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Shout2Power



Press Release

Americans can now share their thoughts directly with the President, Congress, and the Press – thanks to a free, nonpartisan, service

Dr. JT Kostman, the Founder of *Shout2Power*, Plans to Re-Democratize Democracy

Washington, DC, January 6, 2012: What if you could let the President, Congress and the Press know what you *really* think? Until now, most people had to content themselves with shouting at the television, or hoping a pollster would call – but Dr. JT Kostman, a Computational Social Psychologist and the Founder of *Shout2Power*, intends to change all that. Capitalizing on recent technological and methodological advances he and his colleagues developed to meet the analytic needs of their clients in the National Security community, they created Shout2Power.com as a way to give ordinary people a voice in government. This free, non-partisan service provides people an opportunity to logon, give their opinions, and let their voices be heard through **reports that are delivered directly to the Office of the President, every member of Congress, and all interested media outlets.**

“It all started when a friend was complaining about the Occupy Wall Street protestors, saying their message was so discordant it was getting lost in the noise.” Kostman says. “As coincidence would have it, another friend made the same observation about the Tea Party protestors that same day – complaining that nobody could figure out what they were trying to say.” Kostman wrestled with the problem and came up with the solution; a free, non-partisan service that would utilize an adapted version of the technology and methods he and his colleagues were using to analyze Social Media conversations for their government and corporate clients. Kostman, who previously served as Research Director for *The Gallup Organization*, says this service will offer a much-needed complement to traditional polling and focus groups. “The problem with polls” Kostman says, “is that you only ask a few people a few questions; then give them only a few responses to choose from. With the technology we’re using, people can talk about what interests them, not the pollsters – and we can then instantly analyze millions of comments, digest them, and get them to the people who are empowered to make a real difference. It’s *vox populi 2.0.*”

Reception to the service has already proven overwhelmingly positive. “I’ve spoken with several Congressmen and Senators, as well as a senior communication advisor to the President,” Kostman says, “and the consensus has been unanimous; the people in power really do want to know what *We the People* have to say; even if it’s just for their own self-preservation.”

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For Immediate Release