Dear Voter:

I am writing to you because I believe our political system in this country is seriously broken and we need to do something now to fix it. I’m running for U.S. Congress—despite nearly insurmountable odds against me—because I feel it is our duty as Americans to speak up when we see something wrong with our government. I believe it’s time to end politics as usual, and I want to propose some solutions to our nation’s problems that are not being offered by the status quo in Washington D.C.

As presidential candidates John McCain and Bill Bradley have pointed out, Congress suffers from serious corruption that results from a campaign finance system that is out of control. But that’s only part of the problem. Very few candidates are willing to put forth new ideas that have not been market-tested, focus-grouped, or analyzed by pollsters, image consultants, and media advisers. Politicians keep rehashing the same old slogans and buzzwords without looking for true solutions. As a result, we have a government of the political consultants, by the political consultants, and for the political consultants. I say it’s time to put the people back into the equation.

My pledge to end politics as usual begins with my campaign for the Democratic nomination in the 36th Congressional district. The words you read here, and on my website www.cavuoto2000.com, were written by myself, not a slick media consultant. The issues I discuss inside have not been tested on a focus group or polling sample. I am devoting my time before the March 7 election to meeting with as many individuals and groups as possible—and not to fundraising. And I have introduced a brand new campaign strategy, called CAMPAIGN reFUNDS, that redirects money I would have otherwise spent on mailers like this to public high schools in the district.

The political pundits and the media would like us to believe that this strategy and this campaign are doomed to failure; that Jane Harman will win the primary election easily because of her massive campaign funds and her support from the Washington D.C. establishment. But if you have gotten this far in my letter, you have already proven the pundits wrong in at least one respect: that voters won’t look at more than a few words or pictures in a campaign brochure.

I don’t expect you to agree with everything I propose here. It’s quite possible that some of my ideas need fine-tuning or are just plain wrong. But I think it’s better to have an intelligent discussion of ideas than to just tell people what they want to hear.

In the weeks leading up to the March 7 primary election, you’re likely to receive a large number of mailers, slate cards, and other political messages paid for by the Harman campaign. There’s no way my campaign can match what they’re likely to spend. So I must ask you to refer back to this mailer—and to visit my website, www.cavuoto2000.com—so that we can have some semblance of a fair campaign.

Thank you very much for your time and for taking part in the democratic process.

Sincerely,

James C. Cavuoto
Democratic Candidate for Congress
Build Long-Term Stability in the South Bay
We've got to wean ourselves from reckless dependence on a defense economy and look to more viable long-term industries like new media, biomedical technology, and software. Politicians have been bending over backward for big business—especially large aerospace companies. Now it's time to pay attention to small and emerging businesses in the area, including home-based businesses.

Enact Real Campaign Finance Reform
Require broadcasters to give back some of the free airwaves we've given them in the form of airtime for political campaigns. Establish a new postal class for fair political mail from candidates who agree to spending limits. And require members of Congress to recuse themselves from any vote that substantially and exclusively benefits a specific industry that has contributed a substantial amount of money to their campaigns.

Increase Funding for Medical Research
Increasing the amount of federal money spent on basic research in science and medicine is one of the best investments we can make. We are on the verge of several dramatic breakthroughs such as restoring function to paralyzed muscles, regenerating lost tissue and body parts, and replacing insulin regulation in diabetic patients. We need to move forward immediately, not only to save lives, but to save billions of dollars in medical costs.

Protect Our Privacy—On-Line and at Home
We need Congress to recognize the importance of privacy in all phases of our lives. It's time to do away with the intrusions on our privacy created by zero tolerance programs and an overzealous independent prosecutor. And we need to undo the shameful sell-out of our medical and financial records that Congress bestowed on their friends and benefactors in the insurance and finance industries.

Stop the Insanity on Freeways and Airways
If traffic on the 405 freeway isn't bad enough now, think what it will be like when Los Angeles International Airport expands flights by 50 percent. Since much of the air traffic in and out of LAX is to the San Francisco Bay area, a high-speed rail alternative would alleviate a lot of the congestion on the ground and in the air. It would also make traveling more pleasant and efficient than it is now.

Bring Technology to All Our Classrooms
We need to make sure our schools—all our schools—are up-to-date in computer, Internet, and software technology so that kids will be prepared for the new information economy of the 21st Century. And we should encourage private industry and technology professionals to help schools by donating equipment, mentoring schools, and sharing employees with educational institutions.

End the War on Drugs as We Know It
We've wasted far too much money and effort on a failed war on drugs that's choking our criminal justice system, invading our civil rights, and raising the incentives for criminal activities. It's time to turn the problem of drug addiction over to the medical community, where it belongs. And we need to make sure the federal government stops trying to circumvent Proposition 215, which California voters passed. The federal government has no right interfering in the relationship between doctor and patient.

Make Our Justice System Work Again
Our current system of justice is too concerned with satisfying lawyers, prosecutors, prison guard unions, and other special friends of politicians. We need to mandate an end to racial profiling, which unfairly targets Latino, black, and Asian-American people. We should reform tort laws to incentivize arbitration. And we should consider community security programs that use Internet video monitoring of high-risk areas.
He Built a Successful Publishing Company
James Cavuoto launched a small business out of his home in 1985 that grew to 20 plus employees in three offices. He transformed a $5,000 investment into a $3 million company without the use of government funds or outside financing.

He's Been Part of the Local Technology Base
A graduate biomedical engineer, James Cavuoto helped build a local digital imaging and electronic publishing industry as founder of Micro Publishing News. He spent three years in the aerospace industry as a Member of the Technical Staff at Hughes Aircraft Company. And he served three years in the laser industry as a trade magazine editor.

He Lent His Experience to the Community
James Cavuoto has brought his expertise and contacts in technology to several community organizations. As a Torrance Library commissioner, he helped high-school students create their own newspaper. He's been an advisor to three regional occupational centers on graphic arts and publishing technology. And he's served two stints as president of his homeowners association.

He Directed His Activism at the Local Level
James Cavuoto has been active in the local Democratic party in the South Bay, as former president of the Torrance Democratic Club and a delegate to the state and national conventions. When necessary, he's spoken out against the national Democratic Party in Washington, D.C. when it ignored the needs of the local community.

He's Not Without His Faults
For all his strengths, James Cavuoto still has some shortcomings he needs to work on. He tends to micro manage projects that should be left for other people. His workaholic tendencies have sometimes hurt relationships with friends and family. He needs to be more forthcoming with praise for colleagues and friends. And his eagerness to speak his mind should be tempered with a little more tact.

JAMES CAUOTO IS A PRODUCT OF OUR COMMUNITY

[ ] Yes, I want to participate in CAMPAIGN reFUNDS. I do not have access to the Internet. Please withhold sending additional political mailers to this address. Instead, donate the $5 cost savings to the selected public high school in the 36th Congressional District. I agree to call the Cavuoto for Congress hotline, (310) 320-9495, before voting in the March 7 election, and each time I see a campaign message from James Cavuoto’s opponent in the Democratic primary.

Name________________________________________
Address ______________________________________
City/State/Zip ________________________________
Telephone ________________________________
Party Registration ______________________________
High School Selected ______________________________

Return this form to Cavuoto for Congress, 21150 Hawthorne Blvd, PMB 254, Torrance, CA 90503

Comments About James Cavuoto

“James is a hard-working, grass-roots Democrat who stood up to the national party in Washington when they tried to dictate local politics.”
Lori Geittmann
president, Beach Cities Democratic Club

“I was impressed by James’ integrity and his dedication to both his business and his employees. He put our interests ahead of his own.”
Alison Blasko
former employee

“James has a great grasp of what it takes to launch an entrepreneurial business in the South Bay.”
Cliff Numark
member, Torrance Cable TV Advisory Board
Candidate James Cavuoto believes that far too much money is being spent on political advertising and mailers like this one. That's why he's introduced a dramatic new form of campaign that redirects political campaign funds to public education. If you agree, he'll not only refrain from sending you countless pieces of political mail that clutter your mailbox at election time, he'll donate the cost savings to the public high school of your choice in this district.

James Cavuoto introduced CAMPAIGN reFUNDS on January 3, as a revolutionary new strategy to combat politics as usual. Instead of spending massive amounts of money on campaign advertising and political mailers such as this, James Cavuoto would rather spend that money to help public schools. He has pledged to donate $5 per household to the public high school chosen by qualified voters in the district, up to a maximum of $250,000. And he has called on other candidates in this campaign to participate also, so more funds can be raised for schools.

To participate in CAMPAIGN reFUNDS, you need only select which public high school in the district should receive the $5. If you have access to the Internet, go to www.cavuoto2000.com and click on the CAMPAIGN reFUNDS button. If you do not have access to the Internet, return the form inside this mailer to the Cavuoto for Congress campaign headquarters.

CAMPAIGN reFUNDS Overview

- You may choose to receive future political campaign messages from James Cavuoto via the Internet, or via a telephone hotline, rather than via U.S. mail.

- Candidate James Cavuoto pledges to contribute the postage and printing cost savings, $5 per household, to the public high school you select.

- You agree to access the Cavuoto for Congress website, www.cavuoto2000.com, or call the campaign telephone hotline, if you see a campaign message from James Cavuoto's opponent in the Democratic primary election.

Eligible High Schools

- Torrance High School
- West High School
- North High School
- South High School
- Redondo High School
- Mira Costa High School
- El Segundo High School
- Westchester High School
- Leuzinger High School
- Venice High School
- San Pedro High School
- Palos Verdes High School
- Narbonne High School

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