



KING COUNTY

2005  
**VOTERS' PAMPHLET  
GUIDELINES  
FOR  
CANDIDATES**



Candidates for specific King County offices, the Courts, Port of Seattle, Cities and Towns, School Districts and Special Purpose Districts may submit statements and photographs to be published in the King County Voters' Pamphlet. Material for the primary must be submitted by August 3, 2005. Please read these guidelines to learn how to be included.

**King County Elections**

King County Administration Building  
500 Fourth Avenue, Room 553  
Seattle, WA 98104-2337

Phone 206-296-1565 Fax 206-296-0108 TTY Relay: 711

# VOTERS' PAMPHLET GUIDELINES FOR ELECTION CANDIDATES

*These guidelines are extracted from the King County Administrative Rules governing the preparation and printing of local voters' pamphlets.*

**CANDIDATE FILING PERIOD:** The filing period for all candidates for any office for which elections will be held in 2005 is Monday, July 25 through Friday, July 29, 2005 from 8:30 a.m. to 4:30 p.m. No filing will be accepted after that time unless a special filing period has been approved. July 11, 2005 is the first day properly executed candidate filings may be accepted by mail. These filings will not be processed until the first day of the filing period.

Contact the Elections Office at 206-296-1565 if you have questions regarding filing for office.

## DEADLINES FOR SUBMISSION OF MATERIAL:

All candidates' statements and photographs for the Voters' Pamphlet must be submitted in accordance with the following schedule:

### **STATEMENTS AND PHOTOGRAPHS: \***

The deadline for the submission of candidates' statements and photographs

### **PRIMARY**

August 3

### **GENERAL \*\***

August 25

The word limit on candidates' statements varies with the jurisdiction:

**300 words** All countywide offices including the offices of County Executive, Sheriff, Court of Appeals Judges, and Port of Seattle Commissioners; and elected offices with jurisdictions of 150,000 or more registered voters.

**200 words** The offices of the Metropolitan King County Council and other jurisdictions having at least 75,000 and no more than 149,999 registered voters.

**150 words** All other jurisdictions.

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\* In the event of a special filing, material must be submitted within three days of the end of the filing period.

\*\* If a candidate on the primary ballot does not submit a new statement for the General Election, the statement submitted for the primary will be used again for the General Election pamphlet. Candidates exempt from the primary must meet the submission deadline for the General Election.

### **PLEASE NOTE:**

The King County Local Voters' Pamphlet (LVP) is published jointly with the City of Seattle. Seattle has administrative rules for its portion of the pamphlet. The rules for candidates for Seattle offices are available at [www.cityofseattle.net/elections](http://www.cityofseattle.net/elections) or by calling the Seattle Ethics and Elections Commission at (206) 684-8500.

## SPECIFICATIONS – STATEMENTS:

### **Style**

The maximum length of statements is based on word limit. Paragraph style is recommended. The word limit will be **reduced** if special formatting is requested, such as **multiple indents (more than four indents), bullets, bolding and underlining**. Since special formatting requires additional space, the word count will be reduced accordingly or the format will be modified.

### **Submittal Format & Information**

- 1) Complete and return the "Candidate Information Sheet," page 6 of this packet, with your statement.
- 2) For processing purposes, submit typewritten statements as follows:
  - First line: Name as it will appear on the ballot
  - Second line: Political party (if applicable)
  - Third line: Campaign address
  - Fourth line: Phone number
  - Fifth line: E-mail address **or** website to be published in the Voters' Pamphlet  
*NOTE: Only one electronic address will be published.*
  - Sixth line: Begin statement in desired format, 12 point Times New Roman/Times

**NOTE:** Contact information will be published, unless otherwise noted as "unlisted."

Statements may be submitted on compact disk --**with a printed version attached**-- PROVIDED that the form at the back of this packet is included with the compact disk and the following information is recorded on the face of the disk: 1) name of candidate, 2) name of office and position number, 3) name of word processing program and version used. **No statements will be accepted via e-mail.**

Should there be a problem with excessive length, the Director of the Records, Election and Licensing Services Division (hereinafter referred to as Director) shall attempt to notify the candidate or candidate's representatives in order to edit the text or adjust the style and format, if time permits. To avoid this, early submission of your statement is recommended. In cases of excessive length, the decision of the Director to edit shall be final.

## SPECIFICATIONS - CANDIDATE PHOTOGRAPHS:

- Must have been taken within the last five years;
- Must show only the candidate's face or face, neck, and shoulders in the portrait;
- Must exclude other images, such as the candidate's hands, anything held in the hands, or other people;
- Must not show the candidate wearing a uniform (including judicial robes) or hat or any article of clothing or headpiece bearing an insignia;
- Must have a plain background; and
- Must not be a cartoon, caricature, or image that does not accurately portray the candidate.

## SUBMISSION OF MATERIAL:

**Submit materials to one of the following locations:**

- By mail, in person or by delivery (between 8:30 a.m. and 4:30 p.m.):

King County Elections  
King County Administration Building  
500 Fourth Avenue, Room 553  
Seattle, WA 98104

(The Administration Building is located between James and Jefferson Streets on Fourth Avenue in downtown Seattle. For directions visit <http://www.metrokc.gov/elections/map.htm>)

- By mail only (postmarked no later than deadline date for the primary or General Election):

King County Local Voters' Pamphlet  
Voters' Pamphlet Program Coordinator  
13018 314<sup>th</sup> Avenue NE  
Duvall, WA 98019

**GENERAL PROVISIONS REGARDING SUBMITTED MATERIAL:**

- By preparing and distributing a LVP, King County provides an opportunity to better inform the voting public about measures and candidates on the ballot. Statements prepared by candidates or arguments prepared by committees for or against ballot measures are the responsibility of the authors and are not considered to represent the position of the county regarding the candidate or measure, or of any material contained therein; nor is the county responsible for the validity or accuracy of the statements, arguments or rebuttals.
- Candidate statements will not be proofread for any errors in spelling, punctuation or syntax. The Director may, however, correct obvious typographical or punctuation errors.
- Candidate statements may be rejected if, in the opinion of the Director, any statement offered for filing contains obscene, vulgar, profane, scandalous, libelous, defamatory, or treasonable matter; any language tending to provoke crime or a breach of the peace, or any language or matter the circulation of which through the mail is prohibited by any act of Congress. The committee or candidate submitting such a statement may appeal a rejection to the King County Prosecuting Attorney within five business days of rejection by filing an appeal with the Director. The Prosecuting Attorney will render a decision within five business days of the appeal. The decision of the Prosecuting Attorney shall be final.

Candidate statements from previous Voters' Pamphlets may be viewed online  
[www.metrokc.gov/elections/archive/index.htm](http://www.metrokc.gov/elections/archive/index.htm).

For general questions regarding the Voters' Pamphlet, call the Elections Office at (206) 296-1565. For more specific questions concerning statements, photographs or format, contact the Voters' Pamphlet Coordinator at (425) 788-7878.

# HELPFUL HINTS FOR CANDIDATES

## Your Voters' Pamphlet Photo

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- The more professional the photo, the better. Make an appointment with a photographer for a black and white portrait (color will be accepted). Do this immediately if you need to have a photo taken. This gives you a chance to compare costs and quality and to avoid last-minute rushes.
  - A photo is not required but strongly advised by campaign consultants. It is an important part of your statement to the electorate.
  - Seriously consider having a professional take the photo. While there is an expense involved, the results will in every way be superior to amateur attempts. A professional is experienced and has the knowledge and equipment to do the job right.
  - The photo should be a straight-on head and shoulders shot only (no hands). Backgrounds must be free from symbols such as flags. A plain background is suggested. Candidates should not be wearing a hat, uniform, or any article of clothing bearing an insignia.
  - The photo should be in sharp focus. Out-of-focus figures will be even more emphasized in a reproduction. The photo should contain fine facial definition.
  - Some tips if a friend is taking your photograph:
    1. A neutral background is best.
    2. Take numerous shots. Area should be softly lit to avoid facial and background shadows.
    3. Have the roll printed on a contact sheet and choose the photo that you want.
    4. Take the negative and have a 5"x7" print made by your film processor.
    5. The enlargement can be cropped to your specifications.
  - Elections will accept any size photo. However, smaller photos do not reproduce as well as larger ones.
  - Take a copy of the photo specifications listed in this pamphlet with you when being photographed so that the photographer will know the limitations involved.
  - Digital photos may be submitted on CD with a printed copy attached for identification purposes. Label both the CD and printed copy with your name and office for which you are a candidate. Submit the digital photo with 150 dpi resolution or better.
  - A digital photo printed from a computer will not reproduce well in the Voters' Pamphlet. Submit the digital photo on CD for the best reproduction.

# HELPFUL HINTS FOR CANDIDATES

## Your Voters' Pamphlet Statement

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### STYLE

- Keep it simple.
- Avoid technical terms. Avoid abbreviations referring to government projects like RTA, PSCOG, SEPA, etc.
- Statements may contain multiple indentations, bold print, capitals, etc., but these are only effective if used sparingly. Besides, they will reduce the number of allowable words due to space limitations. Try to use no more than four indentations.
- Please observe time deadlines and word lengths.

### CONTENT

- The candidate does not need to write his or her own statement. If you are not a writer, ask someone to help you. This would be a legitimate campaign expense.
- Ask several good writers to read your statement and offer comments.
- Avoid criticism of opponents. Readers want to know about you, what you stand for or support, background and/or qualifications. Suggest improvements and give your vision of the future. Get advice if you think you have crossed the line. Be positive.



KING COUNTY

# Local Voters' Pamphlet Candidate Information

*To be completed by all candidates participating in the King County Primary Local Voters' Pamphlet and returned to: Voters' Pamphlet, King County Administration Building, 500 Fourth Avenue, Room 553, Seattle, WA 98104.*

Candidate Name: \_\_\_\_\_  
(as it will appear on the ballot)

Office: \_\_\_\_\_

Political Party Affiliation (if applicable): \_\_\_\_\_

Telephone Number: (      ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_



*Providing the following information constitutes a request to publish the candidate's contact information.  
This information does **not** count toward the statement word limit.*

## Candidate Contact Information

Street Address or P.O. Box: \_\_\_\_\_

City or Town: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: (      ) \_\_\_\_\_

E-mail or Web address:  
(only one electronic address will be published) \_\_\_\_\_



### Check method of statement and photograph submittal (REQUIRED):

Statement and Photograph Enclosed. Use this statement and photo for the primary only.  
I will submit new information for the General Election.

Statement and Photograph Enclosed. Use this statement and photo for both the primary  
and General Election.