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Updates

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To: AP SBP Campaign Team <andrew-powell-for-sbp@googlegroups.com>

Cc: Tyson Presnell <tarheel2006@gmail.com>

Hi everyone,

Here are a few quick updates:

Branding

After talking with Michael again tonight, we're thinking...

Tagline: **The Way Forward**

Buzzwords: **Integrity. Vision. Leadership.**

We think these represent the nature of the campaign, platform, and team strengths pretty well. Any immediate thoughts?

Pictures

Meeting at 3 PM on Friday to take team pictures with Tyson. I'm thinking an Old Well shot and one on the steps of Morehead Planetarium or Wilson Library. I'll be reaching out to the broader team Tuesday to ask them to come for the pictures. If you want to reach out to anyone else who has yet to join the team, feel free to do so and invite them to the picture on Friday.

Video

Brady will be helping with shooting campaign videos. I'm working on getting him out on Friday afternoon to do some short interviews with team members about why they're on the team. If he can't make Friday, we'll try to shoot videos on Saturday or Sunday.

Team Roles

Bojanski had the good suggestion of reiterating team roles so everyone knows who to go to with particular issues along with team contact information. Could you all please fill out [this Google doc](#) with your contact information, and add any more details about what you are working on? Thanks!

Platform/content

Kyle, Neel and I will be working hard on finalizing content for the platform and website on Wednesday from 3 PM until late. If you feel so inclined, feel free to come join in. We'll be passing along much of the content to Fulton on Wednesday so that he can continue building out the website.

I think that covers it for now. Only eight days left until signatures start up!

Thanks as always,
Andrew