

SAYHEAR.ORG PROVIDES AN OUTLET FOR POLITICAL SELF EXPRESSION WITH LAUNCH OF NEW SITE

EXPRESS YOURSELF: IN EVERY PRESIDENTIAL
ELECTION SINCE 1960 ONLY 54% OF ELIGIBLE
AMERICANS CAST A VOTE

FOR IMMEDIATE RELEASE

OCTOBER 31, 2008 – Each vote matters, but each voice matters more. SayHear, a not-for-profit interactive social experiment, wants to make American voices heard. On the brink of a historical election with an expected record voter turnout, SayHear invites voters and non-voters alike to tell the country why — or why not — they're casting a ballot.

The experiment features four numbers (below), linked to vocal recording software which allows callers to leave a message explaining their choice to vote. Privacy is guaranteed; callers will not be identified, but their voices will be heard by people across the country and around the world.

Those who plan to vote for **Barack Obama, call: 805.456.5763**

Those who plan to vote for **John McCain, call: 805.456.5764**

Those who plan to vote for a **Third Party Candidate, call: 805.456.5765**

Those who do **not plan to vote, call: 805.456.5766**

Each message will be posted to **www.sayhear.org**, where visitors can listen, in real time, to what the country is saying. At a time when political discourse is dominated by argument, shout-offs and shrieking commentators, sayHear provides a unique forum in which information flows only one way -- encouraging active listening and ensuring that every voice is heard.

ABOUT SAYHEAR.ORG

SayHear is a not-for-profit interactive experiment to explore the power of being heard. There is no political agenda, no propaganda. We're here to listen. Your privacy is respected and secure.

SayHear is a collaboration between Gershoni, an award-winning creative agency based in San Francisco; Ribbit, a developer of advanced vocal audio technology for business applications; and Some Random Dude (a.k.a. P.J. Onori.) For more information, visit **www.sayhear.org**.

We are a nation of unique voices. Speak, listen, and be heard.

ABOUT GERSHONI

Gershoni is a Creative Agency helping brands claim their identity and find their voice in a noisy world. Gershoni's branding philosophy is founded in the real, open expression of a brand's true identity. Specializing in long-term partnerships, the firm helps clients navigate the evolving brand landscape through insightful strategy, breakthrough creative and authentic programs. With a unique understanding of the value of relationships, Gershoni advocates for and implements solutions that tap into the most powerful tools in business: communication, emotion, and human experience. www.gershoni.com

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The screenshot shows the sayHear website interface. At the top, there are four buttons labeled 'Why Vote Obama?', 'Why Vote McCain?', 'Why Vote 3rd Party?', and 'Not Voting?'. Below these are filter tabs for 'Barack Obama', 'John McCain', '3rd Party', and 'Not Voting'. The main content is a table of call logs with columns for Name, Date, Time, Length, and Location. The table contains 12 rows of data.

NAME	DATE	TIME	LENGTH	LOCATION
BARACK OBAMA	10/9/2008	AT 12:38PM PDT	0:17	AREA CODE 415, CA
JOHN MCCAIN	10/9/2008	AT 12:18PM PDT	0:41	LOCATION UNKNOWN
NOT VOTING	10/9/2008	AT 12:14PM PDT	0:47	AREA CODE 530, CA
3RD PARTY	10/9/2008	AT 12:09PM PDT	0:18	AREA CODE 610, PA
BARACK OBAMA	10/9/2008	AT 12:06PM PDT	0:09	AREA CODE 415, CA
BARACK OBAMA	10/9/2008	AT 11:45AM PDT	0:14	AREA CODE 415, CA
BARACK OBAMA	10/9/2008	AT 11:28AM PDT	0:10	AREA CODE 239, FL
NOT VOTING	10/9/2008	AT 11:18AM PDT	0:48	AREA CODE 585, NY
BARACK OBAMA	10/9/2008	AT 10:34AM PDT	0:04	AREA CODE 408, CA
JOHN MCCAIN	10/9/2008	AT 10:33AM PDT	0:08	AREA CODE 415, CA
BARACK OBAMA	10/9/2008	AT 10:27AM PDT	0:09	AREA CODE 415, CA
BARACK OBAMA	10/9/2008	AT 10:07AM PDT	0:04	AREA CODE 415, CA
BARACK OBAMA	10/9/2008	AT 9:47AM PDT	0:08	LOCATION UNKNOWN
NOT VOTING	10/9/2008	AT 8:40PM PDT	0:53	LOCATION UNKNOWN

At the bottom of the screenshot, there are logos for Gershoni, 'Some Random Dicks', and 'R4H'.