



Summary of the DayLight Forum and its National “heat map”

The speed, economy and inclusiveness of the Internet permits us to create a “community of common interests” in the form of a rich interactive environment called the DayLightForum.org – a public meeting place on the Web that will act as a local, state, regional, and national town hall where each of us, regardless of race, creed, political affiliation, education level or financial standing, can tangibly contribute to improving America and the world at large – and drag our politicians and our government into the bright light of day. A powerful driver of this community of common interests will be a national issues “heat map” that can virtually eliminate voter apathy as described below.

Basically, here’s how it will work: You will go to the Forum’s home page where you will see a map of the United States. At the top of that map will be **the most popular or pressing issue of the day or of any particular period in time** (underlying map pages will feature other issues of importance to us). We will vote “Yes,” “No” or “Undecided” on that particular issue and our vote will show up, graphically, in our city or state as may be appropriate. “Undecided” will be included as a polling choice so that whoever is reviewing the data will know the size of the total universe who voted.

The map will register, geographically, every person's vote with the addition of a tiny, “pin-point,” **red dot** until a certain minimum number (let's say 10) is hit at which time all of those red votes will be consolidated into a single **green dot** representing 1,000. The dot color would change again at 5,000, then 20,000 then 100,000, then 1 million, etc. Presenting these votes, geographically, in the form of a US map will permit Congressmen and women to see how their constituents are voting. In effect, we are creating *a precursor to an actual federal Internet voting system.*

For even greater detail, a viewer can click on a particular state, which will then expand to fill the whole screen, thereby providing the ability to show cities and even towns. If a city is clicked, it will show votes by zip code.

Even though DayLight voting will be unofficial it will be graphically powerful and unavoidable by our elected leaders. These maps can dramatically lower the "apathy level" amongst our fellow Americans who, for the first time in U.S. history, will be empowered to tangibly influence how our elected leaders vote. So, the next time Congress blunders into an unnecessary war (and there definitely will be a next time), we won't have to wait 4 years for an administration change to rectify the situation. Such a heavily visited venue will also be an income generator, appealing to advertisers who can buy **banner ads** on either side of **each** important issue's heat map; money that can go to support the causes that people vote for on the heat map.

RESONATION

The number of pages (and, thus, the amount of advertising revenue) is limited only by the number of issues at *the local, state and national level* that are of interest to registered members of the DayLight Forum. These “must see TV” maps are to be viewed, avidly and frequently, by a demographically rich group who are proactive and have money to spend. They should be highly valued by marketers. Additional significant revenue can come from licensing the underlying community-building/polling software to other users, and from providing consultative advice for commercial use.

To vote at the DayLight Forum (and to ensure that we capture valuable contact and demographic information) someone must become a member by "registering to vote" with us. As an enticement/reward, we will give them their own blog page and access to special events and products that we will sell.

Members can visit the Forum at their convenience, any time of the day or night, 365 days a year, as frequently as they desire, for the purpose of making their wishes known to our elected leaders in a manner that they will simply not be able to ignore. Non-members can also visit to see how the country is voting on each particular issue.

In addition to the map, registered members will be able to contribute to another new phenomenon: the “political blog,” which is fast becoming a fourth “check” in our governmental system of “checks & balances.” If they wish to comment on their vote, they can click on an "expanded opinion link" where all comments on that topic will be aggregated. Their comment can also be entered on their individual blog page, which we will provide. They can also submit their **homemade videos** about important issues or candidates. When people see that their input really counts, we will have gone a long way toward eliminating a feeling of being powerless to effect change, and we will be building a valuable list of proactive Americans.

The power of the Internet is virtually immune to the influence of the current oligarchy of big money and special interests. The leaders behind world-renowned Web community builder, EchoDitto, built a presidential primary website for Howard Dean that shocked the political world by proving that “the little guy” can count in government. 600,000 everyday citizens, at an average donation of \$80, contributed \$50 million to Dean’s “grassroots” campaign in roughly 12 months. EchoDitto is now building the second phase of the DayLight Forum site.