

**Important:** The newsletter templates on this CD are intended to be used for professional printing purposes. As such, they are designed and typeset in QuarkXPress and are compatible with Apple Macintosh computers only. This format is the industry standard for professional printers. They will not open on a PC.

You may view the templates in PDF format by using Acrobat Reader. This software package is available to download free on any government department website.



### What is on the CD?

The CD contains the following items:

#### 01 Guidelines PDF

The '01\_guidelines.pdf' is a digital version of this printed document which provides guidelines for using the newsletter templates.

#### 02 A4 Newsletter A

#### 03 A4 Newsletter B

#### 04 A4 Newsletter C

#### 05 A5 Newsletter

These files contain print ready artwork for a newsletter to be customised with your details. There are 3 A4 and 1 A5 variations of the newsletter design. Amongst the A4 newsletter variations A & B allow for a single candidate and variation C can be shared by a number of candidates.

#### 06 Door Drop Leaflet A

#### 07 Door Drop Leaflet B

#### 08 Door Drop Leaflet C

These files contain print ready artwork for a leaflet to be customised with your details. There are 3 variations of the double sided DL leaflet design. Again, variations A & B are for a single candidate and variation C is for a number of candidates to share.

#### 09 Press Releases

This file contains sample press releases for you to amend and then use as content in your newsletters.

#### 10 Fianna Fáil Logo

This folder contains the full set of Fianna Fáil logos saved in PC and Macintosh formats.

#### 11 Low Resolution PDFs

This folder contains PDF versions of the newsletters and leaflets that you will be able to view on your PC.

#### Artwork/Fonts Folders

The artwork folder contains graphics used in the template layouts. The font folder contains typesetting files for your printer.

#### Canvass CD

The folder contains a copy of all files previously supplied on the Canvass CD for your convenience.

## Using the Sample Layouts

- The layouts provided on the Press CD are to be used as a starting point to create your own personal/team newsletters customised with your information and details.
- The disk contains templates for a 4-page A4 newsletter.
- However these documents can be shortened to 2-page or increased to 6-page if you wish. It's your decision. Discuss it with your printer.
- There is an optional design for an A5 4-page newsletter template. Again this can be shortened or lengthened as you wish.
- The layout options allow you to select a newsletter design for your exclusive use or to select a design which can be shared by you and your fellow candidates.
- Select the photographs and text you wish to use in your newsletter and supply it to your printer with the CD. Your printer/designer will remove the sample text and photos from the template documents and replace them with your new content.

## Deciding What Text to Use

- First and foremost there should be a message introducing yourself to the voters.
- This is especially important if you are a first time candidate. This is your opportunity to make yourself known.
- Make sure you include your contact details and phone numbers.
- The Newsletter also provides an opportunity for you to lay out your aims, your objectives, your qualities, your experience and your particular areas of interest.
- You could also include a CV /factual biography with contact details – this is always of interest to local voters.
- Ensure that the news stories relate to your area and highlight issues that you know are of particular importance to your voters in June.
- Use the facts and stats from the 'County Information Pack' which the FF Press Office distributed at the recent candidate meetings.
- Highlight your own personal achievements in the area.
- Include 'Useful Information and Phone Numbers' – these are always popular with local voters.
- Tax Relief Entitlements, Social Welfare Entitlements, County Council Numbers etc are also useful on door drop leaflets and newsletters.
- The FF Press Office will continue to send you information on a regular basis over the next five months – this info can also be tailored to suit your own local requirements.
- The disk contains sample press releases/stories which you can adapt as content for the newsletter or door drop leaflets.

## Deciding What Photographs to Use


- When selecting a photograph to be used keep quality in mind. A poor quality photograph will not reproduce well when printed.
- Try to ensure that photographs used are interesting and colourful, starting with the highest quality original possible.
- **IMPORTANT:** Pictures of you with other local people are important but ensure that you get permission to use their photographs since this is a political newsletter.
- It is worth getting a professional photographer to take some shots of you at different locations/developments if you don't have any in stock. The photographer will advise you on what shots are best.
- Match the photo to the issues you are most interested in raising.
- **IMPORTANT:** From now onwards please ensure that you order copies of any photographs you may have taken with An Taoiseach/Ministers/local launches etc. These can be inserted in the newsletter and are of local interest.

## Printing in 2 Colour and Mono (1 Colour)

- The design templates provided on the CD are in full colour (also referred to as CMYK or Process). If you wish you can ask your printer/designer to create a 2 colour or Single Colour (mono) version from the files on the CD.

## Making Sure the Newsletter/Leaflet is Printed Correctly

- Ask the printer to provide a proof before he starts printing.
- Check all spelling, punctuation and formatting carefully. Ensure the correct Fianna Fáil logos are being used.
- Ask your printer for a sample of the paper he proposes printing on in advance. We recommend a silk/gloss stock with a minimum paper weight of 170gsm.




**MARTIN CULLEN**

Local Elections 2004

**FIANNA FAIL**  
THE REPUBLICAN PARTY

Waterford WORKING FOR YOU



**Martin Cullen**

11 Balfaskill Crescent, Waterford

Department of the Environment and Local Government, Custom House, D1.  
Phone: 051 844000 or 01-8652405

Waterford November 1994

Education: Waterford College and Waterford Regional Technical College

- Minister for the Environment and Local Government - the first Waterford city TD to be appointed to a senior Cabinet post.
- Former Minister of State at the Department of Finance with special responsibility for the Office of Public Works, 1987-2002
- Member of Public Accounts Committee March 1993 - November 1993
- Vice Chairman of the Committee for Commercial State-Sponsored Races March 1995 - May 1997
- First elected to Dail Eireann in 1987
- Mayor Waterford City Council 1993 - 94

**CULLEN MARTIN**  
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**FIANNA FAIL**  
THE REPUBLICAN PARTY

PUBLISHED BY MARTIN CULLEN TD, DIRECTOR OF ELECTIONS  
PRINTED BY JACQUES BOUTIERE 2004 0001 000

Door Drop Leaflet A

**MARTIN CULLEN**

Local Elections 2004

**FIANNA FAIL**  
THE REPUBLICAN PARTY



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First elected to Dail Eireann in 1987

Mayor Waterford City Council 1993 - 1994




Martin Cullen TD Waterford Region

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**Decentralisation Delivers for Waterford**

- 100 people benefited from the programme
- The introduction of the plan in Waterford will be the first of the programme's roll-out
- Waterford's first ever 2004-05 Local Authority Strategic Plan
- Waterford's first ever Strategic Plan
- Waterford's first ever Strategic Plan
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**FIANNA FAIL**  
THE REPUBLICAN PARTY

Your Team in Waterford

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Door Drop Leaflet B

Door Drop Leaflet C

**FIANNA FAIL** Local Elections 2004 **WATERFORD NEWS**

Waterford **Martin Cullen**

**Message From Martin Cullen**

I have recently been elected as a Member of the Waterford City Council and I am delighted to be part of the team that will be working to improve the quality of life in our city.

**Martin Cullen Receives Good News for Waterford Schools**

A meeting between the Minister for Education and Skills, Mr. Michael Noonan and the Minister for the Environment, Heritage and Local Government, Mr. Martin Cullen, took place in the Leinster Rooms, Dublin, on 15th October 2004.

**CULLEN** City Councillor

www.fiaanna-fail.ie www.elect04.fiaanna-fail.ie

**It's On for the Port of Waterford Company**

**Waterford Doctor Ring Road**

**Decentralisation:** Minister for the Environment, Heritage and Local Government

**Waterford News**

**It's On for the Port of Waterford Company**

**Waterford Doctor Ring Road**

**€7 MILLION FOR WATERFORD REGIONAL AIRPORT**

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**Waterford Doctor Ring Road**

**Waterford News**

**Local Elections 2004** **WATERFORD NEWS**

**Martin Cullen / Michael Cusack / David Cusack**

**Your Team - Working for Your Area**

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**FIANNA FAIL**

**Waterford Doctor Ring Road**

**Decentralisation:** Minister for the Environment, Heritage and Local Government

**Waterford News**

**The Best Against Waste - Without Your Car On**

**YOUR TEAM IN WATERFORD**

**Waterford Doctor Ring Road**

**Waterford News**