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## INTRODUCTION

For the November General Election, Skagit County Elections and the Washington State Secretary of State's Office will print a "Combined Voters' Pamphlet" containing candidates and ballot measures from both the County and State. In addition, an "Online Voters' Guide" will be produced for both the Primary and General Elections. The Online Guide will be displayed on Skagit County's Elections website, [www.skagitcounty.net/elections](http://www.skagitcounty.net/elections).

This document contains the guidelines for committees advocating for or against **ballot measures**. These committees must submit statements for the voters' pamphlet and online voters guide. There are separate guidelines for **candidates** running for office.

Committees advocating for or against ballot measures may submit the following materials to Skagit County Elections for inclusion in the printed voters' pamphlet and online voters' guide:

1. A statement supporting their point of view regarding the measure on the ballot;
2. A rebuttal statement responding to the initial statements of committees expressing the opposite view;
3. A photograph or graphic to accompany their statements in support of, or opposition to, measures.

Specific instructions for each of the above are detailed below under the appropriate heading.

Please read this entire document carefully to insure you follow all required steps. Contact Gabrielle Clay in Skagit County Elections at (360) 419-3465, or by email at [gabriellec@co.skagit.wa.us](mailto:gabriellec@co.skagit.wa.us), with any questions.

The production of the voters' pamphlet is guided by Washington State Law and Skagit County Code. Please refer to RCW 29A.32, Skagit County Code 1.28, and the "Skagit County Local/Combined Voters' Pamphlet Administrative Rules" for more information.

## SUBMISSION DEADLINES

For all measures appearing on the August 6<sup>th</sup>, 2013 Primary Election ballot, statements in support of, or opposition to measures, and photographs or graphics, must be received by Skagit County Elections no later than **4:30 PM, Friday June 14<sup>th</sup>, 2013.**

For all measures appearing on the November 5<sup>th</sup>, 2013 General Election ballot, statements in support of, or, opposition to, measures, and photographs or graphics, must be received by Skagit County Elections no later than **4:30 PM, Friday August 16<sup>th</sup>, 2013.**

## SUBMITTING TO THE ELECTIONS DEPARTMENT

Statements in support of or opposed to ballot measures, and photographs or graphics, must be submitted by emailing to [gabriellec@co.skagit.wa.us](mailto:gabriellec@co.skagit.wa.us); please put "voters' pamphlet" in the subject line. ***This is the only means via which submissions can be made.***

## MEASURE STATEMENT GUIDELINES

Measure statements are of the following types:

Statement Type	Content	Statement Submitted By
Explanatory Statement	Explanation of the ballot measure	District 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
Rebuttal of Statement For	Arguments refuting the statements advocating approval of the ballot measure	Committee in support
Rebuttal of Statement Against	Arguments refuting the statements advocating rejection of the ballot measure	Committee opposed

Please be sure you comply with all aspects of the law regarding all statement types. See especially the following RCWs: 29A.32.031, 29A.32.040, 29A.32.060, 29A.32.210, 29A.32.241(5), 29A.32.280...

All measure statement types must meet the following guidelines:

- The Explanatory Statement is ***always required***. ***The district submitting the measure must submit this statement;***
- Explanatory statements must be written in clear and concise language, avoiding legal and technical terms when possible;
- Explanatory Statements and Statements For and Against may not exceed **\*\*\* 300 \*\*\* words;**
- Rebuttals of Statements For and Against may not exceed **\*\*\* 100 \*\*\* words;**
- Each argument or rebuttal statement must be followed by the names of the committee members who submitted them, and may be followed by a telephone number that citizens may call to obtain information on the ballot measure;
- All statements must be in paragraph format without indentation;
- Rebuttals may not interject new points;
- Cartoons or caricatures are not permitted.

As a rule, the Elections Department will not correct errors in grammar, spelling, or punctuation. Changes in content are not allowed once the statement is submitted.

The Elections Department may reject statements that do not meet the guidelines above. If there is a rejection, the Elections Department shall contact the committee electronically, by phone, or in writing. Once contacted, the committee shall have 48 hours to make needed corrections. *If a statement is rejected for exceeding the word limit*, and the committee does not respond within 48 hours, the Elections Department will correct as needed by deleting full sentences from the end until the limit is reached.

### MEASURE PHOTOGRAPH GUIDELINES

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**:

- Be in "jpeg" format;
- Be at least 450 by 600 pixels in size;
- Not be larger than 1.5 megabytes (MB) in size;
- Have been taken within the past two years;
- Not reveal 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 other similar indicia of public office;
- Photographs are preferred in color, as the Elections Department can convert color to grayscale or black-and-white.

The Elections Department may reject photographs that do not meet the above guidelines. Elections will notify committees whose photographs are rejected. Committees whose images are rejected will be allowed 48 hours to submit a new image.

### ORDER OF STATEMENTS

For the printed voters' pamphlet, statements will be listed by district. Districts will appear in the ballot order of that election's ballot.

For the online voters guide, statements are listed in an order determined by the Secretary of State's Office, and that order cannot be modified by Skagit County Elections.

### DISTRIBUTION

The *printed* voters' pamphlet is distributed by the Washington Secretary of State's Office to the household of every registered voter in Skagit County for the General Election only. It will be mailed in early/middle October.

The *online* voter's guide will be on the Skagit County Elections web site, [www.skagitcounty.net/elections](http://www.skagitcounty.net/elections), for both the Primary and General Elections. It will be available 45 days prior to the Primary and General Elections.

### MISCELLANEOUS

Skagit County Elections retains the discretion to grant waivers or exceptions on a case-by-case basis.