them prepare to vote in our historic November election. Citizen Voice -- a new, nonpartisan, non-profit movement that inspires, informs and involves citizens in the public arena -- is responding to voters' needs by providing nonpartisan, easy-to-understand info on ALL of the California statewide ballot propositions AS WELL AS presidential candidate info from a California perspective. This is groundbreaking, useful material voters won't find anywhere else.

What big changes may hit California if certain props pass? What will McCain or Obama do for the state if elected? Citizen Voice's Gary Dietrich hosts unscripted, lively video debates between representatives of California's ballot propositions. These are also available in audio and as written transcript. Easy-to-understand, nonpartisan summaries of all 12 propositions are also available. For the first time, these kind of materials will be into translated into Spanish to reach California voters for whom Spanish is their primary language. All this and more will be available online at www.CitizenVoice.org on October 1.

Media outlets can also offer this new, sought-after election content themselves, free of charge, by linking from their website to the Citizen Voice election webpage – you get the credit for helping provide credible, valuable, easy-to-use content voters are looking for. Media partners will also receive a link from the Citizen Voice website – free exposure for you! Contact Heather Atherton at hatherton@citizenvoice.org now!

WHO: Gary Dietrich, widely respected nonpartisan political analyst (brief bio below)

WHEN: These unique election materials will be posted online October 1. Gary Dietrich is available for live studio interviews October 2 through October 20 throughout the state. Gary will visit the following cities on these dates and is available by phone throughout the tour:

- Sacramento – Oct. 2 and 3
- Chico/Redding – Oct. 6
- SF Bay Area – Oct. 7-8
- Salinas/Monterey/San Luis Obispo – Oct. 9
- Santa Maria/Santa Barbara/Ventura – Oct. 10
- Los Angeles region – Oct. 13-15
- San Diego – Oct. 16-17
- Fresno/Bakersfield – Oct. 20

NOTE: Gary is also able to provide credible, nonpartisan analysis of the presidential race and California's proposition battles throughout the tour as well as the presidential and vice presidential debates scheduled on Oct. 2, 7 and 15.

If you would like to schedule an interview with political analyst and Citizen Voice President Gary Dietrich about how the groundbreaking Citizen Voice Nonpartisan Election '08 Project can truly help California's election-weary voters, please call Heather Atherton at 916/316-4568 or email her at hatherton@citizenvoice.org. Enhance your election coverage as you interview Gary!

Brief bio for Gary Dietrich

Gary Dietrich is a widely-respected, nonpartisan broadcast political analyst who has appeared on state, national and international radio and television including BBC radio, French network TV, the Canadian Broadcasting Network, Bill O'Reilly, and more. Gary regularly provides his nonpartisan political analysis on TV, radio and print media outlets throughout California and is regarded as one of the top analysts in the state. In addition, he is the co-founder and president of Citizen Voice, a new nonpartisan movement to involve citizens in the public arena and protect the vulnerable. He is an accomplished professional speaker, having addressed thousands of youth and adults regarding the impact of politics, public policy, and government on their lives, their state, and their nation and what they can do to bring positive and effective change. Gary Dietrich graduated Phi Beta Kappa from the University of California with an emphasis in domestic and international affairs, and received his Masters degree from the John F. Kennedy School of Government at Harvard. He was awarded a prestigious California State Senate Fellowship, served as a staff member to the California Assembly and the state Senate, and has worked on campaigns from legislative to presidential.

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