

## **Campaign Rules**

In this document you will find the Campaign Rules and Regulations for the 2024 General Election. The Campaign Rules and Regulations can be found in Section 9 of By-Law 1: Elections and Referenda.

### **Campaign Rules and Regulations**

- Campaigning shall be defined as all forms of candidate promotion by any physical, verbal, or online medium. Examples may include speeches, public forums, and verbal, written or electronic communication. Campaigning shall be defined further by the Elections Coordinator and explained to candidates at the All-Candidates' Meeting and in candidates' nomination packages.
- Campaigning shall not take place prior to the campaign period.
- Campaigning shall begin at the conclusion of the All-Candidates' meeting.
- Campaign shall end at 12 AM on the final day of campaign period. Posters may remain up on campus, but candidates must not actively solicit constituents for votes.
- The spending limit for all candidates is as follows, before taxes:
  - o Executive: \$100
  - o Councillor: \$50
- Executive and Council candidates will be reimbursed 50% of total expenditures. Any forms of advertising must be approved by the Elections Coordinator prior to their posting around campus.
- The MSVUSU shall contribute towards candidates' campaigns by earmarking \$500 from the Elections Budget Line for standardized promotions. This money shall be distributed equally to each candidate running in the election, as determined at the conclusion of the All-Candidate's Meeting, which will be made available to Candidates at the Hub in the form of print credits.
  - o Each candidate shall be provided with two (2) professional headshots.
  - o Each candidate shall be provided a short video, introducing themselves and explaining why they are running; and
  - o Each candidate shall contribute towards one (1) longer video, featuring all candidates introducing themselves, and this video shall promote the elections as a whole.

- Besides the above-mentioned poster guidelines, external poster regulations are as follows:

- o Physical campaigning materials shall be deemed suitable at the discretion of the Elections Coordinator;
- o No campaign signs may overlap or be attached to a campaign sign or any other sign already placed;
- o No signs are to be posted outside of buildings, on windows or doors, regardless of the placement and the way the sign is facing;
- o Where materials are to be posted on bulletin boards, each candidate is limited to one poster per bulletin board;
- o For the distribution of physical campaigning materials, all candidates shall comply with all building regulations set-out by Facilities Management and described at the All Candidates Meeting.
- o Posters may only be placed on community boards

- Candidates May Not:

- o Violate any building regulations regarding to campaigning on campus.
- o Utilize any elements of the MSVUSU, Captain Crow's Cafe, Food Bank, HUB, Pride Center, The Rook or MSVU brands.
- o Utilize endorsements of current MSVUSU staff, Executive Committee, SRC, or members of the Elections Committee in their campaign;
- o Cover, destroy, damage, deface or remove any campaign material of any other election candidate.

- If the Elections committee would like to provide a copy of the profiles as compiled at the Mandatory meeting at the polling stations to enable voters to make an informed decision, this will not be classified as campaigning and candidates will not be violating campaigning rules under this instance.

- Committee Organized Events:

- o There shall be at least one (1) public speech;
- o There shall be a question-and-answer period following each public speech;

- The conduct at the speeches and question and answer period shall be as follows:

- o The Elections Coordinator with the assistance from the Elections Committee shall organize the speeches.
  - o Each candidate will have a maximum time to speak as defined by the Elections Committee. Candidates will be given a one (1) minute warning.
  - o The Elections Coordinator shall act as mediator.
  - o Time permitting, each contested position will be asked a minimum of two (2) questions as prepared by the Speaker and/or Recording Secretary. Each candidate running for a position shall be granted the opportunity to debate the question.
  - o Following these preliminary questions, the floor shall be open to the public to pose questions to candidates.
  - o All speeches shall be recorded and posted online for the remainder of the campaigning period.
- Public debates shall be held for all contested executive positions within the first week of the campaigning period, with the format being determined by the Elections Coordinator. All debates will be recorded and posted online for the remainder of the campaigning period.