



**FOR IMMEDIATE RELEASE**

October 25, 2006

**CONTACT**

Heather Atherton  
Citizen Voice™ Media Coordinator  
916/316-4568  
heather@athertonpr.com

**CITIZEN VOICE OFFERS GROUNDBREAKING HELP FOR ELECTION WEARY VOTERS**  
*Up Close Interviews Cut Through the Clutter of Political Rhetoric*

(October 25, 2006 – Sacramento, CA) – Some voters will cheer, others will quietly express their sincere appreciation, and an election weary multitude will simply sigh “thank goodness.” Citizen Voice, a dynamic new nonpartisan 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 2006 statewide election with a groundbreaking project never before undertaken in California. The heart of the project includes unscripted, unedited, on-demand audio interviews with every major candidate for statewide office, in addition to both sides of every statewide ballot measure. This ambitious, unprecedented effort involves over 40 interviews that bring voters up close and personal with the candidates and ballot measure advocates themselves – no filtering from political handlers, no canned commercials. 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.

To help decipher the torrent of political speak, Citizen Voice has developed this new and helpful guide through the maze of the California General Election. Beginning today, just as most people are really tuning into the election and deciding how they’ll vote, [www.CitizenVoice.org](http://www.CitizenVoice.org) offers 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.”

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,” stated Dietrich. “They also have trouble sorting through all the clutter and conflicting claims. 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.”

Interviews with candidates include gubernatorial candidates Governor Arnold Schwarzenegger and Phil Angelides; Lieutenant Governor candidates John Garamendi and Tom McClintock; Attorney General candidates Jerry Brown and Chuck Poochigian; Treasurer candidates Bill Lockyer and Claude Parrish; Insurance Commissioner candidates Cruz Bustamante and Steve Poizner, and others in statewide office races.

Interviews with both sides and nonpartisan descriptions of all statewide ballot measures include 1A, 1B, 1C, 1D, 1E, 83, 84, 85, 86, 87, 88, 89, and 90. Sacramento region Measures Q & R (a pair of very controversial measures in the state capital dealing with a new arena for the Sacramento Kings) are also included in the interview portion.

**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 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.**

###