

3.4 Election Campaign Guidelines

Preamble. These guidelines are intended to assist in maintaining a spirit of collegiality and essential fairness in all ITAA elections and to keep the amount of campaigning and electioneering for trustee positions within established procedures. They also offer a procedure for identifying a campaign violation and spell out the consequences.

3.4a Endorsement of Candidates

- i. Individual members may endorse candidates for elected positions within the ITAA provided that such endorsement makes clear that it represents the personal view of the endorser. If such personal endorsements are made by individuals holding an elected, appointed, or honored position within the ITAA, they may not mention their position within the organization as part of the endorsement.
- ii. ITAA resources may not be used for the purpose of supporting any one candidate over another.
- iii. The electioneering use of online, social media, newspaper/newsletter, or journal advertisements, as well as setting up websites and social media pages, is prohibited.
- iv. The association's newsletter may be used to report the candidacy of nominees and election results provided that the report is included as a news article and all candidates for a nominated position are represented.
- v. The staff of the ITAA are to refrain from electioneering in any form, including making personal statements regarding the qualifications of any candidate.

3.4b Campaign Statements

- i. Candidates may make written statements to appear in the ITAA newsletter at such time as the nominations are announced therein. Such statements will be confined to a discussion of issues facing transactional analysis and the ITAA as well as a brief personal biographical sketch. Statements from nominees for all positions may not exceed 250 words. Statements exceeding the word limit will be edited down at the discretion of the ITAA Managing Editor.

3.4c Campaign Spending and Membership Appeal

- i. Mass mailings, including mass emails, on the part of a candidate seeking nomination or election or on behalf of that candidate by other individuals or organizations is prohibited. Although it is appropriate for nominees to elected positions within the ITAA to communicate their platforms and qualifications to the membership (see item ii below), mass mailings are deemed inappropriate because they create the possibility of unfair economic advantage for some nominees.
- ii. Individual personal letters, including emails or phone calls to friends and colleagues, are appropriate.
- iii. Form letters or "Dear Colleague"-type letters or emails sent by an individual or a group of individuals to a group of persons on a mailing list is not acceptable practice.
- iv. Setting up a website, distributing an electronic poll, and/or using social media in such a way that it may be deemed to be part of a future or ongoing election campaign is also not acceptable.

3.4d Dissemination of Information on Electioneering

- i. These election guidelines will be published in *The Script* newsletter at the same time and along with the announcement of the list of nominees for the year if there is at least one contested position and therefore an election ballot.
- ii. The ITAA Nominating Committee chair will mail a copy of the election guidelines to each candidate at the time his or her nomination is official.

3.4e Reporting a Violation of Campaign Procedures

- i. Any member who suspects that he or she received or viewed communication from a nominee or on behalf of a nominee that violates these election guidelines may file a complaint by emailing the ITAA Secretary.
- ii. Members are encouraged to first reach out directly to any such nominee to clarify his or her intent and to give the person feedback about the communication in question.

3.4f Violation of Election Guidelines

- i. These guidelines are posted on the ITAA website.
- ii. All nominees are expected to know the guidelines and will therefore be held responsible for following them even before the guidelines have been sent to them when their nomination becomes official. Any behavior counter to the guidelines, therefore, is considered a violation of campaign procedures.
- ii. The ITAA Board of Trustees will contact any nominee thought to be in violation of these guidelines as part of an inquiry into his or her actions.
- iii. If the Board of Trustees judges the nominee to be in violation of the guidelines, the person's nomination will be rescinded for that election cycle.
- iv. The nominee will not be prevented from participating in future election cycles.