



COOK COUNTY BOARD OF ETHICS  
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**TONI PRECKWINKLE**

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17th District

**GUIDANCE REGARDING NEWSLETTERS, BROCHURES, PUBLIC SERVICE  
ANNOUNCEMENTS, AND PROMOTIONAL MATERIALS**

The Cook County Board of Ethics compiled the following information regarding the creation and distribution of newsletters, brochures, public service announcements, and promotional materials by Cook County employees, appointees, and officials. Please carefully read and follow this guidance, and do not hesitate to contact the Board of Ethics for advisement or with any clarifying questions.

**County funds may NEVER be used to purchase any printed promotional material (including mail, newsletter, brochures) during the following time periods:**

- 60 days prior to a general primary election day and ending the day after such general primary election, and
- 60 days prior to a general election and ending the day after such general election.

*Exception:* Mailings are permitted if they relate to:

1. Responses to unsolicited inquiries from constituents and other interested parties
2. Property tax bill,
3. Notice of property tax assessment,
4. Notice of voter registration or polling place information, or
5. A brochure mailed to a constituent in response to that constituent's inquiry concerning the needs of that constituent or questions raised by that constituent.

**Use of Personal Likeness**

It is unacceptable to use the "proper name or image of any elected official" on promotional materials, including, but not limited to:

- Bumper stickers,
- Commercial billboards,
- Stickers,
- Lapel pins and buttons,
- Magnets,
- Sports teams,
- Items of clothing or apparel,
- Calendars,
- Vehicles,
- Parade floats, and
- Equipment.

**Use of County Funds Outside of Prohibited Time Period**

County funds may be used to purchase items when used in furtherance of a person's official County duties or governmental and public service functions.

Examples of acceptable use of county funds include:

- Tablecloths,
- Table banners,
- Signs to identify County offices, or
- Communications with County residents in furtherance of official County duties (e.g., newsletter or flyer).