

Candidate Photo and Bio Guidelines

An important feature of “Candidate Financial Reporting” (CFR) is the option of posting a candidate photo and a biographical essay. Instructions for posting can be found in the candidate notebook, within the CFR handbook.

There is no cost for this advertising and thus, a political disclaimer is not required. We ask that candidates and other entities follow these guidelines when preparing the bio. Please remember that once you have submitted your information, the SOE office must review and then release your Bio and Photo to the web.

- 1) Please list your public contact information at the top of the bio. (Phone, mailing address, email address, website address, Facebook Address)
- 2) The photo must be in JPEG format in order to be compatible with our software.
- 3) It is suggested that your photo consist of a “headshot” as the media outlets have utilized the photos posted. It may be a family picture. However, we ask that you avoid using photos with other individuals that may be perceived as “endorsement” shots.
- 4) The purpose of the bio is to tell the voters about yourself, why you are running for office and what you would do as an elected official. Feel free to list your associations, civic involvement, etc.
- 5) The candidate bio may not include endorsements or language about other candidates or ballot issues. You may wish to direct people to visit your website or Facebook page for more detailed information.
- 6) It is suggested that you keep the bio relatively short and succinct.
- 7) The SOE reserves the right to ask a candidate to edit a bio prior to release.
- 8) Each time you edit the bio, it must be re-released by the SOE.