

Candidate Campaign Rules

(Board of Directors, President-Elect, and Council Officer Candidates)

The ACEP Council is responsible for ensuring fair elections that allow the free flow of ideas between candidates, councillors, and alternate councillors to maximize the participation of qualified candidates in the election process. The Candidate Campaign Rules are designed to promote the following:

- A focus on the merits of a candidate.
 - Equal exposure to councillors and alternate councillors through ACEP meetings, media, and communications.
 - Efficient use of campaign resources to limit candidate campaign expenses to a reasonable amount necessary to provide the candidate with sufficient exposure to ACEP members.
1. The Nominating Committee may review the activity reports of incumbent Board member candidates, President-Elect candidates, and Speaker candidates currently serving as Vice Speaker, since election to assist in their review of potential candidates.
 2. **Written Materials:** Written materials will be published in an appropriate official College publication in advance of the meeting and included in the Council meeting materials. Except as otherwise noted, candidates must submit all written material via e-mail in Word or plain text format. *All written material will be published exactly as received except for formatting necessary for publication. No editing or other formatting will be done by ACEP staff.*
 3. **Written Questions:** Candidates are asked to respond to all of the written questions posed by the Council Steering Committee's Candidate Forum Subcommittee. Without exception, written responses will be limited to a total of two, single-spaced typed pages typed in 11 pt. font or larger. (See editing/formatting proviso above.)
 4. **Data Sheet:** Candidates must complete a candidate data sheet to be included in the Council meeting materials. (Note editing/formatting proviso above.)
 5. **Disclosure Statement:** Candidates must complete a candidate disclosure statement using the form provided. The completed disclosure statement will be included in the Council meeting materials. (See editing/formatting proviso above.)
 6. **Campaign Flyers:** Candidates may submit up to two pages as a campaign flyer for inclusion in the electronic distribution of the Council meeting materials. The flyer must not exceed two pages and must be submitted in a Word or PDF file. Suggestions for the campaign flyer:
 - a. Name, address, and photo of candidate only
 - b. Component body endorsement (see limitation in #12 below)
 - c. Your view on the College's Mission
 - d. Your views on significant issues
 - e. Your reasons for seeking election
 - f. Your strengths
 7. **Campaign Videos:** Candidates have the option of submitting a campaign video not to exceed two minutes in length. The content is at the discretion of the candidate; however, only the candidate can be featured in the video. The campaign videos will be made available on the Council meeting website and distributed on the Council's engaged community and ACEP's social media sites. Individual candidates may also distribute their video on their personal social media sites and must adhere to the campaign limitations specified in item 13.c.

Additional guidance for video development: Video submission by candidates is not mandatory. If the candidate chooses to submit a video, it must feature only the candidate without additional props. The filming should take place in a quiet, neutral setting (not walking through the ED or any other dramatic setting), a lapel or table mic should be used to provide for clear audio, and without any background music or graphics. A hospital or university audio visual department may be used to develop the video if the cost is nominal. The candidate must also provide a disclosure about the video production, including the cost, and how (personal cell phone or other video device, hospital or university audio visual services, etc.) and where the video was filmed.

8. **On-Site Campaign Material:** No campaign material may be distributed on-site during the Council meeting.
9. **Floor Nominations:** Councillors not nominated by the Nominating Committee may declare themselves “floor candidates” at any time in advance of the Council meeting up until just prior to the Speaker closing the nominations during the Council meeting. All floor candidates must notify the Council Speaker in writing. Upon receipt of this notification, the candidate is considered a “declared floor candidate” and has all the rights and responsibilities of candidates otherwise nominated by the Nominating Committee and must comply with all rules and requirements of the candidates.
10. **Council E-Mail & Board E-Mail:** Candidates for the Board of Directors, Council officers, and President-Elect will have full access to the Council and Board of Director’s communications platforms. Candidates are added to the Board communications primarily to receive information for their education about Board issues. In general, candidates should limit posting messages on the Board communication platforms only when they have a particular knowledge or expertise of the subject under discussion. Questions regarding appropriate content for posting may be forwarded to the Chair of the Board for review prior to posting.
11. **Council Campaign Message:** Candidates may submit one message or attachment to Mary Ellen Fletcher, CPC, CEDC, mfletcher@acep.org, for posting on the Council engagED community. The content of the message is at the discretion of the candidate and is limited to 600 words. Candidates will be asked to revise the message if it exceeds the length limit. These candidate messages will be collated into a single Adobe PDF file and e-mailed to the Council two weeks prior to the annual meeting. **Candidates should not use the Council’s engagED community for other election efforts.**
12. **Endorsements:** Regardless of distribution method, candidate endorsement is limited to a single component body (e.g., chapter or a single section), or a single joint endorsement from one chapter and one section (**i.e., one statement signed by both entities**). **Solicitations for additional endorsements or endorsements from individuals or entities outside of ACEP are prohibited. There will be no separate mailing of endorsement letters to councillors.** Candidates may request the endorsement be distributed to the Council, but the component body must e-mail the endorsement to Mary Ellen Fletcher, CPC, CEDC, mfletcher@acep.org, for posting in a Candidate Endorsement Compendium that will be distributed with the Council meeting materials. The content of the message is at the discretion of the sponsoring body (e.g., chapter and/or section) and limited to 600 words. Comments from multiple members within the component body are considered multiple endorsements and are not allowed. The component body will be asked to revise the message if it exceeds the length limit.
13. **Campaign Limitations:**
 - a. Once the Nominating Committee announces the slate of candidates for the upcoming Council meeting, except for their home chapter, Board of Directors, Speaker, and Vice Speaker candidates should not travel to ACEP state chapter meetings until the conclusion of the elections. (President-Elect candidates do not have travel restrictions.) This includes, but is not limited to, educational meetings, chapter Board of Directors meetings, or chapter fund-raisers other than for the candidate’s home chapter. A written request for an exception may be made to the Council Speaker for candidates needing to visit state chapters for purposes other than campaigning such as legislative assistance, official ACEP business, or prior faculty commitments to education programs. In such instances, active campaigning is not permitted.
 - b. After nominations are announced by the Nominating Committee, President-Elect, Board of Directors, Speaker, and Vice Speaker candidates may utilize video or audio conferencing methods to communicate with ACEP state chapters. The use of this technology will be monitored by the Council Steering Committee to ensure fair use.
 - c. Candidates may use their personal social media sites to promote their candidacy. Except for distribution of candidate campaign videos, no national ACEP or component body social media may be used to promote a candidate or candidates.
 - d. Personal responses candidates receive as a result of their campaign message should be sent directly to the individual and should not be posted to the-Council’s engagED community.
 - e. No open responses may be shared through the Council’s engagED community in relation to a candidate’s campaign. Councillors may reply directly to a candidate if they have comments they would like to share.
 - f. Individual members of the Council’s engagED community must not post candidate endorsements.
 - g. The Council’s engagED community must not be used for a discussion of the attributes of a candidate.
 - h. Section and committee e-lists must not be used to post any campaign messages by or on behalf of any candidate. Sections may use their e-lists to discuss the candidates and determine which candidates to support.
 - i. The list of councillors and alternate councillors will be made available to candidates not less than 30 days prior to the Council meeting and will not contain personal contact information. Individual communication by the candidate with councillors and alternate councillors is allowed; however, broadcast election communications (such as blast e-mails or mass mailings) are prohibited.
 - j. Photos included in any campaign materials are limited to the candidate only. Photos that include other individuals

- are considered endorsements and are not permitted.
- k. Candidates are encouraged to have campaign materials reviewed and approved by the Chair of the Candidate Forum Subcommittee BEFORE finalizing. ACEP is not responsible for revising materials that do not comply with these rules.
 - l. Individuals, candidates, their sponsoring bodies, or any other component body, shall not negatively campaign against any particular candidate. All campaign efforts should be directed toward electing a candidate and not toward degrading an opposing candidate. Any allegations of negative campaigning should be reported immediately to the Council Speaker.
 - m. Communications and/or interviews regarding candidacy in emergency medicine newsletters or publications other than those published by ACEP are prohibited. Publication on issues other than candidacy are allowed.
14. **Other Campaign Items:** Absolutely no other campaign items (printed material, buttons, pins, signs, etc.) may be distributed or displayed inside or outside the Council meeting room, or at any Council sponsored functions (Steering Committee meeting, new councillor orientation and reception, Reference Committee hearings, the Candidate Forum, the candidate reception, etc.).
15. **Candidate Receptions:**
- a. No component body receptions on behalf of a candidate or candidates may be scheduled before the elections.
 - b. A candidate reception will be held following the conclusion of the first day of the Council meeting. This reception is designed to give candidates an opportunity to interact with councillors before the elections.
16. **Candidate Forum and “Entourages”:**
- a. Candidates will be given the opportunity to formally address the assembled Council the morning of the first day. This opportunity will be strictly time-limited to 5 minutes for the President-Elect candidates and 2 minutes for all other candidates.
 - b. A Candidate Forum will be held the afternoon of the first day of the Council meeting and moderated by the Candidate Forum Subcommittee.
 - c. During the Candidate Forum, candidate “entourages” may consist of a maximum of two individuals. The Speaker will also assign a member of the Tellers, Credentials, & Elections Committee or Steering Committee to the candidate. That assigned person will serve as a monitor and, with the Candidate Forum Subcommittee members, help facilitate the timing and location for the individual rooms during the forum.
 - d. Candidates and all other individuals should avoid any actions that appear to subvert the Candidate Forum process during the Candidate Forum. This includes communicating or sharing Candidate Forum questions or answers to questions given by other candidates.
 - e. Candidates and members of their entourage are prohibited from using all electronic devices (cell phones, computers, etc.) during the Candidate Forum. Any allegations of violations should be reported immediately to the Speaker.
 - f. The Candidate Forum Subcommittee will be responsible for developing the process and questions for the Candidate Forum. All candidates will be informed of the process the evening before the Candidate Forum during the candidate briefing.
 - g. In each Candidate Forum room, the moderator will explain the question process and the handling of the session including opportunities for the candidates to make comments.
17. **Elections:** Elections will be held at the end of the second day of the Council meeting.
18. **Violations:** The Speaker and the Candidate Forum Subcommittee, in consultation with ACEP’s General Counsel and Parliamentarian as necessary, are the arbiters of questions or any violations of these Candidate Campaign Rules. After consultation with the candidate, ACEP’s General Counsel, and Parliamentarian, an emergency meeting of the Candidate Forum Subcommittee or the Steering Committee, with the exception of any Steering Committee members who are candidates, may be convened to discuss the alleged violation(s). Potential consequences for confirmed violation(s) of the Candidate Campaign Rules may include disqualification from election.

*Approved by the Council Steering Committee
January 2019*