



Republic of the Philippines  
Polytechnic University of the Philippines  
Student Council Constitutional Commissions  
**Commission on Elections**

**RESOLUTION NO. 011 SERIES OF 2021**

**RULES AND GUIDELINES FOR THE CAMPAIGN MATERIALS FOR THE  
ACADEMIC YEAR 2020-2021 ELECTIONS**

**WHEREAS**, the Commission on Elections (COMELEC) stands as the highest policy making body of all election matters in the Polytechnic University of the Philippines Main Campus;

**WHEREAS**, ten (10) out of fourteen (14) Commissioners were present, College of Architecture, Design and Built Environment, College of Arts and Letters, College of Business Administration, College of Communication, College of Computer and Information Systems, College of Education, College of Engineering, College of Human Kinetics, College of Science, and College of Tourism, Hospitality and Transportation Management, thus the meeting was in quorum;

**WHEREAS**, the commissioners from the College of Accountancy and Finance, College of Political Science and Public Administration, College of Social Science and Development, and Institute of Technology were not present;

**WHEREAS**, the Commission deliberated and agreed that it will provide a set of rules and guidelines regarding the campaign materials;

**WHEREAS**, with the authority vested to the Commission by the PUP Election Code of 2021 pursuant to Section 27 of Article VI: Campaign materials – All campaign materials to be used by candidates and political parties shall be previously approved by the Commission during its period of campaign materials evaluation.

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**The COMELEC shall perform such other functions as may be necessary for the full implementation of this Code, consistent with the requirements of free, fair, honest, and orderly elections.**

**WHEREAS**, Article VI Section 2 of the Implementing Rules and Regulations express provisions regarding the campaign materials during the campaign:

**Article VI. Section 2.** Campaign materials – All campaign materials to be used by the candidates and political parties shall be previously approved by the Commission. The Commission will approve any form of campaign materials as long as it ensures fair, orderly, and honest election.

**NOW THEREFORE**, the COMELEC hereby decrees that the following shall be known as the **RULES AND GUIDELINES FOR THE CAMPAIGN MATERIALS FOR THE ACADEMIC YEAR 2020 - 2021 ELECTIONS**.

**Section 1. Title.** These rules shall be known as the "RULES AND GUIDELINES FOR THE CAMPAIGN MATERIALS FOR THE ACADEMIC YEAR 2020-2021 ELECTIONS."

**Section 2. Scope and Applicability.** These rules and regulations shall govern and regulate all elections of officers of the PUP Student Council. These rules are only applicable for the current and succeeding academic years when Flexible Technology Learning (FlexTel) is still being implemented or followed.

**Section 3. Campaign Period.** – The campaign period shall run on the 8<sup>th</sup> day of September through the 14th day of September 2021.

**Section 4. Election Campaign Materials.** – All campaign materials to be used by the candidates, slates, and political parties shall be previously approved by the Commission. The Commission will approve any form of campaign materials as long as it ensures fair, orderly, and honest election.

- a) Publicity Photos** – any online materials that has the image of the candidate
- b) Audio-Video Presentation (AVP)** – any informational or instructional programs presented with slides, video, or any digital representations.
- c) Online Posters** – any promotional publicity material that includes both textual and visual elements about the candidate.
- d) Display Picture (DP) Blast** – images of the candidates having the same theme that are simultaneously posted on their Facebook account as profile picture.
  - i) DP frame** – a creative border for the social media profile picture.**Image Filter/s** – customized filter for pictures/videos (Ex: Instagram filter)

**e) Captions for Posting** – all captions of the above-mentioned campaign materials must also be submitted and upon approval of the Commission. Official hashtags provided by the COMELEC shall be included in all captions and posts to be published in their official posts during the campaign. This is for the monitoring purposes of the Commission.

**f) Support Statements** – classified as testimonies for the candidates that may be in text or in audio-visual form and will be released to the public as publicity materials.

**Section 5. Approval for Campaign Materials** – the standard basis for approval of campaign materials.

**a) Checklist** – this includes the criteria for assessment of the campaign materials. Campaign materials must not contain black propaganda, profanity, and defamatory and malicious statements.

**Section 6. Campaign Materials for Independent Slates** – Independent candidates may consolidate their campaign materials as a slate, provided that it is subjected to the review of the Commission.

**Section 7.** All campaign material promotions online shall be organic (unpaid and/or unsponsored promotional material boosting). Facebook ads, Instagram ads, and the likes are prohibited.

**Section 8. Submission of Campaign Materials** – all campaign materials and list of election campaign activities shall be submitted to the Commission from the 2nd day of September to the 4th day of September, 2021.

**a)** It must include the details such as schedule/timeline of all campaign activities, participants of each activity, venue (if physical) and platform (if online).

**b)** The list of official social media pages to be utilized by the candidates for the campaign shall be submitted to the Commission. Pages must be in full jurisdiction of the candidates, slates, or parties only.

**c)** All campaign material shall be submitted to the email of PUP COMELEC and wait for the Commission's confirmation email with the approved copy attached, serial number and QR code.

**d)** The submission of campaign materials of all candidates for College Student Council must be separated from those of all candidates for Central Student Council.

- e) The document must be signed by their respective campaign managers/candidates/paralegal.

**Section 9. Prohibited content.** Subject to review of the commission.

- a) **Black propaganda** – any form of propaganda such as but not limited to statements, social media posts, newsletters, and publications that are proven baseless, falsified, and with malicious intentions shall be considered black propaganda. Moreover, any candidate or Party proven to have committed a black propaganda against a candidate, Party, or the Commission is subjected to suspension and ultimately, disqualification.
- b) As stated in Article II Section 4.iii of the Implementing Rules and Regulations s. 2021;

**iii.)** physical coercion and/or grave threat, and online attacks that are but not limited to;

**iii.1)** Cyber bullying – Any act of using any electronic device to send messages that might cause intimidation to another party or to be perceived as a threat to one's welfare;

**iii.2)** Libel – As stipulated in Republic Act no. 10175 also known as the Anti Cyber-crime law, it is the unlawful or prohibited acts of libel committed through a computer system or any other similar means which may be devised in the future.

**Section 10. Sanctions** – A punitive or coercive measure or action that results from failure to comply with a law or rule.

- a) Campaign violations (as listed in Articles II Section 4, Article V Section 5 and 6, and Article VI of the IRR s.2021).

**i) First offense** – warning. A letter will be sent privately to issue the warning.

**ii) Second offense** – one (1) day suspension on campaign

**iii) Third offense** – disqualification

**Section 11. Effectivity.** These rules shall take effect immediately.

**WHEREAS,** The Commissioner from the College of Communication moved to approve and ratify the rules and guidelines;

**WHEREAS**, The Commission voted unanimously in favor of The Commissioner from the College of Communication's motion to approve and ratify said rules and guidelines;

**NOW, THEREFORE**, by virtue of the power vested in the Commission on Elections (COMELEC) being the highest electoral policy-making body hereby amends and approves the Rules and Guidelines for the Campaign Materials for the Academic Year 2020-2021 Elections  
BE IT RESOLVED AS IT HEREBY RESOLVES:

1. **THAT**, the Commission shall inform their constituents, mainly the candidates and their campaign manager, of these rules and guidelines, in order to provide guidance and have a systematized election;
2. **TO INFORM AND FURNISH COPIES** of this resolution, including any changes made thereto, to the official addresses of Local Councils residing in the Polytechnic University of the Philippines Main Campus.

**SO ORDERED,**

**(SGD) JANNETTE PRINCESS V. HINATE**

*Chairperson*

College of Education Commissioner

**JANEL MARIEKE B. BANARIA**

*Vice Chairperson*

College of Social Science and Development  
Commissioner

**(SGD) ALEC MARIZ G. AVERILLA**

*Secretary General*

College of Human Kinetics

**(SGD) KATHERINE CLAIRE A. HOANG**

*Treasurer*

College of Architecture, Design and Built  
Environment Commissioner

**ANGELA LUISA H. MONTENEGRO**

College of Accountancy and Finance  
Commissioner

**(SGD) DIVINA MARIE B. IBÁÑEZ**

College of Arts and Letters Commissioner

**(SGD) ELIZABETH MARIE G. ANDAYA**

College of Business Administration  
Commissioner

**(SGD) MARC JOSEPH V. BARCIAL**

College of Computer and Information Sciences  
Commissioner

**(SGD) CHARLIZE KRIZIA R. LOPEZ**

College of Engineering Commissioner

**(SGD) PETER THADDEUS V. IBÁÑEZ**  
College of Communication Commissioner

**CYRUS JAMES P. MAGSINO**  
College of Political Science and Public  
Administration Commissioner

**(SGD) FRANZ MARIELLA D. SUMUCOL**  
College of Science Commissioner

**(SGD) KRISTAN MARK F. BERNARDO**  
College of Tourism, Hospitality and  
Transportation Management Commissioner

**DIVINA I. ASIS**  
Institute of Technology Commissioner