

Voters' Pamphlet

Information for Candidates

2010 Edition

The Office of the Secretary of State provides two convenient ways for candidates to communicate to voters free of charge.

All households will receive a voters' pamphlet prior to the November 2 General Election. Candidate information will also be posted on the Secretary of State's website.

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What you can submit

- Candidate information form (page 4)
- Statement
- Biography, 100 words or less not including headings
 - Elected Experience
 - Other Professional Experience
 - Education
 - Community Service
- Photograph

New this year

Information must be received by **June 18**.

The voters' pamphlet has been updated. New fonts and layout make your information much easier to read.

Write your statement in the narrative. Bullets require too much space and are not permitted.

Your campaign email, web address, and phone number will be printed. Your mailing address will not.

The biographical information section "family" has been replaced with "community service."

In your statement you are allowed 1 paragraph return per 50 words. If your statement doesn't fit into the space provided, excessive paragraph returns may be removed.

Candidates in the 2010 pamphlet

Candidates for the following offices may submit their information for printing in the state voters' pamphlet and display online.

U.S. Senator

U.S. Representative

State Senator

State Representative

If your office is not listed here, contact your county elections department for more information.

Quick and easy online submission

Submitting your information for the voters' pamphlet is easy online!

1. Provide an email address when you file for office.
2. Gather your statement, bio and photo. Be sure to follow all the guidelines provided in this document.
3. Check your email and follow the instructions to submit your information online for the voters' pamphlet.

Statements and biographies

The following standards ensure candidates comply with legal requirements and enhance readability.

If submitting by mail, submit a CD containing an MS Word file and a printed copy.

Space is limited. The pamphlet provides room for about 1 paragraph return per 50 words. The Voters' Pamphlet staff reserves the right to eliminate excessive paragraph returns if your statement doesn't fit in the space provided. Words will not be deleted unless the word count is exceeded.

Use italics only to emphasize specific words or statements. Bolding, underlining and all caps are not allowed.

Tables, lists, bullets, or other material requiring multiple paragraphs or formatting are not allowed.

Obscene, profane, libelous, and defamatory language will be rejected.

Incidental spelling, grammar, and punctuation errors may be corrected without altering meaning or substance.

Word limits

Statement

State law sets maximum word limits (RCW 29A.32.121).

U.S. Senator and U.S. Representative—300 words

State Senator—200 words

State Representative—100 words

Biography

In addition to the statement, biographical information using the following headings will be included and must not exceed 100 words (headings are not included in the word count). If you choose not to submit information for one of the following headings, the words "No information submitted" will appear next to the heading.

Elected Experience

Other Professional Experience

Education

Community Service

Hyphenated words count as two words unless the hyphenation is listed as one word by onelook.com .

Statements and biographies exceeding word limits are shortened by deleting full sentences from the end until the limit is reached.

Tips from voters

In a recent study, we asked Washington voters what information they want to read in a candidate statement. This is what they said.

- Describe what sets you apart from your opponent(s).
- Edit information as carefully as you would your resume.
- What do you hope to accomplish, if elected?
- Who endorses your candidacy?
- Avoid technical terms that may not be generally understood.
- Offer your vision. Be positive.
- Avoid criticism of your opponent(s).

Statement FAQ

How should I format my statement?

Space is limited so formatting is important.

Format it as an essay (block style). To emphasize select words, use italics only.

May I use bullets?

To conserve space, text must be written in paragraph format. Bullets are not allowed.

Correct

I approve of justice for all, fairness of the law, and rehabilitation.

Incorrect

I approve of

- Justice for all
- Fairness of the law
- Rehabilitation

Is my campaign contact information published?

Your campaign telephone number, email, and website are published only if provided in the lower section of your candidate information form (see page 4).

Be sure your campaign contact email and web address are functional when you submit your statement.

Will I receive a draft? If so, may I change it?

A courtesy copy of your information formatted for the voters' pamphlet will be mailed to you. Read it carefully. Please notify us if we have made an error. No other changes will be accepted.

Can I submit a new statement for the General Election?

No. The statement you submit before June 18 will be displayed on the Secretary of State's website for the Primary. If you are on the General Election ballot, it will be printed in the General Election voters' pamphlet.

Photographs

Each candidate may submit one self-portrait. If mailed, the photograph may be submitted digitally on a CD, or as a lab-processed print.

Limit photo to the head and shoulders. Use a light-colored background (not white). Color photos are preferred; black-and-white is acceptable. Photos must be no more than five years old.

Do not show the uniform or insignia of any organization that advocates or teaches racial or religious intolerance, or suggests the wearer has held public office. (RCW 29A.32.110)

Digital photos

Must be a resolution of at least 300 dpi and not digitally altered.

Print photos

Submit a smooth, no gloss, lab-processed print. Photos printed on a home computer are unacceptable. Photos should be no smaller than 4 x 5 inches and no larger than 8 x 10 inches.

Photo FAQ

Professional photo or snapshot?

Professional photographs reproduce the best. If you choose to have an amateur take your photo, here are some tips.

- A neutral-colored background is best.
- Take numerous shots. Area should be softly lit to avoid facial and background shadows.
- If digital, make sure the resolution is 300 dpi or better.
- Print the photos and choose the best one.

Can I submit a photo printed at home?

No. A photo printed at home will not reproduce well in the voters' pamphlet. If you have a photo on your home computer, submit the file online or burn a CD and mail it in.

How do I submit?

Information must be received by **June 18, 2010**.

Online

Refer to the email you received when you filed for office.

Mail

Voters' Pamphlet Office
Office of the Secretary of State
PO Box 40229
Olympia, WA 98504-0229

Questions?

Call the Elections Division at (800) 448-4881.

Candidate Information Form

Complete this form only if submitting by mail. Information should be typewritten or neatly printed and returned with your statement, biography, and photograph.

Information in this section is for use by the voters' pamphlet staff only and will not be published.

Candidate name _____
(as it will appear on the ballot)

District, office and position number (if applicable) _____

Contact telephone number _____
(Include area code)

Email address _____

PO Box or street address _____

City or town _____ State _____ ZIP _____

The following will be published. It does not count toward word limits.

Campaign telephone number _____
(Include area code)

Campaign email address _____

Campaign website _____

Enclosure Checklist if mailing your information...

- Candidate information form, printed and on CD
- Statement, printed and on CD
- Biography, printed and on CD
 - Elected Experience
 - Other Professional Experience
 - Education
 - Community Service
- Photograph, Printed or on CD

Information must be received by **June 18, 2010.**