League of Women Voters of Ohio Education Fund Special Mailing

100 E Broad Street, Suite 1310 **PASS TO VOTER SERVICE CHAIR**

Columbus, Ohio 43215 **IMMEDIATELY**

614/469-1505 phone

[lwvoinfo@lwvohio.org](mailto:lwvinfo@lwvohio.org)

http://www.lwvohio.org

TO: Local League Presidents and Voter Service Chairs

**PLEASE PASS TO VOTER SERVICE CHAIR IMMEDIATELY**

FROM: League of Women Voters of Ohio Education Fund (LWVOEF)

RE: **2020 General Election Voter Guide Information Packet**

This packet contains candidate questions and assignments for local Leagues in preparation for the **November 3, 2020** Election.

**It is important that you confer with all Leagues with whom you share candidates to see what they are planning and to check assigned districts.** **Please confer with other Leagues as soon as possible.**

**Please note:**

1. **All judicial races will be covered by Judicial Votes Count (www.judicialvotescount.org), and Leagues can use that text in local Guides.**
2. **This year, LWVO is providing Vote411 for all state and federal races. Local Leagues can buy in to use Vote411 for local races.**

**Contents of This Packet**

[What’s New?](#_lq4pjf8p5nid) **3**

[Judicial Votes Count coverage of ALL Judge Races](#_2c6qf9nx319c) **3**

[Vote411 State Coverage & How-To](#_qebebgah76ew) **4**

[Shared Candidate Instructions](#_fkdantbnbnry) **4**

[Candidate Questions: Statewide Offices- General Election](#_8vt2408cc37e) **5**

[Candidate Questions: Regional/County Offices - General Election](#_wyr5rghhr7g2) **5**

[Duties, Terms and 2020 Salaries: Statewide Offices](#_ioohu28jmf8c) **6**

[Duties, Terms and 2020 Salaries: Regional Offices](#_egugyiu5qc5a) **6**

[Assignments for Securing Information on Candidates for the   
U.S. House of Representatives](#_dtlwpggq1bku) **9**

[Assignments for Securing Information on Candidates for the   
Ohio House of Representatives](#_voidcuq58fzz) **9**

[Assignments for Securing Information on Candidates for the Ohio Senate](#_u9k2qup03pgb) **10**

[Assignments for Securing Information on Candidates for   
State Board of Education (General Election only)](#_u2kneat43lxv) **10**

[Assignments - County Offices: Local Leagues Sharing a County](#_k3zj4wo2ce23) **11**

[Candidate Questionnaires, Word Limits & Judicial Candidates’ Questions](#_lkbqwfvfk68a) **11**

[LWV: Political but Nonpartisan](#_ikvxzr69rtbk) **12**

[LWVUS: Voter Guide Best Practices](#_1pkiobedbxen) **13**

[LWVUS: Defining “Advocacy” vs. “Lobbying”](#_9kef7jc1i8ms) **17**

[Disclosure of League Contribution to Support or Oppose a Ballot Issue](#_opblk2eyilup) **18**

[Appendix A:Sample Letter to Candidate](#_wu8gds9cw7y1) **19**

[Appendix B: Sample Candidate Questionnaire](#_djdkyztfo0a4) **20**

# What’s New?

* **We can get you this information in other formats:**   
  If you need information in another electronic format, via fax, or hard copy by regular mail, contact the state League office at 614/469-1505, or by e-mail at [lwvoinfo@lwvohio.org](mailto:lwvoinfo@lwvohio.org)
* **District assignments:** Please let the state League office know immediately if your League is improperly assigned a district (see contact information above), and please let other Leagues in that district know.
* **All judicial races will be covered by Judicial Votes Count (JVC), and Leagues can obtain candidate info for local Voter Guides from JVC.** See “Judicial Votes Count” section below for details.
* **Vote411 coverage:** The state League has paid for Vote411. The state League is paying for Vote411 access for all state and federal races (candidates and ballot issues) for all elections that take place during 2020, including the primary and the general. Local Leagues using Vote411 now pay their portion to the state at a lower amount than they were paying. This is more affordable for local Leagues. Call the state office for details. LWVO has also provided suggested questions for regional offices, but local Leagues are responsible for sending questionnaires to candidates and entering the information into Vote411. See “Vote411” section below for more information about what is covered by the state League’s subscription and how local Leagues can obtain pricing to use Vote411 to cover local races.
* **Look for updated information about statewide candidates for the General Election:**   
  We will allow candidates to review and update their Primary Election answers for the General Election if the same questions are used, although we may also ask a different, more topical question. The filing deadline for the 2020 General Election is August 5, 2020 (90 days out from Election Day)**,** so the revised questionnaire will go to winners of the Primary Election plus any third-party candidates as soon as the names have been validated (Aug. 24: deadline for write-in candidates to file). **You should expect this updated candidate information by mid-September.**

# Judicial Votes Count coverage of ALL Judge Races

The state League, LWVOEF, has partnered with the Ohio Supreme Court, Ohio State Bar Association, Bliss Institute for Applied Politics at the University of Akron, Ohio Newspaper Association, and Ohio Association of Broadcasters to create “Judicial Votes Count” – a nonpartisan statewide resource for information about Ohio’s courts and candidates running for judge. The project launched in Fall 2015 with coverage of municipal court races and will continue with coverage of all judicial races. The website is hosted by the University of Akron and can be found at [www.judicialvotescount.org](http://www.judicialvotescount.org).

* **Judicial Votes Count will be responsible for contacting ALL judicial candidates across Ohio –** including candidates for the Ohio Supreme Court, Ohio Courts of Appeals, County Common Pleas Courts, and other local courts. **Local Leagues should not contact judicial candidates to provide information for the Voter Guide to avoid duplication and confusion. But, local Leagues may remind judges to fill out the JVC questionnaire.** However, local Leagues are strongly encouraged to include judicial candidates in other voter service activities such as candidate forums.
* **Local Leagues will have access to all judicial candidate information on JudicialVotesCount.org for use in local Voter Guides.** Contact the state League office to obtain a copy of judicial candidate information for your area from Judicial Votes Count; please indicate which county or counties your League covers.

# Vote411 State Coverage & How-To

* **Covered election dates:** All elections taking place in 2020, including the March 17 primary election & November 3 general election.
* **Covered state and federal races:** LWVOEF will pay for Vote411 to cover all federal races -- U.S. President, U.S. Senate, and U.S. House -- **as well as all state races** -- Ohio House of Representatives, Ohio Senate, State Board of Education, and any statewide ballot issues.
* **Local Leagues may choose to pay for Vote411 coverage for local races** (county, city, township, etc.). For local Leagues already using Vote411, the only change should be a reduction in costs due to the State League paying for state coverage. Fees are now paid to the state office. For Leagues who have not used Vote411 previously, we hope it will be a more affordable option for local Leagues to consider with LWVOEF paying for part of it.
* If your League would like to sign up for Vote411 or get a price quote, please contact the state League office at 614/469-1505, or by e-mail at [lwvoinfo@lwvohio.org](mailto:lwvoinfo@lwvohio.org)

# Shared Candidate Instructions

1. We have done our best to match Leagues with the appropriate U.S. Congressional, Ohio General Assembly and State School Board districts – but anticipate some assignments may need to be revised. **Please look at all lists in order to determine if the districts for your League are correct – and which are your League's responsibility.** The **underlined** League shall report for other Leagues in the same district. **If your League has been assigned to collect information, but you’re not planning to produce a voter guide, please let the other Leagues know immediately so other arrangements can be made. If the assigned district(s) is not correct, also please immediately let the other Leagues know.** **In both cases, we ask that you notify the state League office at lwvoinfo@lwvohio.org, or at 614-469-1505.**

2. Contact all Leagues in your district. Find out:

A. Publishing deadline for their voter guide.

B. If / how costs of postage, copying, paper, etc. can be shared.

C. To whom the information should be mailed/emailed.

3. Get a complete and accurate list of all candidates for your district from your Board of Elections, or from the Board of Elections in the most populous county if there is more than one county in the district (as may be the case for regional offices such as U.S. House, state Senate, etc.).

4. A sample letter to send individual candidates is included (Appendix A). Listing all the Leagues using the candidate's information will increase the appeal of responding.

5. A sample questionnaire is also included (See Appendix B).

# Candidate Questions: Statewide Offices- General Election

**SUPREME COURT JUSTICE**

*Questions will be sent to Ohio Supreme Court candidates by Judicial Votes Count.*

# Candidate Questions: Regional/County Offices - General Election

LOCAL LEAGUES WILL BE RESPONSIBLE FOR THE FOLLOWING:

Please refer to the enclosed sheets on pages 9-11 to determine which League is responsible for contacting the candidates.

**OHIO COURT OF APPEALS**

*Questions will be sent to Court of Appeals candidates by Judicial Votes Count.*

***With all questions: starred questions are to be included across all districts. These questions are also helpful for your candidate forums.***

**U.S. HOUSE OF REPRESENTATIVES**

***Suggested Questions***

1. \*Given our experience with Covid-19, what precautions would you put in place to allow for safe, secure elections whereby voters are not choosing between their health and their right to vote, especially in November? Include how you would fund any necessary precautions and changes.
2. Describe what you have done to work across political differences to solve problems.
3. Where do you stand on gun safety measures?
4. What solutions do you propose to address challenges, especially inequities, in the healthcare system?
5. How would you address immigration policy?
6. Where do you stand on efforts to protect our water, air, and land? Include how you would address climate change.
7. What will you do to foster trust with the voters you represent?
8. Where do you stand on women’s reproductive rights and health?

**OHIO SENATE and OHIO HOUSE OF REPRESENTATIVES**

***Suggested Questions***

1. \*In what ways would you change our election system in order to be prepared for crises that impair the right to vote?
2. Under what circumstances is it appropriate for the state to restrain or check local government?
3. How would you implement a constitutionally compliant school funding system?
4. What will you do to combat gerrymandering and ensure that voter-approved redistricting reforms are implemented?
5. Where do you stand on efforts to protect our water, air, and land? Include how you would address climate change.
6. Where do you stand on gun safety measures?
7. Where do you stand on women’s reproductive rights and health?

**STATE BOARD OF EDUCATION**

Six districts are up this election year.

***Suggested Questions***

1. Given our experience with Covid-19, what role can the state board play in helping school districts protect the health and well-being of citizens while providing for the education of our children?
2. What do you understand to be the role of a member of the state board of education?
3. What is the primary purpose of public education?
4. What challenges to our system of public schools do you hope to address?
5. What informs your understanding of how to support successful public schools?
6. How will you deal with violence in our schools?

# Duties, Terms and 2020 Salaries: Statewide Offices

**Justice, Ohio Supreme Court** 2 $175,214 6 yrs

Responsibilities: Hears all cases involving questions arising under the Ohio Constitution or statutes; hears appeals from Courts of Appeals decisions. The Supreme Court's decisions are final except in cases involving the U.S Constitution, statutes, or treaties.

# Duties, Terms and 2020 Salaries: Regional Offices

Office No. to be elected Salary Term

**U.S. Representative** 16 (1 from each dist) $174,000 2 yrs

Responsibilities: To represent the people of Ohio, their district, and the United States in dealing with matters of national and international importance. The general welfare should be a prime concern.

**Ohio Senator** 17 (1 from each $60,584\* 4 yrs  
 odd-numbered district)

Responsibilities: To represent the people of the district and the state of Ohio in dealing with matters not allocated to the federal government. \*Base salary.

**Ohio Representative** 99 (1 from each district) $60,584\* 2 yrs

Responsibilities: To represent the people of the district and the State of Ohio in dealing with matters not allocated to the federal government. \*Base salary.

**Judge, Ohio Court of Appeals** 1 from each of 12 districts $152,850 6 yrs

(contact Board of Elections)

Responsibilities: The Court of Appeals is essentially a Court of Review. It hears appeals from the Common Pleas, County, and Municipal Courts.

Decisions are final except in cases involving constitutional questions, cases of felony, cases in which it has original jurisdiction, and cases of public or great general interest.

**State Board of Education** 1 from each of 11 districts No salary 4 yrs

(plus 8 appointed by the governor)

Responsibilities: The 19-member board is responsible for overseeing the Ohio Department of Education and creates policy and makes recommendations for K-12 education in Ohio.

**Duties, Terms and 2020 Salaries: County Offices**

**Local Leagues should check salary & term information with their County Board of Elections.**

Office No. to be elected Salary Term

**County Commissioner** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To exercise financial control of County expenditures; to authorize public works; to purchase land and buildings; to vet contracts; to plan and administer welfare. The Board of County Commissioners also appoints other officials to operate various departments.

**County Coroner** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To determine the cause of death of persons dying in a violent or suspicious manner and to issue death certificates.

**County Engineer** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To oversee the construction, maintenance, and repair of all bridges in the county, and of county roads and other public improvements except buildings in the county.

**County Prosecutor** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To investigate and prosecute crimes committed within the county, to defend the county in court, and to give legal advice to county agencies and townships.

**County Recorder** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To record deeds, mortgages, plats, liens, and other written instruments.

**County Sheriff** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To provide services to the courts, to oversee the county jail, and to act as chief law enforcement officer for the county.

**County Treasurer** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To collect taxes in the county and its subdivisions, disburse expenditures, and invest the county's funds.

**County Clerk of Courts** Check with your Based on 4 yrs  
 Board of Elections population

Responsibilities: To enter judgments and collect court costs for appellate and common pleas courts, and also to issue and transfer automobile and water craft certificates of title.

**Judge, Common Pleas Court\*** Check with your $140,550 6 yrs  
 Board of Elections

Responsibilities: To preside at trials of both civil and criminal cases; to supervise the jury commission, grand jury, and other departments of the court.

**Judge, Probate Court** Check with your $140,550 6 yrs  
 Board of Elections

Responsibilities: To rule on cases involving disposition of wills, the administration of estates and guardianships, adoptions, questions of mental or physical disability. They are also responsible for issuing marriage licenses.

**Judge, Court of Domestic** Check with your $140,550 6 yrs  
**Relations** Board of Elections

Responsibilities: To handle cases of divorce, dissolution of marriage, annulment, separation, and child custody matters.

**Judge, Juvenile Court** Check with your $140,550 6 yrs  
 Board of Elections

Responsibilities: To rule in cases involving persons under 18 years of age. The Juvenile Court has authority in cases of delinquency, unruliness, juvenile traffic offenses, abuse, neglect, and dependency. The Juvenile Court may be part of the Court of Domestic Relations or the Probate Court.

**County Court Judge** Check with your Based on 6 yrs  
(or Municipal Court Judge Board of Elections population  
with county wide jurisdiction)

Check with your Board of Elections for local jurisdictions and responsibilities.

* Note: Not all common pleas courts are subdivided into divisions (General, Probate, Domestic Relations, and Juvenile). These descriptions are provided for those Leagues in counties that do make the distinctions. Check with your Board of Elections.

# Assignments for Securing Information on Candidates for the U.S. House of Representatives

**District Underlined League is Responsible**

1 Cincinnati Area

2 Chillicothe/Ross Co, Cincinnati Area, Clermont Co, Portsmouth/Scioto Co

3 Metro Columbus

4 Lima Area, Marion, Oberlin Area, Tiffin Area

5 Bowling Green, Perrysburg Area, Toledo/Lucas Co, Findlay ALU

6 Greater Youngstown, Athens Co, Portsmouth/Scioto Co

7 Canton Area, Oberlin Area

8 Darke Co ALU, Oxford, Cincinnati Area

9 Greater Cleveland, Toledo/Lucas Co

10 Greater Dayton Area

11 Akron Area, Greater Cleveland

12 Delaware Co, Metro Columbus, Licking Co

13 Akron Area, Greater Youngstown, Kent, N. Portage Co, Trumbull Co

14 Akron Area, Ashtabula Co, Geauga Co, Hudson, Lake Co, Kent, N. Portage Co, Trumbull Co

15 Athens Co, Chillicothe/Ross Co, Metro Columbus

16 Canton Area, Greater Cleveland, Kent, Wayne Co

# Assignments for Securing Information on Candidates for the Ohio House of Representatives

**District Underlined League is Responsible District Underlined League is Responsible**

1 Wayne Co

2 No League

3 Bowling Green, Perrysburg Area

4 Lima Area

5 No League

6-16 Greater Cleveland

17-18 Metro Columbus

19 Metro Columbus

20-26 Metro Columbus

27-33 Cincinnati Area

34-35 Akron Area

36 No League

37 Hudson

38 Akron Area, Wayne Co.

39-43 Greater Dayton

44-47 Toledo/Lucas Co

48-49 Canton Area

50 No League

51 No League

52 No League

53 Oxford

54 No League

55 No League

56 Oberlin Area

57 No League

58-59 Greater Youngstown

60-61 Lake Co

62 No League

63 Trumbull Co

64 Trumbull Co, Ashtabula Co

65-66 Clermont Co

67-68 Delaware Co

69 No League

70 No League

71 Licking Co

72 Licking Co

73 Greater Dayton

74 No League

75 Kent

76 Geauga Co, N. Portage Co

77 No League

78 Athens Co

79 No League

80 Darke Co ALU

81 No League

82 No League

83 Findlay ALU

84 Darke Co ALU

85 No League

86 Marion

87 Marion

88 Tiffin Area

89 No League

90 Portsmouth/Scioto Co

91-92 Chillicothe/Ross Co

93 No League

94 Athens Co

95 No League

96 No League

97 No League

98 No League

99 Ashtabula Co, Geauga Co

# Assignments for Securing Information on Candidates for the Ohio Senate

**District Underlined League is Responsible District Underlined League is Responsible**

2 Bowling Green, Perrysburg Area

4 Oxford

6 Greater Dayton Area

8 Cincinnati Area

10 No League

12 Darke Co ALU, Lima Area

14 Clermont Co, Portsmouth/Scioto Co

16 Metro Columbus

18 Kent, N. Portage Co, Geauga Co, Lake Co

20 Athens Co

22 No League

24 Greater Cleveland

26 Marion, Tiffin Area

28 Akron Area

30 Athens Co,

32 Ashtabula Co, Trumbull Co, Geauga Co

# Assignments for Securing Information on Candidates for State Board of Education (General Election only)

**District Underlined League is Responsible**

1 Darke Co ALU, Lima Area, Tiffin, Marion, Findlay ALU

5 Akron Area, Wayne Co, Greater Cleveland, Hudson

6 Metro Columbus

9 Athens Co, Licking Co

10 Chillicothe/Ross Co, Portsmouth/Scioto Co, Clermont Co

11 Greater Cleveland

# Assignments - County Offices: Local Leagues Sharing a County

The underlined League is requested to initiate the cooperation between Leagues within a county to collect information on the county offices, which will include common pleas judges in some counties.

**County** **Cooperating Leagues**

Butler: Cincinnati Area, Oxford

Portage: Northern Portage County, Kent

Stark: Canton Area

Summit: Akron Area, Hudson,

Wood: Bowling Green, Perrysburg Area

It is up to the discretion of the cooperating Leagues how they wish to divide the county offices. You may wish to divide the offices according to where candidates live, or it may be best for the League with the largest group of active members to do all the county offices.

# Candidate Questionnaires, Word Limits & Judicial Candidates’ Questions

**Questionnaires to Candidates**

Secure the complete and certified list of candidates, including the independent candidates in the General Election, from your county Board of Elections. Be aware that the time between securing the official list and the deadline for printing is very short. It is ideal to have the candidates’ letters ready, except for typing in the names and addresses, so that little time is lost sending the letters. In the event that a candidate's certification is in doubt, it is usually best to send the letter, explaining that if the candidate is certified the information will appear in the voter guide.

A sample letter (see Appendix A) and a sample questionnaire (see Appendix B) are included here for your guidance. As a safeguard to your League, restrictions on editing and changing copy should be clearly stated both on the questionnaire and in the cover letter.

It is highly advisable that local Leagues add a disclaimer on their candidate and survey form that inclusion in a League’s voter guide is not an endorsement, and the candidate may not imply at any time that inclusion in your League’s voter guide is an endorsement.

It is important to ensure that each candidate has received a questionnaire. This can be achieved by delivering in person and getting a written receipt, sending by certified mail with "return receipt” requested (highly recommended when possible) or by email with “return receipt.” In each case, your League should keep a written record of the delivery and any communication with the candidate and her/his campaign. A follow-up phone call is imperative if the completed questionnaire has not been returned. If the candidate has not returned a completed questionnaire, it is advisable to send a second questionnaire by registered mail with return receipt requested.

**Questionnaire Word Limit**

Formulate candidates’ questions with utmost care. Set a word limit for each section of the questionnaire and each question, or for the total questionnaire. Stick to the limit set. Be sure you explain, in the letter or questionnaire or both, just what you will consider a word. For instance: The following are counted as one word: 1989, L.L.D., the, and, a, for. Do not use abbreviations except for degrees. "OU" would be two words for "Ohio University."

If a candidate does not comply with the word limit set by your League, you can return the questionnaire to the candidate with a request that the questionnaire be edited to conform to the word limit, confer with the candidate by phone and then send the revised copy for signature, or enforce the word limit as is.

It is incumbent that the letter to the candidate and the questionnaire’s instruction make it clear that answers will be cut off at the word limit, in case publication deadlines are too tight to allow for changes in the questionnaires.

The only way to ensure complete fairness and objectivity is to equally enforce strict rules.

**When framing questions on issues:**

* Choose issues of major interest in your community, not limited to League program.
* If an issue covers a League position, don't let it show.
* Do not allow a question to seem to favor any candidate.
* Word questions simply.
* Restrict issues to those solvable at that office's level of government.
* Explain technical language briefly and simply, e.g., "home rule."
* Consider the word limit when framing the question.
* Consider asking two questions: a general one to each candidate to spot his/her interests, and a specific one on topical issue.
* Questions for judges should not violate standard judicial ethical canons.

**Note About Judicial Candidates Questions**

While “Judicial Votes Count” will take the lead on sending Voter Guide questionnaires to judicial candidates, we wanted to provide the following guidance on the ethical rules pertaining to asking questions of judicial candidates as Leagues may find it helpful in planning other voter service activities such as candidate forums.

Many good questions can be framed for judicial candidates, but there are certain precautions that should be taken. According to Rule 4.1(A)(7) of the Ohio Code of Judicial Conduct, judges shall not, in connection with cases, controversies, or issues that are likely to come before the court, make pledges, promises, or commitments that are inconsistent with the impartial performance of the adjudicative duties of judicial office.

They can be asked their views on court congestion, reorganization, or any matter affecting the administration of justice.

# LWV: Political but Nonpartisan

* Available at <http://www.lwv.org/content/political-yet-nonpartisan>

November 04, 2011 | by S. Peterson

Soon after the League’s founding, the decision was made to take positions on issues but to neither support nor oppose any political party or candidate (appointed or elected) for public office.  Today, this policy continues to ensure that the League’s voice is heard above the tumult of party politics.

To ensure the credibility of the League as a nonpartisan organization, each League’s board of directors is responsible for drafting and carrying out its own nonpartisan policy and for seeing that both its members and the public understand the League’s nonpartisan role.

Leagues should also have a conflict of interest policy related to board members’ paid employment, service on other boards (including League boards at other levels), personal lobbying, etc.

Information about developing and implementing a nonpartisan policy, the nonpartisan policy of the national League board and sample policies for local and state Leagues can be found in the Members section of the League Web site (<http://www.lwv.org/member-resources> ).

# LWVUS: Voter Guide Best Practices

* February 21, 2008 | by LWV at <http://www.lwv.org/content/voters%E2%80%99-guides-best-practices>

**Voter Guide Best Practices: Table of Contents**

**A. Introduction**

**B. General**

**C. Funding Your Voter Guide**

**D. Partnering With Media Outlets**

**A. Introduction**

Over the years, Leagues have built up high recognition value and reservoirs of community trust by providing citizens accurate, nonpartisan services and information on elections and on governmental issues. Public respect for the League’s commitment to factual, unbiased information is a source of pride for League members and one that can be drawn on repeatedly in seeking community support for League activities and recruiting new members.

Producing candidates’ questionnaires or Voter Guides requires especially careful attention and sound judgment by the entire board, in order to protect the League’s nonpartisan reputation and the public’s trust.

In providing voter information, Leagues often work with other organizations, including newspapers and other media that may endorse candidates or have political action committees (PACs). In deciding how to work with such organizations, Leagues need to consider carefully how their participation might affect their nonpartisan status or the public’s perception of the League’s nonpartisanship. They must make sure that the ground rules are set to ensure that the activity is conducted in a strictly nonpartisan manner. It is important to *make clear that the League cannot waive its nonpartisan policy or any procedures that ensure fair treatment of candidates*. The same is true when a League cooperates with a newspaper or other media outlet to produce or distribute election information.

The following are recommended practices:

**B. General**

1. *Fair, balanced and nonpartisan questions* for candidates should be the responsibility of each League. A League may wish to solicit input from a partner (organization or media outlet), but the final choice and wording of questions should be the League’s.
2. *Prominent display of the League logo*, contact information for the League and Web address should be standard practice and explained early on as part of the partnership. This benefits both the League and the partnership effort, as the public puts the highest level of trust in the League, and will see our logo as a trusted “seal of approval.”
3. League positions on Ballot Measures or Constitutional Amendments, etc, *should not be included* in Voter Guides. Leagues can distribute additional supplemental facts sheets (or publications, etc) that cover this information, but the fact sheets should: neither be part of the Voter Guide nor distributed such that it appears as though it is a supplement of the Voter Guide; and the fact sheets should have a different look and feel (e.g. design) so that the League’s voter service activities and its advocacy activities are not easily confused. Leagues may choose to do pros and cons on Ballot Measures or Constitutional Amendments. However, League positions on either *should not be included* in Voter Guides.
4. League positions on issues (e.g. environmental or taxation, etc) also *should not be included* in Voter Guides. Again, Leagues can distribute additional supplemental facts sheets (or publications, etc) that cover this information but the fact sheets should: neither be part of the Voter Guide nor distributed such that it appears as though it is a supplement of the Voter Guide; and the fact sheets should have a different look and feel (e.g. design) so that the League’s voter service activities and its advocacy activities are not easily confused.
5. Include a *League membership “ad”* in your Voter Guide, as long as general League funds (e.g. non tax-deductible funds) cover the specific cost of including the “ad.” For example, if a Voter Guide is 5 pages and the membership “ad” is half a page; general League funds should cover 10% of the total cost of printing and distributing the Voter Guide. Some sample language for your ad includes: *“The League of Women Voters is where hands-on work to safeguard democracy leads to civic improvement. We are trusted, nonpartisan and never endorse candidates. Join the League and be directly involved in shaping the important issues to keep our community strong, safe, fair and vibrant.”*
6. If *partnering* with another entity, the League should take the lead in communicating with the candidates. This includes:
   1. sending *correspondence to the candidates* in a traceable form (USPS delivered, signed mail receipt or email returned mail receipt)
   2. clearly articulating the *“ground rules”* for inclusion in the League’s Voter Guide – e.g.:
      1. space limitations are included in the letter to the candidates so candidates know any responses over xxx word/character limit will be truncated at that number;
      2. there will be no editing for spelling mistakes, grammar, etc so candidates can not say their answers were "changed" by the League;
      3. what will be printed if the candidate does not respond – “No response from candidate”;
      4. which specific races will be included in the Voter Guide; and,
      5. what criteria were used for determining which candidates would be included in the Voter Guide. (The League Board should establish criteria well in advance.)
7. Voter Guides should *not only be distributed in hard copy, but they should also be made available online*, through individual League Web sites and/or partner Web sites. LWVUS will also include every League’s Voter Guide on VOTE411.org. For inclusion on VOTE411.org submit your Voter Guide to [VoterInfo@lwv.org](mailto:VoterInfo@lwv.org). Providing information online ensures that the information can reach a broader audience than print distribution alone and may be a great way to get other organizations or media to link to your Website.
8. *All partners should be encouraged to publicize* the Voter Guide before it is available – e.g. "Look for your LWV and xxx partner(s) Voter Guide on xx day” (shortly before Election Day).
9. *Any disclaimers should be prominently displayed.* Examples of various disclaimers are provided below.
10. *Partner with a media outlet* to increase the distribution of your Voter Guide. (See section: Best Practices: Partnering with Media Outlets for full discussion)

**C. Funding Your Voter Guide**

1. Education Fund monies may be used to underwrite the costs of most, if not all, of your Voter Guide. You are encouraged to use some general League funds to cover the specific cost of including a League membership “ad” in your Voter Guide. For example if your Voter Guide is 10 pages long and you include a half-page membership ad, then 5% of the total cost of producing your Voter Guide (printing and distribution) should be paid for with general League funds. Be sure legal constraints on giving and receiving money for election-related activities are fully understood, especially tax-deductible contributions.
2. The approach used by the LWVUS/LWVEF Board on fundraising offers some guidance to your own approach and includes the following policy: “The LWVUS/LWVEF shall not enter into any financial relationship (investment, fundraising, cause-related marketing, gift solicitation or gift acceptance) which is incompatible with the principles, priorities and mission of the LWVUS/LWVEF. Management shall exercise appropriate discretion when identifying and soliciting prospective donors and partners.” This practice helps avoid conflicts of interest and retains the public trust in League activities and publications.
3. Seek neutral community underwriting or in-kind donations from businesses or community organizations – e.g. printing and design/layout. Be sure to recognize these sponsors in your Voter Guide.
4. Earn income by selling Voter Guides and other voter service materials in bulk quantity to business and industry, organizations, labor unions, political parties and/or individuals. If you sell to a political party make sure that the terms offered are the same for all parties and candidates.
5. Leagues are seeking ways to fund their Voter Guides and some consider advertising and/or partnerships with other organizations. *The best practice is to avoid candidate advertisement in your Voter Guides altogether.* Your Board *should not* accept any advertising that includes an electioneering message or any express advocacy. Some partners, such as media partners, may insist on paying for the space through advertising. In such cases, the state or local Board should use its own judgment and discretion in deciding whether to accept advertisements, including candidate advertisements.

*If your Board is considering allowing advertising in your Voter Guide, consider the following.*

* 1. **Types of advertisements:** What is your League willing to accept—e.g. products or services only advertisements (shampoo, cookies, automobiles, realtors, banks, etc.) and not willing to accept –e.g. candidate advertisements (Vote for Wonder Woman on November lst, etc.) or political/issue advertisements (political parties or advocacy groups, etc.)
  2. **Placement of advertisements:** Although LWVUS/EF advises against the inclusion of candidate ads in your Voter Guides, if they are acceptable to your Board, minimize the chance that the advertising could be perceived as favoring one candidate or party over another. Consider:
     1. All advertisements must be confined to a specific section of the Voter Guide such as the inside panel of the last page only or a single page elsewhere in the Voter Guide;
     2. Candidate advertisements may only appear on pages associated with that candidate;
     3. Support from any candidate or political party/organization may only be acknowledged through a listing of supporters on the inside of the back page; or;
     4. Other criteria your Board develops.
  3. **Advertisement specifications:** Are different sized advertisements allowed at different prices, are color and/or black and white ads allowed at different prices, etc.? Might some of these differences result in an appearance of a League preference for one candidate or party more than another?
  4. **Promotion of availability of advertising space:** Will the League (and/or partner) actively solicit support from corporations? Will the League alert all candidates of this opportunity in their communications about participating in the Voter Guide? Will the League decide on a case-by-case approach as potential advertisers approach the League? (This case-by-case approach should only apply to product and service advertisements.) Will another approach be approved by the state/local Board?
  5. **Acceptance of Advertisements:** Will advertisements be accepted on a first come first serve basis, or if candidate/political advertising is allowed will they be accepted only on an equal basis (e.g. Leagues cannot run ads for candidates for only one party), etc.
  6. **General Principles:** 
     1. Leagues that accept advertising *should insert the word “advertising” above or below any advertisement.*
     2. Fees associated with advertising are *not tax-deductible.*
     3. Leagues should either *display information* in the Voter Guide regarding the process the league used to promote and accept advertising, and/or direct readers to place on your Web site where they may learn more about your process.
     4. Leagues should also prominently *display a disclaimer* such as “Reference herein to any specific commercial product, process, or service by trade name, trademark, service mark, manufacturer, candidate, issue, or otherwise, does not constitute or imply endorsement, recommendation or favoring by the LWV of XX.”

1. If a League has raised more than enough funds to cover the costs of their Voter Guide, the *remaining tax-deductible funds* may be used for other Education Fund activities.

**D. Partnering With Media Outlets**

1. *Appeal to their self-interest* to publish voter information as a service to their readers/listeners. Media outlets want the public to use their resources, to see them as “serving the community” and the League adds tangible, trusted recognition to their own name and this effort through affiliating and collaborating together on Voter Guides (or other voter service activities).
2. *Make sure you have a written contract*:
   1. Signed by your League President and the media partner(s).
   2. Clearly articulates the “ground rules” (noted above); that the League will provide ready-to-print materials and credibility; the rules regarding publishing LWV material in its entirety (e.g. the partner may make no changes to the text); specifies dates of publication; distribution of the Voter Guide both in print and online; includes any costs that LWV might incur; states that League nonpartisanship and mission statements, and includes any disclaimers specifies how contributions/sponsors will be acknowledged, including in-kind support (if necessary); states how and what type of advertisements may be included; specifies that no endorsements may be included; specifies that the League name, logo and contact information will be included; and reaches an agreement on space limitations and candidate races to be covered.
   3. Clearly delineates the League’s role/responsibilities vs. the partner’s role/responsibilities.
   4. Including any publicity the partner(s) will undertake (e.g. "Look for your LWV and xxx paper, xxx TV Voter Guide on xx day (shortly before Election Day).
3. Although *the contract will state which races will be covered* in the joint Voter Guide, the League might decide to cover more races and include them on the League Web site.
4. Leagues should be aware that *many media outlets endorse candidates and accept candidate and political advertising*, and although the League can and should require that no candidate endorsements appear within the Voter Guides, the League has no control over what is included in the rest of the media partners’ online or print materials.
5. *If partnering with a newspaper*:
   1. Ideally, the newspaper would cover the costs of printing the Voter Guide as a special insert in their newspaper.
   2. Leagues are encouraged to try to get extra copies of the insert printed for distribution through libraries and schools, community organizations and reaching out to diverse audiences.
   3. Some Leagues have contributed to the cost of printing the Voter Guide in a newspaper but Leagues are not encouraged to offer to do so at the outset of the discussions. However, Leagues should be prepared to respond to this request if it arises. As part of your negotiations, it is helpful to quantify your League’s contribution to the total “cost of undertaking a Voter Guide.” According to the reputable nonprofit association, Independent Sector, the estimated value of volunteer time in 2019 was $25.43per hour. If there is a fee in the end, this fee should be included in the contract as well.

# LWVUS: Defining “Advocacy” vs. “Lobbying”

It is common for Leagues to support their advocacy activities with only non-charitable contributions.  However, this is unnecessary.  Leagues may, and are encouraged, to use charitable contributions to support their non-lobbying advocacy activities.  Advocacy encompasses pleading for or against causes, as well as supporting or recommending positions.   
  
LWVUS policy recommends against using charitable funds for any lobbying even though it is legal within strictly defined limits.  Therefore, it is important to understand the difference between the broad concept of advocacy and lobbying, which is a specific advocacy technique.  While lobbying can be part of an advocacy strategy, advocacy does not necessarily include lobbying.  
  
Lobbying is defined as an attempt to influence specific legislation, including both legislation that has already been introduced in a legislative body and specific legislative proposals that the League may oppose or support.  There are two types of lobbying: direct lobbying and grassroots lobbying.   
  
To constitute direct lobbying, a communication must either:  
1)    be directed to a legislator, their staff or other governmental employee who may participate in the formulation of legislation,  
a.    AND refer to  
b.    AND express a view on specific legislation;  
OR  
2)    Be directed to the general public,  
a.    AND refer to  
b.    AND express a view on a specific referenda or other ballot measure.    
  
To constitute grassroots lobbying a communication must be:  
1)    Directed to the general public,   
a.    AND refer to   
b.    AND express a view on specific legislation,   
c.    AND include a statement that directs readers to contact their legislators or include the contact information for a legislator or employee of a legislative body.   
  
Most other activities promoting League positions that do not fall within the strict definitions of lobbying noted above are general advocacy and may be funded by charitable contributions.  One important caveat is Leagues are advised to keep clear lines between voter service activities and advocacy activities.  For example, Leagues that have taken a position on a ballot measure should not include that position in their Voter Guide.

# Disclosure of League Contribution to Support or Oppose a Ballot Issue

**Disclaimer**

Any sign, newspaper advertisement, literature, and so forth that a local League puts out in support of or in opposition to a question or issue that is on the ballot should include the name of the local League and contact information for that League.

If a local League spends operating (501 c 4) money to support or oppose a local ballot question or issue in accordance with a League position, the local League must file a contribution disclosure form. Please contact your local Board of Elections for detailed information about this requirement and the timing for completing the necessary form.

# Appendix A:Sample Letter to Candidate

(*on local League stationery*)

Date \_\_\_\_\_\_

Dear :

The League of Women Voters is a nonpartisan organization with a deep concern for informed voter participation in government. In line with this policy, we will make available to the voters of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a voter guide on candidates and issues for the \_\_\_\_\_\_\_\_\_ election, 20\_\_.

Each candidate is requested to complete the enclosed questionnaire. (Please keep a copy for your files.) Please return it to the League of Women Voters of \_\_\_\_\_\_\_\_\_ at the address given above. In order that all candidates may be treated alike, please use the questionnaire form, taking careful note of the word limitations, and return it no later than \_\_\_\_\_\_\_\_\_. You may download an electronic version of the questionnaire at [Web site] or request an electronic version by e-mailing [e-mail address]. E-mailing your responses to this address, in addition to mailing your signed copy, will save the League a great deal of time and would be much appreciated.

In as much as the League will not alter, edit, correct, or evaluate any candidate's reply, each candidate is solely responsible for the text they submit, including the truth of his/her statements. The League cannot use any campaign material. Your answers are accepted only with the understanding that the published material will not be used in any way that may be deemed to be an endorsement by the League of Women Voters of your candidacy or views.

Your responses and contact information will be available to voters throughout the world 24/7 through an interactive, community-specific online Voter Guide at www.VOTE411.org and may be distributed through other League sanctioned print or online Voter Guides.

The League of Women Voters was formed in 1920. It is a national, nonpartisan organization dedicated to encouraging active and informed participation of citizens in government. The League does not endorse, oppose, or evaluate any candidate or party. By submitting your candidate questionnaire, you and your campaign organization, agree not to imply at anytime, either verbally, in advertising or in writing, the League’s endorsement of your candidacy.

Thank you for your cooperation.

Sincerely,

Voter Service Chair

(phone #)

Enclosures

(self-addressed envelope)

# Appendix B: Sample Candidate Questionnaire

**League of Women Voters of \_\_\_\_\_\_\_\_\_\_\_\_\_**

**2020 Voter Guide Questionnaire**

**NOTE:** This response CAN**NOT** be published unless YOU have signed it in the space provided at the end of the questionnaire. By submitting your candidate questionnaire, you and your campaign organization agree not to imply at any time, either verbally, in advertising or in writing, the League’s endorsement of your candidacy.

OFFICE: PARTY: (fill in only if applicable to your election)

NAME: AGE:

ADDRESS:

EMAIL ADDRESS:

PHONE NUMBER(S): (will not be printed in voter guide)

**Biographical Information**

Answers in the following are limited to 50 words FOR THE THREE SECTIONS COMBINED.

OCCUPATION:

EDUCATION:

QUALIFICATIONS FOR OFFICE:

Total word limitation of 50 words for the above three sections. DO NOT USE ABBREVIATIONS except for degrees: B.A., Ph.D., M.D., etc. Otherwise, OU would be two words for Ohio University; "the," "a," "is" are counted as one word each.

**Question for Voter Guide**

The answer to the question may not exceed **150 words.** THE WORD LIMIT MUST BE OBSERVED. Words over the limit will be cut off in published information.

**[*Insert question*]**

[*Note: Leagues may want to provide an e-mail address where responses can be sent to avoid retyping and checking, but obtaining a signed hard copy is highly recommended.*] To verify your attempts to communicate and verify the receipt of all responses, **it is recommended that Local Leagues keep copies of all correspondence from candidates, including emails.**

Released for distribution for 2020 Election.

Candidate's Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THIS QUESTIONNAIRE MUST BE RETURNED

**NO LATER** THAN:

TO: