



REVEALING MONEY'S INFLUENCE ON POLITICS

Jay Costa

Program Director

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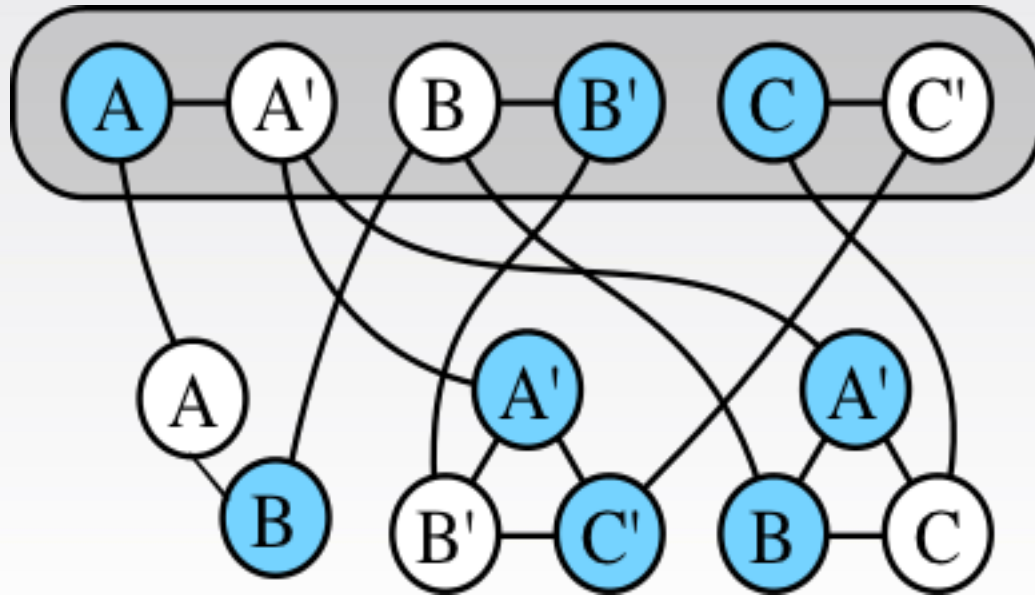
t: @jayjco

The importance of voter information.

**The best defense of
democracy is an informed
electorate.**



The problem.



**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?**
- 3. Being self-critical. What's working? What isn't?**

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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**

Showing Ballot for: austin, TX, 2014-03-04



U.S. Senate - Texas ▼

Curtis Cleaver
Republican



Ken Cope
Republican



John Cornyn
Republican



Tim Day
Democratic



Michael Fjetland
Democratic



John Cornyn Republican

2014 Candidate for U.S. Senate - Texas

In Their Own Words



10/5/13 Sen. John Cornyn (R-TX) Delivers Weekly...



0:00 / 4:00

YouTube

Floor Speech - Senator Cornyn on The Texas Model



0:00 / 7:13

YouTube

Add a comment



Comment

Facebook social plugin

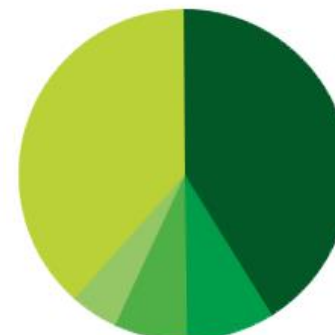
Funding

RANK	CONTRIBUTOR NAME	TOTAL
1	LOCKHEED MARTIN	\$91,450
2	EXXONMOBIL	\$54,850
3	APOLLO GLOBAL MANAGEMENT	\$52,950
4	JPMORGAN CHASE	\$39,100
5	BLACKSTONE	\$38,500



\$8.3 million
raised in total

■ Texas	\$3,410,084 (41.1%)
■ District of Columbia	\$711,700 (8.6%)
■ New York	\$583,678 (7%)
■ Virginia	\$384,900 (4.6%)
■ Other	\$3,202,224 (38.6%)



Source: votersedge.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 

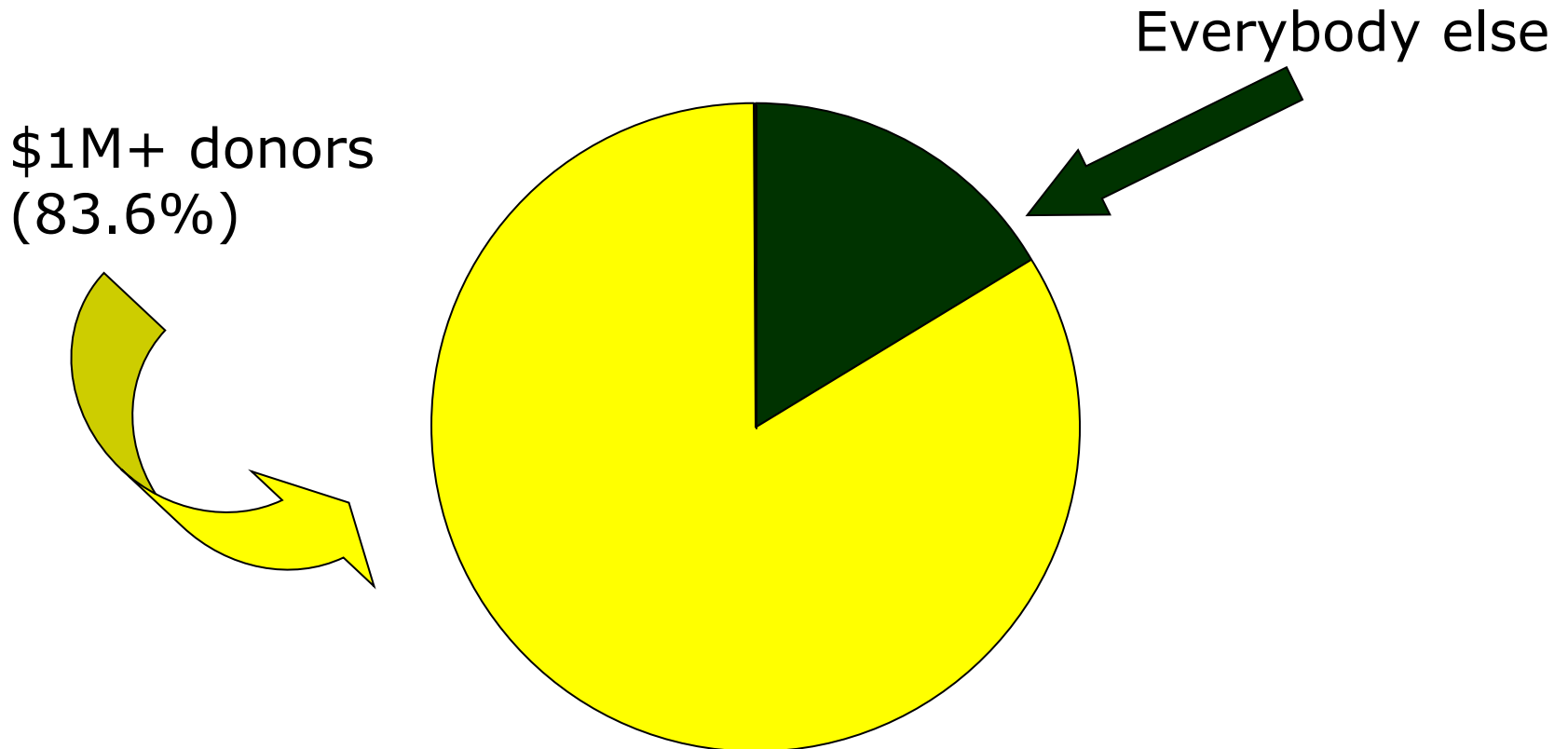
• **86%** of Democrats 

• **83%** of Tea Party members 

• **88%** of Independents 

In November 2012:

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



Showing Ballot for: 2012-11-06

CA Measure ▼

Prop. 35

Human Trafficking

Prop. 36

Three Strikes Law

Prop. 37

Genetically Engineered
Foods

Prop. 38

Taxes (Munger plan)

Prop. 39

Taxes for Multistate
Businesses

Prop. 37: Genetically Engineered Foods

Requires labeling of food products made from genetically modified organisms.

Get updates on
Prop. 37

Share



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

✓ YES

Funding ⓘ

✗ NO



RANK	CONTRIBUTOR NAME	TOTAL
1	MERCOLA.COM HEALTH RESOURCES LLC	\$1,199,000
2	KENT WHEALY	\$1,000,000
3	NATURE'S PATH FOODS U.S.A. INC. FINE NATURAL FOOD PRODUCTS	\$660,709
4	DR. BRONNER'S MAGIC SOAPS ALL-ONE-GOD-FAITH INC.	\$620,883
5	ORGANIC CONSUMERS FUND	\$605,667

\$9.2 million
raised in total[more...](#)

Last updated: 11/6/2012

RANK	CONTRIBUTOR NAME	TOTAL
1	MONSANTO COMPANY	\$8,112,867
2	E.I. DUPONT DE NEMOURS & CO.	\$5,400,000
3	PEPSICO, INC.	\$2,485,400
4	GROCERY MANUFACTURERS ASSOCIATION	\$2,002,000
5	KRAFT FOODS GLOBAL, INC.	\$2,000,500

\$46.0 million
raised in total[more...](#)

Last updated: 11/6/2012

✓ YES

Endorsements ⓘ

✗ NO



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

[more...](#)

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

[more...](#)

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

[more...](#)

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⊖ 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

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⊕ WHAT YOUR VOTE MEANS

⊖ FINANCIAL EFFECT

✓ 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.

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[more...](#)

Last updated: 11/6/2012

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✗ NO



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Consumer Watchdog
Lundberg Family Farms
Pesticide Action Network
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[more...](#)

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[more...](#)

✓ YES

Editorials ⓘ

✗ NO



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

OP-ED NEWS Dr. John Moffett, Managing Editor, OpEdNews.com: Op-Ed: Can Corporations Convince California Voters That They Don't Want to Know What's in Their Food? Nov. 5, 2012

[more...](#)

VICTORVILLE DAILY PRESS Steve Williams, Opinion Page Editor, Victorville Daily Press: Editorial: We Recommend ... Nov. 5, 2012

SLATE MAGAZINE Keith Kloor, Journalist, New York: Op-Ed: Delusions of Danger 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

[more...](#)

✓ YES

Campaign Advertisements

✗ NO



Responsive.



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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

FROM **MapLight**

Enter your address to unlock your ballot:



SUBMIT

Bring Voter's Edge to your city or state.

VOTER'S EDGE

FROM **MapLight**

Enter your address to unlock your ballot:



1500 Pecos St., Austin, TX

SUBMIT

Bring Voter's Edge to your city or state.

Texas Congressional District 4 2014 Voter Information Guide

U.S. Senate - Texas

David Alameel
Democratic



Curtis Cleaver
Republican



Ken Cope
Republican



John Cornyn
Republican



Tim Day
Democratic



Mi



Congressional District 4 - Texas

Tony Arterburn
Republican



Lou Gigliotti
Republican



Ralph Hall
Republican



Brent Lawson
Republican



John Ratcliffe
Republican



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2014!

CANDIDATES

- **Congressional**
- **Statewide**
- **State legislative**



BALLOT MEASURES

- **Statewide**
- **Local**

2014!



SmartVoter®

+

MapLight

MapLight

What we provide.

CANDIDATES

- **Videos of Speeches**
- **Funding**
- **Political Experience**
- **Professional Experience**

BALLOT MEASURES

- **Summaries**
- **Campaign Arguments**
- **Endorsements**
- **News & Editorials**
- **Funding**