

Clallam County Administrative Rules for a Voters' Pamphlet

Sections

- 1 Purpose
- 2 Authority/References
- 3 Definitions
- 4 Scope
- 5 Date of Adoption or Last Update
- 6 Policies
 - 6.1 Publication of the Local Voters' Pamphlet
 - 06.1.1 Cost of Participation
 - 06.1.2 Waiver of Participation Due to Financial Hardship
 - 6.2 General Materials Submission Policies
 - 6.3 Availability
 - 6.4 Specifications for Candidates
 - 06.4.1 Candidate Materials Description
 - 06.4.2 Candidate Materials Submission Deadlines
 - 06.4.3 Candidate Materials Order of Statements
 - 06.4.4 Candidate Statement Specifications
 - 06.4.5 Candidate Biography Specifications
 - 06.4.6 Candidate Photograph Specifications
 - 06.4.7 Candidate Contact Specifications
 - 6.5 Specifications for Ballot Measures
 - 06.5.1 Measure Submission Requirements
 - 06.5.2 Measure Statement Descriptions
 - 06.5.3 Measure Materials Submission Deadlines
 - 06.5.4 Measure Materials Order of Statements
 - 6.6 Specifications for Explanatory Statement
 - 06.6.1 Explanatory Statements
 - 06.6.2 Purpose of Explanatory Statement
 - 06.6.3 Restrictions and Word Limitations
 - 06.6.4 Restriction on the Style of Statements
 - 06.6.5 Explanatory Statement Submission Deadlines
 - 6.7 Specifications for "For" and "Against" Statements
 - 06.7.1 Committees to Write Statements "For" and "Against" Measures
 - 06.7.2 Advisory Committees, Committee Members and Related Organizations
 - 06.7.3 Restrictions and Word Limitations
 - 06.7.4 Restrictions on the Style of Statements
 - 06.7.5 "For" and "Against" Statement Submission Deadlines
 - 6.8 Appealing Rejections of Statements and Arguments
 - 06.8.1 Rejections of Statements and Arguments for the Voter's Pamphlet
 - 06.8.2 Appeal Process

1 Purpose

These Administrative Rules establish the requirements for participation in the Voter’s Pamphlet in Clallam County by candidates, local jurisdictions, and advocacy committees. The intent of the Voters’ Pamphlet is to provide citizens of Clallam County with informative, objective, consistent, and readable information regarding candidates and ballot measures.

These Administrative Rules also apply to the Clallam County Online Voters’ Guide, unless otherwise specified.

2 Authority/References

These rules are written in accordance with the provisions of Title 29A, Chapter 32 of the Revised Code of Washington (RCW), as well as Chapter 3.35 of the Clallam County Code.

3 Definitions

The terms defined in this section shall have the following meanings throughout these rules.

- (1) “Auditor” or “Auditor’s Office” shall mean the Clallam County Auditor, designee, or the Clallam County Elections Department.
- (2) “Ballot Title” shall mean the language that appears on a ballot regarding a question or proposition submitted to the Auditor’s Office to be voted upon by the registered voters in the district.
- (3) “County” shall mean the Clallam County government, including the Clallam County Board of County Commissioners, the Clallam County Auditor’s Office, and any and all other elected and appointed officials and offices operating under the purview of this term. It shall not mean or refer to any cities, towns, or special taxing districts operating wholly or partially within the geographic confines of the county of Clallam, which jurisdictions shall be referred to separately.
- (4) “County Canvassing Board” or “Canvassing Board” shall mean the statutory board that examines and scrutinizes the conduct of an election, election results, questionable ballots, and other activities required by law or requested by the Auditor. The Canvassing Board includes the Auditor, the Chairman of the Board of County Commissioners, and the Prosecuting Attorney, or their designated representatives.
- (5) “Days” shall mean calendar days when referring to a deadline, such as “90 days prior to an election.”
- (6) “Deadline” shall mean the close of business for the Clallam County Auditor’s Office on a normal working day, which is 4:30 p.m. unless stated otherwise.
- (7) “District” shall mean any political or taxing district located in Clallam County participating in the Voters’ Pamphlet.
- (8) “Elections Department” shall refer to the Clallam County Elections Department.
- (9) “Explanatory Statement” shall mean the statement prepared by the appropriate jurisdiction’s attorney stating the effect of a ballot measure if passed into law.
- (10) “Filing period” shall mean the period prescribed by law during which candidates for elective office file their candidate declarations with the appropriate filing offices.
- (11) “Jurisdictions” – See District
- (12) “Measure” shall mean any proposition or question submitted to the voters of a jurisdiction. It does not include the resolution language of the jurisdiction submitting the measure to the voters.

- (13) “Voters’ Pamphlet” shall mean the document which is printed in conjunction with the Washington State General Election Voters’ Pamphlet and mailed to registered voters prior to each year’s General Election. The Clallam County portion of the Voters’ Pamphlet is prepared by the Auditor’s Office and contains information including, but not limited to:
 - a. Statements from candidates running for office;
 - b. Information about and statements “for” or “against” local ballot measures or initiatives.
- (14) “Online Voters’ Guide” shall mean the electronic online document available on the county’s website; it is not available in printed format from the county. This guide is prepared by the Auditor’s Office containing information including, but not limited to:
 - a. Statements from candidates running for office;
 - b. Information about, and statements “for” or “against”, local ballot measures or initiatives.

4 Scope

These rules apply to all persons or groups involved in the Voter’s Pamphlet, including:

- (1) Each city, town, and special taxing district located within Clallam County that has any office or measure on a given ballot in a given election, for which a voters’ pamphlet is available.
- (2) All candidates and statement committees participating in a Clallam County election for which a voters’ pamphlet will be available.

5 Date of Adoption or Last Update

Following are the adoption and modification dates of this document, with brief descriptions of each modification.

Date	Description
4/30/2014	Initial rules formulated
5/06/2014	Clallam County Canvassing Board adopted the Administrative Rules for an Online Voters’ Guide.
5/04/2015	Clallam County Auditor amended the Administrative Rules for an Online Voters’ Guide and renamed them to “Administrative Rules for a Voters’ Pamphlet”. These Administrative Rules also still apply to the Online Voters’ Guide.

6 Policies

6.1 Publication of the Local Voters’ Pamphlet

6.1.1 Cost of Participation

The cost of the local voters’ pamphlet is considered an election cost. Each jurisdiction is responsible for paying its proportionate share of election costs. The State of Washington has established uniform procedures for allocating election costs to each jurisdiction based upon its registered voter population. These costs are prorated as a percentage of registered voters in all of a county’s jurisdictions participating in a given election (RCW 29A.32.270; RCW 29A.04.410).

6.1.2 Waiver of Participation Due to Financial Hardship

If the required participation in a local voters' pamphlet would create undue financial hardship for any unit of local government, the legislative authority of the unit may petition the Board of County Commissioners to waive this requirement. The Board may provide such a waiver no later than 60 days before publication of the pamphlet, if it finds that the requirement would create such hardship. (RCW 29A.32.220)

6.2 General Materials Submission Policies

- (1) All candidate statements, biographies, and photographs, as well as all measure statements of all types must be submitted as electronic computer files, compatible with the County's computer system – submissions in hard-copy format will not be accepted. Specific electronic format submission requirements will be distributed each year.
- (2) In this section and its sub-sections, the term "candidate materials" shall refer to candidate statements, biographies, and photographs.
- (3) In this section and its sub-sections, the term "measure materials" shall refer to measure titles, explanatory statements, and statements "for" and "against".
- (4) Clallam County Elections retains the discretion to make corrections to errors in grammar, spelling, or punctuation.
- (5) Changes in content are not allowed once the statement is submitted.
- (6) The County Auditor shall have the authority to grant any deadline extension that she/he feels is in the best public interest, including extensions for late filings because of vacancies. All extensions shall be equally granted to opposing candidates or committees.

6.3 Availability

For General Elections **only**, the Clallam County Auditor's Office will, in conjunction with the Office of the Secretary of State, produce a Voters' Pamphlet, to be printed and distributed in combination with the Washington State General Election Voters' Pamphlet, prior to the General Election.

For all Special, Primary, and General Elections, the Clallam County Auditor's Office will have an Online Voters' Guide available at www.clallam.net/elections. The Online Voters' Guide will be available 30 days before each Special Election and 45 days prior to the Primary and General Elections.

Note: Printed copies of the **Online Voters' Guide** are **not** provided by the County Auditor's Office.

6.4 Specifications for Candidates

6.4.1 Candidate Materials Description

Candidates may submit the following materials to Clallam County Elections for inclusion in the Voters' Pamphlet:

- (1) A candidate statement;
- (2) A candidate biography;
- (3) A candidate photograph.

Specific instructions for each of the above are detailed below under the appropriate heading. Please remember that the candidate statement and the candidate biography each have their own guidelines.

6.4.2 Candidate Materials Submission Deadlines

All statements, biographies, and photographs for any candidate appearing in any election must be received by Clallam County Elections no later than close of business on dates to be determined each year by the Elections Department. Dates will be published online and in the *Guidelines for Candidates*.

All statements and photographs become public record after submission.

6.4.3 Candidate Materials Order of Statements

Candidate statements are listed in an order determined by the Secretary of State's Office.

6.4.4 Candidate Statement Specifications

Candidate statements must:

- (1) Be submitted as electronic computer files, compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year;
- (2) Not exceed the word count published each year in the *Guidelines for Candidates*;
- (3) Be in paragraph format without indentation; tables, lists, and bullets are not allowed.
- (4) Use italics only to emphasize specific words or statements; bolding, underlining, and all caps are not allowed.
- (5) Use the candidate's name exactly as it will appear on the ballot;
- (6) Be limited to candidates themselves, and may not mention opponents by name or allude to opponents.

Note: If a candidate does not supply a statement, the space for the statement will read, "*No information submitted*".

Changes in content are not allowed once the statement is submitted.

The Elections Department will reject statements that do not meet the above guidelines. If a statement is rejected for exceeding the word limit, or for any other reason, the Elections Department shall contact the candidate electronically, by phone, or in writing. Once contacted, the candidate shall have 48 hours to make the needed corrections. If the candidate does not respond, the Elections Department will correct as needed. Statements exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

By law, the County Auditor is required to reject any statement that is libelous or otherwise inappropriate.

6.4.5 Candidate Biography Specifications

Candidate biographies must:

- (1) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year;
- (2) Not exceed the word count published each year in the *Guidelines for Candidates*;
- (3) Contain the appropriate information under each of the required headings published each year in the *Guidelines for Candidates*.

Note: If a candidate does not supply entries for each of the headings published in the *Guidelines for Candidates*, any empty heading will be followed by the phrase, “*No information submitted*”.

Changes in content are not allowed once the statement is submitted.

The Elections Department will reject biographies that do not meet the above guidelines. If a biography is rejected for exceeding the word limit, or for any other reason, the Elections Department shall contact the candidate electronically, by phone, or in writing. Once contacted, the candidate shall have 48 hours to make the needed corrections. If the candidate does not respond, the Elections Department will correct as needed. Biographies exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

6.4.6 Candidate Photograph Specifications

The following photograph criteria are designed to insure a good quality image in the Voters' Pamphlet. We recommend using a professional photographer taking a high quality studio photograph if possible.

Photographs must:

- (1) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year;
- (2) Be in .jpg format;
- (3) Be a minimum resolution of 300 dpi and no smaller than 4 x 5 inches;
- (4) Not be larger than 1.5 megabytes (MB) in size;
- (5) Be no more than five years old;
- (6) Be color photos;
- (7) Use a light-colored background (not white);

- (8) Be limited to the head and shoulders of the candidate in the manner of a portrait, excluding the candidate's hands, anything held in the hands, and other people or animals;
- (9) Not be cartoons or caricatures, or any other image that does not accurately portray the candidate;
- (10) Not reveal clothing or insignia suggesting the holding of a public office, such as judicial robes, law enforcement or military uniforms, official seals or symbols, flags of the state of Washington or other jurisdictions, or any similar indicators of public office. (RCW 29A.32.110; WAC 434-381-140)

Note: If a candidate does not supply a photograph, the following image will be used:



The Elections Department will reject photographs that do not meet the above guidelines. If a photograph is rejected, the Elections Department will contact the candidate electronically, by phone, or in writing. Once contacted, the candidate has 48 hours to submit a new image.

6.4.7 Candidate Contact Specifications

Candidate campaign contact information will be published with your statement. Contact information does not count toward the word limits.

Candidate campaign contact information may be updated only up until the day before the *Voters' Pamphlet* is sent by the Elections Department to the Office of the Secretary of State for printing.

Contact information must be submitted as electronic computer files, compatible with the County's computer system – submission in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year.

Information you may submit includes:

- (1) Campaign phone number;
- (2) Campaign email;
- (3) Campaign website.

6.5 Specifications for Ballot Measures

Local jurisdictions sponsoring ballot measures are responsible for providing explanatory statements and for appointing advocacy committees “for” and “against” passage of the ballot measure. Advocacy committees provide statements advocating approval or rejection of the ballot measure.

6.5.1 Measure Submission Requirements

To place a measure on the ballot, a copy of the resolution must be received by the County Auditor’s Office by the resolution deadline for the given election. A completed *Resolution Cover Sheet* form should accompany each resolution. This cover sheet requests important information and contacts required by the Elections Department. The *Resolution Cover Sheet* may be downloaded from the Clallam County Elections website or one will be provided upon request.

6.5.2 Measure Statement Descriptions

Measure statements are of the following types:

Statement Type	Content	Statement Submitted By
Explanatory Statement	Explanation of the ballot measure	Attorney for the jurisdiction submitting measure
Statement For	Arguments advocating the approval of the ballot measure	Committee in support
Statement Against	Arguments advocating the rejection of the ballot measure	Committee opposed

6.5.3 Measure Materials Submission Deadlines

For all measures appearing in any election, submissions must be received by Clallam County Elections no later than the close of business on dates to be determined each year by the Elections Department. These dates will be published online and in the *Guidelines for Ballot Measures*.

6.5.4 Measure Materials Order of Statements

Statements are listed in an order determined by the Secretary of State’s Office.

6.6 Specifications for Explanatory Statement

6.6.1 Explanatory Statements

An explanatory statement about the measure may accompany a ballot measure submitted for inclusion in the Voters’ Pamphlet. The attorney for the jurisdiction sponsoring the ballot measure, or the Prosecuting Attorney for County measures, will prepare and submit the explanatory statement to the Auditor’s Office. The explanatory statement must be submitted by the deadline for the given election, as specified in the *Guidelines for Ballot Measures*.

All explanatory statements not approved by the attorney for the jurisdiction submitting the measure must be reviewed and approved by the County Prosecuting Attorney before inclusion in the Voter's Pamphlet.

6.6.2 Purpose of Explanatory Statement

Explanatory statements consist of the following elements:

- (1) The official ballot title of the measure;
- (2) A neutrally-worded statement explaining the law regarding the ballot measure as it currently exists and the effect of the proposed ballot measure if it becomes law.

6.6.3 Restrictions and Word Limitations

Explanatory statements for the Voters' Pamphlet shall not exceed 150 words.

By law, the County Auditor is required to reject any statement that is libelous or otherwise inappropriate.

6.6.4 Restrictions on the Style of Statements

The County Auditor finds that it is in the public's interest that all statements published in the Voters' Pamphlet are of substantially similar format and style. To promote such consistency, the following standards of format have been established:

- (1) The statement must have the name, address, telephone number, and title/position of the person submitting said statement;
- (2) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year;
- (3) Be in paragraph format without indentation; tables, lists, and bullets are not allowed;
- (4) Use italics only to emphasize specific words or statements; bolding, underlining, and all caps are not allowed.
- (5) Be impartial and written in clear and concise language, avoiding legal and technical terms when possible.

6.6.5 Explanatory Statement Submission Deadlines

For all measures appearing in any election, explanatory statements must be received by Clallam County Elections no later than the close of business on dates to be determined each year by the Elections Department. These dates will be published in the *Guidelines for Ballot Measure*.

6.7 Specifications for “For” and “Against” Statements

6.7.1 Committees to Write Statements “For” and “Against” Measures

The legislative authority for any jurisdiction planning to include information about any ballot measure in the Voters’ Pamphlet shall, no later than the close of business on dates to be determined each year by the Elections Department, formally appoint a committee to prepare statements:

- (1) Advocating voters’ approval of the measure; and,
- (2) Advocating voters’ rejection of the measure.

This date will be published in the *Guidelines for Ballot Measures*.

A jurisdiction’s legislative authority shall appoint persons known to favor the measure to serve on the committee advocating approval and shall, whenever possible, appoint persons known to oppose the measure to serve on the committee advocating rejection. If the legislative authority of a unit of local government fails to make such appointments by the prescribed deadline, the County Auditor shall, whenever possible, make the appointments.

Each committee shall have no more than three (3) members. However, a committee may seek the advice of any person or persons. Each committee shall elect from among their members a chairperson. The *Committee “For” and “Against” Appointment Form* must be submitted by the same deadline that applies to the appointment of the “for” and “against” committees. This form provides committee member names and contact information for the committee. All information contained therein is public record and shall be published in the Voters’ Pamphlet.

This information should be emailed promptly to: khugoniot@co.clallam.wa.us

6.7.2 Advisory Committees, Committee Members & Related Organizations

Committees appointed to write statements “for” or “against” measures appearing in the Voters’ Pamphlet may select other persons to serve as an advisory committee. Persons drafting statements “for” or “against” measures appearing in the Voters’ Pamphlet who are officers, employees, or representatives of any organization may only be designated as such if that organization has taken an official action to support or oppose the measure.

6.7.3 Restrictions and Word Limitations

Statements “for” and “against” measures appearing in the Voters’ Pamphlet shall not exceed 250 words. The committee may use up to four headings to summarize and identify major points or portions of the statement for the convenience of the reader. Such headings shall be included in the computation of the number of words in the statement.

6.7.4 Restrictions on the Style of Statements

The County Auditor finds that it is in the public interest that all statements published in the Voters' Pamphlet are of substantially similar format and style. To promote such consistency, the following standards have been established for all submissions:

- (1) Statements must have the name, address, and telephone number of the chairperson of the committee as well as the names of the other committee members;
- (2) Be submitted as electronic computer files compatible with the County's computer system – submissions in hard-copy format will not be accepted; specific electronic format submission requirements will be distributed each year;
- (3) Be in paragraph format without indentation; tables, lists, and bullets are not allowed.
- (4) Use italics only to emphasize specific words or statements; bolding, underlining, and all caps are not allowed.
- (5) No more than five paragraphs are allowed for arguments. Excessive paragraph returns will be removed.
- (6) URLs for websites, Facebook pages, blogs, etc. are *not* permitted in the argument sections; each committee may list one URL in their contact information section.

6.7.5 “For” and “Against” Statement Submission Deadlines

Statements “for” and “against” measures appearing in the Voters' Pamphlet shall be submitted to the Elections Department by the appointed statement committee chairpersons no later than the close of business on a date to be determined each year by the Elections Department; this date will be published online and in the *Guidelines for Ballot Measures*.

All statements become public record after submission.

6.8 Appealing Rejected Statements and Arguments

6.8.1 Rejection of Statements or Arguments for the Voters' Pamphlet

By law, the County Auditor is required to reject any statement that is libelous or otherwise inappropriate.

The Elections Department will reject statements that do not meet the above guidelines. If a statement is rejected for exceeding the word limit, or for any other reason, the Elections Department shall contact the committee electronically, by phone, or by mail. Once contacted, the committee shall have 48 hours to submit a revision of the rejected portion. If any portion of a committee's statement is rejected, only that rejected portion may be rewritten and submitted for inclusion in the final statement.

If the committee does not respond, the Elections Department will correct the statement as necessary. Statements exceeding the length limit will be shortened by deleting full sentences from the end until the limit is reached.

6.8.2 Appeal Process

A person dissatisfied with the rejection of an explanatory statement, or a "for" or "against" statement, may appeal to the superior court of Clallam County.