

Samantha

CABE

Agenda

Introduction

Mission Statement

Framing Samantha Cabe

Katharine Wallner

Press Release

Letter

Halah Flynn

Signs

Stylebook

Lauren Merlini

Website Design

Shae Allison

Social Media

Casey Long

Photo and Video

Will Schoeffler

Closing

Katharine Wallner

I am devoted to serving as District Court Judge as a woman who embodies fairness, and consistency, resulting from my extensive courtroom experience in order to empower the diverse yet equal voices of the Orange and Chatham communities.

Two sentences

I am devoted to serving as District Court Judge as a woman who embodies fairness and consistency resulting from my extensive courtroom experience. I'm committed to empowering the diverse yet equal voices of the Orange and Chatham communities.

Different Voices | Equal Voices

Framing Samantha Cabe

Mission Statement:

I am devoted to serving as District Court Judge as a woman who embodies fairness and consistency resulting from my extensive courtroom experience in order to empower the diverse yet equal voices of the Orange and Chatham communities.

Samantha Cabe is devoted to serving as District Court Judge with fairness and consistency as a result of her extensive courtroom experience in order to empower the diverse yet equal voices of the Orange and Chatham communities.

Equality - I am dedicated to ensuring that justice prevails in our courts. If you elect me to be your next District Court Judge, you will elect a judge who believes that all people, regardless of race, ethnicity, gender or income, are entitled to equal treatment under the law. I am confident that parties will respect a process in which they are respected and are afforded a fair hearing.

People come from different walks of life, but are entitled to equal treatment under the law.

Personal History - I was raised in Swain County by a single mother, where I learned the value of hard work after starting my first job at the age of 14. Since then I have diligently pursued public service through my education at UNC School of Law. I became immediately attached to the Orange County community and have made it my home ever since.

Experience - After 16 years of practice, I know enough about the law to understand that I can always learn more. I am experienced—and uniquely qualified—to serve as your District Court Judge because I have practiced law in every aspect of District Court, which includes cases involving child custody, child support, child protective services, juvenile delinquency, domestic violence, minor criminal and traffic offenses, divorce and involuntary mental health commitments. It is a court that many of our families, friends or neighbors may likely encounter, and the court to which I have dedicated my legal career.

Community Values - I serve as the Chair of the Orange County Board of Adjustment and as a member of the Board of Directors of Caramore Community. I am a working mother of two young boys, Ryan and Cooper, and the wife of a Chapel Hill police officer. I am an involved parent with Cub Scouts, the Chapel Hill-Carrboro Schools, and with my younger child's preschool.

Female - As a member of a community that is 52 percent female, with only two women out of nine judges serving the court, I hope that my female perspective will enhance the fairness and equality that our judicial system deserves.

Ultimately, I pledge to be fair, impartial and consistent in my application and analysis of the law in each case. I am dedicated to providing all citizens of Chatham and Orange Counties dignity, respect, and equal access to justice in our courts.

LOGO

Contact Name

Organization Name

Contact phone and e-mail

NEWS RELEASE

FOR IMMEDIATE RELEASE – 11/1/15

SAMANTHA CABE TO RUN FOR ORANGE COUNTY DISTRICT COURT JUDGE
CHAPEL HILL, N.C.– With family, friends and supporters at her side, Samantha Cabe declared her candidacy for Orange County District Court Judge on Sunday, November 1.

In her announcement to run, Cabe stated, “If you elect me to be your next District Court Judge, you will elect a woman who believes that all people come from different walks of life, but are entitled to equal treatment under the law.”

Samantha Cabe is devoted to serving as a District Court Judge who embodies fairness and consistency as a result of her extensive courtroom experience in order to empower the diverse yet equal voices of the Orange and Chatham communities.

Samantha Cabe practices family law as a co-founder of Holcomb & Cabe, LLP, and serves as president of the Orange County District Court Bar. Cabe has diligently served Orange County since graduating from the UNC School of Law and lives in Chapel Hill, N.C., with her husband, an Orange County police officer, and their two children.

#

DIFFERENT STORIES|EQUAL VOICES

Samantha Cabe

Dear _____

I am seeking to serve Orange and Chatham Counties as a District Court Judge upon the retirement of Judge Charles Anderson in 2016. I am devoted to serving as District Court Judge as a woman who embodies fairness and consistency resulting from my extensive courtroom experience in order to empower the diverse yet equal voices of the Orange and Chatham communities.

My Story

I am committed to our communities, families, and children. I have spent my legal career standing beside ordinary people through their encounters with the criminal justice system, through their separation and divorces from their spouses, and through instances of domestic violence in their homes. I have helped protect our elderly from neglect and abuse. I have fought to protect children who have been in abusive or neglectful homes, and I have also worked with parents in our treatment courts to overcome addictions and regain custody of their children.

Outside of my law practice, I am a working mother of two young boys—Ryan (6) and Cooper (4) and the wife of a Chapel Hill police officer. I am an involved parent with Cub Scouts, the Chapel Hill-Carrboro Schools, and with my younger child's preschool. I also serve as the Chair of the Orange County Board of Adjustment and as a member of the Board of Directors of Caramore Community—a 24-hour employment and independent living program for adults living with mental illness.

Your Voice

People come from different walks of life, but are entitled to equal treatment under the law. The communities, families, and children within Chatham and Orange counties are important to me. I am experienced—and uniquely qualified to serve as your District Court Judge because I have practiced law in every aspect of District Court, which includes cases involving child custody, child support, child protective services, juvenile delinquency, domestic violence, minor criminal and traffic offenses, divorce, and involuntary mental health commitments. It is a court that many of our families, friends or neighbors may likely encounter, and the court to which I have dedicated my legal career.

I am dedicated to insuring that justice prevails in our courts. If you elect me to be your next District Court Judge, you will elect a judge who believes that all people, regardless of race, ethnicity, gender or income, are entitled to equal treatment under the law. I know enough about the law to know I can always learn more. I know enough about people to know parties will respect a process in which they are respected and are afforded a fair hearing. I pledge to be fair, impartial, and consistent in my application and analysis of the law in each case. I am dedicated to providing all citizens of Chatham and Orange Counties dignity, respect, and equal access to justice in our courts.

I invite you to learn more about my story and commitment to run for District Court Judge by visiting my website at www.samanthacabe.com or by simply using the QR code below. Your voice is valuable in my campaign. Please connect with me through email, Facebook and Twitter. Thank you for taking the time to hear my story as I prepare my campaign for the 2016 election.

(Add Social Media Icons and Information)

Sincerely,

SIGN HERE

Samantha Cabe

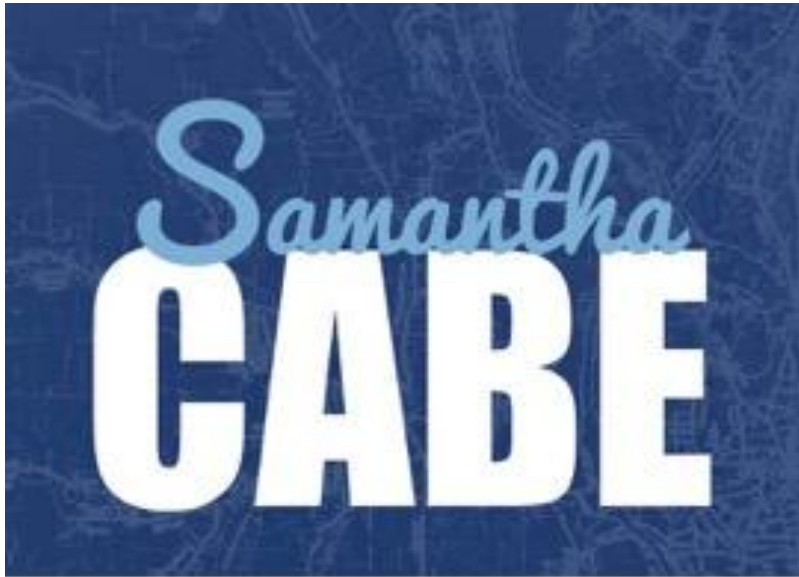
Samantha Cabe QR Code

| Purpose

While many people throw away letters and political papers we receive in the mail, embedding an attractive and personalized QR code could drive traffic to your website for people to learn more immediately. They can learn about your platform, donate money and check out events you will by taking a quick picture. The code is not just limited to paper items sent through the mail, but rather can be implemented on a variety of items during the campaign.



* Design to be determined



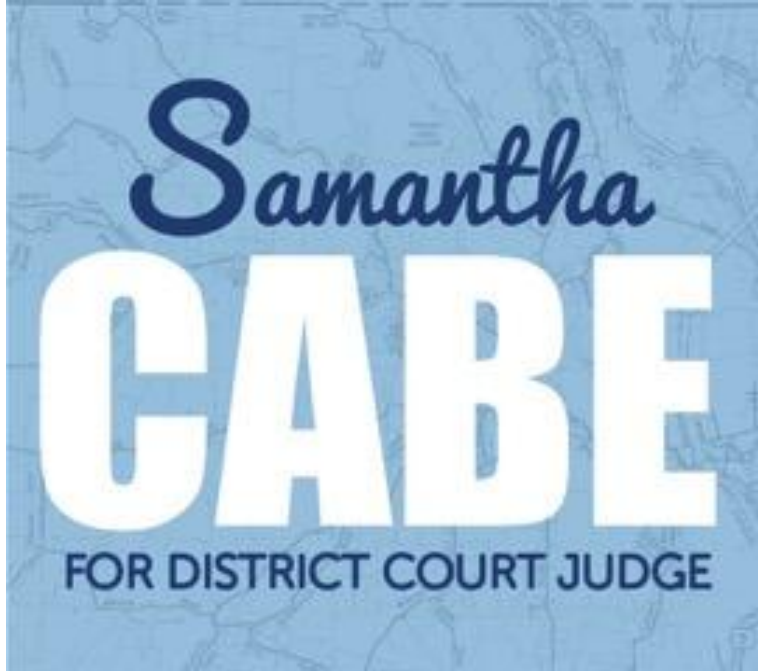
DISTRICT COURT JUDGE

Samantha
CABE

DISTRICT COURT JUDGE

Samantha
CABE

DISTRICT COURT JUDGE



About Valerie Foushee

State Senator Foushee first joined the legislature after her 2012 House campaign in district 50. Representing rural Orange and Durham counties, Foushee built relationships in her first term, passing several local bills and saving a correctional facility in Orange County. She moved up to the Senate following Senator Ellie Kinnaird's resignation.

Valerie Foushee is a life-long resident of Chapel Hill and a 1974 graduate of Chapel Hill High School. She is a graduate of the University of North Carolina at Chapel Hill, where she received Bachelor of Arts degrees in Political Science and African and Afro-American Studies. She is also a 2005 Leadership Triangle Goodman Fellow. She is married to Stan Foushee, retired Fire Marshal for the Town of Carrboro and a Deacon at First Baptist Church. They have two sons, Stanley II and Terrence.

Valerie retired from the Chapel Hill Police Department after 21 years of service. There she supervised two units and administered an \$11 million budget.

She was elected to the Board of Education for the Chapel Hill- Carrboro City Schools in 1997, and re-elected to a second term in 2001. She served as Chair from 2001-2003. In November 2004, Valerie was one of eight School Board members selected to the All

CONNECT

You can join us using



PULSE



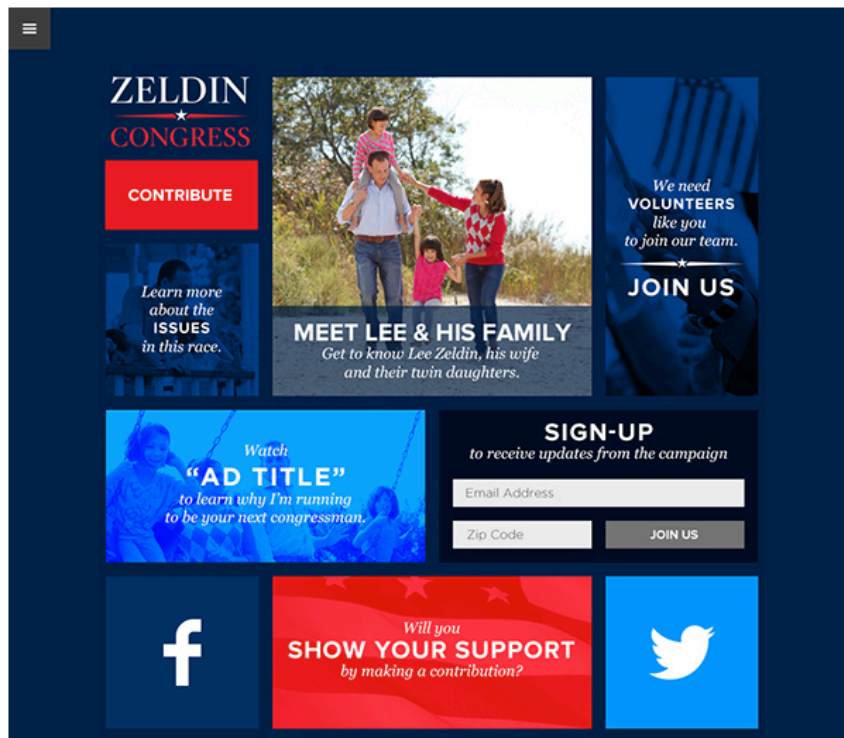
| Differentiating Samantha from the partisan race
Ditch the lavender/light purple

Website Design

www.samanthacabe.com

Grid Design

Static landing page



Background images would include shots from photography session, map of Orange and Chatham counties and stills from the video. Colors would come from the style guide.

Social Media

Facebook

"Samantha Cabe for District Court Judge"

Twitter

@samanthacabe

LinkedIn

Samantha Cabe

Google + and Gmail

samanthahcabe@gmail.com

Facebook Announcements:

Announcement to be posted to campaign Facebook page

I am thrilled to declare my candidacy for Orange and Chatham Counties District Court Judge! I have served our community for over 16 years and am devoted to preserving and promoting the fairness and equality of the judicial system for years to come. Vote for me and I'll ensure that even though we have different stories, our voices are equally heard. (link to candidacy announcement letter)

Announcement to be posted to personal Facebook page

For the past 16 years I've had the wonderful opportunity of serving Orange County through our legal system. I am thrilled to start a new chapter in my life as I run for Orange and Chatham Counties District Court Judge. I will file for election November 1 and would appreciate support from you, my family and friends, as I take this next step in my career to preserve and promote the fairness and equality of the judicial system. (link to candidacy announcement letter)

Twitter Announcement:

I am thrilled to announce my candidacy for Orange and Chatham Counties District Court Judge! Please check out my platform: [link to website]. #Samantha4Judge

General Twitter Ideas:

To stay up-to-date on my campaign, make sure to follow my Facebook page and connect with me on LinkedIn. [links to her FB page and LinkedIn] #Samantha4Judge

Different Stories | Equal Voices. Elect Samantha Cabe on [date].



Samantha Cabe for District Court Judge

Published by Sprout Social [?] · October 21 at 7:30pm · 🌐

I am thrilled to declare my candidacy for Orange and Chatham Counties District Court Judge! I have served our community for over 16 years and am devoted to preserving and promoting the fairness and equality of the judicial system for years to come. Vote for me and I'll ensure that even though we have different stories, our voices are equally heard. (link to candidacy announcement letter) #Samantha4Judge #DifferentStories #EqualVoices



DISTRICT COURT JUDGE

SUMMERSTON

7,424 people reached

Boost Post



Like Comment Share



Samantha Cabe @SamanthaCabe

I am thrilled to announce my candidacy for Orange and Chatham Counties District Court Judge! (link to candidacy letter). #Samantha4Judge #DifferentStories #EqualVoices



DISTRICT COURT JUDGE

SUMMERSTON

9 6