

## HOW TO MAKE A VOTER GUIDE

A voter guide is a good way to raise the trade issue and to publicize candidates' positions. There are two types of voter guides: one publicizes candidates' positions on issues citing either past votes on legislation or stances taken publicly, the other publicizes responses to a survey you have crafted. Voter guides can be small booklets (this works best for publicizing survey responses) or just a one-sided flier. The legal requirements for voter guides are different depending on your organization, and 501(c)(3) organizations in particular have to research this carefully.

### **General Rules:**

- You must include the positions of more than one candidate in the guide.
- The guide may not contain what is called "express advocacy." This means you can't advocate for a particular candidate by using phrases such as "vote for candidate x," or state which candidates support free trade and then urge readers to vote for fair trade this November.
- Avoid making the guide look slanted, e.g. displaying all positive stances for one candidate and negative for the other.
- Avoid using inflammatory language to describe a candidate's position. You can describe a candidate as "supportive of fast track authority which transfers authority to the executive branch to negotiate trade agreements" but you shouldn't say a candidate is "supportive of a corporate-driven trade package that sells out Indiana workers and farmers."

### **Voter Guides based on past votes and positions:**

- See attached sample voter guide.
- Cite positions from past votes, publicly taken positions, or positions cited in the media.
- Do not use information from any campaign sources.

### **Voter Guides based on a survey:**

- See sample candidate survey.
- Voter guides based on a survey must give all candidates an equal chance and space to participate.
- Quote survey responses directly- DO NOT paraphrase.
- Publish the entire results of the survey. If your survey asks open-ended questions such as "what is your stance on x" be sure to give a word or space limit for the reply.

### **Positions to list and where to find information:**

The best way to accurately describe a candidate's positions is to list how they voted on previous legislation as this is a good way to measure their actions, rather than just their words. You can find that information at Public Citizens website at [www.tradewatch.org](http://www.tradewatch.org) or the Vote Smart website, [www.vote-smart.org](http://www.vote-smart.org) - go to "Candidates, Issues, and Much More" then type in your rep and then click on "voting record" and scroll down to "Trade." Comparing past voting records works well for incumbents who are facing off due to redistricting. In addition to the Fast Track vote, you may wish to include: the NAFTA vote (H.R. 3450 11/17/93), GATT (H.R. 5110 11/29/94) AGOA (H.R. 1432 5/04/00), China PNTR (H.R. 4444 5/24/00), the '98 Fast Track bill (H.R. 2621 9/25/98), specific Fast Track amendments from the Senate, as well as local initiatives. (note that Senate dates are different)

Vote-Smart has surveyed many candidates in its National Political Awareness Test (NPAT). The section of questions entitled "International Aid, International Policy and International Trade Issues, Part 3: International Trade" contains questions which are relevant for our purposes, but note that some rep's responses don't line up with the way they voted on those issues, so be careful not to state a position different than what the candidate's past votes reflect.

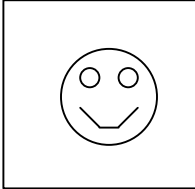
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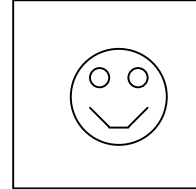
**CITIZENS TRADE CAMPAIGN IS A COALITION OF LABOR, ENVIRONMENTAL, RELIGIOUS, FAMILY FARM, AND CONSUMER ORGANIZATIONS UNITED IN THE PURSUIT OF SOCIAL AND ENVIRONMENTAL JUSTICE IN TRADE POLICY**

(note: This is a sample voter guide. It includes a range of measurements suitable for different candidates depending on whether they have served in office before and which votes they were around for. This type of guide is not suitable for 501(C)(3)s because it compares candidate positions to the organization's position as well as other reasons. Note other rules in attached memo. Information on local initiatives is fictional, but bill numbers and dates of national trade votes are accurate.)

## Before You Vote on November 5<sup>th</sup>, Know Their Record on Trade



Indiana 5<sup>th</sup> District  
Representative  
(or Indiana Senate)



### WHERE DO THEY STAND?

**Sen. Nancy Lincoln**  
Incumbent

**Supports IN Fair Trade Network Position**  
 **Opposes IN Fair Trade Network Position**

**Gov. George Smith**  
Candidate for Senate

<input checked="" type="checkbox"/> Voted against (tabled) an amendment to allow enforcement of labor and environmental provisions agreed to in trade agreements. (amendment to H.R. 3009 5/15/02) <i>(suitable for Senate incumbent)</i>	<b>Workers Rights</b>	<input checked="" type="checkbox"/> Supports relegating the discussion of labor rights to the International Labor Organization without the possibility of enforcement through use of sanctions. (Speech to Indiana Law School 5/23/02)
<input checked="" type="checkbox"/> Voted in support of granting the President the authority to negotiate trade agreements while restricting the participation of Congress. (H.R. 3004 7/27/02) <i>(suitable for House incumbent )</i>	<b>Fast Track Trade Authority</b>	<input checked="" type="checkbox"/> Voted against granting the President the authority to negotiate trade agreements while restricting the participation of Congress. (H.R. 3009 8/01/02) <i>(suitable for Senate incumbent)</i>
<input checked="" type="checkbox"/> Opposed giving IN farmers \$7.7 million annually to conserve their land and prevent runoff. (LCV Report 2002)	<b>Environmental Protection</b>	<input checked="" type="checkbox"/> Supported giving IN farmers \$7.7 million annually to conserve their land and prevent runoff. (LCV Report 2002)
<input checked="" type="checkbox"/> Voted for (against tabling) an amendment to protect US antidumping laws (amendment to H.R. 3009 5/14/02) <i>(suitable for Senate incumbents)</i>	<b>US Trade Laws</b>	<input checked="" type="checkbox"/> Formed commission to study ways to protect US trade laws. ( <u>The Indiana Herald</u> , 5/5/02)
<input checked="" type="checkbox"/> Voted for (against tabling) an amendment which would have limited the expansion of NAFTA-style corporate lawsuit rights. (amendment to H.R. 3009 5/21/02) <i>(suitable for Senate incumbents)</i>	<b>Corporate Investor Rights</b>	<input checked="" type="checkbox"/> Opposed a proposal to eliminate NAFTA-style special investor rights in future trade agreements. ( <u>Indiana Tribune</u> 3/27/01)
<input checked="" type="checkbox"/> Voted for the North American Free Trade Agreement establishing a Free Trade zone from Canada to Mexico (H.R. 3450 11/17/93) <i>(suitable for House incumbents)</i>	<b>North American Free Trade Agreement</b>	<input checked="" type="checkbox"/> Supports the North American Free Trade Agreement which established a free trade zone from Canada to Mexico. (Vote-Smart National Political Awareness Test, 2002) <i>(suitable for non NAFTA voters)</i>

*(sample voter guide based on survey results)*

<b>YES</b>	Do You Support the North American Free Trade Agreement (NAFTA) model for international trade and/or investment agreements (the model being used for negotiation of the Free trade Area of the Americas)?	<b>NO</b>
<b>NO</b>	Will you oppose any trade and/or investment agreement negotiated without full public disclosure of documents pertaining to the negotiations during the negotiation process?	<b>UNDECIDED</b>

Paid for by the IN Fair Trade Network. This guide has been prepared to educate the public on the candidates' positions on trade issues and is not intended to advocate the election or defeat of any candidate. For more information visit: [www.INFairTradeNetwork.org/voter\\_education](http://www.INFairTradeNetwork.org/voter_education)