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**RESET America!**  
Internet millionaire Mike Jingoian launches his bid for the presidency this month. Can he run a campaign on the web that will change third-party politics in America? **Story page 18**

# RESETEing America

Portland CEO hopes to receive Libertarian nomination in 2008

By Christopher J. Miller, Cornelius Swart

A Portland entrepreneur and businessman is hoping to use the power of the Internet and digital videos to add another title to his resumé next November: President of the United States of America.

Michael Jingoian, founder and CEO of Portland's AngelVision Technologies Inc., will kick off his campaign this month at Venue on Northeast Martin Luther King Jr. Boulevard. Jingoian used his leadership skills to build what Inc. Magazine considers one of the nation's "fastest growing private companies." Now those skills are focused on grabbing the Libertarian party's nomination for President at the party's convention in Denver on Memorial Day 2008.

Jingoian, known to some as "Jingo," operates his Portland company with 73 employees, boasting 1,441.2 percent growth in the last three years. Portland Business Journal claims it could be the second-fastest growing company in Oregon.

AngelVision creates inexpensive (typically \$18,000, but often around \$9,800 for the first-time client) three- to four-minute digital videos used in websites, emails or trade show presentations to promote a company's product or service. It's the company's explosive growth model, mastered over six years, bringing in revenue of \$3.5 million in the last three, that is pushing Jingoian toward the light of a third-party candidate nomination.

The Boston-born Jingoian hopes to run a "viral" Internet campaign modeled more on the way YouTube videos turn into overnight sensations than on the king-making party politics of the past. His message: The two-party system is bankrupting the country financially, morally and politically.

"Thirty percent of Americans believe in ghosts," says Jingoian. "That means more people believe in ghosts than approve of the

job Congress is doing (24 percent approval rating in the latest Gallup poll)." This type of lighthearted, off-kilter approach to the issues defines Jingoian's political style.

"Polls show that more than 73 percent of Americans are dissatisfied with the two-party system," Jingoian explains.

So far Jingoian has spent \$150,000 of his own money on his presidential campaign and his organization to promote third-party candidates, RESETAmerica.com.

**"THERE'S NO REAL COMPETITION IN NATIONAL POLITICS. IT'S ALWAYS THE LESSER OF TWO EVILS. SO THINGS ALWAYS GET WORSE."**

**MICHAEL JINGOIAN  
PRESIDENTIAL CANDIDATE**

### THREE IS A CROWD

Since Teddy Roosevelt ran on the Progressive Party ticket in 1912, popular national third-party campaigns have typically been carried by celebrity candidates with little effect.

Left-wing icon Ralph Nader's 2004 Green Party candidacy garnered a scant 2.74

percent of the popular vote. Ross Perot's Reform Party bid drew 19 percent of the vote in 1992. His party has since collapsed.

Jingoian, however, differs from the "vanity candidates" tradition in that Jingoian is building a movement less around himself and more about third parties as a whole.

"There's no real competition in national politics," says Jingoian. "It's always the lesser of two evils. So things always get worse."

For a Libertarian, competition is a panacea for social and economic ills. So Jingoian and his ballot access crusade is a natural fit.

Founded in 1971, the Libertarian Party claims to be the nation's oldest and most successful third party, with 600 elected and appointed officials nationwide.

"We win 30 percent of the races we enter," says Shane Cory, Executive Director of the National Libertarian Party in Washington, DC. "But no third party has ever won a national election."

"The two parties have turned politics into a spectator sport," says Cory. "The Republicans and Democrats will do anything to keep out competition."

## RESET AMERICA

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It comes down to ballot access. Ballot laws vary from state to state. Oklahoma, with the tightest rules, does not even allow write-in candidates. Florida, with the most liberal ballot access, requires only a filing to be submitted with the state.

"Ballot access is our number one issue," says Cory. "We literally have to fight just to get to the battlefield."

Cory claims the Libertarian Party regularly works with the Green Party and other third parties on issues like ballot access. Jingoian's presidential bid and his RESET America campaign hope to bring something to the third-party cause.

"I hope that it's something that opens gates to future third-party candidates," says Jingoian of his campaign. "And the people they represent."

There are currently 13 candidates trying to grab the party nomination next spring. Libertarians claim they will get their man or woman on the ticket in 48 states.

"I expect to receive 5 to 10 percent of the popular vote," says Jingoian of his ambitions in 2008. In Libertarian-friendly Oregon he expects to win the state. "We expect to unsettle the two-party system in five years' time."

RESET America hopes to win America's vote the same way AngelVision won a spot on the list of Inc. Magazine's "Top 500 fastest growing companies" – with Internet videos. YouTube video, videos on his website and viral videos that people can email to one another, if popular and entertaining, could

spread like wildfire across the virtual political landscape.

That's the type of marketing AngelVision specializes in. It is also one that does not require a huge amount of money for TV ads. Jingoian hopes to run his entire campaign without TV ads for as little as \$10 million.

"We only need one or two percent of the amount Hillary Clinton has to run our campaign," says Jingoian. "We don't need a lot of money. Spending is what got our country in trouble."

"Ultimately, my goal is to convince Americans that we have a right to choose whomever we want to vote for," he explains. "The problem isn't the politicians or the media. It's that we think we're the only ones who care."

Jingoian hopes that third parties and his campaign can prove otherwise.



RESET

Reset America.com

*RESET America Campaign launch, 7 p.m. Nov. 24 at Venue, 2808 NE Martin Luther King Jr. Blvd. Call (503) 493-8127. For more information on Michael Jingoian, RESET America and AngelVision Technologies, Inc., visit [www.resetamerica.com](http://www.resetamerica.com) or [www.angelvisiontech.com](http://www.angelvisiontech.com).*