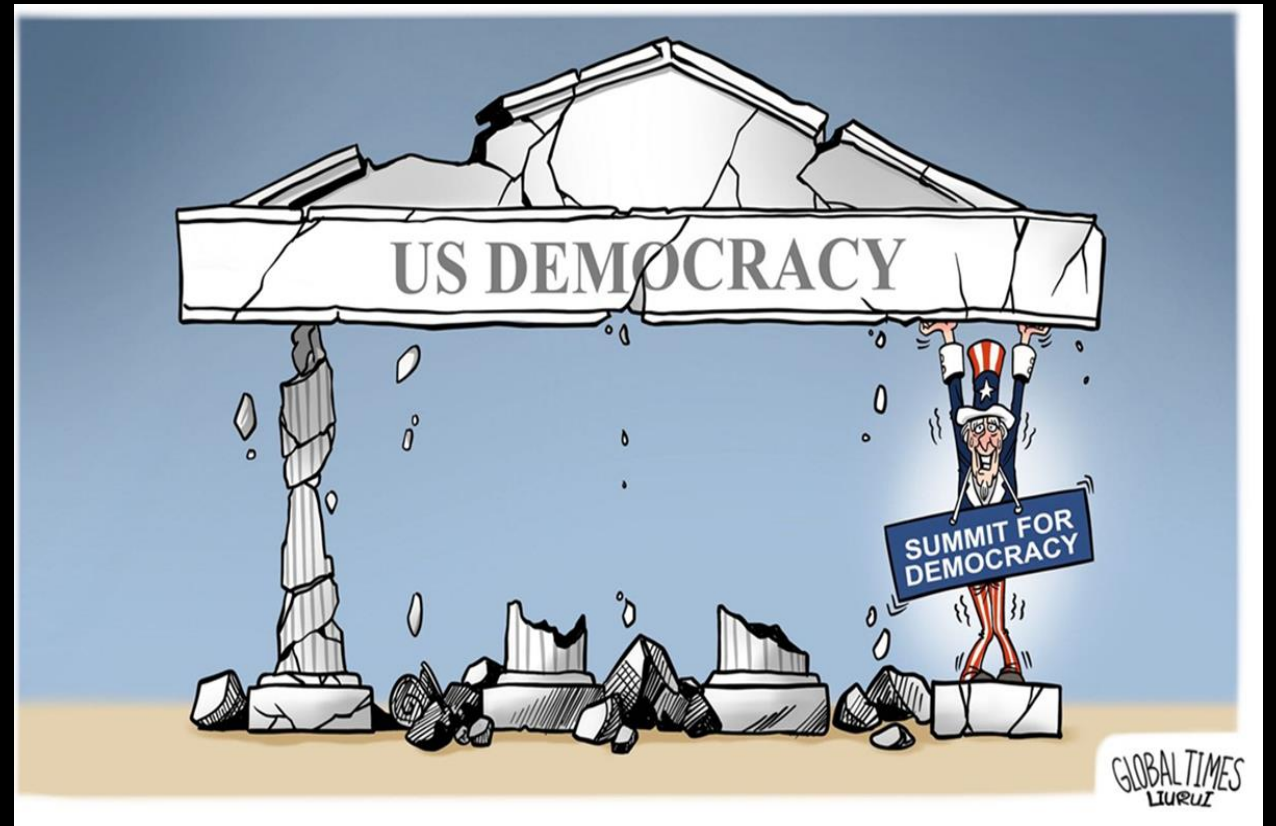

Choose Democracy

Offering citizens, a quick assessment of the state of democracy in
America **and what they can do about it**



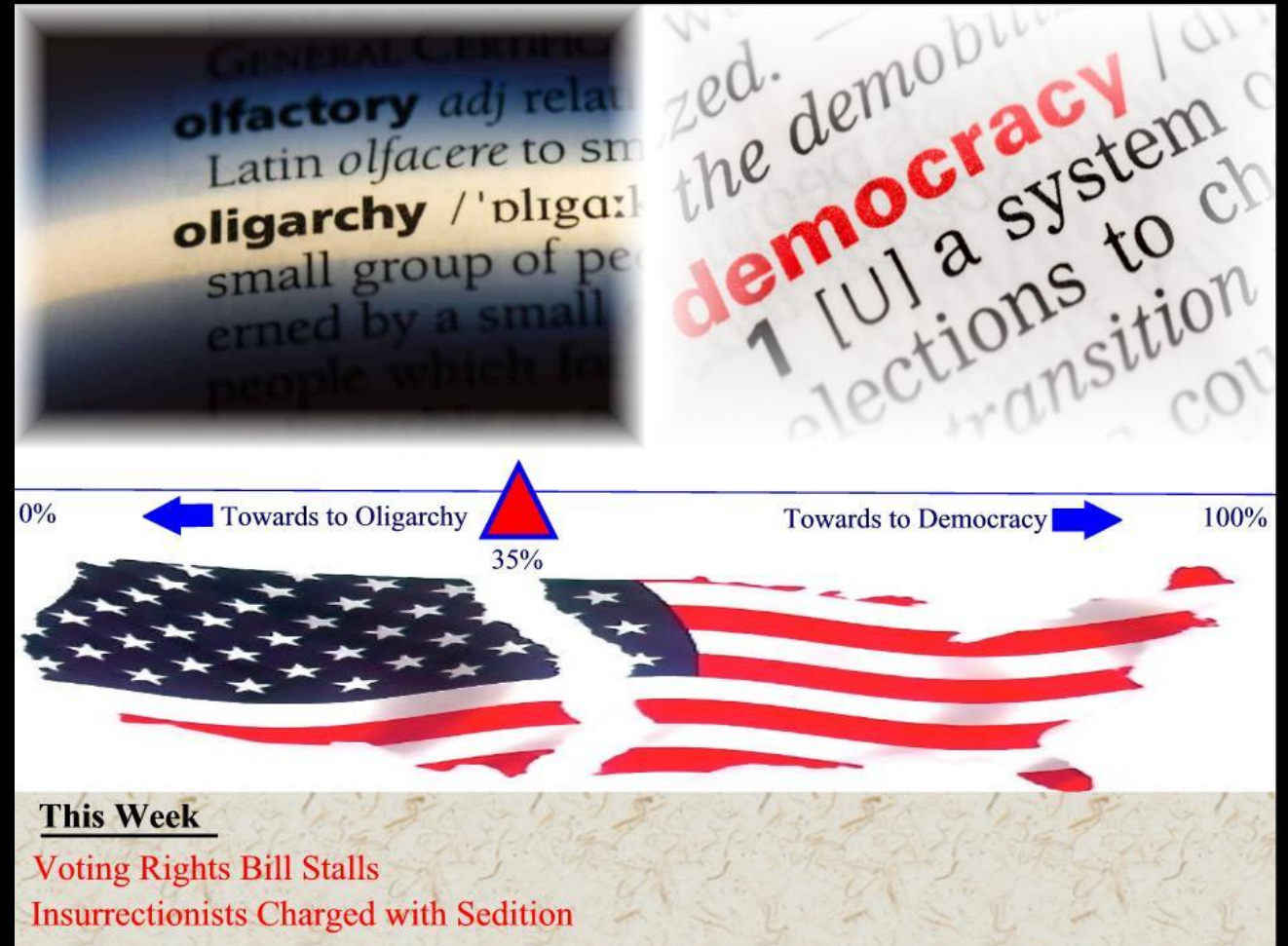
What IF...

There was a web landing page that gave visitors a quick snapshot on the state of democracy in America.



What IF...

This web landing page offered a master ranking meter that quickly informed the visitor whether we were leaning towards choosing democracy or something else.



What IF...

This master rating was based on AI informed analysis of individual news articles, podcast audios or political videos reporting on some aspect of the state of democracy in America.

(+) Movement towards democracy
(-) Movement away way from democracy

-30%



Voting Rights Bill Stalls

+15%



Insurrectionists Charged with Sedition

-5%



GOP Opts Out of Presidential Debates

A close-up photograph of a woman with long, light-colored hair, looking down with a somber and thoughtful expression. Her right hand is pressed against her forehead, suggesting stress or deep contemplation. The background is dark and out of focus, with a hint of a bright, overcast sky on the right side. The overall mood is one of anxiety or uncertainty.

What IF...

In a matter of a few seconds the visitor would be able to determine whether they should be concerned about what they just read or watched.



And IF...

They were concerned
they could link to more
detail on why the media
asset was rated the way it
was.





—

And IF...

They remained alarmed
and wanted to know what
they could do about it...

A close-up photograph of a woman with long, light-colored hair, looking down and to the side with a somber expression. Her right hand is pressed against her forehead, suggesting stress or worry. The background is blurred, showing what appears to be a window with a view of a body of water.

Pro-Democracy Web Site Network

They would be linked to the appropriate organization addressing their concern and offered the opportunity to donate to the cause or volunteer to help.



What If...

The  BUTTON linking to this web landing page was located on all pro-democracy partner web sites and on-line media feeds attempting to make sense of the current crisis in our democracy.



A close-up, grayscale photograph of a woman with long hair, looking down with a thoughtful or distressed expression. Her right hand is pressed against her forehead. The background is blurred, suggesting an outdoor setting.

What If...

This web landing page provided this service to news media feeds, so they had some place to send people who were looking to choose democracy.



STORY STUDIO