



**LEAGUE OF WOMEN VOTERS®**  
**OF OREGON**  
*Education Fund*

March 12, 2008

Mr. Paul Damian Wells  
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Newberg, OR 97132  
[pdamianw@acm.org](mailto:pdamianw@acm.org)

**IMPORTANT:**  
League of Women Voters  
Candidate Questionnaire Enclosed  
Friday, March 21, 2008 Deadline

Dear Mr. Wells:

The League of Women Voters of Oregon invites you to include information about your candidacy for **Secretary of State** in our nonpartisan *Voters' Guide* and our *Easy-to-Read Voting Guide*. This service is free to all certified candidates for federal and statewide offices. For this election, we will also print photos of all candidates in our easy-to-read editions.

We plan to distribute at least 300,000 free paper copies of our nonpartisan *Voters' Guide* for the May 20, 2008 Primary Election to citizens throughout Oregon. Over the past six decades, many voters have come to depend on this objective guide to candidates and to ballot measures, and they will expect to find information about you in it. We produce the *Easy-to-Read Voting Guide* and a Spanish edition in a cooperative effort with the Oregon Elections Division, Oregon Literacy, and Oregon Advocacy Center, and expect to distribute at least 75,000 printed copies of these special guides.

In addition, the *Voters' Guide* and the *Easy-to-Read Voting Guide* will be posted to the LWV of Oregon website, [www.lwvor.org](http://www.lwvor.org), the LWVUS website, [www.lwv.org](http://www.lwv.org), and the Oregon Elections Division website. In cooperation with the Oregon Elections Division and Talking Book and Braille Services, our regular *Voters' Guide* will also be produced in large-print, Braille and audio versions, and we will produce an audio version of the *Easy-to-Read Voting Guide*. This expansion will help fulfill the requirements of the Help America Vote Act (HAVA) and will give you access to tens of thousands of additional voters.

Please find attached the following materials:

- Candidate Questionnaire, which includes questions for both the regular and easy-to-read guides. Please send us your answers so that they are in the office by Friday March 21, 2008. We prefer that you send your responses by email: [lwvor@lwvor.org](mailto:lwvor@lwvor.org). Our address for written responses is 1330 12<sup>th</sup> St. SE, Suite 200, Salem, OR 97302; fax: 503-581-9403. Please also email your electronic candidate photo.
- Proofreader's Guide. Please read this guide carefully since your responses will be formatted and limited in length accordingly.
- Guidelines for Writing in Accessible Language. Please refer to this when responding to the questions for the *Easy-to-Read Voting Guide*.
- *Easy-to-Read Voting Guide* Graphics. Please select the graphics that best illustrate your response to the question about the top three things you will do. If no graphic fits, you may omit it.

Your response to the Candidate Questionnaire will affirm your consent that your answers to the questionnaire may be published with the exact wording you have used, that your answers for the easy-to-read version may be translated into Spanish, that your photo may be printed in the easy-to-read editions, that your answers and photo may be posted on the League's voter education websites, and that the League may format and limit your answers to the stated word limit for each question. Note that the League will not publish any material that it deems to be libelous or offensive. If you wish to provide your own Spanish translation for your easy-to-read answers, you may do so.

Studies have shown that voters want information from independent unbiased sources such as the League of Women Voters of Oregon Education Fund. We hope you will take advantage of these free opportunities, and we look forward to working with you to educate voters about your candidacy. Please do not hesitate to contact us if you have any questions or if you need assistance.

Sincerely,



Janet Calvert  
LWVOREF Chair



Bea Epperson  
Voter Service Co-chair



Vernadene Anderson  
Voter Service Co-chair



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## Candidate Questionnaire, May 2008 Primary Election

Office Sought: Secretary of State

Please note the word limits for each response. E-mailed responses are preferred for greater accuracy. For typewritten responses, please use the back or attach a separate page. Please proofread your responses using our "Proofreader's Guide" (attached).

Candidate Name \_\_\_\_\_

Phonetic pronunciation (for our audio guide) \_\_\_\_\_

### Campaign Contact Information

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

We will acknowledge receipt of material at the above e-mail address.

I have included a photo for the *Easy-to-Read Voting Guide*.

### A. Voters' Guide Information

1. Contact Information: *Please list your contact information as you want it to appear in the Voters' Guide, including street address, email, website, and phone number.* [Limit 15 words]
2. Background: *Please list your education, occupational experience, prior experience in elective office, and/or community involvement.* [Limit 35 words]
3. Answer the following questions.
  - 3a. *If the Legislature does not pass a redistricting plan, what process would you use to develop a legislative redistricting plan?* [Limit 75 words]
  - 3b. *Should Oregon increase access to information regarding campaign contributions and legislative votes? If so, how should this be done?* [Limit 75 words]
  - 3c. *As a member of the State Land Board, what priorities would you support in managing the two million acres of land controlled by the board?* [Limit 75 words]

### B. Easy-to-Read Voting Guide Information

Before responding to these questions, please read our "Guidelines for Writing in Accessible Language" (attached). Your answers to these questions will be printed in English and in Spanish. If you wish to provide your own Spanish translation, please include it.

1. *Town where I live:* [Limit 3 words]
2. *Job/experience:* [Limit 15 words]
3. *Top three things I want to do if I win.* [Limit 50 words. Please select up to three graphics from the accompanying sheet to represent each of the things you want to do and write the number of the graphic next to each response. If no graphic fits, you may omit this.]
 

3a.	Graphic # _____
3b.	Graphic # _____
3c.	Graphic # _____

Your response to the Candidate Questionnaire will affirm your consent that your answers to the questionnaire may be published with the exact wording you have used, that your answers for the easy-to-read version may be translated into Spanish, that your photo may be printed in the easy-to-read editions, that your answers and photo may be posted on the League's voter education websites, and that the League may format and limit your answers to the word limit for each question.

**Deadline: Please make sure responses arrive in our office by March 21, 2008**

**Email: [lwvor@lwvor.org](mailto:lwvor@lwvor.org)**



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## **Proofreaders' Guide**

**For the League of Women Voters of Oregon Education Fund *Voters' Guide* and  
*Easy-to-Read Voting Guide***

When proofing responses to the candidate questionnaire, please keep in mind the following guidelines:

- The LWV will **not** correct spelling, grammar, or punctuation.
- The LWV reserves the right to not publish any material that might be libelous or offensive.
- Lists of more than three items may be put in paragraph form in the *Voters' Guide*.
- Answers that are in all caps will be put in upper and lower case.
- Underlining will be omitted. Bold face and italic type will appear as regular type.
- **Responses that are longer than the word limit specified in each section of the questionnaire will be cut to the specified word limit.**
  - a. Each word counts as a single word, including "a," "and," "the," "an," and "etc."
  - b. Individual letters that are linked together, such as D.E.Q., P.G.E. and similar acronyms will be counted as one word.
  - c. Hyphenated words will be counted as one word if in general use and as two words if not in general use.
  - d. Numbers used for itemizing will not be counted.

**Deadline: Please return responses so that they arrive in office by March 21, 2008**

**E-mail: [lwvor@lwvor.org](mailto:lwvor@lwvor.org)**

Authorized by the League of Women Voters of Oregon Education Fund



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### **Guidelines for Writing in Accessible Language**

One in five adults reads at or below the 5<sup>th</sup> grade level. This represents a huge block of voters who are unable to access the information provided in the Oregon *Voters' Pamphlet* and the LWV *Voters' Guide*. There are some simple steps you can take to make language more accessible to voters with low literacy levels.

- Use shorter sentences, with one idea per sentence.
- If you have many related items, consider using bullet points.
- Try to use words that are “plain English,” that is, words that are familiar to as many people as possible. For example, consider using “jobs” instead of “employment.”
- Avoid technical words or jargon. If you must use them, provide a short definition.
- Add graphics, if appropriate, to help bring meaning to the text.

Candidates' responses to 2006 Primary Election *Easy-to-Read Voting Guide* question “Top 3 things I want to do if I win” were evaluated by voters with low literacy, who rated the answers on ease of understanding.

The statements that received high ratings (i.e., they were easy to read) include:

*Make our schools better.*

*Improve access to affordable health care.*

*Protect all our rights, not just some; you are the boss, not the government.*

*Create more jobs.*

*Reduce taxes that kill jobs.*

*I'm against this war and want our troops home in 2006.*

Statements that received low ratings (i.e. voters could not understand the candidate's message) include:

*I will work with legislators to construct universal healthcare service and ensure reproductive freedom is protected.*

*I will aggressively reform and modernize state government and encourage new businesses and jobs to locate here to bolster our economy.*

Continued on back

*Fight domestic methamphetamine production and importation from foreign countries; aid in treatment and prevention.*

*Reorder nation's priorities to better fund education, health care, and other critical investments and end corporate subsidies and tax breaks.*


You can check that your text is written at the 5<sup>th</sup> grade reading level (as per Flesch-Kincaid).

In **Word** documents, click on:

- Tools
- Options
- Spelling and Grammar
- Show readability statistics
- OK

Then whenever you click on "Tools" and "Spelling and Grammar," the readability score will be listed in the box after you finish spell-check.

In **Word 2007**:

- Click the **Microsoft Office Button** , and then click **Word Options**.
- Click **Proofing**.
- Make sure **Check grammar with spelling** is selected.
- Under **When correcting grammar in Word**, select the **Show readability statistics** check box.

In **Word Perfect** documents, click on:

- Tools
- Grammatik
- Options
- Analysis
- Readability

By taking a few simple steps, you can more effectively communicate your ideas to voters with low literacy levels.

Thank you for taking the time to help voters learn more about your candidacy.

# 2008 Candidate Library

Easy to Read Voting Guide



# 2008 Candidate Library

Easy to Read Voting Guide

