The best defense of democracy is an informed electorate.
Being an informed voter isn’t easy!!
It’s not easy...

BUT IT SHOULD BE.
http://VotersEdge.org
Let’s make it *simple* for voters to get key information.
Guiding principles.

1. Which information is useful / needed?

2. What is the most useful way we can package it?

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2. What is the most useful way we can package it?

Which information is useful/needed?

CANDIDATE VIDEOS

- 90% of surveyed shoppers said they would find video useful in selecting a product
- Users will spend more time on sites that have video content
- More likely to share
### Funding

<table>
<thead>
<tr>
<th>Rank</th>
<th>Contributor Name</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LOCKHEED MARTIN</td>
<td>$114,450</td>
</tr>
<tr>
<td>2</td>
<td>EXXONMOBIL</td>
<td>$54,850</td>
</tr>
<tr>
<td>3</td>
<td>APOLLO GLOBAL MANAGEMENT</td>
<td>$52,950</td>
</tr>
<tr>
<td>4</td>
<td>JPMORGAN CHASE</td>
<td>$39,100</td>
</tr>
<tr>
<td>5</td>
<td>BLACKSTONE</td>
<td>$38,500</td>
</tr>
</tbody>
</table>

- **Texas**: $3,410,084 (41.1%)
- **District of Columbia**: $711,700 (8.6%)
- **New York**: $583,678 (7%)
- **Virginia**: $984,900 (11.1%)
- **Other**: $3,222,224 (38.6%)

Source: votedsedge.org/2/28/2014

Last updated: 2/28/2014

### Bio

- **Political Experience**
- **Professional Experience**
- **Education**
A quick question.

Who agrees?

It’s important that the public has access to information about who’s spending money to influence elections.
You’re in good company.

84% of Californians would like to see more

• 78% of Republicans

• 86% of Democrats

• 83% of Tea Party members

• 88% of Independents
In November 2012:

Over $440M was given to CA ballot measure campaigns.

$1M+ donors (83.6%)
Prop. 37: Genetically Engineered Foods
Requiring labeling of food products made from genetically modified organisms.

Outcome: X FAILED

Summary

Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as "natural." Provides exemptions.

- WHAT YOUR VOTE MEANS
- FINANCIAL EFFECT
- CAMPAIGN ARGUMENTS
- CAMPAIGN INFORMATION
- ADDITIONAL INFORMATION
1. Which information is useful / needed?

2. What is the most useful way we can package it?

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FINANCIAL EFFECT
CAMPAIGN ARGUMENTS
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**Prop. 37: Genetically Engineered Foods**

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**Outcome:** ❌ FAILED

**Summary**

Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as "natural." Provides exemptions.

- **WHAT YOUR VOTE MEANS**
  - **YES**
    - A YES vote on this measure means: Genetically engineered foods sold in California would have to be specifically labeled as being genetically engineered.
  - **NO**
    - A NO vote on this measure means: Genetically engineered foods sold in California would continue not to have specific labeling requirements.

**FINANCIAL EFFECT**

**CAMPAIGN ARGUMENTS**

**CAMPAIGN INFORMATION**
Prop. 37: Genetically Engineered Foods
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WHAT YOUR VOTE MEANS
FINANCIAL EFFECT
CAMPAIGN ARGUMENTS
CAMPAIGN INFORMATION
ADDITIONAL INFORMATION
Prop. 37: Genetically Engineered Foods
Requires labeling of food products made from genetically modified organisms.

Outcome: ✗ FAILED

Summary

Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as "natural." Provides exemptions.

WHAT YOUR VOTE MEANS

✓ YES
Potential increase in state administrative costs of up to one million dollars annually to monitor compliance with the disclosure requirements specified in the measure. Unknown, but potentially significant, costs for the courts, the Attorney General, and district attorneys due to litigation resulting from possible violations to the provisions of this measure.

✗ NO
No change from status quo.
Prop. 37: Genetically Engineered Foods
Requires labeling of food products made from genetically modified organisms.

Outcome: FAILED

Summary
Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as "natural." Provides exemptions.

+ WHAT YOUR VOTE MEANS
+ FINANCIAL EFFECT
+ CAMPAIGN ARGUMENTS
+ CAMPAIGN INFORMATION
+ ADDITIONAL INFORMATION
Endorsements

- Center for Food Safety
- Consumer Watchdog
- Lundberg Family Farms
- Pesticide Action Network
- Swanton Berry Farm

- California Taxpayer Protection Committee
- California Small Business Association
- California Farm Bureau Federation
- The Orange County Register
- Press-Telegram - Long Beach, Ca

News

- STAR TRIBUNE California vote on genetically modified foods a win for food industry Nov. 9, 2012
- ALL VOICES Genetically Modified Foods-Labeling Bill Rejected in California, Advocates vow to Carry on Nov. 8, 2012
- EARTH ISLAND JOURNAL Prop 37 Defeat Reveals a “Food Movement” that Is Still Half Baked Nov. 8, 2012

Editorials

- FOG CITY JOURNAL Jill Chapin, Guest Columnist, Fog City Journal: Op-Ed: The Defeat of Prop 37 – Californians Defending Their Right NOT to Know Nov. 9, 2012
- NATURAL INDEPENDENT Nicholas Tomasi, Contributor, The Natural Independent: Op-Ed: Prop. 37 in California - GMO Labeling Should be the Absolute Minimum Nov. 6, 2012

- VICTORVILLE DAILY PRESS Steve Williams, Opinion Page Editor, Victorville Daily Press: Editorial: We Recommend ... Nov. 5, 2012
- FORBES Dr. Nicholas Kalaitzandonakes, Professor of Agricultural and Applied Economics, University of Missouri; Dr. Jayson Lusk, Professor, Oklahoma State University: Op-Ed: Who Will Cover the Costs of California’s Prop. 37? Nov. 2, 2012
Responsive.

Voter's Edge

Enter your address to unlock your ballot:

Submit

Bring Voter's Edge to your city or state.
1. Which information is useful / needed?

2. What is the most useful way we can package it?

Elections in California:

State of California

Alameda Co.

Berkeley

Contra Costa Co.

Culver City

Los Angeles Co.

Marin Co.

Mill Valley

Orange Co.

Palo Alto

Richmond
Voter's Edge

Enter your address to unlock your ballot:

Submit

Bring Voter's Edge to your city or state.
Enter your address to unlock your ballot:

1500 Pecos St., Austin, TX

SUBMIT
1. Which information is useful / needed?

2. What is the most useful way we can package it?

2014!

CANDIDATES
• Congressional
• Statewide
• State legislative

BALLOT MEASURES
• Statewide
• Local
What we provide.

CANDIDATES
• Videos of Speeches
• Funding
• Political Experience
• Professional Experience

BALLOT MEASURES
• Summaries
• Campaign Arguments
• Endorsements
• News & Editorials
• Funding