

2014-2015 OFFICERS ELECTION CAMPAIGN GUIDELINES

Guidelines for the nomination and election of Officers appear at Section 6.4 of the Bylaws.

1. Section 6.4 (a) with respect to nominations, provides for nomination by petition as follows: "Candidates must be proposed by written petition as follows: Any three (3) Governors may nominate any qualified individual for any office, except that no person may be nominated for more than one office. Each candidate must be currently qualified as an Active Member of the corporation. The nomination petitions or counterparts of the same must be delivered in person, by mail, by a fax, or by a PDF or other scanned email attachment that bears a signature to the principal office of the corporation not later than the close of business on the date which is twenty-one (21) days prior to the scheduled date for the next election of officers. Each petition (or at least one counterpart of each) must be accompanied by a written statement signed by the nominee certifying that the nominee is willing to serve in the office for which he/she has been nominated.

2. Section 6.4 (b) regarding candidate submissions provides that: Each candidate may, at the candidate's option, submit a short biographical statement of not more than 250 words and a photograph of himself/herself, for distribution to the Governors. Any statement or photograph shall be delivered to the principal office of the corporation not later than the last date on which petitions may be delivered. A list of all candidates and copies of all biographical statements and photographs shall be distributed to each Governor by mail, fax or by a PDF or other scanned attachment not later than seven (7) days following the last date on which petitions may be submitted. Nonconforming statements and photographs shall not be distributed.

- *Materials:* All materials to be mailed or emailed by the Television Academy are double-checked by the Television Academy staff and the Secretary (when necessary) to verify that the material conform to these Guidelines.
- *Word Counts:* The Bylaws 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.
- *Endorsements:* 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:* The Standards of Conduct, as newly revised by the Board, are applicable to conduct of campaigns. Accordingly, 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.
- *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.)
- *Questions:* Contact Karalee Vint, Director of Board Relations. If a Candidate needs a copy of the Standards of Conduct, contact Karalee Vint at the Television Academy.