

NEWS RELEASE:

## **\$5,000 for Bloggers Covering Municipal Elections**

VANCOUVER -- October 6, 2011 -- VoterMedia.org, a nonprofit group that supports public interest media, is sponsoring a \$5,000 blogging competition to cover the upcoming municipal elections in Burnaby, Surrey, Richmond, North Vancouver and West Vancouver.

There are 5 contests covering the 5 cities, with a \$1,000 award pool each. Anyone (including election candidates) can enter their blog, and anyone can vote on which blogs should win some of the award pool. There is no entry fee or deadline. Votes are tallied daily to allocate daily awards to winning blogs throughout October and November. Information, entry form and links to the contest ballots are at [votermedia.org/bcmuni2011](http://votermedia.org/bcmuni2011).

VoterMedia.org has run similar contests at the UBC student union for the past 5 years -- see UBC student reactions in video interviews at [votermedia.org](http://votermedia.org). In the video entitled "How VoterMedia Affects Election Campaigns", 2010-2011 UBC student union President Bijan Ahmadian said:

"VoterMedia has definitely made the election process more accessible.  
... voter media really play an important role and have really been, you know, centre of gravity for voters to come together and discuss issues, discuss candidates, discuss their values, and give candidates an opportunity to respond, to engage with the voters, and it just feels like, more like a democracy, than it used to, I think, from my perspective."

Mark Latham, Founder of VoterMedia.org, is a financial economist working on political reform of democracies and corporations. He focuses on voter information systems, especially the economic incentives (or lack thereof) for public interest political journalism. This is a nonprofit project to develop, test and share new ideas.

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