

**2021 Election Publicity Procedures**  
**for Election to the 2020-2021 Council of the**  
**Association of Professional Engineers Ontario (PEO)**

**Important Dates to Remember**

Deadline for receipt of publicity materials for publication in <i>Engineering Dimensions</i> and on the PEO website, including URLs to candidates' own websites	4 p.m., December 11, 2020
Deadline for submission of candidate material to eblast to members	1. January 11, 2021—1st eblast 2. January 25, 2021—2nd eblast 3. February 8, 2021—3rd eblast
Dates of eblasts to members	1. January 18, 2021 2. February 1, 2021 3. February 16, 2021
Date of posting period	January 15, 2021 to February 19, 2021
Dates of voting period	12 p.m., January 15, 2021 to 4 p.m., February 19, 2021

Note: All times indicated in these procedures are Eastern Time.

1. Names of nominated candidates will be published on PEO's website as soon as their nomination is verified.
2. Names of all nominated candidates will be forwarded to members of Council, chapter chairs and committee chairs and published on PEO's website by November 30, 2020.
3. Should a candidate wish to withdraw from the election, their name will remain on the website and the word "withdrawn" will appear beside their name on the PEO website.
4. Candidates will have complete control over the content of all their campaign material, including material for publication in *Engineering Dimensions*, on their additional material on PEO's website and on their own websites.
5. Candidate material is readily available to the public and should be in keeping with the dignity of the profession at all times. Material will be published with a disclaimer. The chief elections officer may seek a legal opinion prior to publishing/posting of any material if the chief elections officer believes campaign material could be deemed libelous. The chief elections officer has the authority to reject the campaign material if so advised by legal counsel.

6. Candidate material may contain personal endorsements provided there is a clear disclaimer indicating that the endorsements are personal and do not reflect or represent the endorsement of PEO Council, a PEO chapter or committee or any organization with which an individual providing an endorsement is affiliated.
7. Candidate material for publication in *Engineering Dimensions* and any additional material they wish to publish on the website, including URLs to candidates' own websites, must be forwarded to the chief elections officer via email at [elections@peo.on.ca](mailto:elections@peo.on.ca) no later than 4 p.m. on December 11, 2020, and **must be in accordance with these procedures and Schedule A attached**.
8. Candidates have the option of using one of two templates to present their election material in *Engineering Dimensions*. Both templates are included in Schedule A of these procedures. The size of both templates is the equivalent of one-half page, including border, in *Engineering Dimensions*.
  - a. Option 1: Candidates using the blank template will have discretion over the presentation of their material, including but not limited to font style, size and effects. Candidates using the blank template will be permitted to include their portrait within the template.
  - b. Option 2: Candidates using the fillable template must provide responses to the questions provided in the allotted space. The presentation of the fillable template is fixed and no modifications will be permitted. Candidates using the fillable template must submit their portrait separately for insertion into the designated location by PEO staff.
9. Candidates shall not use the PEO logo in their election material.
10. Candidates may include links to PEO publications but *not* a URL link to a third party in their material on PEO's website. Links to PEO publications are not considered to be to a third party. For clarity, besides links to PEO publications, the only URL link that may be included in a candidate's material on PEO's website is a URL link to the candidate's own website.
11. If campaign material is submitted by a candidate without identifying information, PEO staff are authorized to contact the candidate and ask if he or she wishes to resubmit material. If campaign material is received by the chief elections officer and returned to the candidate for amendment to comply with the Election Publicity Procedures, and the amended material is not returned within the prescribed time, staff will publish the material with a notation explaining any necessary amendments by staff.
12. The chief elections officer is responsible for ensuring that all candidate material (whether for *Engineering Dimensions*, PEO's website or eblasts) complies with these procedures. Where it is deemed the material does not satisfy these procedures, the chief elections officer will, within three full business days from receipt of the material by the chief elections officer, notify the candidate (or an appointed alternate), who is expected to be available during this period by telephone or email. The candidate (or appointed alternate) will have a further three full business days to advise the chief elections officer of the amendment. Candidates are responsible for meeting this deadline. Should a candidate fail to re-submit material within the three-business-day period, the candidate's material will be published with a notation explaining any necessary amendments by staff.
13. Candidate publicity material will be published as a separate insert in the January/February 2021 issue of *Engineering Dimensions* and to PEO's website in January 2021 and included in any

hardcopy mailing to eligible voters with voting instructions. Links to candidate material on PEO's website will be included in any electronic mailing to eligible voters. The Chief Elections Officer can direct staff to activate links in eblast messages, that have not been linked by the candidate, such as links to the candidate's own website or email address.

14. Candidate material will be considered confidential and will be restricted to staff members required to arrange for publication until published on PEO's website. All candidates' material will be published to PEO's website at the same time.
15. Candidates may submit updates to their material on PEO's website once during the posting period. Any amendments to a candidate's name/designations are to be considered part of the one-time update permitted to their material during the posting period.
16. Candidates may post more comprehensive material on their own websites, which will be linked from PEO's website during the posting period. Candidates may include active links to their social media accounts (Facebook, Twitter, LinkedIn, etc.) in material appearing in *Engineering Dimensions*, published on PEO's election site (i.e. the 1000-word additional information candidates may submit), or included in an eblast of candidate material.
17. PEO will provide three group email distributions to members of candidate publicity material beyond the material published in *Engineering Dimensions*. Material to be included in an eblast must be submitted to the chief elections officer at [elections@peo.on.ca](mailto:elections@peo.on.ca) in accordance with Schedule A. In the event of a dispute as to when the material was sent vs received, the material will be accepted only if a candidate can provide the chief elections officer with a copy of his or her email to PEO sent from from his or her computer indicating a sent time before the deadline.
18. All material for the eblast messages must be submitted in a Word document only and must not be included as part of the message in the transmission email. Where the email message is received in a font size or style that is different from the specifications but otherwise meets all the requirements, the chief elections officer may authorize staff to change only the size and font of the material so it conforms to specifications. Staff are prohibited from amending material in any way except with the written permission of the candidate.
19. Candidates are responsible for responding to replies or questions generated by their email message.
20. The chief elections officer is responsible for ensuring that all candidate material (whether for *Engineering Dimensions*, PEO's website or eblasts) complies with these procedures. Where it is deemed the material does not satisfy these procedures, the chief elections officer will, within three full business days from receipt of the material by the association, notify the candidate or an appointed alternate, who is expected to be available during this period by telephone or email. The candidate or appointed alternate will have a further three full business days to advise the chief elections officer of the amendment. Candidates are responsible for meeting this deadline. Should a candidate fail to re-submit material within the three-business-day period, the candidate's material will be published with a notation explaining any necessary amendments by staff.
21. PEO will provide candidates the opportunity to participate in All Candidate Meetings, which will be held at PEO offices during the week of January 6, 2020. The All Candidate Meetings will be

video recorded for posting on PEO's website. On the day of the first All Candidates Meeting, an eblast will be sent to members announcing that these video recordings will be posted on the PEO website within two business days.

22. Candidate materials from previous elections will remain on PEO's database as part of the record of the election.
23. Caution is to be exercised in determining the content of issues of membership publications published during the voting period, including chapter newsletters. Editors are to ensure that no candidate is given additional publicity or opportunities to express viewpoints in issues of membership publications distributed during the voting period from January 17, 2020, until the close of voting on February 21, 2020, beyond his/her candidate material published in the January/February issue of *Engineering Dimensions*, and on the PEO website. This includes photos (with or without captions), references to, or quotes or commentary by, candidates in articles, letters to the editor and opinion pieces. PEO's communications vehicles should be, and should be seen to be, nonpartisan. The above does not prevent a PEO publication from including photos of candidates taken during normal PEO activities (e.g. licensing ceremonies, school activities, GLP events, etc.) provided there is no expression of viewpoints. For greater clarity, no election-specific or election-related articles, including Letters to the Editor and President's Message, are to be included in *Engineering Dimensions* during the voting period. *Engineering Dimensions* or other PEO publications may contain articles on why voting is important.
24. Chapters may not endorse candidates, or expressly *not* endorse candidates, in print, on their websites or through their list servers, or at their membership meetings or activities during the voting period. Where published material does not comply with these procedures, the chief elections officer will cause the offending material to be removed if agreement cannot be reached with the chapter within the time available.
25. Councillors may use their positions to encourage candidates to stand for PEO office and members to participate in the election process but may not endorse candidates for PEO election.
26. Candidates may attend chapter annual general meetings and network during the informal portion of the meeting. Candidates are permitted to attend chapter functions in their current official capacity but are prohibited from campaigning while operating in their official capacity.
27. The Central Election and Search Committee is authorized to interpret the voting and election publicity guidelines and procedures and to rule on candidates' questions and concerns relating to them.

These Election Publicity Procedures form part of the Voting Procedures.

**Schedule A - 2021 Elections Publicity Procedures**

**Specifications for Candidate Materials**


<p><b>Format for Candidate statements in <i>Engineering Dimensions</i></b></p>	<p>All submissions will be published with a border. If submissions are received without a border, one will be added as shown on the templates. If submissions do not fit within the chosen template, they will be mechanically reduced to fit.</p> <p><b>Option 1: Blank template</b></p> <p>Candidates using the blank template to present their material for publication in <i>Engineering Dimensions</i> must ensure the content fits in the bordered template provided at the end of these specifications. The template dimensions are 6.531 inches wide and 4.125 inches in height</p> <p>All material for publication must be submitted as a PDF document, with images in place for reference, <i>and</i> in Word format only, showing where images are to be placed. No other formats will be accepted.</p> <p>Portraits must also be submitted as specified in the next section.</p> <p>The publications staff needs both a PDF file and Word file of candidate material so they will know how candidates intend their material to look. If there are no difficulties with the material, the PDF file will be used. The Word file is required in case something isn't correct with the submission (just a bit off on measurement, for example), as it will enable publications staff to fix the problem, if possible. A hard and/or digital copy of a candidate's portrait is required for the same reason and for use on the PEO election website.</p> <p><b>Option 2: Fillable template</b></p> <p>Candidates using the fillable template must provide responses to the questions provided in the allotted space. The completed template must be submitted as a PDF document.</p> <p>Portraits must be submitted separately, as specified in the portraits section below, and will be added to the template by PEO staff.</p> <p>The presentation of the fillable template is fixed and no modifications will be permitted.</p>
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	<p>The profile template will be available on PEO’s elections website, <a href="http://www.peovote.ca">www.peovote.ca</a></p> <p>A hard and/or digital copy of a candidate’s portrait is also required for use on the PEO Elections website.</p>
<b>Portraits/Photographs</b>	<p>Photographs must be at least 5" x 7" in size if submitted in hard copy form so that they are suitable for scanning ("snapshots" or passport photographs are not suitable).</p> <p>Only pictures taken in the last five years will be accepted.</p> <p>If submitted in digital form, photographs must be JPEG-format files of at least 300 KB but no more than 2MB.</p> <p>Candidates can submit a digital photo at the specifications noted, or hard copy as noted, and preferably both. In case the digital file is corrupted or not saved at a sufficiently high resolution, publications staff can rescan the photo (hard copy) to ensure it prints correctly, as indicated on the PDF.</p>
<b>PEO Website (candidates’ additional information)</b>	<p>Candidates may publish additional information on PEO’s website by submitting a Word or Word-compatible file of no more than 1000 words, and no more than three non-animated graphics in JPEG or GIF format. Graphics may not contain embedded material.</p> <p>Candidates may post additional material on their own websites, which will be linked from PEO’s website. URLs for candidates’ websites must be active by December 9, 2019.</p> <p>Candidates may include links to PEO publications but <i>not</i> a URL link to a third party in their material that is to be posted on PEO’s website. Links to PEO publications are not considered to be to a third party. For clarity, the only URL link that may be included in a candidate’s material on PEO’s website is the URL to the candidate’s own website. Candidates may include active links to their social media accounts (Facebook, Twitter, LinkedIn, etc.)</p> <p>[Update based on Issues Report item 13]</p>
<b>Eblast material</b>	<p>Candidates are permitted a maximum of 300 words for email messages. Messages are to be provided in 11 pt. Arial font; graphics are not permitted. For clarity, a “graphic” is an image that is either drawn or captured by a camera.</p>
<b>Help</b>	<p>Candidates should contact the chief elections officer (<a href="mailto:elections@peo.on.ca">elections@peo.on.ca</a>) if they have questions about requirements for publicity materials.</p>

Option 1: Blank template



Option 2: Fillable template

<p> Name:</p> <p>Employer and position:</p> <p>Degree(s), school(s) attended, year(s) of graduation:</p> <p>Employment history:</p> <p>Participation on PEO Council, committee/task forces, chapters:</p> <p>Other professional affiliations and community service:</p> <p>Years of registration in Ontario:</p>	<p>Candidate statement:</p>
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