

San Juan County  
2016 Local Voters' Guides  
Administrative Rules for Candidates  
(amended April 2016)



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## Purpose

Local voters' guides provide the citizens of San Juan County with information about candidates and ballot measures. A printed voters' pamphlet is distributed for the November general election only, and online guides are available for every election.

These Administrative Rules establish the requirements for participation in the voters' guides by candidates for public office.

Important information regarding deadlines and format are included herein.

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## Important dates

	<b>August 2 Primary</b>	<b>November 8 General Election</b>
<b>Candidate filing week</b> (Note: May 1 is the first day candidate filings will be accepted by mail)	<b>May 16–May 20</b>	<b>May 16–May 20</b>
<b>Candidate withdrawal deadline</b>	<b>May 23</b>	<b>May 23</b>
<b>Biography, statement and photograph deadline</b> (Note: May 30 is Memorial Day, but you may still submit your materials electronically)	<b>May 30</b>	<b>May 30</b>



**Important!** Read this publication before submitting your voters' guide materials. If your submission does not meet our guidelines, it may not be accepted.

## What to submit

- Candidate name and contact information (telephone number, mailing address, campaign email, campaign website address) at the top of your biography and statement document
- Candidate biography
- Candidate statement
- Current digital color photograph

**(See page 7 for an example of the form for submitting your materials)**

## How to submit

- If you file online, you will receive an email from the Secretary of State containing instructions for uploading your name and contact information, biography, statement and photograph for the online voters' guide. You do not need to additionally submit these materials to the Elections office.
- If you prefer, your electronic submissions may be emailed to [elections@sanjuanco.com](mailto:elections@sanjuanco.com). Please include your name and the office for which you are running in the subject line. The contact information, biography and statement may be sent as a word-processing file (e.g., Microsoft Word or other common word-processing application) as an attachment to the email, or the text may be placed in the body of the email. Your photograph should be submitted as a JPEG or PNG file attached to the email.
- If submitting your materials by mail or hand delivery, please provide your electronic files on a CD. Do not submit a PDF file or hardcopy only. Our address is on the front cover of this document.



## Biography and statement guidelines (example candidate bio/statement form on page 7)

### Biography

**Biography word limit: 100 words**, divided among the responses to the following headings:

- **Elected Experience** (or Legal/Judicial Experience for candidates for judge)
- **Other Professional Experience**
- **Education**
- **Community Service**

The headings do not count toward the word limit.

### Statement

In a recent study, the Secretary of State's office asked Washington voters what information they want to read in a candidate statement. This is how they responded:

- Describe what sets you apart from your opponent(s).
- Edit information as carefully as you would your résumé.
- 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).

In accordance with Washington State law, your statement must be limited to statements about yourself (RCW 29A.32.230(3)).

### Statement word limit: 150 words.

You are responsible for observing the word limits.

Manually count the number of words in your statement using the guidelines provided. If your statement exceeds the word limit you will be notified by email and asked to correct it. Only deletions will be allowed. No changes or additions will be allowed.

If you do not correct your statement length, all material in excess of the word limit will be omitted from the end. If that deletion creates an incomplete sentence at the end of the statement, that incomplete sentence will be omitted. There are no exceptions to these limits.

### **The following guidelines will apply to all statements:**

- Your name, mailing address, telephone number, email, and campaign website address should appear at the top of the submission. This information is not included in the word limit.
- Your campaign email and website addresses will be displayed in the "For more information" area of the voters' guides. Be sure that your contact email and website address are functional when you submit your statement.
- Use block paragraph style for your statement.
- Keep your statement to two paragraphs. Elections staff reserves the right to eliminate excessive paragraph returns if your statement does not fit in the space provided.
- Do not use tables, bullets, lists or other material requiring multiple paragraphs or formatting.
- You may use italics to emphasize specific words or statements. Do not use bold, underline, or all-caps for emphasis.
- Hyphenated words will count as two words unless the hyphenation is listed as one word in [dictionary.com](http://dictionary.com).
- Numbers will count as one word (e.g., "1,000,000"). However, "1 million" or "one million" will count as two words.
- Two words or numbers with a slash between them will count as two words (e.g. "public/private" or "\$0.22/\$1,000").
- Obscene, profane, libelous, or defamatory language will be rejected.

**(guidelines continued on next page)**



## Candidate photographs

### **Disclaimer**

Thoroughly proofread your materials and correct any spelling, typographical or grammatical errors prior to submitting.

The following statement will appear at the bottom of each page where advocacy statements appear: “Statements are printed as submitted. Candidates are solely responsible for content.”

### **Proof copies**

Elections staff will email you a proof copy of your submitted materials prior to publication of the voters’ guides. They will be sent to the email contact address listed at the top of your statement. You will not be permitted to amend your original statement.

Please observe the following standards regarding submissions of your photographs:

- Submit one color digital portrait.
- Photographs may not be more than five years old.
- Limit the photograph to head and shoulders only. Any photographs not meeting this requirement will be cropped to show the head and shoulders only.
- We recommend a light neutral background. The area should be softly lit to avoid facial and background shadows.
- No photograph may reveal clothing or insignia of any organization that advocates or teaches racial or religious intolerance, or suggests this wearer has held public office (e.g., judicial robes, law enforcement or military uniforms or pins, etc.). (RCW 29A.32.110)
- Photographs must be color and in digital JPEG or PNG format. The resolution must be at least 300 dpi and not digitally altered. Resolution less than 300 dpi does not reproduce well in the printed voters’ guide. Elections staff will convert the photographs to grayscale for the printed local voters’ pamphlet.
- If you wish, Elections staff can take your photograph during candidate filing week or you may arrange to have Elections staff take your photograph at another time. You will have the opportunity at the time the picture is taken to approve your photograph. There is no charge for this service.



## Rejected statements and appeal process

Any statement that is libelous or otherwise inappropriate will be rejected. If any portion of your statement is rejected, only that rejected portion may be re-written and submitted for inclusion in the final statement.

If your statement, or any portion thereof, has been rejected because it contains what the Elections Administrator believes is libelous statements or otherwise inappropriate material, you will be notified in writing and/or by email not more than five business days following the statement submission. You will have until the day following receipt of the notice to do one of the following:

- Appeal that determination to the County Auditor, in writing, citing reasons why you believe that the statement is not libelous or otherwise inappropriate, **or**
- Submit a re-written statement for only the portion found objectionable.

The County Auditor will consider any appeals. After consideration of the Elections Administrator’s written notice and your appeal statement, the County Auditor will make a final determination.



## More about statements

### Fees

No fee shall be charged to candidates for submitting material to be included in the online voters’ guide or local voters’ pamphlet:

The cost of the Local Voters' Pamphlet shall be considered an election cost to those local jurisdictions included in the pamphlet, and the cost shall be prorated in the manner provided in RCW 29A.04.410. (RCW 29A.32.270)

### Public viewing of statements

After the official deadline for submission of statements has passed, the statements become public record. At that time, they are available for viewing by the public upon request to the Elections office.



## Example form for submitting biography and statement

### **Voters' Guide Biography and Statement**

**Candidate name:**

**Jurisdiction (e.g., Port of Orcas):**

**Office/Position (e.g., Commissioner 5):**

**Campaign email address:**

**Campaign website address:**

**Campaign phone:**

**Mailing address:**

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### **Biography (100 word limit, not counting the section headings):**

**Elected Experience (or Legal/Judicial Experience for judges):**

**Other Professional Experience:**

**Education:**

**Community Service:**

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### **Statement (150 word limit):**



## Example Online Voters' Guide Candidate Biography and Statement Format

### Lt. Governor **Washington State**

4-year term

Statewide



#### **Brad Owen**

(Prefers Democrat Party)

**Elected Experience:** Brad Owen was elected as Washington State's 15th lieutenant governor in 1996 and re-elected since. Prior to his election as lieutenant governor, Owen served as Shelton finance commissioner from 1976-1979, as a member of the Washington State House of Representatives from 1976 - 1983, and in the Washington State Senate from 1983 - 1996.

**Other Professional Experience:** No information submitted

**Education:** No information submitted

**Community Service:** Brad Owen is the chair of Washington State Mentors, as well as chair of the Legislative Committee on Economic Development and International Relations. He serves on the advisory board for the Drug Free America Foundation.

**Statement:** Brad Owen is a leader we can trust! Supported by democrats, republicans, business owners and labor leaders; he is known for being bipartisan and working with all members of the Washington State Senate! In these tough times, we need an experienced leader who knows how to get things done.

Elected as Washington State's fifteenth lieutenant governor, Brad Owens' top priority is to stimulate our economy and help create family wage jobs. He has traveled the world building economic alliances with friendly nations and wants to continue his work in helping Washington State businesses increase their share of the world markets. More than any other state, Washington depends on international trade and needs leaders who can market our products throughout the world.

Brad Owen is dedicated to making Washington a state for healthy kids and safe communities. He has made substance abuse prevention, anti bullying and child welfare as one of his top priorities in office. For the last two decades he traveled throughout the state with a musical, multi media program to deliver positive messages about substance abuse and bullying awareness to youth and for years has been chair of Washington State Mentors.

To learn more, please go to [www.BradOwen2012.com](http://www.BradOwen2012.com)

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