Candidate Introductory Statement Rules

1) Candidate Invitations. Every candidate for Mayor, City Attorney or City Council who registers a committee by the last day of May of the election year is eligible to submit a Candidate Introduction.

2) Candidate Introductions submissions: The Executive Director will accept submissions beginning the first business day in January of the election year, through the final deadline for candidates to join the voucher program.

a) Each candidate will be invited to submit one Candidate Introduction. Once the final version of the introduction has been submitted, the Executive Director will not accept additional statements, revisions or corrections.

b) Before submission, all written Candidate Introductions should be proof-read for errors in spelling, punctuation, or syntax. The Executive Director and Commission staff will not proof-read statements for such errors.

c) The candidate must include the candidate's name, committee name, campaign telephone number and campaign website with the Candidate Introduction. Unless requested otherwise, this information will appear in the Introduction but will not be counted against the statement word limit.

d) The Executive Director and Commission staff will publish the Candidate Introductions with a sentence indicating whether the candidate is or is not participating in the Democracy Voucher Program.

e) Order of Appearance. The Executive Director shall publish the Candidate Introductions by office or district in alphabetical order by first name.

3) Candidate photographs: Candidates may also submit a photograph to accompany their statement. The photograph shall show the candidate's face, or face, neck and shoulders in the manner of a portrait. It shall exclude other images, such as the candidate's hands, anything held in the candidate's hands, or other people. The candidate shall not wear a uniform or hat or bear an insignia. The background shall be plain. The photograph shall be of a size or quality suitable for reproduction. Informal snapshots, cartoons, caricatures, or images that do not accurately portray the candidate shall be rejected. If a photograph is not provided in compliance with the specifications in this section, the program will place the words "Photo Not Provided" in the area where a photo would appear, with the name of the candidate.

4) Availability of Candidate Introductions. The Executive Director will post the Candidate Introductions on the Seattle Ethics and Elections Commission website. A printed copy of the Candidate Introductions will be available to each Seattle resident upon request. The Executive Director will publish an updated catalog of Candidate Introductions at least once per month through June of the election year.

a) Translations. The Executive Director will translate and publish the Candidate Introductions into the languages required in SMC 2.04.690.

b) Limitations on Statements. The written statements must not exceed 200 words. The 200-word statement must not include obscene, profane, libelous, or defamatory matter, or language that may impair distribution of the statements through the mail.

5) Editorial Authority Appeals.

a) Upon notice to the candidate, in lieu of an outright rejection, the Executive Director may edit a statement with too many words down to the maximum permitted and/or otherwise remove material which would be cause for rejection of the statement.

b) Any candidate aggrieved by a decision or action of the Executive Director may within five days thereafter appeal the matter to the Seattle Ethics and Elections Commission, which shall convene as soon as practicable. The Commission shall consider the matter under the procedures established for contested cases in SMC Section 3.02.090, subsections B through I inclusive, and subsection M. The decision of the Commission shall be final; there shall be no appeal to the Hearing Examiner.

6) Guidelines. The purpose of the Candidate Introduction is to introduce the candidate to the public prior to the publication of the Voters Pamphlet and Video Voters Guide. Therefore, candidates are encouraged to do the following in their written submissions:

(i) Tell who you are

(ii) Show that you understand this community and its concerns

(iii) Explain where you stand

(iv) Be forthright, and

(v) Set a respectful tone

7) The Executive Director shall determine the format, font, layout, and appearance of the Candidate Introductions consistent with these rules.