

# ASBH Policies & Procedures

## Table of Contents

Advertising .....	2
Blast Emails Sent to Members on Behalf of an External Group .....	4
Surveys .....	5

## **Advertising**

Effective Date: May 2019

Purpose: Advertising opportunities offered by ASBH will provide access for outside organizations to reach ASBH members with advertisements that are consistent with the mission and goals of the society. These policies outline policy for all advertising opportunities and will aim for fairness to advertisers and respect for membership.

### **Qualifications**

Eligibility is limited to advertisers in the following categories

- Publishers, book distributors and others related to the publishing field
- Academic programs or organizations
- Professional societies
- Other organizations or institutions relevant to bioethics and health humanities and consistent with ASBH mission and goals as approved by the president or designee.

Applicants interested in advertising must submit the nature of their business and a copy of the advertisement for review. Advertisements must be consistent with the mission and goals of the society. ASBH reserves the right to reject any application to advertise.

### **Assignment of Space**

Space assignments are made on a first-come, first-served basis at the discretion of ASBH. ASBH reserves the right to make appropriate changes in spacing and location of advertisements as it deems necessary for the overall success of the advertisement.

Website banner advertisements will only be displayed on the Career Center Page, Books Publication Page, or Academic Program Page of the ASBH Website.

### **Use of Advertising Space**

The advertising contracted for is to be solely used by the advertiser whose name appears on the contract, and it is agreed the advertiser will not assign any portion of same without written consent of ASBH.

### **Hold Harmless**

All advertising agreements must contain the following statement

*Advertiser assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage that may occur as a result of said advertising. Advertisers will indemnify, defend, and hold harmless ASBH and AMC and their responsibility, claim, cost, or expense of any kind whatsoever (including attorney's fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the advertiser, its employees, agents, licensees, or invitees. Products and services advertised in any ASBH publication or website are not necessarily endorsed by ASBH.*

### **Restrictions**

ASBH reserves the right to restrict advertising that may have been falsely entered or may be deemed unsuitable or objectionable in ASBH's sole discretion, as in direct conflict with the mission statement or goals of the association or the ASBH Annual Conference.

**Rights in the Event Advertising is Not Used**

Should ASBH elect to cancel an advertisement, ASBH's liability to advertiser is limited to the refund of any payments for advertising space received. ASBH will not be liable for any consequential damages that may arise from such cancellation.

**Violations of Policies and Procedures**

Violations of these policies and procedures will afford ASBH the right to prohibit advertiser from any further advertising in any ASBH publications or websites; provided however, that the imposition of one or more of these remedies by ASBH will not in any way limit available remedies provided in other provisions of this contract or by-law.

## **Blast Emails Sent to Members on Behalf of an External Group**

Effective Date: May 2019

ASBH does not release member Email addresses to external parties but external parties may purchase the opportunity for ASBH to send a blast e-mail on their behalf to the ASBH membership for a fee. This policy sets forth criteria in which external blast Emails will be sent by ASBH.

- All Blast Email advertising must adhere to the ASBH Advertising Policy.
- ASBH reserves the right to refuse or limit any blast Email request.
- ASBH may send a blast Email on behalf of an external party if the following conditions are met:
  - The request to send an Email will be submitted in writing using approved order form so that all pertinent information is collected related to the Email.
  - A final draft copy of the Email, including any links, artwork, graphics, etc., must be submitted for approval.
- Fees for blast Email communication will be set by the board and must be paid in advance.
- The president or designee must approve requests that are not clearly within these guidelines or the ASBH Advertising Policy.
- No more than one external blast Email will be sent to the membership per week.
- Each blast Email from an external group must include the following disclaimer: *This message is being sent to ASBH members on behalf of an external organization. ASBH does not endorse any information or recommendations contained within this communication.*

## Surveys

Effective Date: May 2019

Purpose: To define criteria and procedures for sending surveys to ASBH membership on behalf of an external organization.

The bioethics and health humanities communities value the knowledge and opinions of ASBH members. Groups may approach ASBH with requests to send surveys to ASBH Members via blast Email or through the purchase of membership mailing labels. ASBH will allow surveys for external organizations that meet the following criteria. Fees will be established by the Board of Directors for blast Email and mailing list label purchases.

### Eligibility

- The survey must be consistent with the ASBH mission and goals.
- ASBH members, faculty, researchers, care providers, students, residents and/or professional organizations are eligible to submit a survey to the ASBH membership.
- Requesting individual or organization must provide assurances that the research has received appropriate IRB approval or an exemption from IRB oversight.
- ASBH does not accept survey requests from industry, medical education companies, or other companies performing marketing on behalf of industry or any other commercial interest, regardless of membership status.

ASBH reserves the right to refuse any survey request. The request to send a survey will be submitted in writing using approved order forms so that all pertinent information is collected related to the survey. A copy of the final survey must be submitted for approval.

Staff reviews order form and survey to determine if it falls within acceptable use criteria. If there is a question about eligibility staff will work with the President or designee to decide whether the survey is suitable for distribution. No more than one external survey will be sent to the membership per month. Surveys will be prioritized on a first-come, first-served basis and will be timed a minimum of two weeks apart.

If a survey is deemed appropriate, staff will process payment and communicate approval and estimated distribution date to the requesting party. Each blast Email containing a survey from an external party will be clearly identified as such in the subject line and the body of the Email. These Emails should be easily distinguished from internal ASBH communications. Each communication containing a survey from an external party must include the following disclaimer with the survey: *This message is being sent to ASBH members on behalf of an external organization. ASBH does not endorse any information or recommendations contained within this communication.*

ASBH requests notification of, and access to, final publication or product resulting from the survey results. ASBH members will be notified of the release of the resulting publication or product via the ASBH list serve.