

## **Media Release**

**27 July 2009**

### **Pembroke: War of Technology**

James Crotty, Independent Labour candidate for Pembroke, has taken the standard of Tasmanian election campaigning to new heights. Mr Crotty succeeded in an Australian first over the weekend with the launch of nightly live webcasts on [www.jamescrotty.com.au](http://www.jamescrotty.com.au).

Crotty says that he has been “heartened by the response from voters who want to talk about their issues. It is an innovative and real alternative to traditional door knocking”. For one and a half hours every night, Crotty discusses voters issues, political views and vision for the future. Viewers are asked to call, sms or email their questions and Crotty answers them live during the webcast.

Crotty says the questions have ranged from major issues such as transport and aged-care, to questions about his lifestyle and profession. “The medium is perfect for finding out from the electorate the issues that concern them most. It also puts me to the test – people can see me for who I am – there is no slick production team behind the webcasts, and no-one but me answering the questions .”

Crotty says that “Communication is what voters want in this election. It has been such a short campaign period and I want to be sure that the electorate has as many opportunities as possible to talk to me. To give voters the chance to tell me their concerns for Pembroke and find out what I stand for.”

Crotty congratulated Liberal candidate Vanessa Goodwin, who also launched an online initiative over the weekend. “It’s good to see Vanessa adopting the new medium. I didn’t follow what the code was about but if it leads to on line debate or better access to candidates by voters then that is a good thing.”

Crotty also said “It was disappointing Vanessa didn’t turn up for last week’s debate at the Beltana Bowls Club but we could now have a debate live, on line. I invite Vanessa or any other candidate to join me for a debate.

The webcasts are streamed live on [www.jamescrotty.com.au](http://www.jamescrotty.com.au) every night until the election, between 7.30 and 9.00pm.

James Crotty is available for interviews and photos. For more info call Jeff Blake on 6223 7005 or 0419302239