



City Newspaper encourages local businesses and groups to campaign for their patrons/fans to vote for them in the Best of Rochester survey. However, we want this contest to be as fair as possible, so there are a couple campaigning practices to avoid if you want your votes to be counted, and some other suggestions to try to drive up enthusiasm!

PRIMARY

August 1-29

FINAL

September 5-October 3

RESULTS ISSUE

October 17

NOT COOL

- Do not encourage your patrons/fans to take the survey multiple times. This is referred to as 'stuffing the ballot box,' and City disqualifies any suspect ballots.
- Do not encourage your patrons/fans to make up fake names to take the survey multiple times.
- Do not encourage your patrons/fans to vote for your business/group in categories where it would not apply. (example: A florist should not be encouraging votes in the 'Best Comfort Food' category.)
- Do not pass out ballots with your business/group filled in beforehand. Again, this is ballot stuffing.
- Do not entice patrons/fans into voting for you by offering specials or prizes in exchange for votes.

COOL

Build up enthusiasm, excitement, and fun by marketing to your customers!

- Social media: Twitter, Facebook, E-mail blasts
- In-house flyers
- Link on your homepage to our survey
- Give out unmarked copies of the ballot or the entire issue of CITY Newspaper

— Questions? —

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