

## **Election Commission and Campaign Rules**

The following Campaign Rules govern the announcement and conduct of campaigns for ADA elective officers. These Campaign Rules will be distributed annually to all candidates, delegates, alternate delegates and other parties of interest. Candidates for elective officers are expected to abide by the Campaign Rules.

### **Procedures Concerning Interpretation and Distribution of the Campaign Rules**

1. To the extent one or more candidates has a question concerning the interpretation of the Campaign Rules or whether a particular activity is prohibited or permitted under the Campaign Rules, the following procedures shall be followed:

a. Prior to contacting the Election Commission concerning the question or interpretation, candidates and/or their campaign managers shall communicate and attempt in good faith to reach a consensus on the question.

b. If a consensus cannot be reached:

i. The campaign that raised the issue shall contact the Election Commission (copying the other candidates and their campaign managers) via a brief and succinct email, state the question or interpretation that has arisen and that the campaigns were unable to reach a consensus on the issue and provide the campaign's position on the issue presented.

ii. Within three business days of the receipt of the email referenced in Paragraph b.i, above, any other campaign desiring to do so shall send the Election Commission a brief and succinct email setting forth that campaign's position on the question or interpretation presented to the Election Commission.

2. Any communications from a candidate to the Election Commission regarding these Campaign Rules shall be submitted to the chair of the Election Commission via email addressed to [electioncommission@ada.org](mailto:electioncommission@ada.org) or by such other means as the Election Commission may from time-to-time specify.

3. Each year, a copy of the current Campaign Rules shall be distributed, signed and acknowledged by all ADA trustees and elective officers with the agenda and organizational material provided at the first meeting of the Board of Trustees following adjournment of the House of Delegates. It is the responsibility of each candidate to inform their campaign committee members, the constituent Executive Directors within their trustee districts and other constituent staff within their trustee districts who are assisting the campaign of these Campaign Rules within fourteen (14) days of the candidate's formation of a campaign committee or announcement of candidacy, whichever first occurs.

4. In order to better familiarize ADA delegates and alternate delegates with the Campaign Rules, a succinct summary of the most important portions of the Campaign Rules will be posted each year in the House of Delegates library on ADA Connect.

### **Agreements between Candidates**

5. Candidates can negotiate and enter into any agreement concerning the conduct of a campaign for elective officer that does not contravene and is not in conflict with any of the Campaign Rules contained herein; agreements between candidates that narrow any of the provisions of these Campaign Rules or agreements by which the candidates forego any campaign activities permitted under these Campaign Rules are permissible. The negotiation and enforcement of any such agreement will be the responsibility of the candidates. The Election Commission will neither facilitate nor enforce any such agreement.

1 **Announcing Candidacy**

2 6. Candidates for President-elect and Second Vice President shall formally announce their intent to run for  
3 office on the final day of the annual session immediately preceding their candidacy. A formal announcement shall  
4 include, at a minimum, the name of the candidate and an identification of the office being sought. Prior to this  
5 formal announcement, candidates may freely campaign within their own trustee districts. Campaign activities  
6 outside a candidate's own trustee district shall begin only after the official announcement at the annual session.  
7 Candidates for President-elect and Second Vice President not formally announcing their candidacies on the last  
8 day of the annual session immediately preceding their candidacy shall not be permitted to campaign outside their  
9 own trustee districts but shall be permitted to be nominated for elective office at the annual session of the House  
10 of Delegates pursuant to Chapter VI., Section B.1. of the *Governance Manual of the American Dental Association*  
11 (*Governance Manual*).

12 7. Announcements of candidacies for the offices of Treasurer and Speaker of the House of Delegates shall be  
13 as stated in Chapter VI. Section B.2. and B.3., respectively, of the *Governance Manual*.

14 **Travel and Meeting Attendance**

15 8. Candidates for the office of President-elect shall limit their campaign travel to attending state and/or district  
16 annual meetings and/or leadership conferences and annual session district caucus meetings to which all  
17 candidates have been invited. The procedures for attendance at such events shall be as  
18 follows:

19 a. Candidates for the office of President-elect may accept and attend any such event in a manner  
20 mutually agreed upon but only if all candidates have been invited.

21 b. District caucuses and state constituent societies shall issue timely invitations to the President-elect  
22 candidates through the Office of the Executive Director.

23 c. President-elect candidates shall negotiate a mutually agreeable travel schedule. It is the responsibility of  
24 the candidate and/or the campaign managers, through coordination among the campaigns, to determine  
25 the candidates' availability and respond directly to the inviting organizations. Except for conflicts due to a  
26 religious holiday observed by one or more of the candidates, candidates shall vote on whether to accept an  
27 invitation, with a majority needed to accept; a tie vote will result in accepting the invitation. A religious  
28 holiday conflict with a single candidate shall result in all the candidates declining the invitation.

29 d. Candidates who have scheduling conflicts prohibiting personal attendance at a district or caucus event  
30 may, at their option, participate in the event via electronic audio or audiovisual means available to both the  
31 candidate and the event's sponsor.

32 e. After a meeting has been accepted, if an emergency arises and a candidate must cancel their  
33 attendance, the remaining candidates may attend as planned. Candidates who cancel their attendance at  
34 an event due to an emergency may, at their option, participate in the event via electronic audio or  
35 audiovisual means available to both the candidate and the event's sponsor.

36 9. Candidates for the offices of Second Vice President, Treasurer and Speaker of the House of Delegates shall  
37 limit campaign travel to attending the district caucus meetings held during the ADA Annual Session.

38 a. District and state caucuses are permitted to hold virtual candidate meetings with candidates for Second  
39 Vice President, Treasurer and Speaker of the House of Delegates ("virtual candidate forums") during the  
40 two-month period immediately preceding the commencement of the Annual Session of the House of  
41 Delegates. The virtual candidate meetings are to be held via a videoconference platform such as Zoom,  
42 Webex, Teams, or a similar platform.

43 b. District caucuses and state constituent societies choosing to hold virtual candidate meetings shall issue  
44 timely invitations to the candidates for Second Vice President, Treasurer and Speaker of the House of  
45 Delegates through the Office of the Executive Director. Invitations for virtual candidate meetings must be  
46 issued to all candidates running for the particular elective office(s) for which virtual candidate visits are

1 desired; the invitations should specify the type of meeting that will be held (one-on-one, candidate forum,  
2 etc.). District caucuses are urged to collaborate in the dates and times for the virtual candidate forums so  
3 that scheduling conflicts are avoided if possible.

4 c. Candidates for the offices of Second Vice President, Treasurer and Speaker of the House of Delegates  
5 may accept and attend any such event in a manner mutually agreed upon, but only if all candidates have  
6 been invited. It is the responsibility of the candidates and/or the campaign managers, through  
7 coordination among the campaigns, to determine the candidates' availability and respond directly to the  
8 inviting organizations.

9 d. After a virtual candidate forum has been accepted by a candidate, if a situation arises that requires the  
10 candidate to cancel their attendance, the remaining candidates may participate as planned.

11 10. Caucuses and state meetings are requested to provide an appropriate opportunity for the candidates to  
12 meet with their members. It is recommended that such forums be structured to allow:

- 13 a. All candidates to make presentations;
- 14 b. Caucuses freedom to assess candidates; and
- 15 c. Each candidate to respond to questions.

16 11. Notwithstanding any of these Campaign Rules, nothing in these Rules shall prevent a candidate from  
17 traveling on a personal basis or attending a meeting, conference or other event as an official ADA representative.  
18 Campaigning while personally traveling or attending events as an ADA representative is strictly prohibited. When  
19 traveling personally or as an ADA representative, candidates shall notify other candidates of such travel as soon  
20 as possible once the travel has been scheduled.

21 12. Candidates shall not use campaign-sponsored social functions or hospitality suite/meeting rooms on behalf  
22 of their candidacy at any regional, national or annual meeting. (This is not intended, however, to limit candidates  
23 from holding campaign meetings for the purpose of strategizing.) Campaign receptions are not to be held at the  
24 ADA Annual Session. Additionally, a district that hosts a reception during the ADA annual session and is  
25 sponsoring a candidate in a contested election shall not host the reception prior to the officer elections; a  
26 reception may be held after the election. Prior to the election, candidates shall not attend events in or visit  
27 district hospitality suites. This prohibition shall not apply to a candidate visiting his or her own district's hospitality  
28 suite or attending events hosted by their own district exclusively for the district's members.

29 **Publications and Media**

30 13. News articles on and interviews of a candidate are permissible if published by a state dental journal. Online  
31 state dental journal news articles on and interviews of a candidate are permissible. Articles about a candidate's  
32 intention to run for office are permissible. Articles about why one person would make a better candidate are not  
33 permissible.

34 14. When announcing their candidacy for elective officer, except for the candidate's constituent and  
35 component, candidates shall notify all organizations and groups to which they belong of their candidacy and shall  
36 request that during the campaign such organizations and groups refrain from distributing or publishing any  
37 information or material referencing the campaign or the candidate's candidacy.

38 15. Candidates shall not participate in interviews on their leadership capacity with leadership or national  
39 journals that will be published within the timeframe of their campaign. Candidates shall not knowingly seek to  
40 have their name, photo, appearance, and writings published in national trade or non-peer reviewed publications  
41 or websites during the campaign, and shall avoid submitting articles in non-peer reviewed paper or electronic  
42 publications. Candidates who are participants in a speaker's bureau or earn revenue by speaking nationally or  
43 regionally shall avoid all unnecessary self-promotion during the campaign related to national speaking  
44 engagements.  
45

## Use of Social Media

16. In order to facilitate providing information to delegates and alternate delegates by candidates, after announcement of their candidacy, any candidate may establish a closed-group Facebook page for purposes of disseminating information about the candidate's campaign and interacting with delegates and alternate delegates concerning campaign-related subjects and issues. Any such closed-group Facebook page instituted by a candidate shall comply with these Campaign Rules and shall also be governed by the ADA's Social Media Policy and the Social Media Posting Protocol for ADA Officers and Trustees. In the event of a conflict between these Campaign Rules, the Social Media Policy and the Social Media Posting Protocol for ADA Officers and Trustees, these Campaign Rules control.

- a. The Election Commission will determine the appropriate administrative settings for the closed-group campaign Facebook page that candidates may use for campaign-related posts. Those settings will be communicated by the Election Commission to the candidates shortly after the candidates announce their intention to run for elective officer.
- b. Only delegates, alternate delegates, campaign staff and Election Commission members and staff shall be invited to join a candidate's closed-group campaign Facebook page.
- c. Shortly after a candidate's candidacy is announced, the ADA will provide the known email addresses of delegates and alternate delegates. Using that list, invitations to join the closed-group page may be issued via email by a candidate who wishes to initiate a closed-group campaign Facebook page. Invitations to join the closed-group page may also be sent to the candidate's campaign staff and shall be sent to members and staff of the Election Commission.
- d. Following the compilation of the list of certified delegates and alternate delegates who will attend the House of Delegates session at which the election will occur, the ADA will send the candidate an updated list of certified delegates and alternate delegates that the candidate may use to send a second closed-group campaign Facebook page invitation so that newly listed delegates and alternate delegates may join the candidate's closed-group campaign Facebook page.
- e. Only material that is relevant to the campaign shall be posted on a candidate's closed-group campaign Facebook page. No posts that are negative to any opposing candidate or that may be considered to be negative campaigning shall be permitted on the closed-group campaign page. Any candidate who develops a closed-group campaign Facebook page shall be responsible for the monitoring of posts to the page to ensure that posts comply with these Campaign Rules and that the posts are consistent with the ADA's Social Media Policy and the Social Media Posting Protocol for ADA Officers and Trustees.
- f. No surveys or polls shall be used or conducted via a candidate's closed-group campaign Facebook page.
- g. Interactions between a candidate and delegates and alternate delegates using the candidate's closed-group campaign Facebook page shall not count toward any limits on a candidate's contact with individual delegates and alternate delegates contained in these Campaign Rules. 16. Except for the closed-group campaign activity on Facebook specified in Paragraph 15, above, there shall be no campaigning using any social media platform or application.

17. Except for the closed-group campaign activity on Facebook specified in Paragraph 14, above, there shall be no campaigning using any social media platform or application.

18. Personal, non-campaign use of social media by candidates during the campaign for elective officer is permitted but candidates shall not post information or material relating to the campaign on personal social media sites. Candidates shall review their personal social media site settings to ensure that privacy and security settings are set to allow review and deletion of any third party post, and candidates shall frequently monitor their own personal Facebook pages and other personal social media sites and delete any posts that references the campaign or the candidate's campaign activities or posts that can be tagged for distribution to third party sites.

## **Campaign Literature and Communications to Delegates and Alternate Delegates**

19. No printed campaign-related material may be distributed in the House of Delegates or to delegates and alternate delegates.

20. Candidates may prepare a piece of campaign literature to be electronically distributed to the delegates and alternate delegates following a candidate's announcement of candidacy for elective officer. Such campaign literature shall be sized so that if printed the literature is no larger than four single-sided sheets of 8½ x 11 inch paper. If desired, a second piece of campaign literature or similar length may be electronically distributed to the delegates and alternate delegates following the candidates' receipt from the ADA of the final list of certified delegates and alternate delegates.

21. Each candidate may prepare a video to be distributed as described below to delegates and alternate delegates and other members of the House of Delegates.

22. Candidate brochures, videos or other campaign-related communications can include photographs and likenesses of the candidate, but shall not include any photograph, likeness or mention of any other current officer of the ADA or current member of the ADA Board of Trustees.

23. Each piece of literature and any video developed by any candidate shall be submitted to the ADA for review and approval prior to being distributed. Such literature review may take up to five (5) business days to complete. Video reviews will be completed as quickly as possible but are dependent on the length of the video. The candidates shall obtain permissions to use the likeness or image of any non-familial third party that appears in a piece of campaign literature or in any video. Candidates shall state that such permissions have been obtained when submitting the literature and any video for review. The permission should be retained by the candidates and submitted to the ADA only if requested.

24. Each candidate is permitted to individually communicate with each delegate and alternate delegate a single time via an electronic communication (i.e., email) for the purpose of campaigning, electioneering and soliciting votes following the receipt from the ADA of the list of certified delegate and alternate delegate contact information. A third party vendor may be used to send such electronic communications so long as the privacy of the email addresses and identities of the recipients are maintained and preserved and there is no ability to reply to all the recipients of the electronic communication. At each candidate's option, the candidate's electronic communication may contain the campaign literature and/or video referenced in these Campaign Rules, either by embedding or attaching the literature and/or the video to the electronic communication or by providing a hyperlink or hyperlinks that connect to the literature and/or the video that is stored in a remote location maintained by or on behalf of the candidate.

25. Each campaign is permitted to individually initiate a telephonic (phone call or text) communication with each delegate and alternate delegate a single time for the purpose of campaigning, electioneering and soliciting votes following the receipt from the ADA of the list of certified delegate and alternate delegate contact information.

26. Nothing in these Campaign Rules shall prevent a candidate from communicating regarding matters within the specific duties of the candidate's position as an ADA officer, member of the Board of Trustees, task force or work group, as long as the communication is strictly related to such responsibilities and is not used for campaigning, electioneering or soliciting votes.

27. Candidates may each schedule up to three (3) telephone or video conferencing forums or town hall events during the campaign. A candidate desiring to hold up to three (3) telephone or video conferencing forums or town hall events shall communicate to the ADA the date of each event and the times at which each such event shall commence and end, together with the instructions and contact information necessary for participants to email and/or call with the questions they would like asked during the telephonic town hall. The ADA will announce the telephone or video conferencing town hall information to delegates and alternate delegates via ADA Connect and provide the information to the Election Commission members and staff. Candidates may also publicize the telephonic town halls they sponsor on any closed-group campaign Facebook page that they maintain.

1 28. The agenda for a candidate’s telephonic town hall meeting(s) shall be the prerogative of the candidate, with  
2 the candidates being permitted to provide opening and closing statements and whether follow-up questions are  
3 permitted. The length of the telephonic town hall event is also discretionary with the candidate.

4 29. No negative campaigning or negative comments concerning opposing candidates shall be permitted to be  
5 made by the candidate or any participant posing questions or making comments during the town hall event.  
6 Candidates shall be responsible for ensuring that a screening mechanism is employed during the town hall event  
7 so that broadcasting participant comments or questions that violate this provision is avoided.

### 8 **Contributions**

9 30. Contributions (including money and in kind services) are acceptable only from individual dentists, family  
10 members and ADA constituent and component dental societies, which includes component branches and study  
11 clubs recognized as part of the constituent society. Contributions from any other sources are not permissible. No  
12 candidate will knowingly accept campaign contributions which create the appearance of conflict of interest as  
13 reflected in the ADA *Bylaws*.

14 31. The sending of a brief note acknowledging a financial contribution or thanking a host of a campaign event  
15 to those contributors or hosts outside of the candidate’s district is permitted, as long as no additional campaign  
16 message is included. Such thank you notes may be sent on campaign letterhead or a notecard containing the  
17 campaign logo; envelopes for the thank you note may contain an identification of the campaign or the campaign  
18 logo.

19 32. Any contribution source that could be interpreted to be a conflict of interest or creates the appearance of a  
20 conflict of interest must be reported to the Election Commission and the ADA Board of Trustees. In the event a  
21 contribution source is deemed to be a conflict of interest or creates the appearance of a conflict of interest, the  
22 candidates will be required to return the contribution.

23 33. Candidates for all ADA elective offices should submit a summary of campaign contributions and  
24 expenses to the Election Commission at the end of the campaign.

### 25 **Violations**

26 34. In the event a violation of the Campaign Rules is determined by the Election Commission to have occurred  
27 more than fourteen (14) days prior to the House of Delegates convening, then the Election Commission, if it  
28 cannot resolve the violation between the candidates, shall post a report of the violation in the House of  
29 Delegates section on ADA Connect. In addition, an email reporting on any such violations will be sent by the  
30 Election Commission to each certified delegates and alternate delegates with a working email address on file with  
31 the ADA on or about fourteen (14) days prior to the convening of the House of Delegates.

32 35. In the event a violation of the Campaign Rules is determined by the Election Commission to have occurred  
33 in the period from fourteen (14) days prior to the convening of the House of Delegates through the elections of  
34 elective officers, then the Election Commission, if it cannot resolve the violation between the candidates, shall  
35 report those violations to the House of Delegates. The report will be given orally by the Election Commission  
36 chair (or a designee of the Election Commission if the chair is absent from the House of Delegates session) at the  
37 first meeting of the House. If violations occur after that meeting, and before the election, then a report of such  
38 violations shall be read to each caucus by a designee of the Election Commission.

39 36. Should an allegation of a Campaign Rules violation against an individual or entity not affiliated with a  
40 campaign be made, the Election Commission shall review the allegation and determine if a violation has  
41 occurred. If so, the campaign and candidate affected by the infraction will be notified, and shall be responsible  
42 for contacting the individual or entity involved and using their best efforts to curtail the violation.

43 37. In addition to the foregoing notifications of violations, all violations of the Campaign Rules that occur shall  
44 be reported orally at the House of Delegates meeting by the Election Commission.

45 October 2024