



KING COUNTY

**VOTERS' PAMPHLET  
GUIDELINES  
FOR  
CANDIDATES**



***Please Note...***

*Candidates for Federal, State, Judicial and Legislative offices may now submit statements and photographs to be published in the King County Primary Election Local Voters' Pamphlet. The deadline for submitting materials is August 2<sup>nd</sup>. Please read these guidelines to learn how to be included!*

**King County Records, Elections and Licensing Services Division**

Election Section

King County Administration Building, Room 553

500 Fourth Avenue

Seattle, WA 98104-2337

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

## ***Attention: Federal, State, Judicial and Legislative Candidates***

King County will coordinate and publish a 2006 Primary Local Voters' Pamphlet. The pamphlet will include statements and photographs for candidates in Federal, State, Judicial and Legislative offices subject to the Primary. Submission of material will be based on King County guidelines.

For the General Election, the State of Washington and King County will publish a pamphlet jointly. Candidates, who choose to participate, will submit information based on the guidelines of the Secretary of State's Office for printing in this General Election Voters Pamphlet.

Candidates may choose to submit a statement and photograph for the King County Primary Local Voters Pamphlet and a **different** statement and/or photo for the State General Election Voters Pamphlet. In which case, the candidate must submit the Primary statement and photo to King County and the General Election statement and photo to the Secretary of State's Office. However, a candidate has the option of using the **same** statement and photo for **both** the King County Primary Local Voters Pamphlet and the State General Election Voters Pamphlet. In that case, the candidate would just complete and return the "Local Voters Pamphlet Candidate Information Sheet" (at the back of this packet) to King County and then submit the statement and photograph to the Secretary of State's Office in accordance with the Secretary of State's deadlines (no later than three business days after filing for office).

Any statements and photographs submitted directly to King County must be accompanied by the "Local Voters Pamphlet Candidate Information Sheet" and will be published **ONLY** in the King County Primary Local Voters Pamphlet. If you have any questions regarding this information, please contact the Voters Pamphlet Office at (425) 788-7878.

**Following are the specifications for the King County Primary Election Voters' Pamphlet.**

### **FOR ELECTION CANDIDATES**

*The following guidelines are extracted, in part, from the King County Administrative Rules governing the preparation and printing of local voters' information pamphlets.*

**CANDIDATE FILING PERIOD:** The filing period for all candidates for any office for which elections will be held in 2006 is Monday, July 24 through Friday, July 28, 2006. The hours for filing are between 8:30 a.m. and 4:30 p.m. No filing will be accepted after that time unless a special filing period has been approved.

#### **DEADLINES FOR SUBMISSION OF MATERIAL**

All candidates' statements and photographs to be used in the voters' pamphlet must be submitted in accord with the following schedule:

<b><u>STATEMENTS AND PHOTOGRAPHS</u></b>	<b><u>KING COUNTY PRIMARY PAMPHLET</u></b>
The deadline for the submission of candidates statements and photographs.	<b>AUGUST 2</b> <i>(In the event of a special filing period or appointment, material must be submitted within three days from the end of the filing period or appointment.)</i>

**NOTE:** The deadline for the State **General Election Voters Pamphlet** is no later than **three business days after filing for office** and submitted in accordance with the Office of the Secretary of State's guidelines.

2006 Voters' Pamphlet Guidelines  
For Election Candidates

WORD LIMITS

*The word limit on candidate's statements varies with the jurisdiction.*

**FEDERAL AND STATE OFFICES SUBJECT TO THE PRIMARY ELECTION:**

<i>300 words</i>	U.S. Senator and U.S. Representative
<i>200 words</i>	State Senator, Supreme Court Justice, Court of Appeals Judge and Superior Court Judge.
<i>100 words</i>	State Representative

**LOCAL OFFICES:**

<i>300 words</i>	All local county-wide offices including the offices of County Executive, Sheriff, Assessor, Prosecuting Attorney, Superior Court Judges, and Port of Seattle Commissioners; and elected offices of jurisdictions having over 150,000 registered voters.
<i>200 words</i>	The offices of the County Council, the District Court, and other local jurisdictions having between 75,000 and 149,999 registered voters.
<i>150 words</i>	All other local jurisdictions.

---

SPECIFICATIONS – STATEMENTS

Style

The maximum length of statements is based on word limit. Paragraph style is recommended. **(NO spaces between paragraphs, indented paragraphs only)** The word limit will be **reduced** if special formatting is requested, such as **multiple indents** (more than approximately 4 paragraphs and indents depending on the length of the paragraphs), **bullets, bolding and underlining**. Since special formatting requires additional space, the word count will be reduced accordingly or the format will be modified.

**NOTE: Proofread statement carefully prior to submitting for publication. Be sure that your phone number, e-mail address and/or website are active for the Primary. Due to time restrictions changes requested after the deadline may be not be allowed.**

2006 Voters' Pamphlet Guidelines  
For Election Candidates

Submittal Format & Information for King County ONLY (not Secretary of State)

1) Complete and return the "Candidate Information Sheet" at the back 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: Name of office and position (if applicable); and Political party (if applicable)

Third line: Campaign address (if one is to be published in the pamphlet)

Fourth line: Phone number (please note if it is to be unlisted in the pamphlet)

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 font

**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 or his designated representative 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. In this regard, early submission is advantageous. If time does not permit statements exceeding the word limit will be shortened by deleting full sentences from the end until the limit is reached. In any event, in matters of excessive length, the decision of the Director or his designated representative to edit shall be final.

---

SPECIFICATIONS - CANDIDATES' PHOTOGRAPHS

- Must have been taken within the last five years.
- Must show only the candidate's face or face, neck, and shoulders in the manner of a 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.
- Must not be a cartoon, caricature, or image that does not accurately portray the candidate.

2006 Voters' Pamphlet Guidelines  
For Election Candidates

SUBMISSION OF MATERIAL

- By mail, (postmarked no later than August 2<sup>nd</sup>) address to:  
Voters' Pamphlet Program Director  
King County Records, Elections and Licensing Services Division  
King County Administration Bldg., Room 553  
500 Fourth Avenue  
Seattle, WA 98104
- In person or by delivery, between the hours of 8:30 a.m. and 4:30 p.m., to:  
King County Records, Elections and Licensing Services Division  
Election Section  
King County Administration Bldg., Room 553  
500 Fourth Avenue (*between James and Jefferson*)  
Seattle, WA 98104  
*(There is a Fifth Avenue entrance also, with entry onto the 4<sup>th</sup> Floor)*

---

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. Arguments and statements prepared by candidates or committees for or against 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 or his designated representative may, however, correct obvious typographical or punctuation errors.
- Candidate statements may be rejected if, in the opinion of the Director or his designated representative, 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 or his designated representative. The Prosecuting Attorney will render a decision within five business days of the appeal. The decision of the Prosecuting Attorney shall be final.

---

*Questions concerning statements and photographs should be made to the Voters' Pamphlet Coordinator at (425) 788-7878.*

# HELPFUL HINTS FOR CANDIDATES

## Your Voters' Pamphlet Statement

---

### STYLE

- Keep it simple.
- Avoid technical terms. Are they really understood by the general population? Avoid abbreviations referring to government projects-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 4 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.

# HELPFUL HINTS FOR CANDIDATES

## Your Voters' Pamphlet Photo

- 
- 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. The 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 mode 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, the 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 the printed copy with your name and office (and position number, if applicable) 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.



# KING COUNTY

## Local Voters' Pamphlet Candidate Information Sheet

*To be completed by **all** candidates participating in the King County Primary Election Local Voters' Pamphlet and returned to: Voters' Pamphlet Director, 500 4<sup>th</sup> Avenue, King County Administration Bldg, Room 553, Seattle, WA 98104.*

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

Office Sought & Position Number (if applicable): \_\_\_\_\_

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

Contact Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

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



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

### CANDIDATE CONTACT INFORMATION

*Be sure the following information is active for the Primary.*

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

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

Telephone: \_\_\_\_\_

E-mail address OR Web address: \_\_\_\_\_  
(only ONE electronic address will be published)



### Check method of Statement and Photograph Submittal (REQUIRED):

- Statement and Photograph Enclosed. I will submit a different statement for the General Election to the Secretary of State's Office. (This information will be published **ONLY** in the King County Primary Election Pamphlet.)
- Use General Election statement and photograph that I submitted to the Secretary of State's Office. (This information will be published in **BOTH** the Primary and General Election Pamphlets.)