correct john gonce - Institute of Sociometry



911100

MEMORIA HU.

INCIDENCE REPORT OF SOCIOMETRY

INDIVIDUAL: John Gonce, "has sold real estate in southwest Denver for 40 years with no violations in any transaction... He attended Ventura College of Law (he is not a lawyer) and two colleges overseas studying philosophy and political thought. He loves to champion the falsely accused." – from The Gonce Times (The "PUBLISHER Volume No. Issue No. and Date" of this issue of Gonce times were left at the template default and thus the specific catalog information of this particular issue of Gonce Times was never recorded. > is)

CROTTO STEE: 30

NATURE OF GROUP: Pro-bono guerilla public relations specialists operating under cover as "The Institute of Sociometry".

BEST COPY

INCIDENCE OF SOCIOMETRY:* Correct John Gonce

John Gonce, a Denver Realtor and perennial candidate for Denver City Council District 2, leaves unsolicited newsletters of the stoops and in the mailboxes of south west Denver Residents. Each issue of The Gonce Times delives into John Gonce's personal views on local politics and real estate. "When it comes to finance, real estate, and an understanding of Government John is most knowledgeable. He is a genius as a negotiator and financial areas."

Unfortunately for John Gonce, he did not seem to have the same level of publishing acumen that he was blessed with in areas of finance. Fortunately for John Gonce, an issue of The Gonce Times slid across the desk of The Institute of Sociometry.

John Gonce's grammar clearly begged for a copy editor. Ex: "For U.S. House of Representatives, Denver, we have in office Dianna DeGette. DeGette is so far to the left philosophically, if she went any further she would be in Hell. Where is Hell on this earth? For the past 100 years it has been in socialists and communists countries where ownership of real estate is often forbidden." Since there were no copy editors on staff with The Institute of Sociometry, we assigned an IS agent specializing in design and commercial pre-press production to his file. If IS couldn't help John Gonce with his message, we could at least spruce up his media.

John Gonce of 4451 South Wolcott Ct. Denver, Colorado 80236 received an unsolicited 12×15 mailer containing:

- Three issues of The Gonce Times enlarged to Tabloid size and extensively annotated in red pen with technical print-publishing suggestions.
- A print out with specific instructions on installing a pirated copy of Adobe® In-DesignTM v. 1.0 for Windows 95 - 98 - including a clean serial number.
- A CD installer for Adobe® In-DesignTM v. 1.0 for Windows 95 98.
- A Red 3.5" Diskette with our redesign of the most recent issue of The Gonce Times saved as an Adobe® In-DesignTM v. 1.0 template.
- Hard Copy of the redesigned Gonce Times.

المقطاع مشهاه بروش بهما وور بهادي ورويهم

Since presumably receiving the mailer, John Gonce lost his city Council Race. No more issues of The Gonce Times `ave since been distributed. We suspect that when John Gonce has finally mastered the Paragraph Styles Palette re will be seeing a Gonce Times with a fresh new look on the stoops south west Denver.

RESPECT. REPLACE HATE WITH LOVE" - Tag line of the Gonce Times

Sociometry is the quantitative analysis of individuals and their relationship to groups. The Institute of Sociometry, or is, practices and promotes Guerilla Sociometry which is similar in focus but in no way conforms to the rigorous demands of Science or Mathematics.

1. 4. Institute of Sociometry : PO Box 0981 : Chicago, IL 60690-0987

JOHN
GONCE

Council District 2

Paid for by John Gonce for Council District 2



FILE COPY



