

## **Breaking News: Gore and Schwarzenegger Launch Bipartisan Bid for the US Presidency**

(Washington, 01 April 2008). In a move that even surprised senior analysts, former Vice President Al Gore and California Governor Arnold Schwarzenegger have announced their joint candidacy for the 2008 US Presidential Election earlier today. Around 400 people hastily gathered in front of the new Gore/Schwarzenegger campaign headquarters in Washington DC, where the team held its first press conference to outline major positions and explain the recent constitutional amendment that allows Austrian-born Schwarzenegger to run for president. Among the first to break the news, the US Election 2008 Web Monitor has published detailed profiles of both candidates including current media statistics:

[www.ecoresearch.net/election2008/dem/gore](http://www.ecoresearch.net/election2008/dem/gore)

[www.ecoresearch.net/election2008/rep/schwarzenegger](http://www.ecoresearch.net/election2008/rep/schwarzenegger)

After three months of campaigning for the primary elections, none of the other contenders has emerged with a decisive advantage. Since Gore has been the target of several Democratic grass-roots efforts to persuade him to run for president, it will be interesting to track this attempt to reshape the political landscape. According to the latest media data, the bipartisan bid could quickly gain momentum – driven in part by Al Gore's Nobel Peace Prize for his effort to inspire climate change action and the broad support of Governor Schwarzenegger's landmark legislation to reduce greenhouse gas emissions. Currently, the bipartisan team garners less than five percent of media attention (as compared to Barack Obama leading with 29 percent), but both Gore and Schwarzenegger have a significant advantage over all other presidential candidates in terms of media sentiment.

There is little doubt that their individual campaigning styles will divide the electorate. As a senior policy adviser has leaked to the press, voters should expect them to be "different but complementary". Their Academy Award winning film productions – the highly acclaimed "An Inconvenient Truth" and "Terminator 2: Judgment Day" – both present the audience with a sober outlook on humankind's fate but highlight the candidates' different approaches to catalyzing change and making their argument.

Web Site: [www.ecoresearch.net/election2008](http://www.ecoresearch.net/election2008)  
Screencast: [www.ecoresearch.net/election2008/download](http://www.ecoresearch.net/election2008/download)  
Contact: MODUL University Vienna  
Department of New Media Technology  
Am Kahlenberg 1, 1190 Vienna, Austria  
[www.modul.ac.at/nmt](http://www.modul.ac.at/nmt)  
E-Mail: [info@ecoresearch.net](mailto:info@ecoresearch.net)