

Steve Gaylord

From: Eddie Hadlock [ehadlock@nctc.edu]
Sent: Tuesday, April 26, 2011 9:29 AM
To: Rodger Boyce
Subject: RE: Pat in a tizzy

I did not tell her the signs would be here next Tuesday. They are to ship today. What happened on the signs is beyond my understanding. The sign were to be here last Tuesday. The delay as I understand it resulted from the sign maker questioning the wording of the political disclaimer statement, and instead of picking up the phone and calling PBK, he sent a message to the Secretary of State and it took several days for a reply to be received giving the ok on the wording. The sign maker is a person Mike Stevens uses and the PAC went on his recommendation to use that sign maker. Mike had recommended to the PAC that they concentrate their advertising efforts to the last two or three weeks of the campaign. They were trying to follow that, but the sign issue, has put us back, and I do not know why other printed material has not been produced. Fred told me the college could put out anything they wanted and I think we have done that, but the actual material asking people to vote was to come from the PAC.

PBK are the consultants and Mike made some recommendations to the PAC. The PAC actually thought the sign maker was a partner of Mike's, but as it turns out that is not the case. A number of the suggestions Mike made about the campaign were not doable because the PAC did not raise enough funds to implement all of Mike's recommendations. Mike told me to tell them that he would recommend that they spend extra money on advertising, and attempt to do some mailings. I have passed those suggestions on to the PAC.

Now a member of the PAC is asking if I can give some help on distributing the yard signs—I thought the PAC would take care of all of that. I have a call into Johnny to discuss that.

From: Rodger Boyce
Sent: Tuesday, April 26, 2011 8:26 AM
To: Eddie Hadlock
Subject: Pat in a tizzy

Pat Ledbetter just left my office all in a tizzy, talking about how worried she is about the bond election. Said she just could not get any "cooperation" (I assume from faculty and staff). In particular, she said the reaction she had gotten from Nursing people was that they and students "are just too busy with classes to get involved in something like this." She said she had not gotten back hardly any of the phone cards she asked faculty/staff to fill out. She also told me several anecdotes about talking to people in the community who either didn't know anything about the bond election or gave a very lukewarm noncommittal response.

She said "we probably should have hired a consultant." I said I thought we DID hire a consultant, but she said she understood the PAC had not raised enough money to hire Mike Stephens. I admit I'm pretty confused myself about what role Mike is or is not playing in all of this. I neglected to mention to her that our architects are supposed to be providing some consultant-type help on passing the bond (although we haven't seen much evidence of that, have we?).

I didn't really know what to say to her. I told her about all the stuff we as a staff have done to provide information, about the articles in the paper, about you going on the radio, talking to civic clubs, etc. She complained about "not having anything to hand out to people." I showed her the brochure we put together summarizing the projects, cost to homeowner etc., and she wanted some copies of that, although I told her her husband thought it was "too much information." I guess I will go ahead and have Rickey print up a few hundred of them.

I told her about the list of student addresses, phone numbers, emails we supplied to the PAC.

She said you told her the signs are supposed to be here next Tuesday. Doesn't leave much time for them to be out and seen, does it? I'll be interested to find out what happened.

Nice, positive way to start the day, huh?
Rodger