



Sponsor a Canada-wide VoterMedia contest

Submitted by Mark Latham on Fri, 02/03/2012 - 21:39

City/Town: Vancouver

Categories: **Other** (<http://www.reimaginecbc.ca/reimagine?categories=Other>)

Your rating: 5 **3.8**
32 votes

VoterMedia is blog contest that lets voters allocate public funds to competing blogs -- see for example votermedia.org/canada (<http://votermedia.org/canada>). CBC could sponsor this with the condition that they can republish any content from the blogs -- text, photos, video etc.

A 1-year pilot project could cost as little as \$40,000, all of which would go to the contestants. VoterMedia.org (a nonprofit open source project) is offering to host the contest ballot at no charge. All the funding would flow to the bloggers directly from the CBC.

VoterMedia competitions are designed to maximize public benefit per dollar. Our voting system is responsive to what a broad consensus of voters appreciate, so it tends to reward public benefits rather than private benefits, e.g. investigative journalism rather than sensational coverage. We have tested and developed it for six years at the UBC student union, and in municipal elections.

For more info please see:

- *The Tyee* article theyee.ca/Mediacheck/2012/01/27/Voter-Media/ (<http://theyee.ca/Mediacheck/2012/01/27/Voter-Media/>)
- Video interviews of UBC students at votermedia.org (<http://votermedia.org/>)
- "Newspaper Sponsorship of Municipal VoterMedia" at votermedia.org/publications (<http://votermedia.org/publications>)

Video: VoterMedia at UBC

Video: How VoterMedia Affects Election Campaigns