



## **Organizational Support Policy**

Revised June 2017/Approved September 2017

### **I. Preamble**

The American Geophysical Union (AGU) welcomes and embraces partnerships and collaborative relationships with organizations that support AGU’s mission of “science for the benefit of humanity” and that align with AGU’s values of unselfish cooperation in research, the highest standards of scientific integrity, and ethical conduct. These partnerships enhance AGU’s reputation through a shared and vested interest in and commitment to advancing and communicating science and its power to ensure a sustainable future.

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

### **II. Organizational Partnerships**

AGU believes that fostering interaction within the scientific community is central to advancing our mission, vision, and goals. 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 ensuring that our interactions with organizational partners are professional exchanges designed to benefit AGU and its members, the greater scientific community, the public, and the organizational partner.

Collaboration with organizational partners enables

- Advancement of AGU’s goals and objectives, thereby increasing value to AGU members and the scientific community
- Diversification of AGU’s funding sources
- Dissemination of scientific knowledge with our partners and the providing of feedback and advice about technologies, products, or services through consultation with scientific experts

Organizational partners are defined as those that make a significant annual financial commitment to AGU that helps to advance AGU’s mission and strategic objectives.

Organizational partners are expected to affirm their commitment to AGU’s principles and values through their work and industry leadership.

#### Partner Recognition

All organizational partners are acknowledged through a customized recognition program that makes known their commitment to supporting AGU’s mission. Partner recognition may take the form of sponsorship, advertising, advertorials, or sponsored content.



### **III. Sponsorship**

AGU pursues 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 to organizations whose products or services support the mission of AGU, provide information for its members, and/or enhance 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 *Eos* and other nonjournal publications, in digital products, and on its websites when the inclusion of advertising does not interfere with the mission or objectives of AGU. A paid advertisement within one of AGU's publications or on an AGU website does not constitute AGU endorsement of a program, product, service, or company.

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.

To maintain the integrity of AGU, its scientific content, and its publications and websites, advertisers do not influence editorial decisions, scientific content, and/or programs supporting the AGU mission. All paid advertising is clearly identified as such.

All advertising is subject to approval by AGU. AGU, in its sole discretion, reserves the right to decline any submitted advertisement or to discontinue publication of any advertisement previously accepted.

### **V. Advertorials**

AGU recognizes that there are instances in which information from a for-profit or nonprofit entity may be of interest and value to its members, and that to properly convey that information, standard advertising may not suffice. In those instances, AGU offers the opportunity for an advertorial in *Eos*. Examples might include updates on new product releases and how the product 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.

### **VI. Sponsored *Eos* Content**

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



Before sponsorship is agreed upon, relevant AGU senior staff and the *Eos* editor in chief are consulted 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.

AGU does not show content or copy to sponsors for approval, or provide content or copy in advance of publication. The editors of *Eos* and its other print, digital, and video platforms make decisions on editorial coverage without regard to any advantage or disadvantage that might accrue to an advertiser or potential advertiser or sponsor. 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 Accepting 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. AGU will evaluate funding from organizational partners that align with its values and principles and whose public statements about Earth and space science are consistent with AGU’s position statements.