



**FOR IMMEDIATE RELEASE**

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## **MEDIA ADVISORY**

### **CITIZEN VOICE OFFERS GROUNDBREAKING HELP FOR ELECTION WEARY VOTERS**

#### *Non-partisan Interviews and Summaries Offer Valuable Insight on February 5 Propositions*

(January 28, 2008 – Sacramento, CA) – With a presidential election and multiple statewide issues to decide in 2008, California voters are anxious for a clear path of information to help them make educated choices. Growth in the number of independent voters, who may be looking for less partisan input, is also an important factor in this year's elections. Therefore, the appetite for truly non-partisan voter information is larger than ever before. Yet, there is little choice in this arena and our political culture of boxing voters into "red" and "blue" states has made it harder to find. Citizen Voice, a dynamic new non-partisan movement that involves citizens in the public arena, is responding to voters' need for a fresh type of help in making sense of California's threefold 2008 elections, including the vote on February 5.

More than ever, political campaigns are bombarding voters with a barrage of mostly useless sound bites and carefully filtered images. The average citizen's mail, voicemail and e-mail boxes fill up daily with election propaganda. Citizen Voice's Non-partisan Election Project cuts through the clutter – no filtering from political handlers, no canned commercials. Citizen Voice's 2008 Non-partisan Election Project information is available at [www.CitizenVoice.org](http://www.CitizenVoice.org).

Citizen Voice co-founder and President Gary Dietrich, also a political analyst and broadcaster, conducted the audio interviews and directed the written ballot measure summaries. "People are overwhelmed with the amount of information they are given about various candidates and propositions on the ballot. They also have trouble sorting through all the clutter and conflicting claims," stated Dietrich. "Our mission is to provide a neutral forum for statewide candidates and proposition campaigns to answer the questions about issues that really hit home in a way that makes sense to California voters."

First unveiled during the 2006 statewide California elections, Citizen Voice's groundbreaking project was very well received. Available at [www.CitizenVoice.org](http://www.CitizenVoice.org), the heart of the February 5 edition of the project includes on-demand, non-partisan information on all of the statewide measures. Prior to later election cycles in 2008, Citizen Voice plans to add on-demand, unscripted, unedited audio interviews with candidates in the presidential and selected hotly contested congressional races.

To help decipher the torrent of political speak, Citizen Voice has developed this new and helpful guide through the maze of California's February primary. Now, just as most people are really tuning into the

election and deciding how they'll vote, [www.CitizenVoice.org](http://www.CitizenVoice.org) began offering one of the premiere voter resources in the nation.

Respected political experts are in favor of Citizen Voice's efforts. "At a time when voter trust is at an all time low, it is imperative that we provide information that is both non-partisan and factual," explained Barbara O'Connor, Director of the Institute for the Study of Politics and Media, at California State University, Sacramento. "I am delighted to add a new source to that very short list."

Interviews with both sides and non-partisan descriptions of all February 5, 2008 Primary Election ballot measures: 91, 92, 93; Referendum Propositions 94, 95, 96 and 97 are now available.

For more information on Citizen Voice and access to the interviews, ballot summaries and other voter information available, please visit [www.CitizenVoice.org](http://www.CitizenVoice.org). If you would like to schedule an interview with Citizen Voice President Gary Dietrich about this project, please call Heather Atherton at 916/316-4568.

Also, please take advantage of the opportunity to link [www.citizenvoice.org](http://www.citizenvoice.org) to your web site free of charge as part of your efforts to assist California's voters. Feel free to cut and paste the logo at the top of this page or request one by calling Heather Atherton at 916/316-4568.

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