

MODUS OPERANDI

PREAMBLE

The Temporary Working Group (hereafter referred to as “TWG”) is named Advertising Research (hereafter referred to as “AR”) of the European Communication Research and Education Association (hereafter referred to as “ECREA”).

The ECREA statutes and bylaws complement the modus operandi.

Article 1

Constitution and Membership

The ECREA AR is constituted by all ECREA-members who express their interest in joining the TWG. Any active ECREA-member who expresses interest in, and subscribes to, the purposes of the TWG is eligible for membership.

- I. *Establishment and Continuation of the TWG*
The TWG is established for a term of 4 years. After the end of the term and upon request of the Chair of the TWG, the TWG can be renewed only once for 4 more years, or it can be granted the status of Section. The ECREA Executive Board decides these changes of status.
- II. *Expression of Interest*
ECREA members can join the TWG via the ECREA Intranet. AR-membership remains valid according to ECREA statutes and bylaws, Title II/Article 5.
- III. *Renewal of Membership / Cancellation*
Renewal of AR-membership is automatically effected by renewing ECREA-membership (ECREA statutes and bylaws, Title II/Article 5a). AR-membership may be cancelled according to Article 1/Section I. Exclusion of ECREA-membership automatically implies the cancellation of AR-membership (ECREA statutes and bylaws, Title II/Article 5b, 5c).
- IV. *Business Meetings / Parliamentary Expression of Will*
The parliamentary forum of AR shall be a biannual business meeting. The business meeting of the TWG shall be held at the time and place of the biannual conference of the Association or at another event where a TWG meeting is convened. Business meetings of the TWG are open to all interested ECREA-members. AR-membership is mandatory for the eligibility to vote. Parliamentary proceedings and rules will be declared in Article 4.

Article 2

Officers and Dues

The Management Team of the TWG comprises the AR chair and the two vice-chairs. Management of the TWG’s affairs and operative administration is the responsibility of the chair and the two vice-chairs.

- I. *Dues of the Chair and Vice-Chairs towards the TWG's Members*
The chair and the two vice-chairs meet obligations towards the TWG's members. The expression of the members' will shall be represented in general within the scope of the TWG's business meetings. The obligations include accountability for the chair's and vice-chairs' decisions, the obligation to implement TWG decisions, the obligation to submit an annual activity report of the chair to AR-members and the ECREA network coordinator, the supervision of election and nomination processes, and the representation of the TWG's decisions and objectives.
The Management Team is responsible for reporting the TWG's decisions and activities to the Executive Board of ECREA (in accordance with Article 2/II), and for the external representation of the TWG and the furthering of its interests, in particular towards the academic community, scientific organisations and prospective members. The chair and the two vice-chairs are responsible for the administration of public affairs in an appropriate manner.
- II. *Dues of the Chair and Vice-Chairs towards the Association's Executive Board*
The chair and the two vice-chairs meet obligations towards the ECREA-Executive Board according to ECREA statutes and bylaws. These obligations include the accountability for the chair's and vice-chairs' decisions, the obligation to submit an annual TWG activity report to the ECREA network coordinator, and the obligation to supervise the TWG's activities in accordance with the ECREA statutes and bylaws.

Article 2 / Addendum

Commissions and additional Officers

Depending on the size and activities of the TWG the Management Team may suggest additional officers or commissions as may be deemed necessary or desirable.

- I. *Tasks of Commissions and additional Officers*
Positions can be implemented in accordance with the fulfilment of specific tasks, for example the organization of TWG conferences, section collaboration, workshops, symposia etc., the process of peer-reviewing or the revision of the TWG's objectives and modus operandi. Changes to the objectives or modus operandi always require the approval of ECREA's Executive Board.
Additional officers may be deemed as necessary or desirable, for example the appointment of a TWG secretary or administrative personnel in charge of infrastructure maintenance (homepage etc.).
- II. *Implementation of Commissions and additional Officers*
The affirmation for the enduring implementation of additional positions by a member-vote is mandatory. A simple majority of votes is required.
The implementation of ad-hoc-commissions or additional support-personnel for singular occurring events is not bound to a member-vote, but has to be accounted in the TWG annual activity report.
- III. *Executive Authority of Commissions and additional Officers*
Commissions and additional officers do not enact as executive powers of the TWG. The fulfilment of executive authority remains in the hands of the chair and the two vice-chairs. Commissions' and additional officers' activities shall be supervised by the Management Team. The chair and the two vice-chairs are entitled to issue instructions, while these instructions are related to the chair's and vice-chairs' array of responsibilities.

Article 3

Nominations and Elections

The election of any officer or member of an enduring commission shall be by vote of only the members of AR. Any AR-member who expresses interest is eligible for nomination and election.

- I. *Elections of Chair and Vice-Chairs, Members of enduring Commissions, and additional Officers*
The chair and the two vice-chairs are elected according to the ECREA statutes and bylaws.
- II. *Nominations*
 - a) Six months before the end of the mandate of the outgoing team, the chair will inform the members of the end of the term of the Management Team, and whether the Management Team will nominate itself for re-election or not. Candidates can put themselves forward for election by sending an email to the chair or, as far as established, to the TWG's secretary.
 - b) After the appointment of an existing additional officer, the position shall be regarded as henceforth part of the Management Team.
 - c) If an officer resigns before the end of a term, a re-election for the position in question will be held. In such a case, the chair will inform members of the vacant position and request that candidates put themselves forward within 30 days. The election shall take place within 60 days and TWG members shall be given a minimum of 10 days' notice.
 - d) Nominations and elections for existing commissions shall be conducted as a separate process.
- III. *Announcement of the Vote*
The results shall be announced at the TWG business meeting or other eligible event.
The announcement of the vote in case of an email-vote shall be announced in an appropriate manner.

Article 4

Business Meetings, Accountability and Parliamentary Rules

The TWG business meeting is sovereign in making decisions regarding the general direction of the TWG, determining current issues to be addressed by the TWG and changing the TWG's objectives or modus operandi. All decisions have to be in accordance with the ECREA statutes and bylaws and the decisions of the ECREA Executive Board.

- I. *Accountability of the Management Team in accordance with the ECREA Executive Board and the Parliamentary Sovereignty of the TWG*
The Management Team of chair and vice-chair(s) has to comply with the ECREA statutes and bylaws and decisions of the ECREA Executive Board, and is accountable for its decisions to the ECREA-Executive Board and the TWG business meeting. Decisions taken by the Management Team are always provisional pending formal approval by the TWG business meeting.
- II. *Business Meetings – Parliamentary Rules*
In the absence of any provision to the contrary in these articles, all business meetings of the TWG shall be governed by the parliamentary rules and usages contained in the current edition of Roberts' Rules of Order, revised edition.
Retrieved from (11th of March 2011): <http://www.rulesonline.com>
- III. *Exclusion of Members*
Neither the Management Team nor a majority of AR-members is empowered to exclude a member. The directives for an exclusion procedure are regulated solely by the ECREA statutes and bylaws, Title II/Article 5b.