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Change.org, Inc.
383 Rhode Island Street
San Francisco, CA 94103
ATTN: Petition Drafting Department

Dear Organizers of Change,

I have an idea for a petition and my friend Amrith said that I should submit my idea to you to try to generate more public support. I'll get right to the point because I am quite sure you gentlemen and ladies and anyone else who feels too much pressure to be pigeon holed into just those two categories are very busy.

Every time I buy a new record player or telephone or lathe it comes with a great big long cereal number. And every time I start using a new bank or I sign up to get 11 record albums for 1¢ from Columbia House, I get a count number. Long gone are the days when your cereal or count number could be something short and sweet like "12". These days, you are lucky if there are 12 or less *digits* in the cereal and count numbers. With more and more people buying things these days, I understand that longer count numbers and cereal numbers are necessary to make sure each one is unique. Long numbers are a necessary evil, but are not really the problem.

The problem is that when I have to write down or type in my cereal or count number it often has at least 4 or 5 (or sometimes more) zero's or one's in a consecutive row. With cereal numbers, the print is often too small and my eyes aren't the greatest, so I often find myself frustrated trying to read off how many of those darn repeating numbers there are in the middle of my cereal number!

Let me give you an example. Grab a partner and take turns reading the numbers below out loud (pretend you are on the telephone with customer support); or if you are alone, try typing them on a keyboard. I'll give you a minute to get prepared...

Okay, are you ready yet?

Okay try these few sets of numbers. To make it more authentic, I've decreased the print size of the fake cereal numbers since they are usually almost microscopic when you have to read them off of a box or a sticker on the back of your item, but I printed them larger on the back of the page for easier review. Each cereal number has one letter and 18 numbers:

P529681111111690364; 072638400000000064; 0729000000056111115; P27950000000000264

P529681111111690364

(7 1's)

0726384000000000064

(10 0's)

0729000000056111115

(7 0's & 5 1's)

P279500000000000264

(11 0's)

Doesn't that make your eyes go all goofy?!? And did you lose track and have to start over at all? I have yet to see any of the other 8 digits show up in a long repetitive string in any cereal numbers, but I also think the odd shapes of 2,3,4,5,6,7,8,9 make it visually easier to handle a bunch of them in a row.

So my petition idea is this. Let's get signatures to ban the use of one's and zero's in cereal or count numbers in consecutive strings longer than 3 in a row. I think most people's eyes are able to easily recognize 000 or 111 without having to count them out. There's a beginning and end with one more in the middle. That is simple enough, so I think the four+ in a row ban is a reasonable compromise.

Or *alternatively* if four or more consecutive zero's or one's are absolutely necessary, then the cereal/count number when printed out **must force** a space break after every 4 digits – like the credit card companies do. There shouldn't be any legal problems with this because I don't think that Visa or MasterCard have any patent or trademark on the "set of four digits" design. I've already seen the same pattern used on my library card and on my motor club membership card.

Here are the same numbers I generated above using the "set of four digits" format:
P 5296 8111 1111 6903 64; O 7263 8400 0000 0000 64; O 7290 0000 0056 1111 15; P 2795 0000 0000 0002 64

I think this alternate "set of four digits" option is a necessary concession, otherwise we'll probably have all the binary freaks crying discrimination.

So can you tell me the process for drafting up a petition to this effect and whether you have anyone on staff available to help with that? I take great pride in my letter writing skills, but when it comes to petitions, I generally like to leave that to the professionals and the worship aid volunteers at my church.

Do you think the two alternatives should be combined into one petition, or split up into two? Maybe there should be a vote on whether both options should be implemented or just the one. In that case, can you advise me on the process to getting my idea onto the 2016 Federal ballot? I suspect it may take at least that long to garner public support and I would want it to be on the same ballot as the Presidential election since so many more people visit the polls then than during the odd year and non-mid-term elections.

Sincerely,



Rusty Lucas

p.s. I am thinking of making a change in my headwear. Does Change.org have any promotional baseball caps with the company logo on the front? If so, please send me a free baseball cap. I will wear it to promote my effort to change cereal numbers for the better.