



The First Society in Computing

Office of the President

May 13, 2003

David Edward Ross
[REDACTED]

Oak Park, CA 91377

Dear Mr. Ross:

At its recent meeting, the ACM Council discussed the issue you raised regarding ACM's Advertising Policy and the ACM Code of Ethics. In preparation for the Council discussion, the ACM Committee on Professional Ethics was asked to consider your interpretation, and advise Council accordingly.

The Committee found, and Council concurred, that the Advertising Policy did not violate the Code of Ethics. The Committee's finding was based on the fact that it may not be the moral responsibility of the ACM to police non-ACM members or organizations and their ads. However, Council was sympathetic to the point you raised, and decided to make several changes to the Advertising Policy, to bring it more in synch with the Code.

Specifically, the following changes are being made

- the title of the current policy will be changed to "ACM Policy on Discriminatory Advertising".
- A sentence will be added to the Advertising Policy to the effect that "ACM reserves the right to unilaterally reject any advertising".
- An additional statement will be added to the effect that: "ACM provides notices of positions available as a service to the entire membership. ACM recognizes that from time to time there may be some recruitment advertising that may be applicable to a small subset of the membership, and that this advertising may be inherently discriminatory. ACM does not necessarily endorse this advertising, but recognizes that the membership has a right to be informed of such career opportunities".

These changes are being prepared now and will be reflected in the Advertising Policy published in the Communications of the ACM, beginning with the July 2003 issue.

Sincerely,

Maria M. Klawe
ACM President

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