



Organizational Support Policy

Approved by the AGU Board of Directors in April 2015

I. Preamble

AGU members comprise the largest single organization dedicated to the advancement of Earth and space science. Uniting Earth, atmospheric, oceanic, hydrologic, space, and planetary scientists, AGU provides a dynamic forum for the Earth and space science community through top-ranked scientific journals, world-renowned meetings and conferences, talent pool development and career services, and programs to promote science news, shape policy, inform the public, and facilitate scientific and technical discourse.

Ethical relationships between members and organizational partners are critical to the mission to advance Earth and space science. An important part of achieving this mission is ensuring that scientists are equipped to produce and share the results of the highest quality research. Collaborating with organizational partners allows AGU members access to emerging educational and research tools and technologies that may have a profound impact on their research.

Collaboration with organizational partners enables AGU to:

- Advance AGU's goals and objectives, thereby increasing value to AGU members and the scientific community
- Diversify AGU's funding sources
- Gain a deeper understanding of the strategic interests of our partners
- Provide scientific and educational information that benefits all parties
- Share scientific knowledge with our partners and provide feedback and advice about technologies, products, or services through consultation with scientific experts

AGU believes that fostering interaction within the scientific community is a central to advancing our mission, vision and goals. To that end, AGU is committed to following the highest ethical principles and complies with established industry standards. AGU has created this policy to serve as a guide to ensure that our interactions with scientific organizational partners are professional exchanges designed to benefit AGU, its members, the greater scientific community, and the public.

II. Organizational Partnerships

AGU understands the importance of partnering with for-profit entities and other organizations to help increase the likelihood of achieving our mission, and to amplify the reach and impact of our scientific work.

AGU's organization partnership program helps develop relationships with organizations that align with AGU's values of unselfish cooperation in research and the highest standards of scientific integrity, that do not harm AGU's brand and reputation, and that share a vested interest in and commitment to advancing and communicating science and its power to ensure a sustainable future. The public statement(s) of our organizational partners shall not directly oppose those of AGU. AGU will not accept funding from organizational partners that promote



and/or disseminate misinformation of science, or that fund organizations that publicly promote misinformation of science.

Organizational partners are defined as those that make an annual financial commitment to AGU of \$5,000 or more.

AGU derives direct benefit from organizational partnerships from knowledge sharing and support for innovations in Earth and space sciences. Organizational partners benefit from collaboration with scientific thought leaders with the overall goal of advancing science for the greater good of humanity.

There are several vehicles through which AGU partners with organizations, including:

A. Member Research

Member collaboration and research provides significant value to both AGU members and our organizational partners by better defining the current and future needs our members. The two most common mechanisms for providing member research are member surveys and member roundtables, and are defined as follows:

- Member Surveys
 - Member surveys allow organizational partners with a vested interest in AGU and its members, the opportunity to collect real-time data from members by conducting short 5-10 question surveys. Typically, these surveys are sent to a sub-set of the AGU membership (for example: a survey would be sent to 4,000 hydrologists for hydrology specific information rather than all 60,000 members). Surveys allow members to share their insights while the organizational partner gathers the information they are seeking for market intelligence.
 - AGU utilizes an opt-in system for member surveys that contain content from an organizational partner. Only members that choose to participate will receive select surveys.
 - All member survey content must be approved by AGU and surveys are sent by AGU.
 - The scope of surveys varies based on the partner's desired audience; however, survey results are strictly for internal use only by the partners. Partners receive no commercial benefit, nor are they permitted to use the survey results to make a claim, promote their products or services, nor otherwise imply AGU endorsement of specific products or services based on the outcomes of surveys.
 - AGU maintains ultimate control of the survey data and shares only aggregate findings with organizational partners. Individual member data and information are not provided to organizational partners.

- Member Roundtables
 - Member roundtable discussions allow organizational partners with an interest in AGU and the affiliated sciences to gain relevant insights on important topics such



as best practices, workforce development, and sustainability, from AGU members. Roundtable discussions typically last between 60-90 minutes and AGU organizational partners may participate and/or facilitate these discussions. Roundtable discussions are non-commercial in nature and simply allow all participants an opportunity to share their unique perspectives on certain topics.

- AGU utilizes an opt-in system for member roundtables. Only members that opt-in to participate will receive select roundtable invitations, which also disclose the organizational partner.
- Roundtables are typically limited to 10-20 individuals.

The participation of organizational partners in AGU member surveys and roundtables is in AGU's sole discretion.

B. Direct Partnership Benefits

- Organizational partners will receive tangible benefits based on their level of support. A tiered partnership benefits program will be offered to all qualifying partners.

C. Recognition

- All organizational partners are showcased through a comprehensive recognition program including recognition in AGU print publications, digital publications and at selected AGU events. AGU's recognition program does not imply endorsement of any product, service or organization, but rather recognizes those that have made financial investments in AGU and have demonstrated a commitment to the success of AGU members.

III. Sponsorship

The American Geophysical Union (AGU) pursues traditional sponsorship for meetings as a means of generating non-dues and non-registration revenue to help support the costs of the meetings. AGU offers meeting and other sponsorships when the sponsorship does not interfere with the mission of AGU or the objectives of the meeting.

Sponsorship at a meeting or event does not constitute an endorsement of or by AGU.

IV. Advertising

As a matter of policy, AGU sells advertising in its publications, digital products and on its web sites when the inclusion of advertising does not interfere with the mission or objectives of the AGU. A paid advertisement within one of the AGU publications or on an AGU website does not constitute AGU endorsement of a program, product, service, or company.

To maintain the integrity of AGU, its scientific content, the AGU publications, and websites; advertisers do not influence editorial decisions, scientific content, and/or programs supporting the AGU mission. Decisions to accept paid advertising are made independently of and without relation to specific content. All paid advertising is clearly identified as such.



AGU accepts recruitment advertising to help build the global talent pool in the Earth and space sciences. Recruitment advertising appearing in AGU publications, on AGU websites, and on AGU digital platforms serves to call attention to available positions within academia, industry, government, and other organizations. These advertisements provide a direct channel of communication between the recruiting entity and the scientist.

All advertising is subject to approval by the American Geophysical Union (AGU). All advertising sold by AGU, including print and digital advertising, must adhere to the following eligibility requirements:

- AGU, in its sole discretion, reserves the right to decline any advertiser or submitted advertisement (print or digital), or to discontinue publication of any advertisement previously accepted. By submitting ads for consideration, all advertisers agree to these principles governing advertising in publications and web sites and all rate card provisions, as amended from time to time.
- Products or services eligible for advertising must be of a nature that can reasonably be considered to be: "tools of the trade" by Earth and space scientists and those in affiliated fields, acting in their professional capabilities as faculty, students, researchers, and/or industry scientists or of benefit to individual members.
- In addition to the above, products or services offered by advertisers that are of interest to Earth and space scientists and/or consumers are also eligible for advertising.
- Institutional advertising relevant to scientific research and public services messages of interest to the scientific community and consumers may be considered eligible for appearance in AGU publications.
- Digital advertisements are placed on AGU's digital properties, including websites, mobile apps, email communications, eNewsletters, and other opportunities that may arise. The quantity and placement of advertisements may not interfere with the main purpose of these communications channels.
- Digital advertisements must adhere to the following guidelines:
 - Digital advertisements must be readily distinguishable from editorial content and the word "Advertisement" must be displayed. Advertisements may link off-site to a commercial website.
 - Websites shall not prevent the viewer from returning to the AGU website or previously viewed screen, and shall not direct the viewer to a website that the viewer did not intend to visit.
 - The website URLs which a digital advertisement links to must be provided to AGU staff for review prior to activation of the ad and must contain the following elements:
 - Company sponsoring the website clearly displayed on linking page.



- No registration of personal information is required before reaching the website.
- AGU and related AGU publication logos may not appear on commercial websites as a logo or in any form without written approval of AGU.
- All ads for publication in AGU publications and on digital content are required to have borders and must adhere to the artwork requirements provided in media kits, and are subject to approval by AGU.

V. Advertorials

AGU recognizes that there are instances where information from a for-profit or non-profit entity may be of interest and valuable to its members, and that to properly convey that information, standard advertising will not suffice. In those instances, AGU offers the opportunity for an advertorial in *Eos*. Examples of those instances might be: update on new product release and how it allows for enhanced and improved research to be consistent with new scientific trends, information about scientific advances through corporate research, etc.

All advertorial content must be approved by AGU. AGU, in its sole discretion, reserves the right to decline any submitted advertorial or to discontinue publication of any advertorial previously accepted.

AGU has a responsibility to make a clear distinction between paid for content and independent editorial content to maintain the trust of readers. AGU does not allow its independent editorial content to be influenced by advertisers.

To ensure a clear differentiation between editorial content and advertisements for readers and to review the approval process for advertising and content for advertorials, all advertorials are subject to the following guidelines and requirements:

- All advertorials must be immediately and clearly identified as advertisements.
 - The words "Advertising Feature" must be on the top center of the page and must be at least 14pt font and bold.
 - There must be a 100% black, 2-pt frame around the entire advertorial.
 - The font used for advertorials will differ from the fonts used by *Eos*.
- Advertorials are not included in the Table of Contents.
- An editor's letter describing special advertising section will be included when deemed appropriate by *Eos* editors.
- AGU journalists, writers, authors, and/or editors are not responsible for writing, editing, or copyediting advertorial content.



- Bylines are not allowed in advertorials.
- All advertorial images are subject to approval.
- Logos are not permitted within the advertorial text.

VI. Sponsored *Eos* Content

AGU accepts funding from sponsors both for the support of AGU developed content that enables expanded or enhanced coverage and/or provides for the coverage of specific topics or special series of interest to AGU members.

Before sponsorship is agreed upon, relevant AGU senior staff and the *Eos* Editor-in-Chief are consulted for approval and make the final decision. AGU, in its sole discretion, reserves the right to decline sponsorship of content, or to discontinue any sponsored content previously accepted.

For sponsored content, AGU allows sponsor branding to appear adjacent to the sponsorship acknowledgement. Sponsors may suggest prospective topics for coverage; however, *Eos* is under no obligation to accept the sponsor's recommendations. All sponsored content for *Eos* will follow the *Eos* Guide for Authors and editorial guidelines.

To maintain the integrity of AGU, its scientific content, the AGU publications, and websites; advertisers and sponsors do not influence editorial decisions, scientific content, and/or programs supporting the AGU mission.

AGU does not show copy to sponsors for approval, or provide copy in advance of publication.

Sponsored content is identified and acknowledged by the statement "Financial support for (topic, series or special coverage name) comes from (organizational partner name)."

VII. Criteria for Declining Organizational Partner Support

AGU welcomes the participation of organizational partners, sponsors and advertisers in support of the mission to advance Earth and space sciences. AGU may decline opportunities for such support at its sole discretion. Reasons to decline support may include, but are not limited, to the following:

- The availability of opportunities due to scheduling or inventory limitations.
- Copy, content, or its presentation does not meet AGU guidelines.
- The prospective partner/sponsor/advertiser and/or the campaign proposed is not in alignment with the mission and vision of AGU, or the public positions of AGU.
- The prospective partner/sponsor/advertiser is currently in the news and/or a subject of public dialogue, thus the advertising or sponsorship could appear as an implied endorsement.