

Voters' Pamphlet

Guidelines for Candidates

2012 Presidential Edition

Candidates who are eligible

Only Presidential and Vice Presidential candidates whose Certificates of Nomination are approved are eligible to submit their information for display on the Secretary of State's website and publication in the General Election Voters' Pamphlet.

Checklist

Once your Certificate of Nomination is approved by the Office of the Secretary of State, a submission deadline for the following will be provided.

- Campaign information
- Photographs
- Statement
- Biographies

Email submission

Prepare your campaign information, photos, statement, and biographies according to the guidelines.

Email your submission to voterspamphlet@sos.wa.gov.

Questions?

Call (800) 448-4881

Email voterspamphlet@sos.wa.gov

Photographs

One full-color self-portrait from the Presidential and Vice Presidential candidates may be submitted. Limit the photo to the head and shoulders. Use a light-colored background (not white). Photos must be no more than five years old.

Format

Files formatted for print that are compatible with Adobe PhotoShop will be accepted. This includes, but is not limited to, .jpg or .tif files.

Files formatted for the web will be rejected. This includes, but is not limited to, .bmp or .png files.

Color or black & white?

Color photos are required; black & white will be rejected.

Uniforms

Photographs may not reveal clothing or insignia suggesting the holding of a public office. Examples of such clothing or insignia include, but are not limited to, judicial robes, law enforcement or military uniforms, official seals or symbols similar thereto other than the flag of the state of Washington, or other similar indicia of public office.

(RCW 29A.32.110; WAC 434-381-140)

Photo resolution & size

Photos must be a minimum resolution of 300 dpi/ppi and no smaller than 4 inches wide by 5 inches tall (1200 by 1500 dpi/ppi). Photos may not be digitally altered.

Professional photo or snapshot?

Professional photographs reproduce the best. If you have an amateur take your photo, here are some tips.

- A light-colored background is best (not white).
- Take numerous shots. Area should be softly lit to avoid facial and background shadows.
- Make sure the resolution is 300 dpi/ppi or higher.
- Print the photos to choose the best one.

Statements

One statement will be accepted for the Presidential/Vice Presidential candidates. The following standards ensure candidate statements comply with legal requirements and enhance the readability of the Voters' Pamphlet.

Word limits

State law sets a maximum word limit for the Presidential/Vice Presidential statement at 300 words.

Hyphenated words count as two words unless the hyphenation is listed as one word by dictionary.com.

Do not rely on automated word counts to ensure your statement is within the word limit. Statements exceeding the word limit are shortened by deleting full sentences from the end until the limit is reached.

The Office of the Secretary of State (OSOS) reserves the right to eliminate excessive paragraph returns if the statement does not fit in the space provided.

Unused words from the statement may not be used in the biographies.

Biographies

In addition to the 300-word statement, biographical information may also be submitted. 100-word biographies may be submitted from the Presidential and Vice Presidential candidates.

The following headings are included in the biographies and do not count as part of the 100-word limit. Biographical headings may not be altered.

Elected Experience

Other Professional Experience

Education

Community Service

If you choose not to submit information for one of the following headings, the words "No information submitted" will appear next to the heading.

Hyphenated words count as two words unless the hyphenation is listed as one word by dictionary.com.

Do not rely on automated word counts to ensure your biography is within the word limit. Biographies exceeding word limits are shortened by deleting full sentences from the end until the limit is reached.

Unused words from the biographies may not be used in the statement.

Statement & Bio FAQs

What format should I use?

Submit your statement and biographies in a format that can be digitally copied and pasted.

How should I add emphasis?

Use only *italics* to emphasize specific words or statements. Bolding, underlining, and all caps are not allowed.

May I use bullets?

No. Text must be written in paragraphs. Tables, lists, and 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

What words may I use?

Obscene, profane, libelous, and defamatory language will be rejected.

May I name other people in my statement?

Mentioning others by name in the candidate statement may result in a legal appeal, required changes to your statement, and a delay publication.

Does someone edit the information I submit?

No, so proofread your statement, biographies, and contact information carefully. Once you submit, changes will not be allowed unless otherwise requested by OSOS or court order.

Is my campaign contact information published?

Your campaign telephone number, email, and website are published if provided with your candidate information (see page 4). This does not count against your word limits. Facebook pages, blogs, twitter accounts, etc, will not be published.

Tips from voters

In a recent study, Washington voters told us what information they want in a candidate statement:

1. Edit information as carefully as you would your resume.
2. Offer your vision. Be positive.
3. What do you hope to accomplish, if elected?
4. Describe what sets you apart from your opponent(s).
5. Avoid criticism of your opponent(s).
6. Who endorses your candidacy?
7. Avoid technical terms and abbreviations.

Sample

United States President and Vice President | 4-year term

Ballot Name

_____ *Party Nominee*
 President

Photo

Elected Experience: Advocate for agriculture issues on local, state, and national levels. Advocate for children's issues.

Other Professional Experience: 1999 - 2009: Served as Director of Public Affairs, Schweitzer Engineering Laboratories, a high-tech manufacturer in Pullman; 1985 - 1999: Served as Regional Director for US Senator Jim McClure and US Senator Larry Craig, and worked on Capitol Hill for US Senator Steve Symms.

Education: B.A. from Emory University; certified basket weaver.

Community Service: Chair, Boys and Girls Clubs Board of Directors; Harper Valley PTA Past President; Harper Valley High School booster Club; Walk for Life participant, 11 years; neighborhood watch participant; long time recycler.

Statement: On schools and other services. She helped make difficult choices to balance needs and restrain the budget, working to secure funding for the Pierce County Skills Center in Frederickson, the Yelm Loop, the Cross Base Highway, the Orting Bridge for kids, the Nisqually-Mashel State Park, an upgraded lahar warning system and work to keep transportation dollars here at home.

Marilyn advocated for in-home intervention, home health care, support and chore services for children with developmental or behavioral disabilities, seniors and the disabled. She worked to extend the property tax deferral program – helping people whose homes have increased in value, but have not had an increase in income.

She believes the WASL should only be one of several tools used to measure academic success. Marilyn is honored to represent you and she is and always will be, there for you.

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For More Information: (509) 555-5555
 name@domain.com; www.domain.com

Ballot Name

_____ *Party Nominee*
 Vice President

Photo

Elected Experience: 2005 elected North Franklin School District Board of Directors.

Other Professional Experience: Farmer/Rancher, Owner of Hailey Company, Inc. our 4th generation family farm. Public service volunteer, Registrar and Attendance Specialist for North Franklin School District, Bailie Memorial Youth Ranch Foundation Board, Director, Past Director of Bailie Memorial Youth Ranch Board, former 4-H leader, PTA President, continuing classroom volunteer. Served as Regional Director for US Senator Jim McClure.

Education: Graduate Paschal High School, Ft. Worth, TX. Attended classes at TCJC and TCU. Graduate of Eastern Washington University, 1980.

Community Service: Inland Northwest Humane Society; Walk for Life participant, 11 years; neighborhood watch participant; long time recycler.

Campaign information form

Providing the information from this form is required, but use of the form is not required. Information should be submitted with your photos, statement, and biographies.

Presidential candidate name _____
(as it will appear on the ballot)

Vice Presidential candidate name _____
(as it will appear on the ballot)

Political party or independent candidate name _____

The following will be published. It does not count toward word limits.

Campaign telephone number _____
(include area code)

Campaign email address _____

Campaign website _____

Information in this section is for use by staff only and will not be published.

Contact telephone number _____
(include area code)

Email address _____

Mailing address _____

City or town _____ State _____ ZIP _____

Email checklist Please include...

- Campaign information
- Photographs
- Statement, 300-word limit
- Biographies, 100-word limit each

Your deadline will be provided once your Certificate of Nomination is approved.

Email to voterspamphlet@sos.wa.gov