

SURF Communication Guidelines

Introduction

All SURF communication and outreach activities represent SURF. SURF communications, whether advanced by the Board of Trustees or by individual members, must be accurate and truthful, and advance SURF's mission. SURF provides a forum for ideas, case studies, and viewpoints to add to the public discourse and advancement of sustainable remediation principles. The SURF Membership serves the public interest by acting as responsible advocates for sustainable remediation practices. The Membership advances its various professions through continued professional development, research, and education, procured within and without SURF. Collectively, the Membership builds mutual understanding, credibility, and relationships amongst numerous institutions and audiences. Individually, each member is accountable for his or her actions.

The integrity of SURF's mission is a collective responsibility. SURF members who contribute to SURF's activities and publications are expected to conduct their work in a responsible and ethical manner. SURF's reputation depends upon the conduct of each and every member, each of whom should work to strengthen the public's trust through his or her application of science and engineering and standards of professionalism. SURF also builds trust with the public by sharing information and ideas objectively, to support responsible and individual decision making.

SURF Board of Trustees

Trustees should at all times conduct themselves professionally and adhere to the SURF Bylaws. Trustees respect all opinions and support the right of free expression.

The Board will promptly and thoroughly consider a Member's request for a decision, with the objective of providing a written response within one month of submission. Surveys and other data collected from the Membership on SURF's behalf will be made available for the Membership's use, and raw data shall be available for review upon request.

SURF Meetings

SURF works to create and promote opportunities for advancing sustainable remediation practices through the individual and collective work of the Membership. Meetings provide a venue for sharing of information and ideas, and the Membership has the right and responsibility to exchange such information and ideas through respectful and open communications. SURF strives to maintain a forum that values and respects the diversity of individual members and their opinions. With that in mind, SURF meetings should aim to invite and include participants and speakers from outside its Membership to provide their unique perspectives.

Meeting attendees and presenters, especially those from outside SURF, should be informed that all topics discussed and information presented during SURF meetings is considered non-confidential. Further, SURF assumes that export control laws that pertain to the transfer of technology to non-US citizens and their

countries do not apply to SURF meetings, however, participants are advised to act appropriately for their organizations. The following antitrust statement applies to SURF's general meetings:

"It is not the purpose of this meeting to discuss an existing or planned situation involving any party, whether a participant here today or not, concerning the price, customer base, volume, market, quality, design or cost structure of any commercial product or service, or to plan any course of action having an exclusionary or discriminatory effect."

Presentations

Presentations about SURF and its activities should be based on the "Who Is SURF" presentation available on the website (<http://www.sustainableremediation.org/working-files/communications-and-outreach>), and the presenter should promptly notify the Communications and Outreach Committee regarding the details of the intended conference and schedule for presentation. Should the member making the presentation want to diverge from the approved presentation or modify the presentation with additional information, they should submit request and ideas to Communications and Outreach Committee for consideration.

SURF Publications

SURF has a special responsibility regarding those scientific activities for which it is directly responsible, including publication of any research, data, or ideas. Although all authors share responsibility, ultimately Committee and Initiative chairpersons ensure the accuracy of information reported in SURF-published articles and abstracts, confirm that authorship is appropriate, and are responsible for avoiding plagiarism and duplicate publication. Authorship should be based on a significant intellectual contribution, including contributions to concept, acquisition, analysis, or interpretation of data, drafting or revising the document, and approval of the final version to be published. Inclusion of text or data published by others (including figures, tables, or portions thereof) must be accompanied by citation of the previous work. Errors and differences of interpretation are natural aspects of the creative process. Every effort should be made to correct errors as soon as possible after recognition, even after a document has been submitted for publication if necessary. Conflict of interest, whether actual, potential, or perceived, must be declared by authors and reviewers. Data that have been fabricated or falsified undermine the public's trust in SURF and science and engineering in general and will not be permitted in a SURF document.

The development of technical publications will follow the SURF Technical Initiatives Review Policy (<http://www.sustainableremediation.org/working-files/technical-initiatives>) before materials are distributed for external review or publication. Pre-published material should be treated as confidential amongst the Membership, so that it is not prematurely available to the public during internal review. Technical Initiative members are cautioned not to have detailed conversations without the express consent of the Technical Initiative task leader while the document is a work in progress. Internal reviews should be prompt and thorough, include constructive suggestions for revision, and not contain harsh language or personal attacks. Authors and reviewers will not use confidential information to advance their own or someone else's research or financial interests.

Communications and Outreach Committee

The mission of the SURF Communications and Outreach Committee is to provide a unified and consistent message, internally and externally, for effectively communicating SURF's objectives, activities, and future goals.

The Communications and Outreach Committee performs the following specific tasks:

- Developing, updating, and sharing the SURF Communication Guidelines with the Membership;
- Performing content management and maintenance of the SURF website;
- Distributing information about SURF and committee and initiative activities via the SURF website, newsletter, external publications, and/or email communications;
- Providing a clearinghouse for and links to case studies, technical articles, complementary programs, and other information of sustainable remediation interest via the SURF website;
- Performing outreach to SURF members to encourage them to write articles for internal and external publications;
- Preparing and updating the "Who Is SURF" presentation;
- Reviewing and providing standardization of external SURF communications prepared by SURF's Board, Committees, and pre-approved designees;
- Serving as the umbrella committee for all outreach initiatives, ensuring coordination, synergy and consistency; and
- Obtaining members feedback and recommendations for improvement.

Corrective Actions

Both positive and negative feedback regarding communications by a SURF Trustee or member may be provided to the acting SURF Vice President or to the SURF Facilitator. Communications or miscommunications by a SURF Trustee or member that potentially adversely affects the organization may result in action by the Board. The member will be notified in writing at least five days in advance of the Board meeting during which the matter will be discussed, and the member provided the opportunity to provide additional information or explanation. SURF Trustees and members should understand and accept that there is a consequence for misconduct, up to revocation of their membership or Board status by a majority vote of the Membership. Likewise, the Board retains the right to take corrective actions or bar or expel from SURF any individual member who has been or is sanctioned by a government agency or otherwise demonstrates unethical conduct.