

From: Bob Hall [mailto:sprc@mindspring.com]
Sent: Thursday, August 26, 2010 8:31 AM
To: gary.bartlett@ncmail.net
Subject: SupplementaryJudicial voter guide

Gary,

As I mentioned briefly on the phone, Bob Phillips, Damon Circosta and I have been talking about the crucial need for voter education about the special type of election involving the Wynn seat. Bob wondered about the general election voter guide (too late for that) or producing something in mass quantity, and we began realizing what perfect sense it makes for the production and mailing of a special edition of the voter guide from SBOE, paid for by the Public Campaign Fund.

The Public Campaign Fund will have a balance of at least \$4 million at the end of year, after all 2010 election costs, maybe even \$5 million,* and that money can't be transferred to the Council of State program; it's ideally suited for voter education about this special judicial election.

A special 8-page edition of the Voter Guide would go to every home with these features:

- ** a different color cover with special lettering to distinguish it from the standard Voter Guide recently received;
- ** profiles of the candidates for the Wynn seat, using same format and regulations as the standard guide;
- ** brief explanation of why the special election is happening;
- ** clear description, with a graphic illustration of the ballot, indication how the voter marks the ballot;
- ** list of counties and type of election method used for other elections and this special election;
- ** brief explanation of how the vote are counted - and verification is ensured;
- ** other information based on space available, such list of key dates and procedure for Same Day Registration.

Our groups would work to get Capital Broadcasting and others to air PSAs urging people to be on the lookout in the mail for a special Voter Guide that explains a new way to vote in North Carolina. In addition to mailing to 4 million homes, our nonpartisan organizations could easily distribute 150,000 through our networks. And copies could be provided for each polling place, so the only other written piece needed would be something very short.

What do you think? Let's discuss it.

Bob Hall (for Bob Phillips & Damon Circosta, too)
Democracy North Carolina
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**There was a balance of \$6 million in the Fund at the end of April (see attachment from Frances Camara), after paying for the primary voter guide. Less than \$2 million is being spent on candidate grants and the general election voter guide, and about \$1 million comes in to the Public Campaign Fund during May 1 to December 31, so there could be as much as \$5 million in the Public Fund at end of the year (\$6M - \$2M + \$1M = \$5M).*