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From: Bob Hall [mailto:sprc@mindspring.com]

Sent: Monday, March 10, 2008 2:58 PM

To: Don Wright; Amy Strange

Subject: RE: Voter Guide

Amy, Don - with most important points at end - thanks for letting me look

** Here are a few suggestions for standardizing the information:

Page 4: Jewel Ann Farlow - Place of residence: take out the street address and zip code, and leave Gibsonville, NC

Page 6: Sam J Ervin IV and Janet Pueschel - take out the street address and zip code and leave city

Page 12: Richard Morgan - Place of residence: take out the street address and zip code, and leave Eagle Springs, NC

Page 7: Kristin Ruth - Legal/Judicial Experience: I think it's a problem to keep in "decide thousands of cases a year, recognized nationally as an authority on child support enforcement; frequent speaker on child support issues." This will encourage others to add all sorts of stuff to their career list.

Page 10: Wayne Goodwin - Education: He lists Governor's School West, Institute for Political Leadership, and Center for Creative Leadership, but these are just leadership seminars and programs, not degree programs. It's a mess to include every seminar or workshop somebody wants to feature. Also, you can save space under his Endorsements by abbreviating Representative to Rep. in three cases and also abbreviate the Executive Director titles.

Also:

** I think it might be good to add a small box, at bottom of right column on page 2, after the Primary Ballot names, that says, in red ink on white background, surrounded by red box: "Other candidates for these offices who do not have opposition in the primary are listed on page 13." People may wonder where's Les Merritt, etc.?

** Don't forget the per copy cost on page 1.

** The placement of ECRWSS inside the indicia on page 20 is different from the previous two editions; we were told to put these BOLD letters outside and under the box with the bulk mail indicia (Permit #xxx).

** I believe there is a difference between "Postal Customer" and "Residential Customer"; we used the latter in previous two editions. "Postal Customer" may get you commercial and government buildings, etc. I guess you have checked this out, but it could make a big difference in quantity that gets used up by carriers.

Cheers, Bob