

Remote Campaign Guidelines 2020-2021

These rules cover elections for Executive Board, Class Club, and Sophomore-at-Large in the circumstance of a remote election.

Campaign materials (submitted to Brittney Walker (bwalker1@imsa.edu) and Andrea Stuibler (astuibler@imsa.edu))

- Your official video, maximum length **4 minutes**. You may provide a transcript of your speech earlier to Brittney or Andrea, since there is no guarantee your video will be approved.
- An 8.5"x11" poster design.

After approval:

- Send the video to the email of Eric Pan, Brittney Walker, and Andrea Stuibler.
- Send the poster to the email of Eric Pan, Brittney Walker, and Andrea Stuibler.

Rules for campaigning

- No social media - includes but is not limited to Facebook, Snapchat, Twitter. Anything you post related to your campaign and anything that *others* (that are not Student Council) post about your campaign must be removed immediately.
- If you have a website associated with your campaign, the link can be placed on your posters and shared individually, but not mass-communicated. Please submit your website to Andrea or Brittney for approval prior to advertising it.
- No slandering or attacking your opponents' campaigns
- No promising personal favors or giving things out to people (food, trinkets, etc.)
- No mass emails or messages to the student body.

Posters that use images not made by you **must** include the link to the image on the poster. You may make this as small as you like, but it has to be on there.

Violation of these rules may result in disqualification. **Student Council reserves the right to alter these rules at any time.**

Video Guidelines:

1. The video must be taken in one take. **No cuts or edits. Period. Zero. Absolutely none.**
 - a. They **cannot** use video effects like animations/sound effects/b-roll.
2. The candidate is allowed to use props in the video, as long as they are appropriate. You may contact or email Ray Shang and Amy Woods for approval if you have any concerns.
3. The video can be taken anywhere **inside** of the candidate's house.
4. They can take it with any camera, but all videos will be converted to 720p.
5. The candidate is allowed to move in their video (i.e. walk around, pace back and forth). However, the camera should not be able to move. Although another person can hold the camera, there should be no turning, panning, or zooming.

Updated 9/23/2020