

ON-LINE VOTERS' GUIDE

The On-Line Voters' Guide is a great tool to communicate with voters. All candidates have the opportunity to post a candidate statement and/or photograph on the Spokane County Elections' web site – www.spokanecounty.org/elections.

What you can submit

- Candidate contact information
(Name, mailing address, e-mail, website, phone number)
- Statement
- Biography, 100 words or less not including headings
 - Elected Experience
 - Other Professional Experience
 - Education
 - Community Service
- Photograph

All materials must be received by 4:00 p.m. on Friday **May 24th**.

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

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.

Quick and easy on-line submission

Submitting your information for the on-line voters' guide is easy!

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 on-line for the voters' guide.

Statement and biographies

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

If submitting by mail, submit a CD containing a 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

All other positions – 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 dictionary.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, Washington voters were asked 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, website, and address will be displayed regardless if the candidate submits a photo, statement or biography. If you don't enter a campaign address, your address in our data base will be the default.

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

Photographs

Each candidate may submit one self-portrait. If mailed, the photograph must be submitted digitally on a CD.

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

Are not accepted for the on-line voters guide.

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. If you have a photo on your home computer, submit the file on-line or burn a CD and mail it in. The Spokane County Elections Office will take pictures by appointment – contact Glenn at 477-2793 for more information.

How do I submit?

All materials must be received by 4:00 p.m. on Friday **May 24th**.

Online

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

Mail

Spokane County Elections
On-line Voters Guide
1033 W. Gardner Ave.
Spokane, WA. 99260

Or **email to:** elections@spokanecounty.org

Questions?

Call the Elections Office at (509) 477-2320.