

Delivered-To: hans@ubermorgen.com
Date: Tue, 29 Aug 2000 01:15:57 -0400 (EDT)
From: RTMark admin <admin@rtmark.com>
To: Public Relations <pr@voteauction.com>
cc: frank guerrero <frank@rtmark.com>, ccutter@schwartz-pr.com,
hans@ubermorgen.com, willworkforfood@hotmail.com, baumgj@rpi.edu
Subject: Re: Press release 3: ray edit 2

> It will be at least a couple of days before the database stuff is working so it
> wouldn't hurt to hold off until then.
>
>
>
> Voteauction.com relaunches under new ownership with new added features.
>
> -----
> Election industry leader, voteauction.com, the first website to cut out
> the middleman and bring campaign contributions directly to the public,
> is re-launching to better serve the voting public.
>
> Voteauction.com was launched on August 1 with the simple idea of
> bringing the big money of campaign contributions directly to the voting
> public. "When I saw that I would have to choose between Bush and Gore
> this year, I felt like staying home on election day," said
> Voteauction.com founder, James Baumgartner. "Then I heard about the
> hundreds of millions of dollars that the candidates have raised for this
> election and I realized that my vote is worth a lot of money. There are
> millions of people like me, and voteauction.com will help us earn money
> from our voting power."
>
> After receiving a warning from the New York City Election Commission,
> Baumgartner decided to shut down the site. Not only is selling your vote
> illegal in New York, even offering your vote for sale is a felony. But even
> while voteauction.com was shut down, it was featured in the media, including
> wirednews.com, cnn.com, NY1 News, abcnews.com, and Minnesota Public Radio,
> among others.
>
>
> I guess that's kind of an awkward sentence getting back to the stuff about the
> media. Perhaps some of the bigger media references should be put in a list at
> the top?

you mean totally separately? that would be unorthodox--i think it's ok as
is, but keep only the important ones: maybe something like "it was being
featured on television (ABC, NBC, CBS, CNN) and in print (AP, USA Today,
New York Times, etc.)."

>
> News about the site attracted the attention of Austrian entrepreneur Hans
> Bernhard, who made an offer to purchase voteauction.com. "As America
> continues to develop industries in new areas, this presents many
> opportunities for the foreign investor," Bernhard said. "I believe that
> voteauction.com, as a technological pioneer in the elections industry, will
> be a great complement to other emerging American investment opportunities in
> the Corrections and Education industries."
>
> Perhaps the "Genetic Information Industry" sounds a bit too fake. I am sure
> that it will come along in the next couple of years now that the Human Genome
> Project is wrapping up.

yeah, it doesn't ring a bell offhand

> Bernard is an e-commerce innovator whose meteoric business successes have
> combined an ability to marry emergent technologies with social needs. "I
> look for areas where new technologies can capitalize on social needs arising
> from de-regulation and privatization while simultaneously providing a service
> to individuals disenfranchised by the privatization process," says Bernhard,

privatization

> "Voteauction.com represents a new paradigm in the election process where
> voters and campaign investors can come together directly."
>
> Although I like using "win-win" I wonder if anyone really says that anymore.
> Instead, I like the other business buzzword favorite, "Paradigm."
>
>
>
> Now under new ownership, voteauction.com promises improved features.
>
> First there is the Voteauction Action Team (VAT.) VAT allows users to cash

*Press -
Release
beta*

(VAT).

> > in on their voting capital while avoiding the volatility of the

volatility

> > voteauction.com market. VAT members will be able to download promotional
> > material and graphics from the voteauction.com website. They can then market
> > their votes directly to the campaign investors in their area. This will
> > allow them to market their vote not only for President, but for any number of
> > local and state elections. It will also help the campaign investor avoid the
> > usual 10-15% overhead charged by most political consultants. VAT membership
> > and all downloads will be provided free of charge.

you should explain why people would do this--actually, to tell the truth,
i don't quite understand this VAT thing.... needs to be clearer i think.

> > Secondly, there is the Voteauction.com message board. This public forum will
> > allow voteauction.com supporters and detractors to post their views on the
> > voteauction.com mission. Voteauction.com has received many email supporting
> > what we are trying to accomplish. We feel that a public message board is the
> > best way for people to express their support or their [what's a better word
> > than disgust?] of voteauction.com
>
> that could use a little more fleshing out.

yes--will re-look after it's fleshed out.

ray

> yeah, the rest of it is junk as far as a press release goes. Most of it has a
> place on the website but not here
>
> > Until recently, the Election Industry was controlled by an exclusive group
> > of political consultants. These consultants spend the campaign
> > contributors' money on advertising while taking a 10-15% cut for
> >
>
> James
>

Delivered-To: hans@ubermorgen.com
Date: Wed, 30 Aug 2000 16:23:46 -0400 (EDT)
From: RTMark admin <admin@rtmark.com>
To: Public Relations <pr@voteauction.com>
cc: ccutter@schwartz-pr.com, hans@ubermorgen.com, frank@rtark.com,
willworkforfood@hotmail.com, baumgj@rpi.edu
Subject: Re: press release v 3.1 (ray nags)

Voteauction

>>
>> Voteauction.com re-launches under new ownership with new added
> features.

snazzier title--something descriptive--"vote-auctioning website
spruced up under new austrian ownership" or better--that's not so good
either

>> ----
>> Election industry leader, voteauction.com, the first web site to cut
> out
>> the middleman and bring campaign contributions directly to the public,
>
>> is re-launching to better serve the voting public.

i'd cut out "election industry leader" and just start with voteauction.com

>>
>> Voteauction.com was launched on August 1 with the simple idea of
>> bringing the big money of campaign contributions directly to the
> voting
>> public. "When I saw that I would have to choose between Bush and Gore
>> this year, I felt like staying home on election day," said
>> Voteauction.com founder, James Baumgartner. "Then I heard about the
>> hundreds of millions of dollars that the candidates have raised for
> this
>> election and I realized that my vote is worth a lot of money. There
> are
>> millions of people like me, and voteauction.com will help us earn
> money
>> from our voting power."
>
> [above is the same paragraph that was in the previous press release - is
> that acceptable?]

should be reworked a little--pretty close though

>> After receiving a warning from the New York City Election Commission,
>> Baumgartner decided to shut down the site. Not only is selling your
> vote
>> illegal in New York, offering your vote for sale is also a felony. But
> even
>> while voteauction.com was shut down, it was featured in the media,

it was receiving wide attention from [i gave you the list last time--this
one is no good--use the one i gave you or something like it]

> including
>> wirednews.com, cnn.com, NY1 News, abcnews.com, Minnesota Public Radio,
>
>> associated press, and others.
>>
>>
>> News about the site attracted the attention of Austrian entrepreneur
> Hans
>> Bernhard, who made an offer to purchase voteauction.com. "As America
>> continues to develop industries in new areas, this presents many
>> opportunities for the foreign investor," Bernhard said. "I believe
> that
>> voteauction.com, as a technological pioneer in the elections industry,
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>> be a great complement to other emerging American investment
> opportunities in
> the Corrections and Education industries."
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>> Bernard is an e-commerce innovator whose meteoric business successes
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>> combined an ability to marry emergent technologies with social needs.
> "I
>> look for areas where new technologies can capitalize on social needs
> arising
>> from de-regulation and privatization while simultaneously providing a
> service
>> to individuals disenfranchised by the privatization process," says

> Bernhard,
> > "Voteauction.com represents a new paradigm in the election process
> where
> > voters and campaign investors can come together directly. We are

what's the rest of the sentence?

> >
> >
> > Now under new ownership, voteauction.com promises improved features.

this is repetetive--"now under new ownership" "the new, improved
voteauction.com ..."

>
> > First there is the Voteauction Action Team (VAT.) VAT allows users to
> cash
> > in on their voting capital while avoiding the volatility of the
> > voteauction.com market. VAT members will be able to download
> promotional
> > material and graphics from the voteauction.com web site. They can
> then market
> > their votes directly to the campaign contributors in their area. This
> will
> > allow them to market their vote not only for President, but for any
> number of
> > local and state elections. It will also help the campaign contributor
> avoid the
> > usual 10-15% overhead charged by most political consultants. VAT
> membership
> > and all downloads will be provided free of charge.

this still could use a little clarifying--so it's just marketing their own
vote? might give a specific example--"they can download banners and place
them on their home page, advertising that they will sell their vote for
only \$50, for example"--is that right?

also, doesn't the *whole system* avoid the usual 10-15% overhead? why
specifically this?

>
> [I was considering saying {campaign investor} but since that is a term
> that is not yet common, people might not realize that it is a sly
> euphemism for {campaign contributor}]

i think that's ok--campaign investor... no?

>
> > Secondly, there is the Voteauction.com message board. This public
> forum will
> > allow voteauction.com supporters and detractors to post their views on
> the
> > voteauction.com mission. Voteauction.com has received many emails
> supporting
> > what we are trying to accomplish. We feel that a public message board
> is the
> > best way for people to express their support or their [what's a better
> word
> > than disgust?] of voteauction.com

criticisms

>
>
>

To: baumgj@rpi.edu
From: net_CALLBOY <hans@ubermorgen.com>
Subject: Re: USA Today reporter trying to reach you
Cc: frank@ertmark.com, admin@ertmark.com
Bcc:
X-Attachments:

Hello: I am trying to reach you to talk about VoteAuction.com

they got me on etoy already.. kornblum from usa today came in with it straight.. i had to construct the etoy.HOLDING within about 10 miliseconds, so etoy.com was just the art.company, the etoy.HOLDING is purely biz oriented holding with 7 companies

talked about my business interest in the affair, didnt disclose any amount being paid, said the domain shall be online within the next 2 days..

talked about high-risk venture, but also about the possibility to transfer it to one of our offshore companies if we get legal heat in europe..

so, the etoy.SHIT is in.. its just sticking to me..

hope this doesnt ruin the story, will try to keep it low..

hans

Could you send me the best way to reach you today?

Thank you,

Janet

Janet Kornblum, jkornblum@usatoday.com

<http://ebriefing.usatoday.com>

415 221-7615

4644 Geary Blvd. PMB 143

San Francisco, CA 94118

mediahack.org

— user data

— polls results → !

— legal issues

— press-data → !

— list of supporters → !

web-site : registration : your data will not even be saved, has never been saved!

— presse-vertaler :

~~94entj52~~

— ICANN

— legal people

legal site !

— mic.org



Intro

Kapitel 1

Legal dep.

Kap 2

Register dep.

Kap 3

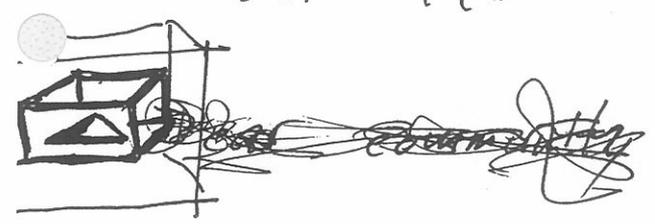
Analysis

Kap 4

Technical Dep.

decentralized company / decentralized user

CASH - FLOW \rightarrow VOTE FLOW



~~eValuation update~~

- eValuation update
- operation research
- operative goals overachieved
- optimum vote quantity
- practical capacity
- day-to-day vote development
- vote flow (aka cash-flow)
- performance votes
- Bundled votes
- ~~Payment by results~~

H

measures
necessary changes in handling ~~vote~~ ^{and redirecting} continuous
vote flow ~~is~~ ~~getting~~ ~~becoming~~ very dramatic!
showing great success! hourly, there are new sets of
hourly we design and introduce new sets of measures
customized

large scale
tangible vote assets
media discount
vote target group

multi-layer content analysis

emergency
operation

choice criteria

~~the~~ waste votes disposal

decision matrix

inverse method of calculation

Aufreiss

press (A)

- brand-message
- company approach (holistic)
- ICANN / comic position / legal
- Auction Action - financial market analogie, etc. - polls,

for PR or 7-NO.AA

auction statt gefude + funktioniert + nicht funktioniert

our legal dept reports: our resistry dept reports: → s. vults

→ geschäfte laufen gut - abgesehen um jur/tech herausforderung
laufe alles top. vobe-archi

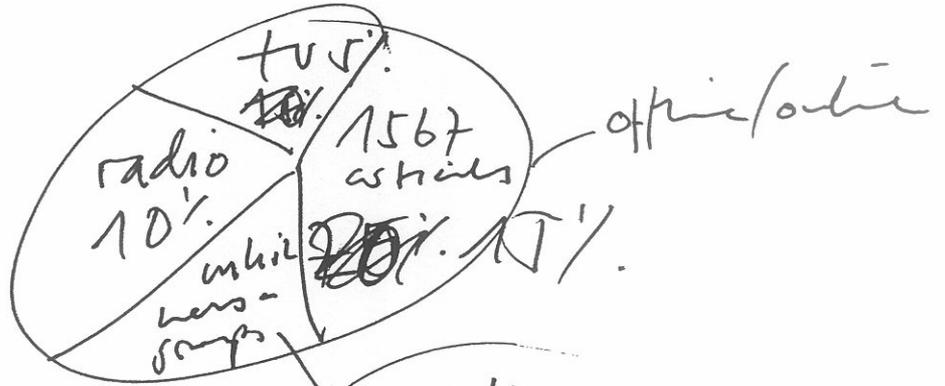
→ to be or not to be! just do it!

→ personal story, respective user-feedback positive happy

- URLs:
- well.com
 - pixelmassaker.com/voleaction
 - voleaction.primy.org
 - rtmark/voleaction
 - ...
 - ...

webs : — press. release

— stats with media-broker



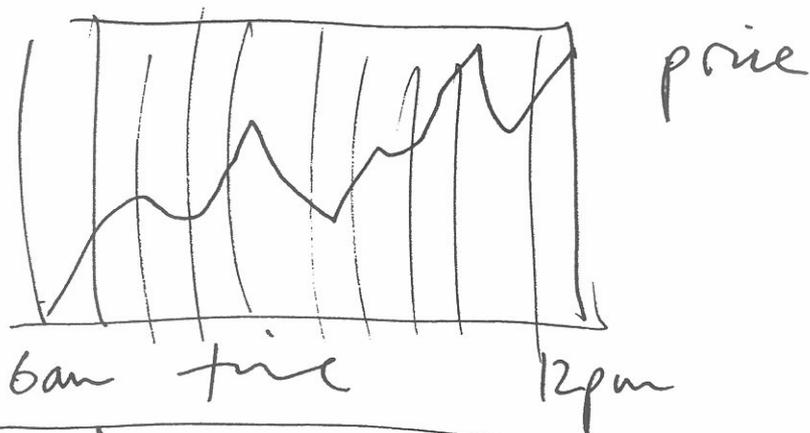
CPMs

13'65
757.

— legal does & make

— logo / banner / buttons > pop-up!

— auction-watch



— hourly update + order live script