

PRESS RELEASE
FROM THE PEOPLE CHOOSE 2006

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SAN FRANCISCO, CALIF. ThePeopleChoose2006.org, a new non-partisan web site/television partnership that will employ user-generated videos to cover the 2006 mid-term elections from the point view of the voters, is now accepting video from citizens nationwide. Videos of and about Congressional and Senate campaigns can be uploaded and created at the site of its technology partner, www.jumpcut.com and will be the first videos posted on www.thepeoplechoose2006.org when it launches on August 18.

ThePeopleChoose2006.org will enable citizens to upload video from Congressional and Senate campaigns up to the election on November 4. Visitors to the site will be able to view, rate, comment on and post their own reports and opinions on the election campaigns. Link TV, incubator of ThePeopleChoose2006.org, is considering broadcasting the best videos in national programming tracking the elections. The site will also feature blogs from progressive and conservative commentators as well as forums for citizens to debate candidates and issues.

A unique feature of ThePeopleChoose2006.org will be an interactive “video hotmap” that allows users to find and view videos posted about any Congressional district in the nation and to add their own. ThePeopleChoose2006.org is now building a national non-partisan network of organizations to promote the site to their members. Current partners include Video Voter, Project Smart Vote and Music for America

Jumpcut.com, the leading online video editing solution will power the video creation and sharing behind The PeopleChoose2006.org. With Jumpcut, users nationwide can upload and create videos that will playback on The People Choose 2006 website. Jumpcut, which provides similar services for global entertainment brands such as Warner Bros. and Fox Films, makes it easy for anyone to create videos and share their point of view on the 2006 election campaign.

The People Choose 2006 is also working with Internews Interactive, (<http://www.citizenschannel.org>) a non-profit organization whose “Citizenschannel” lets people upload images and voice to websites and television programs with cell phones and PDAs.

Patrick O’Heffernan, Director of ThePeopleChoose2006, predicts that, “The People Choose will change the way election news is reported in America. Instead of horse race scores and mudslinging ads, Americans will be able to decide what is important to them and tell others using the world’s most powerful medium – video.”

O’Heffernan, a former political science professor and television producer, conceived of The People Choose 2006 after attending an MIT-Stanford Venture Technology Lab event about the emerging world of user-generated content.

“I was working with Link TV at the time and wrote a memo to Link Media President Kim Spencer about the importance of these elections and the power of user-generated content. He saw the opportunity immediately and his television network gave us the support we needed to develop the concept,” said O’Heffernan.

About The People Choose 2006

The People Choose 2006 is a new not-for-profit organization staffed by O’Heffernan and a team of volunteer college students. Peter Guelezian of Playground Software and Erika Clary of MsJones Design created the site. The volunteers provide research, writing and help with developing the bi-partisan network of organizations helping to promote The People Choose 2006 to their members and alert them to the opportunity to upload their videos. Volunteers also track “outside influences” like 527 organizations and advocacy groups that intervene in local elections. Ballot measures introduced to excite one side or the other’s base are also followed by The People Choose 2006 volunteer staff. The volunteers currently produce a free online newsletter, *The People Choose 2006*. For newsletter subscriptions or information on uploading campaign video, email O’Heffernan at palm44@covad.net.

About Jumpcut

Jumpcut develops online video editing, sharing and social networking services. Jumpcut.com is the world's most fully featured online video editor - a web based, creativity tool for the average person wanting to tell a story with video, photos and audio. Jumpcut brings the entire process of video creation, from collecting media to creating movies and sharing them with friends, to a community environment on the web.

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The People Choose 2006

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Jumpcut

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