

- *Petitions*: Members that wish to petition to be included on the ballot are responsible for getting their own signatures. They may not bring their petition to Television Academy events or on the Television Academy premises for the purpose of acquiring signatures.
- *Electioneering*: It is Board policy that neither candidates nor their supporters may electioneer at Television Academy events (excepting only a meeting specifically called to introduce candidates); neither candidates nor their supporters may hand out any campaign materials at any such event and/or anywhere on Television Academy premises. Electioneering includes any verbal or other conduct (e.g. posting signs) supporting the campaign of any candidate (the mere factual statement by a candidate or his/her supporters that such person is a candidate for a particular office is not electioneering unless coupled with other promotional activity or conduct).

Although the Board has determined that Past Governors may retain their Governor's badge, these are not be used by a Past Governor in any way to support the campaign of a candidate or displayed as an implied endorsement of the candidate.

- Materials for the mailing are to be furnished by the candidate; Candidates who wish to do so may include a photo as a part of the material to be mailed.
- All materials to be mailed by the Television Academy are double-checked by the Television Academy staff and the Secretary to verify that the materials conform to these Guidelines.
- *Word Counts*: The By-laws contain restrictions on the word count of materials being sent. For clarity it is understood the word count does not include the header (listing the office being sought and the name of the candidate) nor any address, phone number or email address of the candidate. If the candidate lists endorsers, their names, identification and any textual endorsements that are included will be added to the word count. Candidates are fully responsible for the content of any statements of endorsers that may be included

The biographical statement may not exceed 250 words in length and shall be limited in content to a description of the candidate's professional activities and body of work and the candidate's activities on behalf of the corporation. The Membership Department shall verify all listings of the candidate's activities on behalf of the corporation.

The position paper shall not exceed 150 words in length and shall be limited in content to a statement by the candidate of the actions which he/she proposes to take on behalf of the corporation (it being understood that the statement shall not include materials comparing the candidate to, or attacking, any other candidate; also, the position paper shall not contain materials relating to or directing readers to other publications or to any websites, links or the like).

- *Endorsements*: May be included in materials sent out subject to the above limitations. Candidates must furnish the Television Academy with written confirmation by endorsers that their endorsements may be used.

- *Standards of Conduct:* Are applicable to conduct of campaigns. Although candidates may state their positions and differentiate them from the positions of opposing candidates, candidates should not engage in personal attacks or other negative campaigning; to do so is contrary to the Standards of Conduct.
- *Use of Governor's Peer Group Mailing List:* Sitting Governors are furnished with mailing lists of their Peer Group membership for administrative purposes. Under no circumstances are such mailing lists to be used for campaigning or electioneering.

