

## KING COUNTY/CITY OF SEATTLE VIDEO VOTERS' GUIDE FACT SHEET

**1. WHAT:** The **Video Voters' Guide** supplements the printed Voters' Pamphlet to increase voters' knowledge about candidates and ballot propositions in Seattle and King County.

Produced by the City of Seattle and King County, the Video Voters' Guide includes two-minute statements from each participant. Candidates and ballot propositions are included in the order that they will be listed on the ballot. Different Guides are produced for the Primary and the General elections. **The video guide has DIFFERENT RULES AND DEADLINES from the Voters' Pamphlet, so different instructions apply.**

**2. WHO:** Every Seattle, King County, Port of Seattle, and Seattle School Board candidate on the ballot can tape a two-minute presentation for the Video Voters' Guide. Representatives of pro and con committees for Seattle and King County ballot propositions may also participate.

**3. WHERE AVAILABLE:** The Video Voters' Guide will air on the Seattle Channel Cable 21 and King County TV Cable 22 for at least two weeks prior to each election and will be posted on the channels' websites. Campaigns can link to the Video Guide from their websites. Visit <https://www.seattlechannel.org/> and <https://www.kingcounty.gov/depts/KCTV.aspx>.

**4. DATES, TIMES, LOCATION:** Taping is in the Seattle Channel studio in Seattle City Hall, 600 Fourth Avenue, on the following dates: **May 29-31, 2024**. Each participant must schedule one 30-minute appointment to tape a two-minute speech. Taping stops after about 15 minutes to allow time to select and certify the version you want published. Expect a maximum of three "takes."

**5. FEE:** There is a \$100 fee to help defray production costs. Please pay by check, made out to "City of Seattle." We will give you a receipt for your campaign records. If you do not have sufficient campaign funds, **you may ask for a waiver** by checking the appropriate box on the 2024 Primary Election Video Voters' Guide Production Response Form. At the end of your campaign, your public disclosure records (required of every campaign) will document any unencumbered funds. **Candidates who move on to the General Election** will have the option of taping a new statement for a \$100 fee **or reusing their Primary tape** for a \$50 production fee.

**6. RULES:** Seattle and King County Rules stipulate, among other things, that speakers cannot include props, wear insignia, or judicial robes, or use defamatory, libelous, or obscene matter in their presentations. For more information, visit [Video Voters' Guide Rules](#).

**STUDIO PROTOCOL:** Participants are welcome to wear a face mask (except when taping!).

- Only one additional campaign person will be allowed into the Seattle Channel offices.
- Please bring your own water.
- Please wait in **City Hall's Fifth Avenue Lobby**; someone will escort you to the studio.

**7. SCRIPT:** You **must submit a copy of your script two business days in advance** of the taping appointment to [ethicsandelections@seattle.gov](mailto:ethicsandelections@seattle.gov). In addition to assisting with closed-captioning, translation, and rule compliance, the script will be loaded into the teleprompter to help with your presentation. It is **STRONGLY** recommended that you use the teleprompter. **Last-minute changes to your script cannot be entered into the teleprompter at your appointment: you must practice ensuring that it is the right length.**

**TAPING TIPS: Rehearse REPEATEDLY OUT LOUD, to get the talk less than two minutes long,** be sure you can comfortably say the words out loud, and simply to be familiar with your speech. **THE IMPORTANCE OF PRACTICING ALOUD CANNOT BE OVEREMPHASIZED.** This presentation need not resemble your printed voters' pamphlet statement. Think about what you want the voters to know about you or your issue.

**8. APPEARANCE: Avoid busy prints,** such as pinstripes or checkered patterns, as they tend to “shimmer” on camera. **Avoid white,** as it can be overly bright on camera, and **avoid high contrast colors,** such as a white shirt with a black jacket. Solid colors work best. The background is very dark so **avoid black or dark navy-colored blouses or jackets.**

Uniforms, costumes, judicial robes, insignias, and campaign buttons are **not permitted.**

Normal or no makeup is fine. However, lights in the taping studio can get very warm, so you may want to wear facial powder to hide any shiny spots.

**9. PRESENTATION:** Practice speaking through any mistakes without stopping if you stumble on a word. This will enhance the smoothness of your final presentation and will help ensure that you have at least one complete take before your appointment ends.

Keep body movements to a minimum, so that you remain centered in the stationary frame. Keep hand gestures familiar and natural.

Relax. Take a deep breath before starting. Act and speak naturally. Stiffness or jerky movements may appear strange on camera.

Be aware that outtakes—comments made between presentations—may be subject to Public Disclosure.

### **IMPORTANT:**

➡ Your statement must be **no more than two minutes long.** It is **very important** that you **rehearse out loud and time your presentation in advance** to get the most from your thirty-minute appointment. We tightly adhere to the time limit. **Taping will be stopped 15 minutes into your appointment** to allow time for you to select the version to be published and sign required documents attesting to your selection. **If you are late, your taping time will be shortened. If you must reschedule, call in advance.**

➡ **This is a campaign activity for you, but it is a public service job for the producers and staff.** We cannot help you choose the tape you want to use, advise you on your presentation, or give you extra time.

*For more information,  
call Ethics and Elections at (206) 684-8500 or email [ethicsandelections@seattle.gov](mailto:ethicsandelections@seattle.gov).*

**Seattle Ethics and Elections Commission (SEEC)**

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