

1 **Election Commission Rules Governing the Conduct of Campaigns**
2 **for All ADA Elective Officers**

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

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

- 8 1. To the extent one or more candidates has a question concerning the interpretation of the Campaign
9 Rules or whether a particular activity is prohibited or permitted under the Campaign Rules, the
10 following procedures shall be followed:
- 11 a. Prior to contacting the Election Commission concerning the question or interpretation, candidates
12 and/or their campaign managers shall communicate and attempt in good faith to reach a
13 consensus on the question.
 - 14 b. If a consensus cannot be reached:
 - 15 i. The campaign that raised the issue shall contact the Election Commission (copying the other
16 candidates and their campaign managers) via a brief and succinct email, state the question
17 or interpretation that has arisen and that the campaigns were unable to reach a consensus
18 on the issue and provide the campaign's position on the issue presented.
 - 19 ii. Within three business days of the receipt of the email referenced in Paragraph b.i, above,
20 any other campaign desiring to do so shall send the Election Commission a brief and succinct
21 email setting forth that campaign's position on the question or interpretation presented to
22 the Election Commission.
- 23 2. Any communications from a candidate to the Election Commission regarding these Campaign Rules
24 shall be submitted to the chair of the Election Commission via email addressed to
25 electioncommission@ada.org or by such other means as the Election Commission may from time-to-
26 time specify.
- 27 3. It is the responsibility of each candidate to inform their campaign committee members, the
28 constituent Executive Directors within their trustee districts and other constituent staff within their
29 trustee districts who are assisting the campaign of these Campaign Rules within fourteen (14) days of
30 the candidate's announcement of candidacy.

31 **Agreements between Candidates**

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

39 **Announcing Candidacy**

- 40 5. Candidates for President-elect and Second Vice President shall formally announce their intent to run
41 for office on the final day of the annual session immediately preceding their candidacy. A formal
42 announcement shall include, at a minimum, the name of the candidate and an identification of the
43 office being sought. Prior to this formal announcement, candidates may freely campaign within their
44 own trustee districts. Campaign activities outside a candidate's own trustee district shall begin only
45 after the official announcement at the annual session. Candidates for President-elect and Second

1 Vice President not formally announcing their candidacies on the last day of the annual session
2 immediately preceding their candidacy shall not be permitted to campaign outside their own trustee
3 districts but shall be permitted to be nominated for elective office at the annual session of the House
4 of Delegates pursuant to Chapter VI., Section B.1. of the *Governance Manual of the American Dental*
5 *Association (Governance Manual)*.

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

8 **Travel and Meeting Attendance**

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

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

15 b. Candidates for the office of Second Vice President, Speaker of the House of Delegates and
16 Treasurer shall limit campaign travel to attending the district caucus meetings held during the
17 ADA annual session.

18 c. District caucuses and state constituent societies shall issue timely invitations to the President-
19 elect candidates through the Office of the Executive Director.

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

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

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

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

36 a. All candidates to make presentations;

37 b. Caucuses freedom to assess candidates; and

38 c. Each candidate to respond to questions.

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

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

10 **Publications and Media**

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

15 12. When announcing their candidacy for elective officer, except for the candidate's constituent and
16 component, candidates shall notify all organizations and groups to which they belong of their
17 candidacy and shall request that during the campaign such organizations and groups refrain from
18 distributing or publishing any information or material referencing the campaign or the candidate's
19 candidacy.

20 13. Candidates shall not participate in interviews on their leadership capacity with leadership or national
21 journals that will be published within the timeframe of their campaign. Candidates shall not knowingly
22 seek to have their name, photo, appearance, and writings published in national trade or non-peer
23 reviewed publications or websites during the campaign, and shall avoid submitting articles in non-
24 peer reviewed paper or electronic publications. Candidates who are participants in a speaker's bureau
25 or earn revenue by speaking nationally or regionally shall avoid all unnecessary self-promotion during
26 the campaign related to national speaking engagements.

27 **Use of Social Media**

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

36 a. The Election Commission will determine the appropriate administrative settings for the closed-
37 group campaign Facebook page that candidates may use for campaign-related posts. Those
38 settings will be communicated by the Election Commission to the candidates shortly after the
39 candidates announce their intention to run for elective officer.

40 b. Only delegates, alternate delegates, campaign staff and Election Commission members and staff
41 shall be invited to join a candidate's closed-group campaign Facebook page.

42 c. Shortly after a candidate's candidacy is announced, the ADA will provide the known email
43 addresses of delegates and alternate delegates. Using that list, invitations to join the closed-
44 group page may be issued via email by a candidate who wishes to initiate a closed-group
45 campaign Facebook page. Invitations to join the closed-group page may also be sent to the
46 candidate's campaign staff and shall be sent to members and staff of the Election Commission.

- 1 d. Following the compilation of the list of certified delegates and alternate delegates who will attend
2 the House of Delegates session at which the election will occur, the ADA will send the candidate
3 an updated list of certified delegates and alternate delegates that the candidate may use to send
4 a second closed-group campaign Facebook page invitation so that newly listed delegates and
5 alternate delegates may join the candidate's closed-group campaign Facebook page.
- 6 e. Only material that is relevant to the campaign shall be posted on a candidate's closed-group
7 campaign Facebook page. No posts that are negative to any opposing candidate or that may be
8 considered to be negative campaigning shall be permitted on the closed-group campaign page.
9 Any candidate who develops a closed-group campaign Facebook page shall be responsible for the
10 monitoring of posts to the page to ensure that posts comply with these Campaign Rules and that
11 the posts are consistent with the ADA's Social Media Policy and the Social Media Posting Protocol
12 for ADA Officers and Trustees.
- 13 f. No surveys or polls shall be used or conducted via a candidate's closed-group campaign
14 Facebook page.
- 15 g. Interactions between a candidate and delegates and alternate delegates using the candidate's
16 closed-group campaign Facebook page shall not count toward any limits on a candidate's contact
17 with individual delegates and alternate delegates contained in these Campaign Rules.
- 18 15. Except for the closed-group campaign activity on Facebook specified in Paragraph 14, above, there
19 shall be no campaigning using any social media platform or application.
- 20 16. Personal, non-campaign use of social media by candidates during the campaign for elective officer is
21 permitted but candidates shall not post information or material relating to the campaign on personal
22 social media sites. Candidates shall review their personal social media site settings to ensure that
23 privacy and security settings are set to allow review and deletion of any third party post, and
24 candidates shall frequently monitor their own personal Facebook pages and other personal social
25 media sites and delete any posts that references the campaign or the candidate's campaign activities
26 or posts that can be tagged for distribution to third party sites.

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

- 28 17. No printed campaign-related material may be distributed in the House of Delegates or to delegates
29 and alternate delegates.
- 30 18. Candidates may prepare a piece of campaign literature to be electronically distributed to the
31 delegates and alternate delegates following a candidate's announcement of candidacy for elective
32 officer. Such campaign literature shall be sized so that if printed the literature is no larger than four
33 single-sided sheets of 8½ x 11 inch paper. If desired, a second piece of campaign literature or
34 similar length may be electronically distributed to the delegates and alternate delegates following the
35 candidates' receipt from the ADA of the final list of certified delegates and alternate delegates.
- 36 19. Each candidate may prepare a video to be distributed as described below to delegates and alternate
37 delegates and other members of the House of Delegates.
- 38 20. Each piece of literature and any video developed by any candidate shall be submitted to the ADA for
39 review and approval prior to being distributed. Such literature review may take up to five (5) business
40 days to complete. Video reviews will be completed as quickly as possible but are dependent on the
41 length of the video. The candidates shall obtain permissions to use the likeness or image of any non-
42 familial third party that appears in a piece of campaign literature or in any video. Candidates shall
43 state that such permissions have been obtained when submitting the literature and any video for
44 review. The permission should be retained by the candidates and submitted to the ADA only if
45 requested.

- 1 21. Each candidate is permitted to individually communicate with each delegate and alternate delegate a
2 single time via an electronic communication (i.e., email) for the purpose of campaigning,
3 electioneering and soliciting votes following the receipt from the ADA of the list of certified delegate
4 and alternate delegate contact information. A third party vendor may be used to send such electronic
5 communications so long as the privacy of the email addresses and identities of the recipients are
6 maintained and preserved and there is no ability to reply to all the recipients of the electronic
7 communication. At each candidate's option, the candidate's electronic communication may contain
8 the campaign literature and/or video referenced in these Campaign Rules, either by embedding or
9 attaching the literature and/or the video to the electronic communication or by providing a hyperlink
10 or hyperlinks that connect to the literature and/or the video that is stored in a remote location
11 maintained by or on behalf of the candidate.
- 12 22. Each campaign is permitted to individually initiate a telephonic (phone call or text) communication
13 with each delegate and alternate delegate a single time for the purpose of campaigning,
14 electioneering and soliciting votes following the receipt from the ADA of the list of certified delegate
15 and alternate delegate contact information.
- 16 23. Nothing in these Campaign Rules shall prevent a candidate from communicating regarding matters
17 within the specific duties of the candidate's position as an ADA officer, member of the Board of
18 Trustees, task force or work group, as long as the communication is strictly related to such
19 responsibilities and is not used for campaigning, electioneering or soliciting votes.
- 20 24. Candidates may each schedule up to three (3) telephone or video conferencing forums or town hall
21 events during the campaign. A candidate desiring to hold up to three (3) telephone or video
22 conferencing forums or town hall events shall communicate to the ADA the date of each event and
23 the times at which each such event shall commence and end, together with the instructions and
24 contact information necessary for participants to email and/or call with the questions they would like
25 asked during the telephonic town hall. The ADA will announce the telephone or video conferencing
26 town hall information to delegates and alternate delegates via ADA Connect and provide the
27 information to the Election Commission members and staff. Candidates may also publicize the
28 telephonic town halls they sponsor on any closed-group campaign Facebook page that they maintain.
- 29 25. The agenda for a candidate's telephonic town hall meeting(s) shall be the prerogative of the
30 candidate, with the candidates being permitted to provide opening and closing statements and
31 whether follow-up questions are permitted. The length of the telephonic town hall event is also
32 discretionary with the candidate.
- 33 26. No negative campaigning or negative comments concerning opposing candidates shall be permitted
34 to be made by the candidate or any participant posing questions or making comments during the
35 town hall event. Candidates shall be responsible for ensuring that a screening mechanism is
36 employed during the town hall event so that broadcasting participant comments or questions that
37 violate this provision is avoided.

38 **Contributions**

- 39 27. Contributions (including money and in kind services) are acceptable only from individual dentists,
40 family members and ADA constituent and component dental societies, which includes component
41 branches and study clubs recognized as part of the constituent society. Contributions from any other
42 sources are not permissible. No candidate will knowingly accept campaign contributions which create
43 the appearance of conflict of interest as reflected in the ADA *Bylaws*.
- 44 28. The sending of a brief note acknowledging a financial contribution or thanking a host of a campaign
45 event to those contributors or hosts outside of the candidate's district is permitted, as long as no
46 additional campaign message is included. Such thank you notes may be sent on campaign letterhead

1 or a notecard containing the campaign logo; envelopes for the thank you note may contain an
2 identification of the campaign or the campaign logo.

3 29. Any contribution source that could be interpreted to be a conflict of interest or creates the
4 appearance of a conflict of interest must be reported to the Election Commission and the ADA Board
5 of Trustees. In the event a contribution source is deemed to be a conflict of interest or creates the
6 appearance of a conflict of interest, the candidates will be required to return the contribution.

7 30. Candidates for all ADA elective offices should submit a summary of campaign contributions and
8 expenses to the Election Commission at the end of the campaign.

9 **Violations**

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

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

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

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28 January 2021