

APPENDIX F-2: APA ELECTION GUIDELINES FOR CANDIDATES AND SUPPORTERS

As Approved by the Board of Trustees – September 2013

A. Overview

The intent of the guidelines is to encourage fair and open campaigning by APA members on a level playing field by **(1)** specifying permitted and prohibited election related activities, **(2)** fostering opportunities for candidates to educate their colleagues about the issues, **(3)** informing voters about candidate experiences and views **(4)** keeping costs down; and **(5)** maintaining dignified and courteous conduct appropriate to the image of a profession.

Campaigning is not permitted until after the nominations have been reported to the Board of Trustees by the Nominating Committee. Members should withhold commitments of their final support or votes until after all candidates are known. Members soliciting letters of nomination or circulating petitions to be nominated may not use the nomination process for campaign/electioneering purposes beyond asking for nomination letters or signatures on petitions.

Each candidate receives a copy of these guidelines and a statement to sign, certifying that he/she has read the guidelines; promises to abide by them; will immediately report any deviations of which he/she becomes aware to the Elections Committee; and will notify and try to correct any supporter upon learning of an actual or potential deviation. Candidates are to inform members they ask for support about the guidelines by sending a copy or calling attention to the guidelines on the APA website.

All APA members are expected to abide by the APA election guidelines in APA elections, including in their capacity as officers and members of other organizations. APA requests that other organizations adhere to the intent of the campaign guidelines and provide fair and equitable coverage of opposing candidates.

When candidates or their supporters are unclear about whether an intended campaign action is permitted, they should seek the opinion of the Elections Committee before taking action. The Elections Committee will respond with a ruling concerning the proper interpretation of the guidelines and inform all candidates in order to maintain a "level playing field".

The Elections Committee investigates any potential violation by a candidate or supporter of which it becomes aware, and reports violations to the Board of Trustees. The procedures used by the Elections Committee to investigate and report campaign violations are in Chapter 2 of the Operations Manual and will be sent to candidates with these Election Guidelines.

B. Campaigning

Campaigning is defined as any attempt to influence a potential voter's vote. Campaigning includes mentioning one's candidacy or making any statement that might be interpreted as a position statement reflecting what actions the candidate would take if elected. It does not include appearances made as part of one's normal work activities.

1. General

- Candidates are to state their own positions on issues and their own plans for the Association directly and positively.
- Candidates/supporters may not make personal attacks against other candidates.
- When "signing" campaign communications APA/Area/DB organizational titles may not be used, but such titles may be mentioned in the body of the communication.

2. Resources

- Candidates and supporters may communicate with each other and coordinate campaign activities. However, formal campaign committees (entities that can make statements or take other actions on behalf of the candidate) are not allowed and candidates may not enter into agreements to campaign together.
- Fundraising is not permitted. A goal of these guidelines is to limit campaign activities to a level that all candidates can easily afford.
- Use of APA, Area Council/State Association, or District Branch resources or personnel is generally prohibited, except to support the election process, including communication of candidate statements to members.
- APA, Area Council/State Association, or District Branch funds, services, stationery, or staff may not be used to endorse, support or promote any candidate; however, Area Council/State Association or District Branch funds – not APA funds - may be used to support the expenses of candidates invited to the branch/area meeting for election purposes.

3. Campaign Communications

Permitted forms of campaigning include the following; all others are prohibited.

a. Electronic Messages (E-mail, SMS, etc.)

There are no limits on the number of campaign messages sent electronically. However, candidates and supporters are advised to use restraint with electronic messages of all kinds, as these are often ill-received by voters, especially if voters perceive that they are being spammed. Beginning E-mail messages with the conventional "APA Campaigning" in the subject line is a courtesy that can help recipients to quickly sort out campaign E-mail messages. Obtaining E-mail addresses is the responsibility of the candidates and their supporters; they are not to be provided by APA, Area Councils/State Associations, or District Branches.

b. List servers (Listservs)

Candidates may create their own list servers to facilitate communication with and among their supporters.

The APA Member-to-Member list server may be used for campaigning, but no other list servers used for APA, Area Council/State Association, or District Branch functions.

List servers of other psychiatric organizations may be used for campaigning if permitted by those organizations.

c. Social Networking Sites, Blogs, and Homepages (Facebook, Twitter, etc.)

Candidates may use social networking sites, blogs, and homepages for campaign purposes.

d. APA Website

APA will include information on all candidates (the photos, biographies, statements printed in Psychiatric News, and links to candidate homepages) and on the election itself (campaign guidelines, ballot mailing and return dates, etc.) on its web site. This election information can be accessed through the election logo and linked to other information as appropriate.

e. Candidate Homepage

Each candidate is responsible for setting up and financing his/her own homepage. There will be a disclaimer on APA's website stating that candidates' homepages are their own creation and responsibility, and that APA takes no responsibility for information posted on them. APA reserves the right to cut the link between its web site and a candidate's homepage if a candidate violates the campaign guidelines.

f. Phone

Campaign-related phone calls (including calls made through services such as Skype) may be made from candidates/supporters to individual APA members. Use of automatic calling services (robocalls) or hiring personnel to make such calls is prohibited.

g. Letters and Handouts

There are no restrictions on number of campaign letters, postcards, faxes, or handouts.

h. Private Discussion

Spontaneous private election-related communication with colleagues is permitted.

i. Invited Position Statements

Psychiatric organizations may request written position statements or answers to questions for publication in a newsletter or other written medium. Such publication requires that no candidate is endorsed or favored and that all candidates for a given office have been given equal opportunity to respond.

j. Area/State/District Branch Campaigning: Newsletters

Area Council/State Association or District Branch newsletters may announce as news items of up to 150 words per candidate the candidacy for national office or Area Trustee of member(s) of that Area Council/State Association or District Branch, with pictures. Editorial endorsement of candidates is prohibited, as are letters to the Editor in support of (or opposition to) candidates. Newsletters may print other statements or materials by or about a candidate only if they give equal opportunity to opposing candidates. Newsletters may not be distributed beyond the usual newsletter distribution.

k. Mutual Campaign Presentations

A mutual campaign presentation is defined as an event where all candidates for an APA office appear together to acquaint voters with the candidates and/or to discuss campaign issues. Candidates may appear in person or through electronic media.

- If all candidates have been given equal opportunity to attend and one cannot attend, the other candidate(s) may present.
- Endorsement or favoritism of any candidate is prohibited.

I. Introduction at Professional Presentations

A candidate's candidacy may be mentioned when the candidate is introduced for the purpose of giving a professional presentation, provided that the candidate is not endorsed.

C. Professional Presentations

There are no restrictions on professional presentations, defined as events where no campaigning occurs and a candidate participates in the dissemination of information through any medium. Running for office should not inhibit or prohibit candidates from conducting their usual professional business.

STATEMENT OF COMPLIANCE

As a candidate for election to APA office in the year _____, I hereby certify that I have read the guidelines. I promise to abide by them, including the use only of my own resources for election activity. I will report to the chairperson of the Elections Committee immediately any deviations from the guidelines of which I become aware. I will notify and try to correct any supporter whenever I become aware of an actual or potential deviation.

SIGNED: _____

DATE: _____

Please confirm, correct, or provide the information shown below for use by APA staff. If your home, work, and/or fax number is not shown, please provide those number(s). If you have an e-mail address that is not shown (and you regularly check your e-mail), please provide it.

CANDIDATE INFORMATION IS PRINTED ON APA’S WEBSITE. PLEASE NOTE ANY INFORMATION YOU DO NOT WANT MADE PUBLIC.

Name	
Address	
Home Phone	
Office Phone	
Cell Phone	
Fax	
E-mail	

ELECTION PRINCIPLES

(Approved by Board of Trustees March 2000)

The EQUITY OF ACCESS PRINCIPLE:	The electorate and the candidates should enjoy optimum access to each other, to meet or communicate without unnecessary encumbrances. (This will address questions on the issue of free speech, of method of communications, i.e. postal, electronic, printed, etc.)
The FAIRNESS PRINCIPLE: (leveling the playing field)	Every qualified member should have equal opportunity to run for leadership positions in the APA. (This addresses the problem of the power and privilege of incumbents, which pose handicaps to challengers or outsiders. Equal opportunity addresses the issue of finances and expense problems.)
The COLLEGIALLY PRINCIPLE:	An atmosphere of collegiality should be promoted among candidates and among members, fostering the fellowship spirit, a more open communication and exercise of professionalism that would ensure focus on issues and fair play.
The CANDIDATE ENGAGEMENT PRINCIPLE:	Candidates should be involved in interpreting rules that affect their campaign to arrive at a common understanding of the said rules, and agreement on what they want to do to interact with the electorate.
The MEMBERSHIP ENGAGEMENT PRINCIPLE:	The election process should arouse members' interest in and knowledge of APA affairs and foster optimum ballot returns. A well-informed member will likely be an involved voter, and vice versa.
The ECONOMIC PRINCIPLE:	The candidates and the APA should collaborate to find and utilize the most economic means of conducting the election campaign in terms of time and money.