

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. Each year, a copy of the current Campaign Rules shall be distributed, signed and acknowledged by all  
28     ADA trustees and elective officers with the agenda and organizational material provided at the first  
29     meeting of the Board of Trustees following adjournment of the House of Delegates. It is the  
30     responsibility of each candidate to inform their campaign committee members, the constituent  
31     Executive Directors within their trustee districts and other constituent staff within their trustee  
32     districts who are assisting the campaign of these Campaign Rules within fourteen (14) days of the  
33     candidate's formation of a campaign committee or announcement of candidacy, whichever first  
34     occurs.
- 35     4. In order to better familiarize ADA delegates and alternate delegates with the Campaign Rules, a  
36     succinct summary of the most important portions of the Campaign Rules will be posted each year in  
37     the House of Delegates library on ADA Connect.

38     **Agreements between Candidates**

- 39     5. Candidates can negotiate and enter into any agreement concerning the conduct of a campaign for  
40     elective officer that does not contravene and is not in conflict with any of the Campaign Rules  
41     contained herein; agreements between candidates that narrow any of the provisions of these  
42     Campaign Rules or agreements by which the candidates forego any campaign activities permitted  
43     under these Campaign Rules are permissible. The negotiation and enforcement of any such  
44     agreement will be the responsibility of the candidates. The Election Commission will neither facilitate  
45     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  
3 for office on the final day of the annual session immediately preceding their candidacy. A formal  
4 announcement shall include, at a minimum, the name of the candidate and an identification of the  
5 office being sought. Prior to this formal announcement, candidates may freely campaign within their  
6 own trustee districts. Campaign activities outside a candidate's own trustee district shall begin only  
7 after the official announcement at the annual session. Candidates for President-elect and Second  
8 Vice President not formally announcing their candidacies on the last day of the annual session  
9 immediately preceding their candidacy shall not be permitted to campaign outside their own trustee  
10 districts but shall be permitted to be nominated for elective office at the annual session of the House  
11 of Delegates pursuant to Chapter VI., Section B.1. of the *Governance Manual of the American Dental*  
12 *Association (Governance Manual)*.
- 13 7. Announcements of candidacies for the offices of Treasurer and Speaker of the House of Delegates  
14 shall be as stated in Chapter VI. Section B.2. and B.3., respectively, of the *Governance Manual*.

15 **Travel and Meeting Attendance**

- 16 8. Candidates for the office of President-elect shall limit their campaign travel to attending state and/or  
17 district annual meetings and/or leadership conferences and annual session district caucus meetings to  
18 which all candidates have been invited. The procedures for attendance at such events shall be as  
19 follows:
- 20 a. Candidates for the office of President-elect may accept and attend any such event in a manner  
21 mutually agreed upon but only if all candidates have been invited.
- 22 b. Candidates for the office of Second Vice President, Speaker of the House of Delegates and  
23 Treasurer shall limit campaign travel to attending the district caucus meetings held during the  
24 ADA annual session.
- 25 c. District caucuses and state constituent societies shall issue timely invitations to the President-  
26 elect candidates through the Office of the Executive Director.
- 27 d. President-elect candidates shall negotiate a mutually agreeable travel schedule. It is the  
28 responsibility of the candidate and/or the campaign managers, through coordination among the  
29 campaigns, to determine the candidates' availability and respond directly to the inviting  
30 organizations. Except for conflicts due to a religious holiday observed by one or more of the  
31 candidates, candidates shall vote on whether to accept an invitation, with a majority needed to  
32 accept; a tie vote will result in accepting the invitation. A religious holiday conflict with a single  
33 candidate shall result in all the candidates declining the invitation.
- 34 e. Candidates who have scheduling conflicts prohibiting personal attendance at a district or caucus  
35 event may, at their option, participate in the event via electronic audio or audiovisual means  
36 available to both the candidate and the event's sponsor.
- 37 f. After a meeting has been accepted, if an emergency arises and a candidate must cancel their  
38 attendance, the remaining candidates may attend as planned. Candidates who cancel their  
39 attendance at an event due to an emergency may, at their option, participate in the event via  
40 electronic audio or audiovisual means available to both the candidate and the event's sponsor.
- 41 9. Caucuses and state meetings are requested to provide an appropriate opportunity for the candidates  
42 to meet with their members. It is recommended that such forums be structured to allow:
- 43 a. All candidates to make presentations;
- 44 b. Caucuses freedom to assess candidates; and

- 1 c. Each candidate to respond to questions.
- 2 10. Notwithstanding any of these Campaign Rules, nothing in these Rules shall prevent a candidate from  
3 traveling on a personal basis or attending a meeting, conference or other event as an official ADA  
4 representative. Campaigning while personally traveling or attending events as an ADA representative  
5 is strictly prohibited. When traveling personally or as an ADA representative, candidates shall notify  
6 other candidates of such travel as soon as possible once the travel has been scheduled.
- 7 11. Candidates shall not use campaign-sponsored social functions or hospitality suite/meeting rooms on  
8 behalf of their candidacy at any regional, national or annual meeting. (This is not intended, however,  
9 to limit candidates from holding campaign meetings for the purpose of strategizing.) Campaign  
10 receptions are not to be held at the ADA Annual Session. Additionally, a district that hosts a reception  
11 during the ADA annual session and is sponsoring a candidate in a contested election shall not host  
12 the reception prior to the officer elections; a reception may be held after the election. Prior to the  
13 election, candidates shall not attend events in or visit district hospitality suites. This prohibition shall  
14 not apply to a candidate visiting his or her own district's hospitality suite or attending events hosted  
15 by their own district exclusively for the district's members.

## 16 **Publications and Media**

- 17 12. News articles on and interviews of a candidate are permissible if published by a state dental journal.  
18 Online state dental journal news articles on and interviews of a candidate are permissible. Articles  
19 about a candidate's intention to run for office are permissible. Articles about why one person would  
20 make a better candidate are not permissible.
- 21 13. When announcing their candidacy for elective officer, except for the candidate's constituent and  
22 component, candidates shall notify all organizations and groups to which they belong of their  
23 candidacy and shall request that during the campaign such organizations and groups refrain from  
24 distributing or publishing any information or material referencing the campaign or the candidate's  
25 candidacy.
- 26 14. Candidates shall not participate in interviews on their leadership capacity with leadership or national  
27 journals that will be published within the timeframe of their campaign. Candidates shall not knowingly  
28 seek to have their name, photo, appearance, and writings published in national trade or non-peer  
29 reviewed publications or websites during the campaign, and shall avoid submitting articles in non-  
30 peer reviewed paper or electronic publications. Candidates who are participants in a speaker's bureau  
31 or earn revenue by speaking nationally or regionally shall avoid all unnecessary self-promotion during  
32 the campaign related to national speaking engagements.

## 33 **Use of Social Media**

- 34 15. In order to facilitate providing information to delegates and alternate delegates by candidates, after  
35 announcement of their candidacy, any candidate may establish a closed-group Facebook page for  
36 purposes of disseminating information about the candidate's campaign and interacting with delegates  
37 and alternate delegates concerning campaign-related subjects and issues. Any such closed-group  
38 Facebook page instituted by a candidate shall comply with these Campaign Rules and shall also be  
39 governed by the ADA's Social Media Policy and the Social Media Posting Protocol for ADA Officers and  
40 Trustees. In the event of a conflict between these Campaign Rules, the Social Media Policy and the  
41 Social Media Posting Protocol for ADA Officers and Trustees, these Campaign Rules control.
- 42 a. The Election Commission will determine the appropriate administrative settings for the closed-  
43 group campaign Facebook page that candidates may use for campaign-related posts. Those  
44 settings will be communicated by the Election Commission to the candidates shortly after the  
45 candidates announce their intention to run for elective officer.

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

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

- 35 18. No printed campaign-related material may be distributed in the House of Delegates or to delegates  
36 and alternate delegates.
- 37 19. Candidates may prepare a piece of campaign literature to be electronically distributed to the  
38 delegates and alternate delegates following a candidate's announcement of candidacy for elective  
39 officer. Such campaign literature shall be sized so that if printed the literature is no larger than four  
40 single-sided sheets of 8½ x 11 inch paper. If desired, a second piece of campaign literature or  
41 similar length may be electronically distributed to the delegates and alternate delegates following the  
42 candidates' receipt from the ADA of the final list of certified delegates and alternate delegates.
- 43 20. Each candidate may prepare a video to be distributed as described below to delegates and alternate  
44 delegates and other members of the House of Delegates.

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

## 46 **Contributions**

- 1 28. Contributions (including money and in kind services) are acceptable only from individual dentists,  
2 family members and ADA constituent and component dental societies, which includes component  
3 branches and study clubs recognized as part of the constituent society. Contributions from any other  
4 sources are not permissible. No candidate will knowingly accept campaign contributions which create  
5 the appearance of conflict of interest as reflected in the ADA *Bylaws*.
- 6 29. The sending of a brief note acknowledging a financial contribution or thanking a host of a campaign  
7 event to those contributors or hosts outside of the candidate's district is permitted, as long as no  
8 additional campaign message is included. Such thank you notes may be sent on campaign letterhead  
9 or a notecard containing the campaign logo; envelopes for the thank you note may contain an  
10 identification of the campaign or the campaign logo.
- 11 30. Any contribution source that could be interpreted to be a conflict of interest or creates the  
12 appearance of a conflict of interest must be reported to the Election Commission and the ADA Board  
13 of Trustees. In the event a contribution source is deemed to be a conflict of interest or creates the  
14 appearance of a conflict of interest, the candidates will be required to return the contribution.
- 15 31. Candidates for all ADA elective offices should submit a summary of campaign contributions and  
16 expenses to the Election Commission at the end of the campaign.

17 **Violations**

- 18 32. In the event a violation of the Campaign Rules is determined by the Election Commission to have  
19 occurred more than fourteen (14) days prior to the House of Delegates convening, then the Election  
20 Commission, if it cannot resolve the violation between the candidates, shall post a report of the  
21 violation in the House of Delegates section on ADA Connect. In addition, an email reporting on any  
22 such violations will be sent by the Election Commission to each certified delegates and alternate  
23 delegates with a working email address on file with the ADA on or about fourteen (14) days prior to  
24 the convening of the House of Delegates.
- 25 33. In the event a violation of the Campaign Rules is determined by the Election Commission to have  
26 occurred in the period from fourteen (14) days prior to the convening of the House of Delegates  
27 through the elections of elective officers, then the Election Commission, if it cannot resolve the  
28 violation between the candidates, shall report those violations to the House of Delegates. The report  
29 will be given orally by the Election Commission chair (or a designee of the Election Commission if the  
30 chair is absent from the House of Delegates session) at the first meeting of the House. If violations  
31 occur after that meeting, and before the election, then a report of such violations shall be read to  
32 each caucus by a designee of the Election Commission.
- 33 34. Should an allegation of a Campaign Rules violation against an individual or entity not affiliated with a  
34 campaign be made, the Election Commission shall review the allegation and determine if a violation  
35 has occurred. If so, the campaign and candidate affected by the infraction will be notified, and shall  
36 be responsible for contacting the individual or entity involved and using their best efforts to curtail  
37 the violation.
- 38 35. In addition to the foregoing notifications of violations, all violations of the Campaign Rules that occur  
39 shall be reported orally at the House of Delegates meeting by the Election Commission.

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41 October 2022