



**DEBRA BOWEN** | SECRETARY OF STATE  
STATE OF CALIFORNIA | ELECTIONS

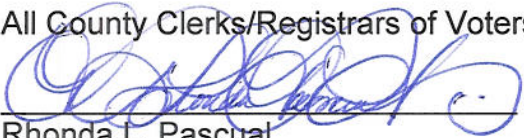
1500 11th Street, 5th Floor | Sacramento, CA 95814 | Tel (916) 657-2166 | Fax (916) 653-3214 | www.sos.ca.gov

June 28, 2010

County Clerk/Registrar of Voters (CC/ROV) Memorandum # 10202

TO: All County Clerks/Registrars of Voters

FROM:

  
Rhonda L. Pascual  
Ballot Pamphlet Program Manager

RE: November General: Statewide Candidate Statement Package

---

Attached for your review and distribution is the statewide and United States Senate candidate statement package for the upcoming November 2, 2010, General Election. Please note that the deadline for statewide and United States Senate candidate statements to be included in the November 2, 2010, General Election state Voter Information Guide is **5:00 p.m. on Wednesday, July 14, 2010.**

Although we ask that you provide these materials to statewide and United States Senate candidates, they must file their candidate statement forms with our office.

If you have any questions regarding these documents or procedures, you may contact either Diane Hinkle at (916) 651-1365, or me at (916) 653-5534. Thank you.

Attachment

# November 2, 2010, General Election Candidate Statement Guidelines



## Candidate Statement Guidelines

- The text of the statement shall not exceed 250 words. Word count standards are governed by Elections Code section 9.
- The statement should be typewritten, double-spaced, and in standard paragraph style. Do not use bullets, tables, lists, or other material requiring indentation.
- Words that are underlined, in italics, in bold, or in all upper-case letters will be typeset in italics.
- The statement may not make reference to any opponent of the candidate.
- The candidate statement shall be accompanied by a declaration that the statement being submitted is true and correct and shall be attested to and signed by the candidate.
- Statements shall be printed in the state Voter Information Guide in the order determined by a random alphabet drawn in substantially the same manner as set forth in Elections Code section 13112. The names and statements will remain in this order throughout the state and do not rotate as names do on actual ballots.

## Form 501 Filing

- Only candidates who filed a Form 501 accepting the voluntary expenditure limits may buy space for a 250-word candidate statement in the state Voter Information Guide.
- Form 501 filing requirements do not apply to candidates running for United States Senate.

## Payment For Candidate Statement

- The fee for a candidate statement to be included in the state Voter Information Guide for the November 2, 2010, General Election is \$25.00 per word, not to exceed \$6,250.00 (250 words).
- In order to obtain a statement in the state Voter Information Guide, payment in the amount of \$25.00 per word not to exceed \$6,250.00, must be included with the candidate statement package by check or money order, payable to the *Secretary of State*.
- If payment is made by check, the check amount should be left blank with a note on the check indicating that the check is "Not to exceed \$6,250.00." The Secretary of State's office will conduct a word count to determine the cost and will forward to the candidate a copy of the executed check in the appropriate amount for his or her records.

- If a payment for the candidate statement is not received, or if the payment is made by a check and it does not clear the candidate's banking institution before the end of the state Voter Information Guide public display period (August 9, 2010), the candidate statement **will not** be printed in the state Voter Information Guide.

### **Further Information**

- The candidate statement must be filed and received by the Secretary of State's Elections Division **no later than 5:00 p.m. on Wednesday, July 14, 2010.**
- The candidate statement may be submitted via fax by the deadline with an original copy to be received within 72 hours. Faxed copies may be sent to (916) 653-3214.
- The original copy of the candidate statement must be mailed to the Secretary of State's Elections Division at 1500 11<sup>th</sup> Street - Fifth Floor, Sacramento, CA 95814 – Attention: Diane Hinkle.
- All eligible candidates are given an opportunity to purchase and submit a new candidate statement that is different from that used in the primary election.
- If the Secretary of State's Elections Division has not received a candidate statement by the established deadline, it **will not** be printed in the state Voter Information Guide.
- Should the Secretary of State's office disqualify any statement based on these provisions, the Secretary of State's office shall immediately notify the candidate of the specific objections. The candidate may address the objections by making appropriate changes.
- No filed statement shall be made public or shall be available for viewing until the entire state Voter Information Guide is available for public examination, beginning July 20, 2010, pursuant to Government Code section 88006 and Elections Code section 9092.
- All statements filed shall be subject to examination and challenge pursuant to the provisions of Elections Code section 9092 and Government Code section 88006 July 20, 2010 through August 9, 2010.
- A statement may be withdrawn, but shall not be changed once it is filed, unless so required by the Secretary of State's office.

# November 2, 2010, General Election Candidate Contact Information Form



The following form shall be used for candidate statements submitted to the Secretary of State's office for inclusion in the state Voter Information Guide for the November 2, 2010, General Election. This form must be submitted to the Elections Division of the Secretary of State's office **no later than 5:00 p.m. on Wednesday, July 14, 2010.**

- A maximum of 250 words may be used. Word count standards shall be pursuant to Elections Code section 9.
- All statements should be typewritten, double-spaced, and in standard paragraph style. Do not use bullets, tables, lists, or other material requiring indentation.
- Words that are underlined, in italics, in bold, or in all upper-case letters will be typeset in italics.
- The statement may not make reference to any opponent of the candidate.
- Please refer to the section in this packet entitled "Candidate Statement Guidelines" for a complete list of requirements.

Candidate's Name: \_\_\_\_\_

Office Being Sought: \_\_\_\_\_

Political Party (for partisan offices only): \_\_\_\_\_

The following optional information will appear with your candidate statement (**this information is not included in the 250 word count, and will be formatted in a manner determined by the Secretary of State's Office**):

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## **IMPORTANT: Person to Contact Regarding Candidate Statement**

The following information for the candidate's contact person is critical to ensure communication between the candidate and Elections Division staff. **This information will not appear in the state Voter Information Guide:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

**November 2, 2010, General Election  
Candidate Statement and Checklist Form**



Candidate's Name: \_\_\_\_\_

Office Being Sought: \_\_\_\_\_

Political Party (For partisan offices only): \_\_\_\_\_

Please sign and attach this form to the Candidate Statement.

I, the undersigned author of the attached candidate statement hereby declare that I have read, fully understand, and will comply with the requirements contained in this packet and that the candidate statement submitted herewith is true and correct to the best of my knowledge.

\_\_\_\_\_  
Candidate Signature

\_\_\_\_\_  
Date

**CHECKLIST**

- Candidate Statement (typewritten and double-spaced)
- Candidate Contact Information Form
- Signed Candidate Statement and Checklist Form
- Check or Money Order payable to the *Secretary of State*

# November 2, 2010, General Election Word Count Standards

---



Each word shall be counted as one word, except as specified in this section.

1. Punctuation is not counted.
2. All geographical names shall be considered as one word; for example, "City and County of San Francisco" and "Los Angeles" shall be counted as one word.
3. Each abbreviation for a word, phrase or expression shall be counted as one word; for example, "ACLU" or "UCLA" shall be counted as one word.
4. Hyphenated words that appear in any generally available standard reference dictionary, published in the United States at any time within the 10 calendar years immediately preceding the election for which the words are counted, shall be considered as one word. Each part of all other hyphenated words shall be counted as a separate word.
5. Dates consisting of a combination of words and digits shall be counted as two words. Dates consisting only of a combination of digits shall be counted as one word.
6. Any number consisting of a digit or digits shall be considered as one word. Any number that is spelled, such as "one," shall be considered as a separate word or words. "One" shall be counted as one word, where "one hundred" shall be counted as two words. "100" shall be counted as one word. The following combinations are counted as one word: 1994, 25%, #5.
7. Telephone numbers shall be counted as one word.
8. Internet website addresses shall be counted as one word.
9. Monetary amounts will be counted as one word; for example, "\$1,000,000" shall be counted as one word.

See California Elections Code section 9