

ITS Web Team: Election Campaign Policies

Updated May 24, 2012

Preamble: The UUA affirms its commitment to providing timely, high-quality information that will support the participation of our congregations and their members in the discernment process as the Association nominates and elects its leaders. The following rules and behaviors are set forth to articulate the primary ways in which the Association will use online media to support the free, open, and fair election of candidates for national elected office. Any issues arising from the implementation of these policies will be referred to the Election Campaign Practices Committee.

1. General behaviors regarding election campaign practices on UUA.org.

The UUA endeavors to provide information about the candidates for elective office via links to their websites and a discussion email mailing list, and to otherwise provide a forum for appropriate discussion of campaign issues and discernment of candidates' qualifications through online media. The UUA does not host candidates' websites, blogs, email addresses, or email mailing lists, and does not provide support for candidates' use of social media.

The UUA and its staff make no attempt to review or assess the content of any candidate's website that is linked to or from its own, nor to authenticate any claims made on any candidate's website. The UUA staff, with the exception of candidates who are also members of the staff, are prohibited from discussions of the merits of individual candidates in any public forum and from accepting campaign advertising on websites which they manage.

2. UUA Election Campaign Website and Candidates' Websites.

a. An Election Campaign website will be sponsored by the Election Campaign Practices Committee (ECP), and administered by the Manager of the ITS Web Team under the ECP's direction. The ECP shall designate an individual to respond to questions regarding the election site; that individual's name will be identified on the website.

b. This website will be located in the "UUA Governance" section of UUA.org (links are on all pages of our website), navigated as: Our Association > UUA Governance & Management > Elections.

c. The ECP portion of the UUA website will contain:

1. Links to all election content posted on the UUWorld.org website.

2. Links to the websites of announced candidates and their media pages (if applicable).
3. Links to podcasts or streaming media produced by the candidates.
4. A video platform statement of up to ten minutes in length which will be produced by the UUA for each officer candidate. These statements will be no more than ten minutes in length and will be produced and captioned at UUA expense. Other video statements, produced by the candidate, will be posted to the UUA's website upon request.
5. Links to and promotion of any online events held by candidates.
6. Hosting of one web conference per officer candidate (at UUA expense), with the UUA establishing parameters for this service. Transcription of the web conference will be provided and posted on UUA.org.
7. Hosting (courtesy of the General Assembly Planning Committee) of a Candidates Forum at GA which will be streamed live, and captured for prompt rebroadcast and transcription on the UUA's website, also at UUA expense.
8. Coverage of election results

d. The UUA will provide a UUA.org web address to a candidate's website through an intuitive name (like www.uua.org/theodoreparker or www.theodoreparker.uua.org) at no charge to the candidate.

e. No staff group or member of the UUA staff will provide support services to a candidate or to their election campaign to promote their online presence (e.g., scanning documents, graphic or web design, file transfer service, site hosting, etc.).

3. Use of UUA-hosted email mailing lists.

a. At the direction of the Secretary of the Association, an email mailing list named election-L shall be established for the use of individuals who wish to discuss the upcoming election campaign. The list will be moderated by the Secretary of the Association or designee and a representative from the Election Campaign Practices Committee who is committed to impartial management of the list. Appropriate topics for this list include messages campaigning for and against specific candidates, discussion of present and/or future election rules, etc. A more detailed description of the election-L list, including instructions for subscribing, will be at <http://lists.uua.org/mailman/listinfo/election-l>.

b. Campaigns may be discussed on other UUA mailing lists as they relate to the topic of each list. Discussion of elections on all other UUA-hosted mailing lists will abide by all behaviors and protocols already in place and cited at <http://www.uua.org/lists>. Any discussion around election matters

that occurs will be issue-based and pertain to the subject for which the list exists.

c. If list managers feel that discussion on a list is becoming partisan or overtaking the stated intent of the list, managers will contact list members to remind them of the rules regarding the use of online media for the election campaign, and ask them to move the discussion to the election-L list.