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**2008 TIPA GENERAL ELECTION LAUNCH...
BAD POLITICAL ADS BRING BACK 2004 ACCURACY &
FAIRNESS PROJECT...
LAMM, OWENS, ALLARD, SALAZAR, HART, BROWN, TANCREDO
AND OTHERS TEAM UP...**

September 26, 2008 --- Denver, CO --- Today the nonpartisan Truth In Political Advertising Project --- the "TIPA" --- announced its establishment and the Prime Time broadcast schedule for the 2008 General Election. The organization has been formed to promote a bipartisan political clean-up effort.

Its primary focus will be the creation of ten (10) special half-hour television programs --- totaling five hours of Prime Time television next month on **KBDI-TV Channel 12** (Colorado Public Television). The TIPA recognizes KBDI has the ideal demographic for reaching the State's opinion leaders and undecided voters. The programs will be moderated by Aaron Harber, the host of "*The Aaron Harber Show* TM," and "*The Senate In Balance* TM", both currently seen on KBDI-TV as well as on KPXC-TV (ION Media Networks), COMCAST Entertainment Television, and Denver Open Media (DCTV).

The TIPA's original effort to add integrity to the political process was launched in 2004 as a pilot project focused on the U.S. Senate race between Pete Coors (R) and Ken Salazar (D). Both sides cooperated with the TIPA and lauded the effort. The entire 2004 undertaking can be viewed at www.TIPAP.org. A 2008 version of the Website is expected to be available by October 1st. Aaron Harber again has agreed to serve as the volunteer Executive Director of the TIPA.

The TIPA's key 2004 Sponsor opined, "***My sense is the TIPA effort was quite a success on several different levels: holding candidates accountable for their actions; providing a very valuable public service; pressing for in-***

depth discussion of issues; and, most important, making a dent in the attempt to restore integrity to the election process. Congratulations!

The TIPA recognizes Colorado voters face an overwhelmingly full ballot, including a close presidential election, a highly-contested U.S. Senate race, and myriad initiatives. These all involve complex issues perfectly suited for the TIPA's objective approach. The TIPA's goal is to immediately begin raising community's standards by impartially examining issues related to the accuracy, fairness, and honesty of campaign representations. The TIPA's honorary Co-Chairs for the 2008 General Election are

- Former Governor **Dick Lamm**
- Former Governor **Bill Owens**
- U.S. Senator **Wayne Allard**
- U.S. Senator **Ken Salazar**
- Former U.S. Senator **Hank Brown**
- Former U.S. Senator **Gary Hart**
- Former U.S. Senator **Tim Wirth**
- Congressman **Tom Tancredo**
- Former Congressman **Bob Beauprez**
- Former Congressman **Jim Johnson**
- Attorney General **John Suthers**
- Former Denver Mayor **Wellington Webb.**

The TIPA is unique because (a) it has an established record of nonpartisan programming, (b) its work always has been recognized as honest and fair, and (c) it already has done this.

The TIPA believes Press organizations are overwhelmed this year by the challenges of fact-checking due to the non-stop tsunami of political ads. The Press and the electorate can be assisted by a knowledgeable, experienced, and independent, third party organization --- the TIPA. For more information, please contact Aaron Harber at Aaron@TIPAP.org or (303) 666-6161. Thank you.

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