

# State of Wisconsin\Government Accountability Board

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JUDGE THOMAS H. BARLAND  
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## MEMORANDUM

**TO:** All County Clerks and the Milwaukee County Election Commission  
All Municipal Clerks and the Milwaukee City Election Commission

**FROM:** Diane Lowe, Lead Elections Specialist  
Government Accountability Board

**DATE:** April 24, 2014

**SUBJECT:** Ballots for the August 12, 2014 Partisan Primary

**Sample paper and optical scan ballots for the Partisan Primary are now available on the G.A.B. website, <http://gab.wi.gov/forms/ballots>.**

The partisan primary ballot series is GAB-201.

- To access sample arrow and oval optical scan ballots, click on “GAB-201ms.”
- To access paper hand-count ballots and instructional cover sheet, click on “GAB-201.”
- To access the “Federal office-only” ballot and instruction cover sheet, click on “GAB-201F.”

### Ongoing Ballot Improvement

G.A.B. staff has been working with Command Central, ES&S, Dominion and Roto-Graphic to develop basic ballot standards and acceptable font-size ranges. At this time, the standards are fairly basic and should not strain the capabilities of ballot printers and preparers. However, as we continue to address voter needs, standards will evolve over time.

A draft of the document outlining the standards has been sent to each of the companies mentioned above for review so that any issues can be addressed before making the standards “official.” As soon as the document is finalized, it will be published to the “Recent Clerk Communications” page of the G.A.B. website.

### Ballot Review and New Ballot Review Process (County Clerks)

As usual, please send a copy of your ballot containing state offices to the Government Accountability Board for approval. Please send only one representative sample. **DO NOT** send all ballot styles. You may either fax your ballot to 608-267-0500 or email it to [gabhhelpdesk@wi.gov](mailto:gabhhelpdesk@wi.gov). Please make sure that you proof your ballots again after receiving your ballots from your printer.

In order to increase ballot review accuracy and mitigate the issue of inconsistent ballot assessment, G.A.B. staff will institute a two-person ballot proofing process, beginning with ballots for the August 12, 2014 partisan primary. When submitting ballot proofs for approval, **please include the name of the company that prepares/prints your ballots.** Approved ballots will be filed alphabetically within a folder designated for that specific ballot preparer. Subsequent ballots submitted for review will be compared to previously-approved ballots from the same printer. Hopefully, this will allow G.A.B. staff to identify problems that repeat from ballot to ballot and address each problem consistently.

If you have questions, please contact the Help Desk at [gabhhelpdesk@wi.gov](mailto:gabhhelpdesk@wi.gov) or 608-261-2018.