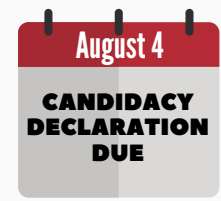


# NATO ELECTIONS TOOLKIT

**NATO'S EXECUTIVE BOARD ELECTIONS ARE COMING UP!**



As a qualified member of the Advisory Board, you are eligible to run for a seat on NATO's Executive Board. We hope you'll consider running for one of the elected positions of the board. We have prepared this handy guide to the elections, what they're about, and how you can campaign.

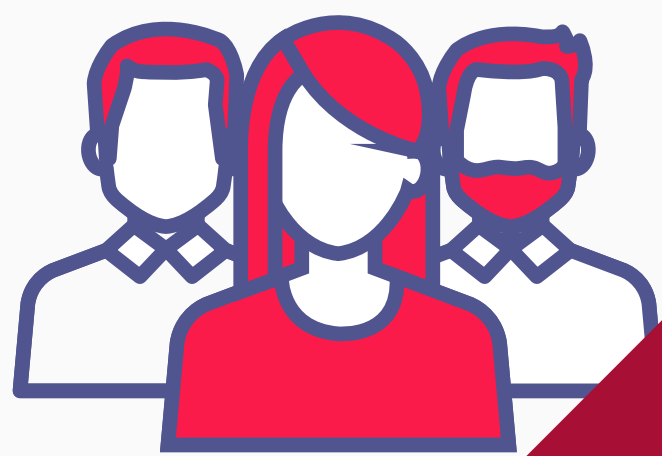
## WHY WE'RE DOING THIS

NATO's Strategic Plan has identified diversity and inclusion as a key objective for the association. With this in mind, NATO formed the Diversity, Equity, and Inclusion Committee in 2018. The committee is focused on three key areas: Expanding diversity within NATO's volunteer leadership community; encouraging members to build a diverse workforce; and ensuring that product and service offerings are diverse.

Expanding diversity within NATO's community of volunteers includes ensuring that our Executive Board is representative of the diversity of those volunteers. In the same way that the Executive Board includes voices from companies of all different sizes, we also believe that it is imperative that our Board be more inclusive of people of different backgrounds, ethnicities, sexual orientations, ages, and abilities. As part of this mission, we have created this toolkit to help encourage new voices to run for seats on NATO's Executive Board.

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# WHAT EXACTLY IS NATO'S EXECUTIVE BOARD AND WHAT DOES IT DO?

NATO's Executive Board is a 20-member governing board that makes important decisions about NATO's priorities, press strategy, major projects, and our annual budget. The Executive Board meets often virtually and at least twice a year in-person at CinemaCon and the NATO fall governance meetings to discuss important issues affecting the exhibition industry.

Most NATO initiatives pass through an approval process with the Executive Board. NATO's Executive Board is responsible for driving the strategic direction of the association, for setting policies and priorities, and managing risk and accountability for NATO, CinemaCon, and NATO-PAC.

The Executive Board also considers and votes on all Advisory Board resolutions.

Four elected seats are held by exhibitors in each the mid-sized category (companies with 75 screens and over who are not part of the top 8) and the independent category (companies with 1-74 screens). NATO's certified regional associations are represented with one elected seat as well.

The eight largest cinema companies in the domestic market (U.S. and Canada), ranked by screen count, hold automatic seats on the Executive Board. These eight seats are reevaluated each year based on screen counts at the end of NATO's fiscal year, in late June. In addition, one additional automatic seat is filled by a representative of each circuit with more than 3,000 screens as determined by screen count on a record date, in the United States and Canada. This seat is a full, voting member of the Executive Board. At least one of the company's two automatic seats must be held by a diverse senior executive of the company.

"MOST NATO INITIATIVES PASS THROUGH AN APPROVAL PROCESS WITH THE EXECUTIVE BOARD."

## HOW ARE ELECTED SEATS DECIDED?

Only members of NATO's Advisory Board are eligible to run for elected seats. The terms are two years, and elections are staggered in the mid-sized circuits and independents categories, so that an election is held each summer, usually for two of the four seats representing those categories. Board members can be elected for four consecutive terms. After that, they must sit out at least one two-year term before they can run again.

Only Advisory Board members in the specific category of the seat you are running for are eligible to vote. In other words, only mid-sized Advisory Board members can vote in the mid-sized election, only independent Advisory Board members are eligible to vote in the independent election, etc. No one is required to vote, but it is highly encouraged.

## HOW SHOULD QUALIFIED CANDIDATES ANNOUNCE THEIR INTENTION TO RUN?

All eligible Advisory Board members are notified of seats that are open in their appropriate category. From there, it is up to you to decide if you want to run. Each company can hold only one seat on the board. When someone does decide to run or seek reelection, they must submit a declaration of candidacy and a short bio of 300 words or less to NATO.

In addition to a written bio, candidates are encouraged to submit a short video (2 minutes maximum) making their case to voters. The videos do not need to be Hollywood productions, but we want to give Executive Board candidates the opportunity to introduce themselves to voters in a new way.

The submitted bio and video will be included on the ballot, so they are an important way to explain things like your background in the cinema industry, what topics or initiatives are important to you, and why you are the best candidate. Everyone who is voting will have the opportunity to review these items right before they cast their vote.

Eligible exhibitors must put forth their names, bios, and videos by August 4 in order to be considered as a candidate. If you do decide to run, you will be provided a list of eligible voters so that you can decide if and how you'd like to reach out to them to campaign.

## I HAVE DECLARED MY INTENT TO RUN. HOW DO I CAMPAIGN?

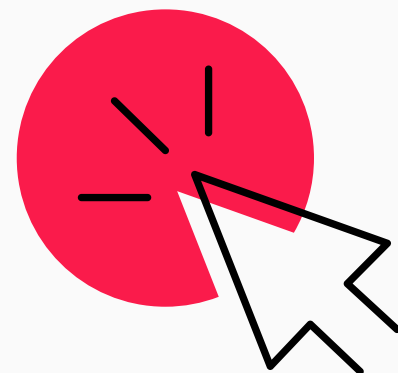
All candidates who declare their intent to run are given a list of qualified voters in their category. You are welcome to reach out to voters via email or phone to discuss your candidacy and ideas, and hear from them about what they think is important as well. All candidates are provided the list of voters at the same time so that no one has more time to campaign than anyone else.



## HOW ARE VOTES CAST?

NATO's elections are held virtually through SurveyMonkey. There are separate ballots for each category. The ballots will include the candidates' bios and videos within the specific category. After all of the listed bios and videos, there is a simple, multiple choice question asking people to cast their votes. If there are two seats open in a specific category, voters will be able to select two candidates to vote for, but can choose to vote for only one if they wish. Ballots are open for two weeks to ensure that everyone has ample time to vote. All votes are kept confidential.

When the ballots are closed, the candidates with the highest number of votes are declared the winners. If there is a tie, NATO will host a run-off election between the top candidates. All candidates are promptly notified of the results, and then this information is released to the wider NATO membership. Winners will join the next scheduled Executive Board meeting.



## IS THAT IT?

Yep, that's it! That's the basic overview of NATO's election process. We think we covered the big questions, but you may have more. You are always welcome to contact Jackie Brenneman ([jeb@natoca.com](mailto:jeb@natoca.com)) and Alex Rich ([ajr@natodc.com](mailto:ajr@natodc.com)) about any specific questions you have regarding NATO elections. We hope to see your name on the ballot soon!

