

STC's New Campaign Policies

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The STC Nominating Committee updated the campaign policies for the 2008 election to reflect the changing needs of candidates and communities.

The previous campaign guidelines reflected a different time when candidates were more regional with paper-based campaign materials. The new guidelines acknowledge the electronic nature of today's world.

The voting for STC's 2008 election begins March 12, 2008, and closes at noon ET (4 PM GMT) on April 14, 2008.

Candidates

Candidates can provide campaign information on their own personal Web site and by personally contacting individuals. The candidate biography page on the STC Web site will provide a link to the candidate's personal Web site, where the candidate can expand on his or her viewpoints in a less restricted manner. The candidate *cannot* campaign in a negative manner.

Each candidate will have an area on the STC Web site to answer questions asked by the membership. Questions posted by members will be sent to all candidates for a certain position. Candidates' answers will be posted on the STC Web site for viewing by all members.

STC Office

The STC office will send up to two campaign messages via e-mail for each candidate to all STC members who have not opted out of receiving Society e-mail. Once the voting period starts on March 12, 2008, only voting reminder e-mails will be sent out.

The STC office will provide an area on the STC Web site for candidate biographies, which include name, position, personal Web site URL (if provided), and statements of specific length requested by the Nominating Committee.

The STC office will also provide a question-and-answer area for all members to ask questions of the candidates. Questions posted by members will be

sent to all candidates for a particular position. STC members will not be able to ask individual questions of a specific candidate. Once the candidate has posted an answer to a question asked by a member, the answer is viewable by everyone on the STC Web site.

Communities

In an effort to lessen the burden on communities, the Nominating Committee has changed the way communities deal with election information.

The previous campaign guidelines reflected a different time when candidates were more regional with paper-based campaign materials.

Community webmasters may post an information page about the STC election. The information should include the names of the candidates, the positions for which they have been nominated, and the URLs for their biographies on the STC Web site. This way, the pertinent information is available to all who visit the community Web site, and information is presented in a consistent way that does not endorse one candidate over another.

Community newsletter editors must post an informational article or column about the election slate. The information should include the names of the candidates, the positions for which they have been nominated, and the URLs for their biographies on the STC Web site. Newsletter editors may also provide a URL for the community Web site information page and the STC election page. Community newsletter editors

may accept an article from each candidate, but may decide not to print candidate articles if newsletter space is at a premium or the issue schedule does not permit. Equal opportunity must be provided to all candidates if candidate articles are provided. It is important to give each candidate for a position equal space in any STC media. However, if one candidate writes an article, but one or more candidates running for the same position do not write articles or do not respond to requests for an article from the community newsletter editor, it is appropriate to run the articles received rather than running no article at all.

Individuals

As an individual member, you may endorse a particular candidate. The appropriate place to endorse a candidate is in the STC Governance section of the STC Forum (stcforum.org).

The STC Web site will provide a question-and-answer area where individual members can post questions to candidates. All candidates nominated for a position will receive the question and have the opportunity to post an answer.

You can extend an opportunity to candidates to present their views through the question-and-answer area to all candidates. For instance, if you want to offer candidates the opportunity to speak on a podcast, you must post the opportunity as a question to all candidates.

Contact the manager of the Nominating Committee, Suzanna Laurent, at slaurent@prodigy.net or +1 405-376-4210 if you have questions about these guidelines or running for office. **i**