

**Appendix F: 2025 Election Publicity Procedures
for Election to the 2025-2026 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	Sunday, December 8, 2024, at 11:59 p.m.
Deadline for submission of candidate material to eblast to members	<ol style="list-style-type: none"> 1. Monday, January 20, 2025—1st eblast 2. Thursday, January 30, 2025—2nd eblast 3. Thursday, February 13, 2025—3rd eblast
Dates of eblasts to members	<ol style="list-style-type: none"> 1. Thursday, January 30, 2025 2. Tuesday, February 6, 2025 3. Thursday, February 20, 2025
Date of posting period	Monday, January 27, 2025, to Monday, February 24, 2025
Dates of voting period	Monday, January 27, 2025, to 10 a.m. Monday, February 24, 2025
Dates of All Candidates Meetings	The week of January 13, 2025

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

1. These Election Publicity Procedures form part of the Nomination and Voting Procedures. *Candidates are responsible for familiarizing themselves with these procedures. Failure to follow these rules or procedures could result in a nomination being considered invalid.*
2. Names of nominated candidates will be published on PEO's website as soon as their nomination is verified.
3. Names of all nominated candidates will be forwarded to members of Council, chapter chairs and committee chairs and published on PEO's website by Friday, November 29, 2024.
4. Should a candidate wish to withdraw from the election, their name will remain on the website and the word "withdrawn" will appear beside their name on the PEO website.

5. Candidates will have complete control over the content of all their campaign material, subject to the procedures below, as well as to any applicable legal requirements. Candidate campaign material includes material for publication in *Engineering Dimensions*, additional material on PEO's website, and material on their own websites.
6. Candidate material is readily available to the public and should be in keeping with the dignity of the profession at all times. Material may be published with a disclaimer.
7. In order to be published by PEO, candidate material must comply with these procedures and with any applicable legal requirements. Prior to candidate material being published by PEO, the Chief Elections Officer must assess the material to determine whether it is compliant. Where the Chief Elections Officer determines candidate material does not comply, the amendment process set out in section 8 should be followed. Where the Chief Elections Officer is of the opinion that candidate material may present a legal risk to PEO, the Chief Elections Officer should seek legal advice from, or in consultation with, the Chief Legal Officer to assist in determining whether the material should be published. For example, if the Chief Elections Officer is concerned that a post may be libelous or in violation of PEO's human rights obligations, the Chief Elections Officer should consult with the Chief Legal Officer. Depending on the issue, or to avoid any perception of conflict or bias, the Chief Legal Officer may retain external legal counsel on the Chief Election Officer's behalf. The Chief Elections Officer should provide the candidate an opportunity to amend the materials as set out in section 8. Following the advice of legal counsel, the Chief Elections Officer has the authority to reject the campaign material if the candidate does not amend the non-compliant portion. The Chief Elections Officer should provide reasons to the candidate for the rejection of their material.
8. 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 and any applicable legal requirements. Where it is deemed the material does not satisfy these procedures or any applicable legal requirements, the Chief Elections Officer will, within three full business days from receipt of the material by the Chief Elections Officer, notify the candidate, who is expected to be available during this period by telephone or email. The candidate will have a further two full business days to amend the material to bring it into compliance and advise the Chief Elections Officer of the amendment. Candidates are responsible for meeting this deadline. Should a candidate fail to re-submit material that is compliant within the two-business-day period, the candidate's material will be published with a notation explaining any necessary amendments by staff or, following legal advice, the Chief Elections Officer may reject it. Where the Chief Elections Officer rejects material, they should provide reasons for the rejection to the candidate.
9. 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.
10. Candidate material for publication in *Engineering Dimensions* and any additional material they wish to publish on the website must be forwarded to the Chief Elections Officer via email at elections@peo.on.ca no later than 11:59 p.m. on Sunday, December 8, 2024, and **must be in accordance with these procedures and Schedule A attached.**

Material must be received by the deadline unless there are exceptional circumstances which warrant an extension. The Chief Elections Officer shall consider on a case-by-case basis whether undue hardship or exceptional circumstances exist and how they should be addressed.

Where the Chief Elections Officer has authority to exercise discretion in administering the election, including with respect to election publicity deadlines, that discretion shall be exercised in a fair and reasonable manner, within the parameters of their statutory authority and Council-approved procedures, and with a view to maintaining electoral integrity.

11. 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.
12. Candidates shall not use the PEO logo in their election material.
13. 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 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. URL links to other websites are not permitted.
14. Fundraising requests are not permitted in a candidate's material.
15. If campaign material is submitted by a candidate without identifying information, PEO staff are authorized to contact the candidate and ask if they wish to resubmit material.
16. Candidate publicity material will be published as a separate insert in the January/February 2025 issue of *Engineering Dimensions* and to PEO's website in January 2025. Links to candidate material on PEO's website will be included in any electronic mailing to eligible voters.
17. Candidate material will be considered confidential by PEO staff and access to it will be restricted to only the 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. This procedure does not apply to candidates, who may publish their own candidate material prior to its publication by PEO and after.
18. 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.

19. 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. Active links to social media accounts other than the candidate's is not permitted.
20. 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 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 their email to PEO sent from their computer indicating a sent time before the deadline.
21. All material for the eblast messages must be submitted in a Word or Word compatible document only and must not be included as part of the message in the transmission email. Candidates should support their submission with a PDF or scan that shows what the final version of the message should look like. 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. Unless expressly authorized by the Chief Elections Officer to change font style and size, staff are prohibited from amending material in any way except with the written permission of the candidate.
22. Candidates are responsible for responding to replies or questions generated by their email message.
23. PEO will provide candidates the opportunity to participate in All Candidates Meetings, which will be held during the week of January 13, 2025. Candidates are encouraged to participate. The All Candidates 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.
24. Candidate materials from previous elections will remain on PEO's database as part of the record of the election.
25. 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 27, 2025 until the close of voting on February 24, 2025, beyond their 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, non-partisan. 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.

26. PEO's statutorily-mandated regulatory activities and the reasonable publicity of them must continue during an election. However, PEO's resources (financial, human, communications, technological, etc.) must not be used to favour or prejudice any candidate. This rule does not apply to the use of the election travel allowance by candidates.
27. 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.
28. 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.
29. 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. Any such complaints or matters that the Chief Elections Officer cannot resolve will be forwarded to the Central Election and Search Committee for final resolution.

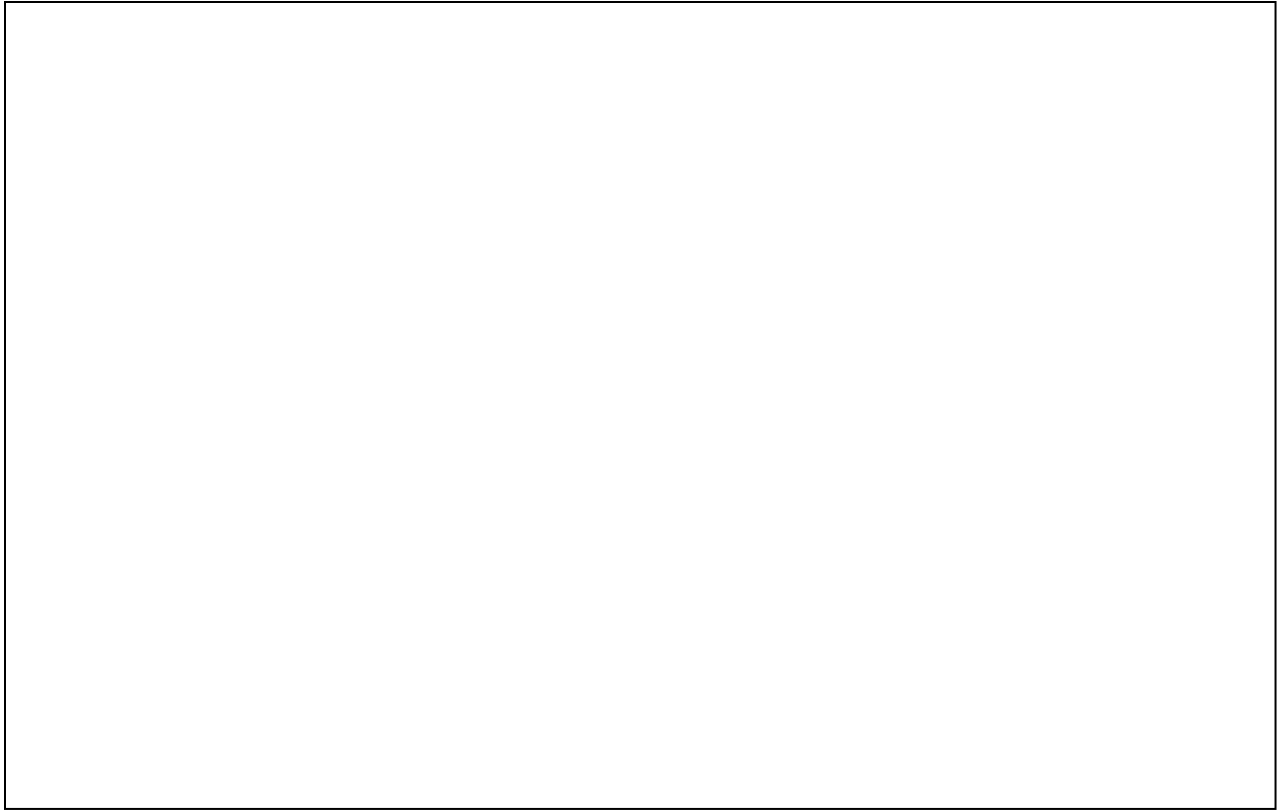
Schedule A - 2025 Elections Publicity Procedures

Specifications for Candidate Materials

<p>Format for Candidate statements in <i>Engineering Dimensions</i></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>Option 1: Blank template</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, <u>and</u> 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>Option 2: Fillable template</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, www.peovote.ca</p> <p>A hard and/or digital copy of a candidate’s portrait is also required for use on the PEO Elections website.</p>
Portraits/Photographs	<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>
PEO Website (candidates’ additional information)	<p>Candidates may publish additional information on PEO’s website by submitting a Word or Word-compatible file of no more than 1,000 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. URLs for candidates’ websites must be active by December 8, 2024.</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, besides links to PEO publications, is the URL to the candidate’s own website. Candidates may include active links to their social media accounts (Facebook, Twitter, LinkedIn, etc.)</p>
Eblast material	<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>
Help	<p>Candidates should contact the Chief Elections Officer (elections@peo.on.ca) 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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