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LWVF V O T E R

Vol 67, No. 1

May 2008

LWVF to co-sponsor mayoral forum with run-off candidates

A Mayoral Forum on Poverty featuring the two run-off candidates for Mayor of Fresno will be held on Thursday, June 12 from 5 p.m. until 8 p.m. at the Saroyan Theater. The LWVF, as well as a number of other non-profit organizations, are co-sponsoring the Forum.

The Forum was originally planned for April to feature all candidates for Mayor. However, when it became known that there were 11 candidates, it was decided that this was such a large number that it would be better to wait until the run-off candidates were decided so that more in-depth questioning would be possible.

The Forum will be moderated by Dr. Manuel Pastor, author and professor at the University of Southern California, where he directs the Program for Environmental and Regional Equity. The candidates will answer

some questions that they have received in advance, some questions that they will answer spontaneously that the planning committee has developed, and some from the audience. A reactor panel also is being assembled.

There is no charge for admission to the Forum and refreshments will be served. The audience will have the opportunity to meet with the candidates after the Forum questions are concluded.

In addition to LWVF, other sponsoring groups include the Fresno Works for Better Health Advocacy Center, the Fresno Center for New Americans, Black Women Organized for Political Action, Central California Legal Services, Fresno Business Council, Fresno Housing Alliance and United Way of Fresno County.



Election Calendar

May 19: Last day to register for statewide primary

May 27: Last day to request vote by mail ballot

June 3: Statewide Primary
Polls open at 7 a.m. and close at 8 p.m.

Your mail in ballot must be received no later than 8 p.m. on Election Day

Florida league sues state over registration rules

A front-page article in The New York Times reported recently about election problems that are causing concern in the Florida League of Women Voters. The state organization and its 27 local chapters have decided to stop their local registration drive and sue the state to protect the local leagues from liability.

According to The Times, the state's top election official has announced that strict registration deadlines must be observed and will fine voter registration groups up to \$1,000 for losing forms or turning forms in late. The state League's president said that her state's 3,000 members could not risk having to pay the penalties. Some of her local

leagues, she said, have a budget of only \$1,000 and a fine would wipe them out.

The Times reports that independent election experts say it is harder to vote in Florida than in any other state in the nation and predicts that tens of thousands of potential voters will be kept off the rolls.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Micro-

soft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed

internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.



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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images

from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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LE

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555

E-mail: someone@example.com

We're on the Web!
example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served. It would also be useful to include a contact name for readers who want more information about the organization.

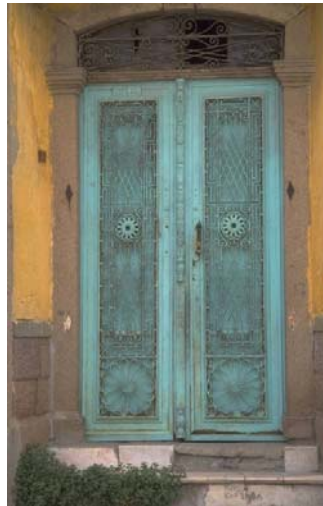
Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.



Caption describing picture or graphic.

here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

If you have any prices of standard products or services, you can include a listing of those


Organization