

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:

- A focus on the merits of each candidate.
 - Equal exposure to councillors and alternate councillors through ACEP meetings, media, and communications.
 - Appropriate limitations on candidate campaign expenses to a reasonable amount necessary to provide the candidate with sufficient exposure to ACEP members.
 - Campaigns and elections that are conducted in a manner befitting a professional society.
1. **Attestation:** All candidates must sign an attestation indicating they have reviewed and will comply with these Candidate Campaign Rules and will seek clarification from the Candidate Forum Subcommittee Chair, the Council Speaker, or appropriate staff if, at any time, there is a question as to the intent, content, or spirit of any candidate campaign rule or limitation.
 2. **Nominations:** A call for nominations for candidates to be elected by the Council will occur in January each year and will include the deadline for receipt of nominations. The slate of candidates selected by the Nominating Committee will be announced by the end of April each year. Potential candidates may discuss their intent to seek nomination prior to the announcement by the Nominating Committee but are prohibited from active campaigning prior to the official announcement of the slate of candidates. Active campaigning includes (but is not limited to) mass outreach activities such as letters, emails, online or in-person social events, social media posts, or other activities intended to reach all or a portion of the ACEP councillors and alternate councillors communicated by or on behalf of the candidate.
 3. **Floor Nominations:** Individuals 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. All required candidate materials (which may include but not be limited to a professional photo, CV, Candidate Campaign Rules Attestation, responses to written questions, candidate data sheet, conflict of interest disclosure statement) must be available immediately at the time of floor nomination – either completed by the due date for all nominees or at the time of notification to the Speaker of intent to seek nomination, whichever date is later.
 4. **Written Campaign Materials:** Written campaign materials received by the deadline 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 campaign material via e-mail in Word or plain text format. *All written campaign material will be published exactly as received except for formatting necessary for publication. No editing or other formatting will be done by ACEP staff.*

Component bodies are prohibited from requesting candidates to submit, and candidates are prohibited from submitting, additional written campaign materials, including responses to additional written questions or providing articles for newsletters or other component body communications. (See 14.a. and 15.b. for additional guidance on obtaining information from candidates.)
 5. **Written Questions:** Candidates are required 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 pages typed in 11 pt. font or larger. (See editing/formatting proviso above.)

6. **Data Sheet:** Candidates must complete a candidate data sheet to be included in the Council meeting materials. (See editing/formatting proviso above.)
7. **Conflict of Interest Statement:** Candidates must complete a conflict of interest statement using the form provided. The completed conflict of interest statement will be included in the Council meeting materials. (See editing/formatting proviso above.)
8. **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, must be submitted in a Word or PDF file and received by the posted deadline. Any photos included in the flyer must be of the candidate only and should not include logos, badges, affiliations, watermarks, or other information that may imply endorsement. Suggestions for the campaign flyer:
 - a. Name, address, and photo of candidate
 - b. Component body endorsement (see limitation in #13)
 - c. Your view on the College's Mission
 - d. Your views on significant issues
 - e. Your reasons for seeking election
 - f. Your strengths
9. **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 platform 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 14.d.

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.
10. **Campaign Materials:** No tangible 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.).
11. **Council E-Mail & Board E-Mail:** Candidates 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.
12. **Council Campaign Message:** Candidates may submit one message 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** with text only and must not include any graphics or photos. 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 must not use any of ACEP's engagED communities for any election efforts.
13. **Endorsements:** 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.** The endorsement will be

distributed to the Council along with all other candidate campaign materials. The content of the message is at the discretion of the sponsoring body (e.g., chapter and/or section) and is **limited to 600 words** with text only and must not include any graphics or photos. 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.

14. 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 are prohibited from traveling to ACEP state chapter meetings until the conclusion of the elections. (President-Elect candidates do not have travel restrictions to visit chapters.) 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. All candidates are prohibited from traveling to speak at residency programs, except in the role of faculty for their home residency program and any affiliated campuses until the conclusion of the elections. A written request for an exception may be made to the Council Speaker for candidates needing to speak at residency programs because of commitments made prior to their candidacy or 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. Floor candidates for Board of Directors, Speaker, and Vice Speaker must submit a detailed description to the Speaker of any travel, attendance at meetings, or publications that occur between the announcement of the official slate of candidates from the Nominating Committee and the date of written notification of the Speaker as a floor candidate. Excessive travel, speaking appearances, or publications which would be prohibited under this section are reviewable by the Speaker and may be considered a campaign violation.
- c. After nominations are announced by the Nominating Committee, all candidates for election by the Council may utilize video or audio conferencing methods to communicate with ACEP chapters and sections. The use of this technology will be monitored by the Council Steering Committee to ensure fair use. Candidates may schedule and hold their own audio or video conferences and/or participate in audio or video conferences held by component bodies. All candidates for each category of election (i.e., President-Elect, Speaker, Vice Speaker, Board of Directors) must be given the same opportunity to participate in any audio or video conferences held by component bodies.
- d. Except for distribution of candidate campaign videos, candidates may not use national ACEP or component body social media to promote a candidate or candidates. Candidates are permitted to use their *personal* social media accounts to promote their candidacy.
- e. Personal responses to candidate campaign messages (see #12) should be sent directly to the individual and should not be posted to the Council's engaged community or any ACEP engaged community.
- f. No open responses may be shared through the Council's engaged community or any ACEP 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.
- g. Individual members of the Council's engaged community must not post candidate endorsements on any ACEP engaged community.
- h. The Council's engaged community must not be used for a discussion of the attributes of a candidate.
- i. Section and committee engaged communities or Basecamp sites must not be used to post any campaign messages by or on behalf of any candidate. Chapters and Sections may use their engaged community to discuss the candidates and determine which candidates to support after the nominees have been announced by the Nominating Committee.
- j. 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.
- k. Photos included in any campaign materials are limited to the candidate only. Photos that include other individuals are considered endorsements and are not permitted.
- l. 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. ACEP is not obligated to publish materials received after the deadline.
- m. Campaigns should be conducted with the decorum befitting a professional society. Individuals, candidates, their sponsoring bodies, or any other component body, shall not campaign negatively against any particular candidate. All campaign efforts should be directed toward promoting a candidate and not toward denigrating an opponent. Any allegations of negative campaigning should be reported immediately to the Council Speaker.

- n. During the campaign period (Nominating Committee slate announcement until elections), communications and/or interviews regarding candidacy or campaign messaging in newsletters, publications other than those published or distributed by ACEP are prohibited. There are no restrictions on peer-reviewed academic submissions/publications. Editorials, opinion articles, or other written publications dealing with any issues of ACEP governance or major issues before the ACEP Board of Directors should be reviewed by the Speaker (or their delegate) before publication. Interviews, panel discussions, or media appearances that may cover this content are discouraged and should be discussed with the Speaker in advance.

15. Candidate Receptions:

- a. No component body receptions on behalf of a candidate or candidates may be scheduled before the elections.
- b. Component bodies may hold caucuses or receptions prior to the elections and invite candidates to attend for campaign purposes, including responding to questions from attendees and providing campaign remarks. All candidates for each category of election (i.e., President-Elect, Speaker, Vice Speaker, Board of Directors) must be given the same opportunity to participate in any caucuses or receptions held.
- c. A reception for all candidates 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. A timer will be visible to the candidates and the Council. The timer will start when the candidate begins speaking. The candidate should conclude all remarks when the allotted time has ended. The candidate will be interrupted by the presiding officer (Council Speaker or Council Vice Speaker) if remarks have not ceased when the allotted time has expired.
- 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. 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.
- d. 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.
- e. 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.
- f. 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.
- g. Candidates and members of their entourage are prohibited from using all electronic communication devices (phones, computers, tablets, smartwatches, etc.) during the entirety of the Candidate Forum. Any violations should be reported immediately to the Speaker.

17. Elections: Elections will be held at the end of the second day of the Council meeting

18. Violations: -The authority to investigate alleged violations, consult with the candidate, interview the reporting party and others, consult with ACEP’s General Counsel, and/or consult with the Parliamentarian rests with the Speaker. If the Speaker determines that there is sufficient concern that a violation has occurred, an emergency meeting of the Candidate Forum Subcommittee or the Steering Committee, with the exception of any Steering Committee members who are candidates, or may be involved in the violation, shall be convened.

- The emergency meeting is intended to discuss the alleged violation(s) and any potential penalties for the candidate(s).
- The Candidate Forum Subcommittee or the Steering Committee members convened will function in an advisory capacity to the Speaker.
- Final decision in these matters rests with the Speaker and will not necessarily be conveyed to the Candidate Forum Subcommittee or the Steering Committee members in advance of any announcement to the Council.
- Violations that are substantiated through this process will be reported to the Council.

- Violations may result in additional consequences up to and including the Steering Committee's recommendation for removal from the ballot and disqualification from election.
- Because of the intimate involvement in the elections process and the importance of election integrity, violations by members of the Steering Committee or the Tellers, Credentials, & Elections Committee will result in immediate dismissal from these committees.
- Violations by members of the Board of Directors will be referred to the Chair of the Board.

*Approved by the Council Steering Committee
May 2022*