19 August 2020

To: Candidates
From: Election Committee
Re: Election Committee Notice #4
Campaign Promotional Materials via World Sailing

1. Candidates are referred to Election Rules 3.1 to 3.3, which state:

   “3.1 A candidate may present to Member National Authorities and Council Members his or her plans and views as a future World Sailing President or Vice President. These plans and views shall be presented in a written document filed with the Chief Executive Officer, which will then be uploaded on the World Sailing website and distributed via email by the Chief Executive Officer to Member National Authorities. The Chief Executive Officer shall distribute the documents on the same date.

   3.2 The Chief Executive Officer may, with the agreement of the Election Committee, decline to publish any written document (or part of any written document) which in his opinion contravenes the Election Rules or which is otherwise inappropriate for World Sailing to publish. The Chief Executive Officer may also require that this written document be provided by a certain date and time, be in specified format and not exceed a certain length.

   3.3 In addition, each candidate may prepare and send to World Sailing a video promoting his or her candidacy which will be uploaded to the World Sailing website (and/or to a social media platform designated by the Chief Executive Officer). The Chief Executive Officer may, with the agreement of the Election Committee, require that this video be provided by a certain date and time, be in specified format and not exceed a certain length. The Chief Executive Officer may, with the agreement of the Election Committee, decline to publish any video which in his opinion contravenes the Election Rules or which is otherwise inappropriate for World Sailing to publish. The Chief Executive Officer shall upload the videos on the same date.”

2. This notice sets out the practical and technical requirements for these documents and videos.

3. World Sailing intends to publish the candidate names and information submitted about each candidate on or soon after Monday 14 September 2020. This will include all videos and documents submitted by Monday 7 September 2020.

4. If you submit your video or document after 7 September 2020, World Sailing will still publish it on the website, but it cannot be guaranteed to be published at the same time as those received before 7 September. World Sailing will prioritise those sent for publication before the deadline, and then work on a ‘first come, first served’ basis thereafter.

5. In addition, World Sailing will create for each candidate will also have a World Sailing branded thumbnail picture. An example is attached to this notice. An additional image of each candidate on the right-hand side is requested to be sent directly to Daniel Smith, the Director of Communications who will liaise with each candidate.

   Election Committee:
   Phil Cotton - Chair
   David Kellett
   Melanie Willmore
Videos

6. There is no requirement to submit a video for publication, but World Sailing is making this option available to assist candidates in promoting their candidacy to World Sailing Members.

7. When published, videos will be available on the World Sailing YouTube Channel – [www.youtube.com/worldsailingtv](http://www.youtube.com/worldsailingtv). Videos will be made available for candidates to embed on their promotional platforms and to share. World Sailing will inform Member National Authorities when they have been published.

8. The following requirements apply:
   a. No longer than 5 minutes in length. If they are longer, World Sailing will cut the video at 5:00 minutes.
   b. Video is be shot in 16:9 – landscape. 1920 x 1080 pixels HD (or as near as possible)
   c. The ideal format is H.264 and MP4
   d. Video should be free of graphics
   e. The use of music is not permitted due to licencing issues.
   f. All additional video footage must have appropriate clearance from the rights-holder and this must supplied alongside the supplied video.

9. Videos will be placed in a playlist and will be ordered by candidate surname, starting with Presidential candidates and then Vice-Presidential candidates.

10. The video detail will include:
    a. Title – Candidate Name (Nationality) – Presidential Candidate. E.g. Joe Bloggs (GBR) – Presidential Candidate
    b. Description – A video message from 2020 Presidential Candidate, Joe Bloggs (GBR)

11. The YouTube Metadata will include the generic World Sailing tags including – World Sailing, sailing news, vela, voile, zagle, la vela, sejle, general assembly, elections, election, candidate name, president, vice-president.

12. If candidates have technical questions about their videos, please ask the World Sailing staff who will try to advise. However, it is **not** the responsibility of the staff to produce videos for candidates.