

**CHEROKEE COUNTY BOARD OF ELECTIONS AND REGISTRATION  
POLICY AGAINST CAMPAIGNING  
IN OR NEAR POLLING LOCATIONS**

This policy is adopted in response to requests from election staff for guidance and clarification on what is considered prohibited campaign material on or near polling locations. Several incidences of campaigning and use of campaign slogans have arisen in the 2024 election cycle that warrant this guidance and clarification.

OCGA §21-2-414 prohibits the distribution or display of any campaign material within 150 feet of the outer edge of polling locations, within a polling location, or within 25 feet of any voter standing in line to vote at a polling location. The Election Code defines “campaign material” to include paraphernalia referring to a candidate on the ballot; a referendum on the ballot; or a political party whose nominee appears on the ballot. O.C.G.A. § 21-2-2(3.1).

Pursuant to these statutes, prohibited campaign material includes but is not limited to:

Photos, clothing, signs, flags, banners, stickers, buttons or similar displays, whether worn or carried by a voter or located on the voter’s vehicle, that depict or reference a candidate, an issue on the ballot, the Republican or Democratic Parties, or any other political party or political body that has a candidate on the ballot.

Campaign material need not reference a candidate or party’s name to constitute prohibited campaigning, if the material communicates a party- or candidate-specific slogan. Examples include references to:

- Make America Great Again, or MAGA
- Brandon, such as Let’s Go Brandon or Dark Brandon
- Woke, such as Don’t Vote Woke, or Vote Woke
- Aviator sunglasses that reference the election or 2024
- Paper Please (e.g., when the use of paper ballots is an issue included on the current ballot for voters to vote on)

Additionally, material that speaks to issues that are on the ballot shall also be prohibited. (For example, if sports betting is a topic for voters' input, a t-shirt referencing sports betting would be prohibited)

Material that references associations that do not have a candidate on the ballot is not prohibited. Examples:

Black Voters Matter Moms  
for Liberty  
National Rifle Association (NRA)

This list is not intended to be exhaustive, and items not listed above could be considered campaign material depending on the circumstances. Allowing or disallowing such items will be subject to the discretion of the Elections Director.

Voters appearing at the polling location with campaign material shall comply with the poll manager's directions. The voter shall be asked to completely cover the campaign messaging (e.g., by closing a jacket, turning a t-shirt inside out, removing buttons, leaving hats in the vehicle, etc.). Voters who arrive in vehicles showing campaign material shall be asked to cover or remove the material, or leave the vehicle at least 150 feet away from the polling location (and at least 25 feet away from the any voters in line).

If a voter refuses to comply with the poll manager's requests, the voter shall be allowed to vote, but the poll manager shall inform the voter that he or shall be reported to the State Election Board for a possible violation. The poll manager shall record the voter's name, address, and details of the situation.

Interactions involving a voter's failure to comply with the poll manager's requests shall be reported to the Elections Director as early in the interaction as possible. Poll managers shall approach these interactions with professionalism and courtesy.

Adopted May 6, 2024




Steve Divine, Chair



Julie Glade, Vice Chair



Sheree Giardino, Secretary



John Wallace, Board Member



Larry Hand, Board Member