



Dear Candidate:

Rockville's Communication Division invites you to present information about yourself and your candidacy using the city's communication tools. For the 2019 election, we will:

- Distribute a printed voter guide (in English and Spanish), inside the October edition of "Rockville Reports," which will include your candidate statement, your headshot and your contact information.
- Produce videotaped candidate statements that will be part of an election special that will air on county cable channel 11 and on Comcast channel 997.
- Broadcast live three candidate forums, hosted by community groups.
- Provide an online voter guide at RockvilleReports.com.
- Distribute candidate information on the city's social media platforms.

On the following pages, you will find detailed information about what we need from you and the deadlines for participation.

Sincerely,

Marylou Berg
Director of Communication



Instructions for Submitting Information to the Communication Division

“Rockville Reports” Voter Guide – print /online editions

Please email the following to pio@rockvillemd.gov no later than **5 p.m. Friday, Sept. 13**:

- **Candidate statement.**
 - 250 words or less about your platform for your candidacy in a Word document.
 - The statement will be printed as submitted, without any editing.
 - Any words exceeding the 250-word limit will not be published.
 - Spanish translation of your statement will be made by an independent certified translator provided by the city.
- **Color headshot in JPEG (.jpg) format/300dpi resolution/no more than 1920 x 1080 pixels.**
 - Photograph will be published in color in the voter guide and used across the city’s communication channels
- **Contact information.**
 - Include an email address, campaign website address and phone number to be published in the voter guide and used across the city’s communication channels
 - This information does not count toward the 250-word limit.

Please note:

- *Only electronic copies of the above materials will be accepted.*
- *No PDFs will be accepted.*
- *The firm deadline is **Friday, Sept. 13 at 5 p.m.** If your statement, headshot and contact information is not received by the Communication Division by this time, they will not appear in the voter guide.*



Candidate Statement Taping / “Rockville II Presents: 2019 Election Special”

Candidate statement:

- Candidate statements cannot exceed three minutes.
- Each candidate will have up to 30 minutes to tape and review your statement.
- Candidates should email three preferred times from the available time slots (listed below) to pio@rockvillemd.gov by **5 p.m. Friday, Sept. 6**. Use “Candidate Taping” in the subject line of the email.
- If you would like to use the teleprompter, you must email your statement script in a Word document to pio@rockvillemd.gov no later than **5 p.m. Friday, Sept. 13**. Use “Candidate Statement Script” in the subject line of the email.

Please note: If your statement is not received by the deadline. The teleprompter will not be available for your use.

- Candidate statements will be taped in the Rockville II studio on the first floor of City Hall, 111 Maryland Ave.
- Candidates will receive an email confirming their taping timeslot by **5 p.m. Monday, Sept. 9**. *If your taping time preference is not received, a timeslot will be chosen for you and your timeslot will be forfeited.*

Candidate statement timeslots:

- Tuesday, Sept. 17:
 - 10 a.m.; 11 a.m.; noon.
- Wednesday, Sept. 18:
 - 11 a.m.; noon; 5 p.m.; 6 p.m.
- Friday, Sept. 20:
 - 10 a.m.; 3 p.m.; 4 p.m.; 5 p.m.
- Saturday, Sept. 21:
 - 10 a.m.; 11 a.m.; noon; 1 p.m.; 2 p.m.; 3 p.m.



Candidate Statement Taping / “Rockville II Presents: 2019 Election Special” (cont’d)

Candidate statement taping day information:

- Candidates should arrive 15 minutes before the scheduled time.
- Each candidate will be allowed 30 minutes to videotape their statement.
- The 30 minutes includes:
 - Preparation: lighting, seat position, camera positioning, and sound check
 - Up to 3 readings of your statement in its entirety.
 - Candidates will review and select the version that will appear in the television special.
- Candidate statements cannot exceed three minutes. Candidates will be given time cues to keep track of time (e.g., at one minute, 30 seconds, 10 seconds, five seconds, down to zero).

Attire for taping:

- Do not wear: green, all white, all black, plaids, patterns or prints. Solid colors work best on camera.
- Do not wear: heavy clothing due to the heat of the television studio lights.
- Candidates should arrive camera-ready as no makeup or clothing assistance will be provided.
- Avoid shiny and dangling jewelry, as well as jewelry that could possibly rub against the microphone.
- Bring an additional outfit as a precaution.



Additional information:

- The “Rockville 11 Presents: 2019 Election Special” will air beginning Friday, Sept. 27, until 6 p.m. Tuesday, Nov. 5.
- All election programming will be uploaded to the City of Rockville’s YouTube channel under the “2019 Rockville Election” playlist.
- Candidates should be ready to begin taping at the appointed time, no exceptions.
- The same set will be used for all candidates. It will include a chair, a solo anchor desk and monitors (with the 2019 Rockville Election Logo) on both sides.
- The Rockville 11 Station Manager and/or the Director of Communication must be present during all candidate-statement taping.

2019 Election Candidate Forums

General Information:

- Candidate forums will be held between **Sept. 24 and Oct. 15**. The hosting organizations will share the dates, times, locations and formats with the candidates in advance.
- Rockville 11 will rebroadcast the candidate forums on county cable channel 11 and on Comcast 997, until Nov. 5.
- A schedule of rebroadcast times will be posted at www.rockvillemd.gov/rockville11.



Communication Division Contact Information

Public Information

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Rockville 11

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