

# HOW TO RESEARCH YOURSELF (BEFORE AN OPPONENT DOES IT FOR YOU): A CHECKLIST



- Are you registered with the Democratic Party or Working Families Party? Have you voted in every election, including primary elections, special elections, and general elections? If you haven't voted consistently, an opponent may say that you don't have a strong sense of civic engagement.
- Have you paid all your taxes? Have you paid taxes on all your employees (if applicable)? Are there any issues related to taxes that could be damaging if they were made public?
- Have there been any negative stories in the media about you or your family? What was the outcome of the story? Were there any visuals that accompanied the story that could be used in attack ads?
- Are there any records of yours or your immediate family members that could raise questions if they become public? This includes school records, court records, divorce records, military service, employment history, business history, child support, drug and alcohol use, physical and mental health, criminal or civic charges, and membership in associations and organizations.
- If you have been an employer or supervisor, are there any former employees who might raise issues about your conduct?
- If you are a voting member of an organization, are there any votes or public statements that may be inconsistent or raise concerns?
- Have you fulfilled all the duties associated with your present position? For example, if you are a member of the school board, have you attended most of the meetings?
- Have you made any controversial public statements that you wish you could take back?